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THE NEW 3 1/2 MILLION DOLLAR HOME OF WFAA am • fm • tv

"Communications Center" DALLAS

move is completed ... now the combined facilities of WFAA RADIO & TV are located the largest and most modern independent facility of its kind in the world. Everything is new! It is truly a "Communications Center"!

WFAA RADIO can now boast production and transmitting facilities second to none. There is four channel stereo, a floating sound stage, a battery of all new Ampex tape consoles, Neumann single track and stereo disc recording equipment, a special sound effects room and much, much more.

Three large studios fully equipped with 9 Marconi 4½" Image Orthicon cameras, color cameras, a revolutionary Tele-Cine center, 5 Ampex videotape recorders, the latest intersynch and interswitch equipment, and a $250,000 videotape cruiser that can go anywhere.

You Name It...WFAA-AM-FM-TV CAN PRODUCE IT!

WFAA RADIO—570 ABC • 820 NBC
TELEVISION—CHANNEL 8 ABC

Radio & Television Services Of The Dallas Morning News
EFFICIENT 7

Seven time buyers for Agency X work together in one big room, their desks arranged as pictured. In the interest of efficiency*, they request partitioning to separate each desk. But due to high overhead the agency can afford only three straight walls.

The time buyers found a way to draw three straight lines on the floorplan so that each desk is completely separated from the others. Send us their solution (on this page if you wish) and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. (If you've already won it, say so in your entry and we'll send you a different prize.)

*In the interest of efficiency (i.e., reaching the largest audience), time buyers pick WMAL-TV in the Washington market. It's first, 6 P.M. to Midnight, all week long. (ARB Jan.-Feb. '61)

wmal-tv
Washington, D. C.
An Evening Star Station, represented by H-R Television, Inc.

buy St. Louis `a la card*

*KTVI rate card
your lowest cost
per thousand TV buy
in St. Louis
YOU CAN'T MISS

IN THE DALLAS - FT. WORTH MARKET WITH CHANNEL 4

Your message will reach more TV homes in the Dallas-Ft. Worth market on KRLD-TV than on any other station. TO BE SURE, use KRLD-TV.
The January-February, 1961, ARB Market Report shows KRLD-TV leading the field in both Metro Area Share of Audience and Average Quarter-Hour Homes Reached from 9 a.m. to Midnight, Sunday thru Saturday.

Reach the Dallas-Ft. Worth market EFFECTIVELY with Channel 4

KRLD-TV

THE DALLAS TIMES HERALD STATIONS

Clyde W. Rembert, President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

BROADCASTING, April 3, 1961
JFK documentaries?

Contrary to reports, President Kennedy isn't thinking of doing "fireside chats" on television. If plan jells, format would be more in tune with modern communications techniques—television documentaries produced with same kind of professional skill that goes into major TV network news documentaries. First one might be on foreign aid, for broadcast in May, when congressional debate on subject is expected to be a critical stage. President presumably would act as commentator; program would use sound films and would close with short summary by President on camera.

Another Presidential documentary that may be done would portray need for aid to education. If it materializes, it may feature Abraham Ribicoff, secretary of Health, Education and Welfare, in on-scene films showing overcrowded schools and including interviews with overworked school officials. Again President Kennedy would act as commentator. White House intends to bring in professional TV production personnel if documentaries are undertaken.

Harassed Cross

Chairman Oren Harris (D-Ark.) of the House Commerce Committee has let intimates know that he will staunchly support fellow Arkansan John S. Cross for reappointment to the FCC when his current term expires on June 30, 1962. Observation obviously was influenced by reports that Kenneth A. Cox, Seattle attorney who this month becomes chief of the FCC Broadcast Bureau, is in line for next Democratic vacancy on the Commission.

New target

Fresh from battles with ABC-TV's The Untouchables (see story, page 52), federation of Italian-American Democratic organizations of New York tentatively has its sights on new target, NBC-TV's Cain's 100, which is scheduled for fall debut in Tuesday, 10-11 p.m. time slot. MGM-produced series has been described as one of "next season's Untouchables." Group hopes to be allowed to screen pilot of program so that portrayals of Italian-Americans characters can be studied. Cain's 100, like The Untouchables also has cigarette sponsor, P. Lorillard, who will be participating advertiser through Lennen & Newell. Another item on Federation's agenda is plan to buy radio time in New York to promote accomplishments of Italian-Americans.

NBC-RKO before FCC

FCC will promptly consider multi-million NBC-RKO transactions involving Philadelphia, Boston, Washington and San Francisco. Strictly informational document covering 81 pages was circulated to commissioners last week which gives entire background of complex case. It does not draw any conclusions or make recommendations but discusses each of 27 separate pleadings involved. Formal action by commission is expected within next 30 days.

Majestic gripe

When NAB President LeRoy Collins visited President Kennedy March 22, he found chief executive's interest in TV programming transcended national policy considerations. Why, President wanted to know, did networks schedule Ingrid Bergman and Bing Crosby-Maurice Chevalier shows at same time? He wanted to see both.

Sameday-toll TV ads?

Number of advertising agency executives are convinced that eventually pay television will become advertising medium but acknowledge this is in unforeseeable future. Right now they're keeping tabs on developments in Toronto experiment, and keeping interested clients abreast of situation. Many feel that once pay TV is established, it will accept advertising to keep viewer fees low as well as up its own kitty, and that pay TV will then be evaluated for its advertising effectiveness like any other medium.

Minow's oversight

FCC Chairman Minow last Tuesday corrected an oversight. He hadn't confidential in his fellow Commissioners on first monthly report to President Kennedy required of all independent agency heads by new administration. Commissioners personally were served with copies of initial report, described as bland, factual accounting of status of FCC's work but without going into comparative cases. Second monthly report is due tomorrow (Tuesday).

New Lestoil product

It looks like summer start for new Lestoil product, which may follow TV route to national distribution pioneered out of Holyoke, Mass., by Lestoil and newer Lestol. Latest addition to line, now in promising test-market phase, is "non-pine" variation of familiar liquid cleanser, called Sparkle Scent Lestoil. Trade rumor says Sparkle Scent is on shelves beside original Lestoil and is selling well.

Cooling friendship

So-called "honeymoon" between 20th Century-Fox and National Telefilm Assoc. appears to be ending. Witness sale of distribution rights of 88 post-48 features to Seven Arts Productions (story, page 78), which already has 122 post-48's from Warner Bros., rival company. Another factor: Fox's Spyros Skouras' interest in bidding for WNTA-TV New York is waned.

NTA's growing years during late 50's coincided with period when company had exclusive rights to Fox pre-48 features, numbering in excess of 400. Seven Arts' "coup" is especially meaningful because NTA had been given distribution rights to 27 post-48 Fox features last fall before NTA's "crisis days" became known.

Reverse twist

How do you recapture VHF channel in New York or Los Angeles for educational use? Easy, say FCC staffers: You just hold comparative hearing—in reverse! Order all existing licensees to file renewal applications, hold hearing to pick worst operator, take his license away and give channel to educators. Don't laugh: it was one method discussed back in 1952 when non-commercial, educational reservations were first established.

Honolulu applicant

Group of West Coast businessmen headed by Kenyon Brown, veteran broadcaster, is quietly researching Hawaiian TV situation preparatory to filing for ch. 13 Honolulu, open since it was dropped by Kaiser Enterprises in 1958 after Kaiser acquired ch. 4 by purchase of KULA-TV and shifted KHVH-TV from ch. 13 to ch. 4.

New points of view

There's irony in position of Dept. of Justice regarding need of FCC to take into account in judging licensee's qualifications antitrust consent decrees and nolo contendre pleas (see page 64). Justice brief was written by Richard A. Solomon, former FCC assistant general counsel. Reply by FCC, undoubtedly stout opposition argument, is being written by Daniel Olbaum, former FCC attorney, more recently with Justice Dept., who moved back to FCC only two weeks ago.
MICHIGAN MARCHING FORWARD

UP and COMING...
Michigan Week
May 21-27

and Channel 2
LEADS THE PARADE

There's a whale of a lot of sales to be made in Michigan . . . a five billion dollar market in the Detroit area alone. And WJBK-TV, located right in the heart of the nation's great 5th market, pinpoints prospects by projecting your sales message where buying power concentrates . . . in Michigan's most thickly populated counties, where individual incomes are highest. It's viewers with earnings to spend and the urge to buy that make advertising dollars more productive on Channel 2, consistently No. 1 with viewers and definitely Detroit's No. 1 buy.

WJBK-TV
A STORER STATION

NATIONAL REPRESENTATIVES: THE KATZ AGENCY

BROADCASTING, April 3, 1961
WEEK IN BRIEF

After several months of sitting on station sales applications, the FCC begins acting with approvals of WSAZ-AM-TV and KVOS-TV sales; but other FCC thinking, if implemented, may put the brakes on station sales. See...

DAM BREAKS IN STATION SALES...33

Spending in the past five years among the top 100 in spot TV ranges from $41.9 million to $1.3 million and the top 10 spent more than $16 million apiece, reports TVB in special study. See...

BOILERS IN TV SPOT POT...46

Advertisers using new information developed by Nielsen Media Service can be far more sophisticated in choosing between TV and magazines, or choosing both, according to the first analyses of the study. See...

VIEWING-READING SEESAW...38

Rating-baiting got a setback from the congressionally-underwritten Madow report, observers agree, ten days after its issuance. But there could be dynamite in the FTC's rating probe in another direction. See...

MADOW REPORT MAY QUIET CRITICS...48

A proxy fight between National Telefilm Assoc. officers-directors and a stockholder faction is indicated at annual meeting today in New York. Plan to sell WNTA-TV is one of issues. See...

PROXY FIGHT SEEN AT NTA...54

The Justice Dept.'s position that the FCC should consider consent decrees and no-defense pleas in checking the qualifications of a station licensee disturbs some of the blue-ribbon station holders. See...

NEW LICENSING CRITERIA?...64

An advertiser may be quick to tell how his business is different from others, but does he have the courage to emphasize it in his advertising? Robert Ward tells what happened when his client did. See...

MONDAY MEMO...30

Familiarity breeds content in the viewer's choice between new and untried TV films and the bread-and-butter standards, says TV Personalities' Henry Saperstein, who has sales figures to back him up. See...

A SYNDICATOR IS TO SELL...76

New political broadcasting legislation is likely as a result of Senate's Watchdog Subcommittee hearings, where it's indicated the FCC needs more enforcement sanctions, people. See...

WATCHDOG MAY BITE...60

The FCC's files are loaded with station sales applications—some six months old—adding up to more than $64 million in purchases. They indicate brisk trading in 1961 if the FCC doesn't gum up the works. See...

WILL FCC END SALES BOOM?...34

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Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

BROADCASTING, April 3, 1961
IF YOUR CLIENT IS THINKING OF SELLING FOOD IN NEW YORK
(and he should be; it's the biggest market in the U.S.)

START WHERE THE SELLING IS EASY
(easier because the N.Y. market is bigger than the next 3 combined)

START WITH WINSland
(the proven path for reaching these people)

WHERE THE MARKET IS HAPPILY HOMOGENEOUS
(all ages, all interests, all incomes)

No matter what walk of life they come from, WINSLANDERS have one thing in common. They all like to eat. They spend over six billion dollars a year on food. Almost every minute of the day and night, WINS is the station in New York. MEDIA MORAL: If you sell something good to eat, sell it on WINS, the station that has the eager eaters.

For complete information call: WINS JUdson 2-7000
Susskind’s 'Open End' in equal time wrangle

David Susskind's Open End program, carried on WNTA-TV New York, became involved in equal-time controversy last week. New Jersey State Sen. Wayne Dumont Jr. complained to FCC that station refused to grant him time equal to that given former Labor Secretary James P. Mitchell, who appeared on Open End March 26. Messrs. Dumont and Mitchell are candidates for GOP gubernatorial nomination.

Mr. Susskind himself received complaint from Weldon R. Sheets, independent candidate for Democratic nomination for governor. Commenting on this request, Mr. Susskind said he had Mr. Mitchell on his program as "expert on recession and unemployment," not as political candidate.

Civil rights suit is similar to many considered by Senate Watchdog Subcommittee in hearings last week (see story page 60).

U. S., Canada reach agreement on tv rules

A "working agreement" between U.S. and Canada for allocation of vhf stations was announced last week by FCC. It will implement 1952 arrangement between two countries and in no way derogates from or alters provisions or requirements of that agreement.

Allocation and use of tv channels by Canada and U. S. within 250 miles of their common border are governed by provisions. Agreement includes table of assignments within borders and provides for changes upon acceptance by other country of proposed changes. Newly concluded working system sets out set of standards within which proposed changes in allocations will ordinarily be accepted.

In addition, certain channel assignments proposed pursuant to 1952 tv agreement were found mutually acceptable to both countries. Copies of new arrangement may be obtained from the commission in Washington.

Day's talk to criticize greed of station owners

John Day, former CBS News vice president, is prepared to charge today (April 3) that stations owners' drive "to make money" is chief reason broadcasting has not reached its potential as information medium.

In broadcast prepared for non-profit, listener-supported WBAI (FM) New York, Mr. Day says he realizes that profits are necessary but he condemns what he calls station owners' obsession "to squeeze out the very last penny of profits." He blames "show business philosophy" of broadcasting industry.

Mr. Day concedes that "as matters now stand," tv is primarily an "entertainment medium," but he wonders why this has to be.

Mr. Day lists 10 factors, including profit drive, as holding back effective presentation of broadcast news. Among them: lack of time allotted to news; pressures from government; lack of recognition of tv and radio journalists by persons who make news.

Hearing shift plea denied

Petition by WDKD Kingstree, S. C., to shift site of hearing on its renewal application from Kingstree to Washington was denied Friday (March 31) by FCC Chief Hearing Examiner James D. Cunningham, (see earlier story, page 70). Mr. Cunningham did not act on other requests by station. Hearing is scheduled to begin May 9.

Vick adds two agencies

Richardson-Merrell Inc. (formerly Vick Chemical Co.), N. Y., is announcing today (April 3) new advertising agency assignments for two Vick Chemical Co. Div. products. Sullivan, Stauffer, Colwell & Bayles, N. Y., already agency for Vicks double buffered cold tablets and Theracin anti-congestant tablets, gets Vicks Vatrolon nasal medication and Vicks Sinex nasal spray. Morse International Adv. Inc., N. Y., has been assigned entire line of Clearasil products marketed by Vick.

Dynamics Corp. reports rising sales, earnings

Dynamics Corp. of America, New York, had record high sales volume in 1960 of $48,676,897. Sales and earnings rose for third successive year, company announced in annual report last week.

For year ended Dec. 31, 1960, DCA's earnings before taxes were $3,833,144, compared with $2,576,745 in 1959. Net earnings for year were $1,853,512, compared with $1,477,128 in 1959. After deduction of preferred dividend requirements ($447,808 in 1960) net per common share equaled 50 cents on 2,787,027 shares, versus 36 cents per common share on 2,756,683 shares in 1959.

DCA's electronics subsidiaries and divisions accounted for approximately 80% of company's business last year. They include: Reeves Instrument, Radio Engineering Labs, Winston Electronics, Reeves-Hoffman and Standard Electronics.
WEEK’S HEADLINERS

Lewis W. Shollenberger, CBS Washington associate director of news and public affairs, moves to ABC April 17 as director of special events and operations, that city. He has been with CBS there since 1942 except for two years of wartime Navy service and handled network arrangements for presidential broadcasts, news conferences, special congressional sessions and other special events. Earlier Mr. Shollenberger was with UPI, Washington. He is retiring president of Radio-Television Correspondents Assn.

Mr. Shollenberger

Theodore H. Walworth Jr., station manager and director of sales, WRCV-TV Philadelphia, since October, 1955, appointed general manager of WNBC-AM-FM-TV New York. He succeeds William N. Davidson, vp and general manager of stations, who has been assigned to number of special projects for NBC. Mr. Walworth joined NBC Spot Sales in 1953 and since that time has served in key executive positions with owned stations and spot sales division, including WNBK (TV) Cleveland as tv sales manager; director of sales (1956) and station manager (1959) at WRCV-TV. He also has served with Edward Petry Co., station representative, and with ABC’s sales department. Mr. Davidson is broadcast veteran who started in NBC’s mail room in 1938, and subsequently held responsible posts in network, agency, station and station representative fields. His most recent change was in 1955 when he became assistant general manager of NBC’s stations in New York, later became general manager and was elected in 1958 vp of NBC.

Mr. Walworth

Mr. Davidson

For other personnel changes of the week see FATES & FORTUNES

Negro radio group meets April 10-11 in New York

Directors and officers of new National Negro Radio Assn. will meet April 10-11 in New York to get association under way, Francis M. Fitzgerald, president, announces.

Board will be asked to approve additional research on “huge $20 billion” Negro market where preliminary studies have been conducted past few months, Mr. Fitzgerald said.

Several research firms will submit plans and special session also will be held with station representatives specializing in Negro market radio, he said. NNRA also will discuss establishment of New York office.

D&C gains one, loses one

Daniel & Charles, N. Y., lost one account and gained another last week from same firm at same time. Vitamin Corp. of America, Lanolin Plus Division, Newark, N. J., reassigned Rybutol vitamin account from D & C to Cohen & Aleshire, N. Y., and awarded Daniel & Charles campaign for “major new product,” to be launched in radio and tv June 1. Cohen & Aleshire plans extensive tv, radio and print campaign for Rybutol.

Slander charge dismissed in ‘City of Hate’ tv case

Indictments charging slander among other things against former Los Angeles tv announcer Pat Michaels and others were dismissed March 31 by Indio, Calif., Superior Judge Merrill Brown, who said indictments were too vague as to who was slandered and how.

Defamation charges were made by mayor or nearby Elsinore, Calif., and others after 1959 telecast of “City of Hate,” presented by Mrs. Michaels on KTLA (TV), on alleged anti-Semitism in Elsinore. Mr. Michaels is now with KABC Los Angeles.

Ch.4 bid dropout allowed

FCC Chief Hearing Examiner James D. Cunningham Friday granted request of Rocky Mountain Tele Stations to dismiss its application for ch. 4 at Reno, Nev., dismissing with prejudice. Remaining applicant is Circle L Inc.

Weisberg to Trans-Lux Tv

Robert Weisberg, well-known to tv station executives throughout country in his post as executive in charge of buying films for TV Stations Inc. for more than five years, is resigning that position shortly to join Trans-Lux Television Corp., New York, in newly-created post. Details of new job, said to be unique in industry, will be announced in early May but it probably will concern itself with servicing of tv programs to stations.
THAT
WCKY
SURE
wakes up
CINCINNATI

But not just in the morning. Every minute of the day and night from Will Lenay's bright-day-in-the-morning show to the jam-packed all-night Jamboree - WCKY's fresh new sixties-sound of music and service has given Cincinnati a get-up-and-go shot in the arm. New program ideas plus a new hullabalulu of promotion have perked up the whole Cincinnati Tri-State area, giving hundreds of thousands of Ohio River Valley listeners a new lease on life. But that's only half the story; the real eye-opener is that pennies-per-thousand cost. There's nothing new about that; any Nielsen or the salesman from AM Radio Sales can still prove that WCKY is some Cincinnati buy!

WCKY-RADIO IS SOME BUY!
50,000 WATTS - CINCINNATI
time bomb!

mca tv explodes upon the TV scene with four full hour first-run off-network shows for syndication

Each show immediately available for local programming

CIMARRON CITY
starring GEORGE MONTGOMERY

OVERLAND TRAIL
starring WILLIAM BENDIX

RIVERBOAT
starring DARREN McGAVIN

SUSPICION
All-Star SUSPENSE DRAMAS

Shattering precedent for station programming! Bursting with proven high ratings!

PRE-SOLD in the following markets:

WNEW-TV, NEW YORK
KTTV, LOS ANGELES
WTG-TV, WASH., D. C.
WAGA-TV, ATLANTA
WNEWS-TV, CLEVELAND
KRTV, COLORADO SPRINGS
KPTV, PORTLAND, ORE.

KVAR-TV, PHOENIX
KVDA-TV, TUCSON
WITN-TV, WASH., N. C.
WBNS-TV, COLUMBUS
WBRE-TV, WILKES-BARRE
WGAN-TV, PORTLAND, ME.

mca
TV FILM SYNDICATION
598 Madison Ave., N.Y. 22, N.Y.
Plaza 9-7500 and principal cities everywhere
Power met power when WBEN-TV -- the most powerful selling medium in sight and sound on the Niagara Frontier -- focused its cameras on the Niagara Power project dedication, the most powerful hydroelectric complex in the Western World.

Since 1948 more than two million Western New Yorkers have depended on WBEN-TV for continuing public-service coverage. This up-to-the-minute, on-the-spot reporting has built tremendous loyalty and confidence.

There's power in this trust -- power that moves merchandise, sells services and products. It compares with the power that this $720,000,000 project -- equal to the output of all the TVA hydroelectric dams -- will generate for area industry.

Niagara Power is bringing new growth, expansion, jobs -- new families, new thousands into the market place. WBEN-TV power brings your message to them with vigor and impact -- another powerful reason why your TV dollars count for more -- on Channel Four.

National Representatives: Harrington, Righter and Parsons

WBEN-TV
The Buffalo Evening News Station

CH. 4
CBS in Buffalo

BROADCASTING, April 3, 1961
DATEBOOK

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

*Indicates first or revised listing.

April 3—Hollywood A& Club, luncheon, 12 noon, Roosevelt Hotel, Ernest H. Schreiber, engineer for Pacific Tel. & Tel. Co., will present color film. "The Big Broadcast." Communications satellite Echo I; Bill Sterling of Jerry Fairbanks Productions, will discuss problems in producing the documentary film." April 3—Comments due on FCC proposal to revamp program report forms in application.

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


April 5—Hollywood A& Club—Southern California Broadcasters Assn. workshop session on radio commercials.


April 6—Tanana Broadcasters Assn. annual meeting. Revel, Mont.

April 7—New York Broadcasters Assn., convention. Speakers include Howard Bell, NAB vice president for industry affairs. Anglers Restaurant, New York. April 7—Southwest Assn. of Advertising Agencies, annual convention. Marriott Motor Hotel, Dallas.

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

April 10—National Premium Buyers 26th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.


April 14—Mississippi UPI Broadcasters Assn., annual meeting. Buena Vista Hotel, Biloxi.


RAB SALES CLINICS

April 3—Albuquerque, N.M.: Charlotte, N. C.

April 4, 5—Phoenix, Ariz.: Atlanta, Ga.

April 6—Los Angeles; Tampa, Fla.

April 7—Bakersfield, Calif.: Miami, Fla.

April 10—Baton Rouge, La.

April 11—San Francisco.

April 11—Fort Worth, Tex. 

does—Seattle, Wash.

April 13—Memphis, Tenn.

April 14—Nashville, Tenn.

April 15—Albany, N. Y.

April 25—Richmond, Va.

April 27—Washington, D. C.

April 28—Philadelphia.


April 15—West Virginia AP Broadcasters meeting. Charleston.


April 17-20—International Advertising Assn. Waldorf-Astoria Hotel, New York City.

April 18—Radio & Television Executives Society, People Awards luncheon. Hotel Roosevelt, Grand Ballroom, New York City.

April 19-22—1961 American Film Festival, sponsored by Educational Film Library Assn. at Sharon Hotel, New York City.


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


April 24—Deadline for return of nominations ballots for National Emmy of Television Arts & Sciences Emmy awards competition.

April 24-25—Nebraska Broadcasters Assn., convention. Blackstone Hotel, Omaha.


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


April 26-28—Institute for Education by Radio-Television, Decker-Hilton Hotel, Columbus, Ohio.

April 27—Georgia Assn. of Broadcasters, management conference. Dinkler Plaza Hotel, Atlanta.

April 28—Arizona Broadcasters Assn., spring meeting. Wild Horse Ranch Resort, near Tucson.

April 28—UPI Broadcasters of Massachusetts, spring meeting. U. of Massachusetts, Amherst.


April 28-29—Tennessee AP Broadcasters,
KTUL-TV's
89er TREASURE RUSH
in 1960 was a fantastic
success...over 15,000 people
rushed for $10,000 in prizes.
This year the prizes, promo-
tion, and enthusiasm have
been doubled to make the
1961 celebration the biggest
event in Tulsa and Okla-
homa since the original
land rush.

Repreented natioally
by AVERY-KNODEL, INC.,
OR JIM BLACK, BOX 9697
TULSA, OKLAHOMA.. PHONE
Hickory 8-6184.

SOONERS RUSH AGAIN
IN 1961

MORE FLEXIBILITY...BETTER PERFORMANCE...HI QUALITY PICTURES with

The NEW
SARKES TARZIAN
880
STUDIO CAMERA

Even inexperienced operators are getting excellent results
with the new 880. Handles like a big camera; weighs 60 pounds.
Designed and built by broadcasters for broadcast
application. Especially suitable for newscasts...weather
shows...product commercials and the like. Unusually
low operating costs, as well as low original investment.

SARKES TARZIAN INC
east hillside drive * bloomington, indiana
edison 2-7251

Write for complete
technical information
Broadcast Equipment
Division

April 28-30—Alpha Delta Sigma, profes-
sional advertising fraternity, national con-
vention. U. of Minnesota, Minneapolis-St.
Paul.
*April 29-30—UPI Broadcasters Assn. of
Texas, annual meeting. Baker Hotel, Dallas.
*April 30—UPI Broadcasters of Missouri, an-
ual meeting. Governor Hotel, Jefferson City.
April 30-May 3—U. S. Chamber of Com-
merce annual convention, Washington.

MAY

May 1-21—National Radio Month.
May 1—Deadline for submissions of 100-
200 word abstracts and 500-1000 word de-
tailed summaries of papers for the 1961
Western Electronic Show & Convention
(WEBCON). Send to the attention of E. W.
Herold, WEBCON Northern California Office,
701 Welch Road, Palo Alto, Calif.
May 1-3—Assn. of Canadian Advertisers.
Royal York Hotel, Toronto, Ont., Canada.
May 2-4—Electronic Components Confer-
ence. Jack Tar Hotel, San Francisco.
May 3—Station Representatives Assn., Sil-
ver Needle Awards of the Year Award
luncheon, Waldorf-Astoria Hotel, N. Y.
May 3-6—American Public Relations Assn.
7th annual convention. Hotel Shilburne,
Atlantic City, N. J. The association's Phila-
delphia Forge will be host. The theme will be;
"Analyzing Public Relations’ Accom-
plishments Problems, Opportunities and
Skills."
May 4—American TV Commercials Festival.
Hotel Roosevelt, New York City, all day.
May 4-5—CBS Television Network-CBS-TV
Affiliates Assn., annual meeting. Waldorf-
Astoria Hotel, New York City.
May 4-6—Western States Advertising Agen-
cies Assn., annual conference. Shelter Island
Inn, San Diego, Calif.
May 4-7—American Women in Radio &
Television, national convention. Stater Hilton
Hotel, Washington, D. C.
May 4-14—Brand Name Week.
May 5-11th Annual Radio-Television Con-
ference & Banquet sponsored by Radio-Tele-
vision Guild of San Francisco State College.
At San Francisco State College.
May 5-8—U. of Wisconsin Journalism Insti-
tutes, Wisconsin Center, Madison.
May 5-7—National Assn. of FM Broadcast-
ers, Washington, D.C. Board of Directors
meeting, May 5: annual business meeting.
May 7-10—NAB annual convention. Sheraton
Park and Shoreham Hotels, Washington.
May 7-15—Society of Motion Picture &
Television Engineers, 89th semiannual con-
vention. King Edward Sheraton Hotel,
Toronto, Canada. Theme will be " Interna-
tional Achievements in Motion Pictures and
Television."
May 8-10—National Aerospace Electronics
Conference, Institute of Radio Engineers.
Biltmore & Miami Hotels, Dayton, Ohio.
May 8—Broadcast Pioneers, 20th annual
dinner. 7:30 p.m., Cotillion Room, Sheraton
Park Hotel, Washington, D. C.
May 10—Deadline for return of final voting
ballots in National Academy of Television
Arts & Sciences annual Emmy awards com-
petition.
May 11—Assn. of National Advertisers
Workshop on International Advertising, Ho-
et Plaza, New York City.
May 12—Connecticut Broadcasters Assn.,
annual meeting. The Waverly Inn, Chestere.
May 12—Deadline for entries in Industrial
Design Award Competition of Aug. 22-25
WEBCON. Entry forms available from
WEBCON Business Office, 1435 S. La Cienega
Blvd., Los Angeles 35.
May 12—Academy of Television Arts &
Sciences, Phoenix chapter. Second annual
Emmy awards banquet. Backstage Club and
Sombrero Playhouse, Phoenix.
May 13—New York area Emmy awards
telecast, WNBC-TV, 10:30-11:15 p.m.
May 13—Illinois AP Radio- and-Television

WASHINGTON: Though slight traces of severe Winter are still in the air, one-day-old Spring is showing its effect in the Capital. This full-blooming forsythia grounds is the subject of a camera study 3/21 by photographer Vince Finnegan. UPI TELEPHOTO

...this is FAX!

Note the high fidelity, sharpness, clarity and tone ranges of this Unifax facsimile newpicture reproduction.

On March 21, UPI inaugurated a new transmission standard further improving what already was the finest quality in the world.

Unifax and UPI Telephoto pictures now have a zip you'll find in no other newpicture service.

Look at the highlights in those shadows!
IT STARTED BACK HERE IN JULY 1955—
—AND IT’S STILL GOING STRONG. This eye-catching pattern of audience leadership represents 136 consecutive Nielsen reports.*Interrupted only twice in 5½ years, it shows that one network consistently delivers the biggest average audience in television. CBS ©

*NATIONWIDE 6-11 PM
the key to successful “automatic programming” is PROGRAMMING!

Every radio station operator knows it. That’s why astute broadcasters are hailing the new automated radio programming by Magne-Tronics.

For Magne-Tronics top quality programming, on tape, consists of outstanding “name” musical productions from both sides of the Atlantic. Almost 80% of the music is popular and popular-concert, pleasingly balanced with symphonies, vocals and, of course, seasonal and holiday numbers.

PROGRAMMING WITH INFINITE VARIETY
Magne-Tronics music comes in ten 8-hour reels. A new reel added each month keeps the schedule fresh and exciting... continually builds your library. The interspersing system in the equipment enables stations to achieve infinite variety in the sequences of the numbers.

PROVED, FAMOUS-MAKE EQUIPMENT AVAILABLE
Specially designed, famous-make equipment (available, if required, through Magne-Tronics) provides continuous, trouble-free automated radio programming — including commercials and announcements.

Yes, with Magne-Tronics you get all the economies of automated broadcasting, plus radio programming that gives a lift to your schedule. And priced for economy-minded budgets!

Write today for full details... audition tape — and exclusive rights in your market.

*Be sure to look into the Magne-Tronics background music service which broadcasters are finding a valuable station asset. Exclusive franchises in preferred markets still available.

Magne-Tronics, INC. 49 West 45th Street, New York 36

June

1-2 American Marketing Assn., annual meeting, Pensacola.

3 Florida AP Broadcasters Assn., Daytona Beach.

3-4 Oklahoma AP Broadcasters Assn., meeting, DeVille Motor Hotel, Oklahoma City.

5-9 International Communications Workshop, sponsored by World Commission for Christian Broadcasting, American Jewish Committee and several other religious groups. U. of Southern California, Los Angeles.

6-11 American Marketing Assn., New York chapter, marketing workshop: Management use of marketing research, companies. Lever House auditorium, New York, 4 p.m.

8-10 Marketing Executives of New York, annual seminar, Pocono Manor, Pa.

9 Florida UP Broadcasters Assn., annual meeting, Pensacola.


14-16 Virginia Assn. of Broadcasters, annual meeting. Hotel Roanoke, Roanoke.

15-17 Florida Assn. of Broadcasters, annual convention. Seville Hotel, Miami Beach.

19-21 American Marketing Assn., Advertising Federation of Americas 1961 Conventions

April 6-7 — AFA 1st district convention, Sheraton-Biltmore Hotel, Providence, R. I.

April 12-14 — AFA 4th district convention, Dupont Plaza Hotel, Miami.

April 21-22 — AFA 9th district convention, Savory Hotel, Des Moines, Iowa.

May 27-31 — AFA 8th annual convention, Sheraton Park Hotel, Washington, D. C.
**FOCUS ON THE RIGHT INCOME AND EDUCATION...**

In 1960 ARB reported—WNEW-TV reaches 100% of the greater New York market! Now, in a special qualitative study, ARB reports that the audience of independent WNEW-TV is comparable in terms of Income and Education to the audience of the leading network television station in New York. **WNEW-TV**

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### INCOME—HEAD OF HOUSEHOLD

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>UNDER 3,000</td>
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<tr>
<td>3,000-5,000</td>
<td>31.3</td>
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<td>5,000-8,000</td>
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### EDUCATION—HEAD OF HOUSEHOLD

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<td>COLLEGE</td>
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</table>
Here are the next 10 days of network color shows (all times are EST).

**NBC-TV**

April 4-7, 10-12 (6:30 a.m.) Continental Classroom (modern chemistry), sust.
April 4-7, 10-12 (6:30-7 a.m.) Continental Classroom (contemporary math), sust.
April 3, 7-10 (10:30-11 a.m.) Play Your Hunch, part.
April 3, 7-10, 11-13 (11:30 a.m.) The Price is Right, part.
April 3-7, 10-12 (12:30-12:55 p.m.) It Could Be You, part.
April 3-7, 10-12 (2:23 p.m.) The Jan Murray Show, part.
April 3-6, 10-12 (11:15 p.m.)-1 a.m.) The Jack Paar Show, part.
April 5, 12 (8:30-9 p.m.) The Price Is Right, Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kammel.

**April 5 (9-10 p.m.)** Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.
**April 5 (9:30-10 p.m.)** The Ford Show, Ford through J. Walter Thompson.
**April 7 (9:10 p.m.)** Sing Along with Mitch, Ballantine.
**April 8 (10:10:30 a.m.)** The Shari Lewis Show, Nabisco through Kenyon & Eckhardt.
**April 8 (10:30-11 a.m.)** King Leonardo and His Short Subjects, General Mills through Dancer-Fitzgerald-Sample.
**April 8 (7:30-8:30 p.m.)** Bonanza, RCA through J. Walter Thompson.
**April 9 (6:3-10 a.m.)** Meet the Press, co-op.
**April 9 (7:8 p.m.)** The Shirley Temple Show, RCA through J. Walter Thompson, Beechut through Young & Rubicam.
**April 9 (9-10 p.m.)** The Chevy Show, Chevrolet through Campbell-Ewald.

**National Conference, Ambassador Hotel, Los Angeles, June 20-22 — Catholic Broadcasters Assn. annual meeting, Calboun Beach Hotel, Minneapolis-St. Paul, Minn.

*June 25-27 — Marylands-D. C. Broadcasters' Assn., summer meeting. Ocean City, Md.

**July 1—Chicago Publicity Club, 20th anniversary celebration. J. Leonhard Schiall, Cox Stations and radio-tv advisor to President Kennedy will be principal speaker. Mayfair Room, Sheraton-Blackstone Hotel, Chicago.

**July 10—Wisconsin Broadcasters Assn. Plankinton Hotel, Milwaukee.

**July 13—National Assm. of Television & Radio Farm Directors convention, Shoreham Hotel, Washington, D. C.

**July 18-28—Three week summer workshop on television in education, U. of California at Los Angeles.

**AUGUST**


**SEPTEMBER**


**OCTOBER**

Oct. 2-4—Advertising Research Foundation conference, Hotel Commodore, N. Y.

Oct. 8-18—International seminar on instructional television, sponsored by Purdue U., in cooperation with UNESCO and the U.S. National Commission for UNESCO; Dr. Warren F. Selbert, Purdue professor, is seminar director; James S. Mills, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.


---

**REACH the ADULT BUYING**

**audience of Greater Kansas City!**

**1 1/2 BILLION DOLLAR MARKET**

**WITH**

**KBED KBKY-FM**

**Simulcasting Beautiful Music!**

The distinctive, sparkling "sound" of Kansas City's only Beautiful Music Stations holds the mature adult listening audience.

**Commercial Limitation: 12 Announcements per hour**

Represented by:
VENARD, RINTOUL & McCONNELL, Inc.

**Owned by PUBLIC RADIO CORP.**

KIOA (Des Moines)
KBEA/KBEY-FM (Kansas City)
KAKC (Tulsa)

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22 (DATEBOOK) BROADCASTING, April 3, 1961
AT YOUR BECK and CALL LETTERS

RICHARD H. ULLMAN, INC. IS RADIO'S HOUSE OF SOUNDSMANSHIP.

To acquire Soundsmanship your station needs jingles with a capital J. That's why Ullman distributes more quality station jingles than anybody. Ullman has jingles for every program format. Quality jingles that purr... or swing... or beat with rhythm that makes a tom-tom's tattoo sound like a tinkle. Jingles customized completely for you. Jingles of every variety. For instance:

GOLDEN ERA JINGLES. Special lyrics paraphrasing all-time best sellers of the Golden Era of great bands... arrangements matching the bands' own styles... Glenn Miller's In the Mood, Sammy Kaye's Daddy, Tommy Dorsey's There Are Such Things, Benny Goodman's Why Don't You Do Right? Dozens of others. Built-in, instant recognition that'll have listeners humming your call letters.

JET JINGLES. Short (8 to 10 second average), hard-hitting, attention-grabbers with a rocking beat-beat-beat.

SWING-WESTERN. Nothing hoe-downish about these. Modern, pulsing jingles with just the right sorghum, country-western flavor.

SWINGING RADIO. Specially tailored for high-speed stations programming top record sellers with today's dynamic sound.

SOUNDSATIONAL. Every jingle built around the SOUNDSATIONAL slogan. Strictly up tempo on the logo.

Ullman has many more, and more coming. Listen to our two brand new packages at the NAB Convention in May. One for good music stations. One for Formatic stations. And new, tailored packages every two months.

Call your Ullman-man. He'll tell you all about SOUNDSMANSHIP... Jingles... THE BIG SOUND and Spotmaster tape cartridge equipment. Or give Marv Kempner a jingle in New York at PLaza 7-2197.

RICHARD H ULLMAN, INC.
Marvin A. Kempner, Executive Vice President
1271 Avenue of the Americas, New York
Complete & accurate
EDITOR: We are extremely pleased with the story which appeared in Broadcasting about our organization (Broadcast Advertising, March 20). It was a splendid job . . . complete and accurate. . . . —Gerald Auerbach, President, Advertising Radio & Television Services Inc., New York.

Extremely pleased
EDITOR: . . . We are extremely pleased with the article (Programming, March 20) and the fine manner in which it was presented in Broadcasting . . . Jim Ameche Jr., Manager, Jim Ameche Productions Inc., Sepulveda, Calif.

Outstanding support
EDITOR: As we draw to the close of our March campaign, we find that once again we are indebted to our friends at Broadcasting for their outstanding support. It was most heartening to see the Red Cross radio-tv ad displayed so prominently.

An old friend
EDITOR: . . . I was discussing “Career Opportunities in Broadcasting” with a group of students at Webster Groves (Mo.) High School March 20. One of the students asked, “How can we find out what’s happening in broadcasting currently?” and . . . I blurted out, “by reading Broadcasting and other trade publications.”

This gave me occasion to think back to 1946, when I was a junior in high school, for this is the time of my initial contact with Broadcasting. I don’t remember if it was available on newsstands at the time or if I “borrowed” recent copies from local Milwaukee radio stations.

Then there was the time in February 1949 when my teen-age survey activi-

Time salesmen to pick Silver Nail winner
Time salesmen will have a chance now to vote for their favorite agency customer. The Station Representatives Assn. committee planning the annual “Silver Nail Timebuyer of the Year” Award has sent out ballots, and the media specialist polling the most votes will get the accolade (named for Frank Silvernail, retired BBDO executive) May 3 at an all-industry luncheon to be held at the Waldorf in New York.

Committeemen working with chairman Frank E. Pellegrin (1), vice president of H-R Television Inc., on the fourth annual Silver Nail award include Marie Janice (c) of Cunningham & Walsh and T. J. McDermott (1), N. W. Ayer & Son vice president. Others (not shown) are Robert Foreman, BBDO executive vice president, creative services; Jayne Shannon, broadcast media supervisor of J. Walter Thompson, and Lawrence Webb, managing director of SRA.
The overwhelming superiority of Warner's "Films of the 50's" was demonstrated during the January 6-February 2 survey period in St. Louis. During this time, these Seven Arts feature films were telecast exclusively over KSD's "Gold Award Theatre" sponsored by Beautyrama, Inc. They scored their high rating against two other feature film programs.

Beautyrama will continue to sponsor the "Gold Award Theatre" and will continue to telecast the Seven Arts' "Films of the 50's."

These recent films from Warner's library of big-star hits do as well against top network shows as they do against other feature films. Example: KTVU in San Francisco on Sunday night scored a smashing 36.2 share of audience, higher by 50% than the next best station, against such tough competition as Shirley Temple, Lassie, Dennis the Menace, Walt Disney and Maverick.

Warner's Films of the 50's... Money makers of the 60's
ties made it as the "Feature of the Week." That's why I think I would be remiss if I didn't advise all aspiring broadcasting-likes to read Broadcasting, and the current issue will definitely be included in our Career Day program package. —Michael Ruppe Jr., Director of Promotion, WLOL St. Louis.

WLOL image promotion

EDITOR: The article on station image (Broadcast Advertising, Feb. 20) had more than the usual interest for us. We thought the points were extremely well taken and provided much food for thought—plus a second look at the guidelines at the station level.

By coincidence, we had on the drawing boards at the time and ready to go for March a promotion which seemed to fit some of the elements dealt with and needed for creating station image. I refer particularly to environment provided by the station and local market information not available in standard syndicated services. . . . —Jim Scanlon, Promotion Director, WLOL Minneapolis.

Fm response

EDITOR: May we add our congratulations and praise for your comprehensive article on fm broadcasting (Perspective '61, Feb. 20). If reprints are available, may we have about a dozen copies? . . . ?—Sid Roberts, Manager, WFMF (FM) Chicago.

EDITOR: It was good to see that the fm picture is bright on a national scope. Your article was encouraging, and will be of help in selling fm in our market, where we are a pioneer station. Please send 10 reprints. . . . —William T. Watrous, Account Executive, WYAK (FM) Sarasota, Fla.


Additional charges

EDITOR: Thank you very much for announcing the availability of our manual, "Producing Your Educational Television Program" (The Media, March 20). We have had many inquiries about it already. . . .

We find, however, that we must ask a $2.50 charge instead of the $1 you indicated. We are sure that the source of your information was not aware of the additional printing and handling charges. . . . —C. Edward Cavert, Assistant Manager for Operations, Mohawk-Hudson Council on Educational Television, Schenectady, N. Y.
GREAT INSTITUTIONS
...characterized by progress

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

KWTV
OKLAHOMA CITY

KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.
Mel Allen, Betty Furness, Dave Garroway, Wayne Howell, Lindsey Nelson, Bert Parks—these top showbusiness personalities now headline “Monitor '61.” Such “Monitor” regulars as Mike Nichols & Elaine May, Bob Hope, and Bob & Ray join them in a dramatically new format for NBC Radio's popular weekend network service, which makes wider use of the NBC news department's world-wide facilities.
One new “Monitor” feature: “Ring Around The World”—a series of five-minute commentaries on world developments by top NBC news correspondents in strategic spots around the globe. Another: “Weekend Report”—A 25-minute study in depth of the biggest news story of the week. New stars, new programming, new excitement—this is “Monitor ’61!” NBC RADIO NETWORK
"Our business is different" is the age-old cry that generally emits from a client who is reluctant about changing time-tried (and often stagnant) methods or accepting a newfangled approach to an old problem. This rather unstartling statement is the basis for my 1,000 to 1,100 words today.

In recent years, the population revolution in the West has produced some interesting trends in certain industries. One particularly affected is the savings and loan industry.

As a result of the tremendous population increase in California in recent years, there came a correlatively increased demand for home loans. As a result, the demand for money became acute. Savings and loan associations began to expand, most adding branches in various sections of the city. The demands for money to loan made the business extremely competitive.

Seemingly overnight, motivational research studies went out the window. A razzle-dazzle, wide open appeal for the saver's dollar became the theme of virtually all of the savings and loan companies in the Los Angeles area. Pots, pans, dishes, pens, plants, free trips to Hawaii, all were offered to lure savings dollars through the door.

Follow the Crowd? = What, then, were we to do when our client, Lincoln Savings and Loan Association, a one-location firm, was hesitant about changing its conservative approach, yet had to seriously consider jumping into the premium business with its competitors. They told us, "our business is different" but on the other hand, unless you can come up with something new, exciting, but conservative, we may have to resort to the same tactics as our competition.

This was a rare opportunity. Generally, firms operating in the financial field are reticent about advertising in media other than newspapers. Some take an occasional fling in radio or television; these sporadic adventures, however, usually are tied to a news show or random spots.

In our opinion, all the elements to establish a contrasting campaign were at our disposal. We felt a message of dignity would be heard in the crash and din of Lincoln Savings' competitors. Research, (which we did not throw out the window) indicated that there is a deeper and more real reason why people save money, not just the immediate "premium" benefit.

An image of dignity, strength, dedication to the saver's needs was adopted as our theme. We counted on consumer appreciation to make our approach pay off. The desired approach was simple to attain. The name "Lincoln" lends itself to the approach we had in mind. Now the selection of media became the paramount problem. Should we recommend that the client try to compete in newspapers with the giveaway associations?

No, no, a thousand times no!

Low Key = An image such as we would try to convey demanded a personal soft sell. Television has the close-to-personalized-salesmanship advantage we were looking for. Now the vehicle.

Those who have tried to find good local programming at a cost suitable to a local client's budget will recognize the problem. Conservative and prestige-conscious Lincoln Savings in Los Angeles was an account that required a truly unique type of television presentation. All the television stations in this market were informed of Ward, Frojen Advertising's attitude and philosophy toward the Lincoln Savings problem. We at Ward, Frojen felt it absolutely necessary that the various television representatives be completely aware of our entire campaign approach so we could avoid unnecessary screenings and presentations.

CBS's KNXT (TV) Los Angeles presented us with a rather different and challenging idea.

KNXT had taken one of the great plays, "Candida" by George Bernard Shaw, and scripted it to a 90-minute production. Frankly, I went to the screening with tongue in cheek, fully realizing that never before had a local station been successful in producing a show of this type with any degree of professional skill. To my surprise, "Candida" was a delightful show, done in such a highly professional manner that it stood out from existing programming in the Los Angeles market.

Now our campaign was complete. We had a vehicle of network stature, one to allow us to sell our sound, conservative wares to the appreciative consumer.

Accepts = Lincoln Savings accepted our presentation and give us whole-hearted support.

We selected Jan. 1 as the date best suited for the start of our campaign. It was appropriate that "Candida" be aired on this same date. Our faith in the contrast campaign, and specifically in the 90-minute special, was rewarded. By Jan. 5, thousands of letters poured into our client's office. "Bravo," "more," "congratulations," "good taste," "excellent use of commercial time" (all soft sell) are just some of the words contained in cards and letters. The television critics also gave the show excellent notices.

More important, our client felt the results at its place of business. So much so that we have purchased on Lincoln Savings' behalf four more 90-minute specials for the remainder of this year. Lincoln Savings demonstrated further confidence in approving our recommendation to sponsor a series of 26 episodes of Life With Father, a re-run.

Our success with this approach has caused many a competitor, both client and agency, to look closer at his efforts. There is a great feeling of pride and accomplishment when another agency man walks up and says, "Your client's advertising is the best we've seen in this field." You bet our client's business is "different," and I'm glad Lincoln Savings is an advertiser willing to let us prove it.

Robert J. Ward started his career as a publication representative shortly after graduating from the University of Southern California in business administration. He saw service in World War II and Korea as an Air Force officer. In 1953, he became vice president in charge of television of the now-retired California Advertising Agency. After joining Compton Advertising Inc. (Los Angeles) for one year, he left to start Ward, Frojen Advertising Inc. with long-time friend Robert C. Frojen.
The mistress of all she surveys. A gracious hostess waiting for her guests to arrive. The interesting and the interested will both enjoy the company of a “Metropolitan personality.”

METROPOLITAN BROADCASTING
205 East 66th Street, New York 21, N.Y.

TELEVISION STATIONS
WNEW-TV New York, N.Y.
WTAG Washington, D.C.
KOVR Sacramento-Stockton, California
WTVH Peoria, Illinois
WTVP Decatur, Illinois

RADIO STATIONS
WNEW New York, N.Y.
WHK Cleveland, Ohio

A DIVISION OF METROMEDIA, INC.
other divisions are:
Foster & Kleiser
Worldwide Broadcasting
Miracle Medicine for sales...

DRUG STORE MERCHANDISING THAT WORKS ON AND ON

Now the hundred-odd member-stores of the Richmond Pharmaceutical Association give featured display and extra sales push to products advertised on WXEX-TV! Buy WXEX-TV - first in Richmond and Central Virginia with the biggest adult audience, and first in merchandising with CCA, food chains, drug chains...and now a hundred-odd independent druggists. Buy WXEX-TV and sell!

WXEX-TV
RICHMOND, VIRGINIA

BC-TV Basic: Tom Tinsley, President; Irvin Ableitt, Vice President. NATIONAL REPRESENTATIVES: Select Station Representatives in New York, Baltimore, Washington and Philadelphia; Adam Young in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; James S. James in the South and Southwest.
THE DAM BREAKS IN STATION SALES

The FCC blesses multi-million WSAZ-AM-TV, KVOS-TV purchases, has $64 million more to pass on; WNTA-TV bidding still active

The station sales market suddenly came alive last week after a do-nothing period of several months.

In all that time, major station property sales have been negotiated, but seemingly were left vegetating in the FCC's files.

Last week the commission approved two ownership changes involving an aggregate $8 million in financial considerations, the first of any size approved by the FCC since November.

They were the purchase of 89% of WSAZ-AM-TV Huntington, W. Va., by WJR Detroit for $5.4 million and of KVOS-TV Bellingham, Wash., by Wometco Enterprises Inc. for $3 million.

In the background, with bids being made almost daily and all spiraling upward, was WNTA-TV, the ch. 13 independent in New York put on the block publicly last February.

The latest offer of $8.4 million comes from Eli Landau former chairman of National Telefilms Assoc., for the whole NTA broadcasting package— WNTA-AM-FM-TV. The offer is being given serious consideration by NTA officials, it has been reported.

The returning market in station sales—and it's the consensus of brokers and station lawyers that last week's FCC actions may herald the breakup of the log jam—faces two major threats:

* The FCC has announced that it's thinking about placing a three-year holding period on all licenses. This would mean an automatic hearing on the sale of any station the owner has held for less than three years.

* And last week the commission caused a tremor through the industry by announcing it's going to look into the possibility of recapturing a vhf channel in both New York and Los Angeles for educational use. Behind the scenes there was a rumor some members of the commission want to extend this inquiry into all major markets without an educational vhf assignment.

Blind Man's Buff * It's speculated that the method—if a majority of the FCC agrees—would be to designate the first station up for sale as "it." The damper this would put on major market station sale transactions is obvious.

Notwithstanding the FCC's action last week there are still pending in its files applications for station sale approvals that add up to a significantly substantial $64 million (see story page 35).

This is more than half the total consideration involved in all sales approved by the commission in 1960.

Those still awaiting the word from the FCC include such over-$10-million transactions as Crowell-Collier's pur-

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A SEVEN-YEAR RECORD OF STATION TRADING

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<th></th>
<th>Total</th>
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<td>1954</td>
<td>$60,344,130</td>
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<td>$26,213,323</td>
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<td>27,333,104</td>
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<td>32,563,378</td>
<td>65,212,055</td>
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<td>127,537,026</td>
<td>49,868,123</td>
<td>60,872,618</td>
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<td>1959</td>
<td>123,496,581</td>
<td>65,544,653</td>
<td>42,724,727</td>
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Note: Dollar volume figures represent total considerations reported for all transactions, whether majority or minority interests were involved. In many transactions involving joint radio-telephone properties, individual values were not assigned to the radio and television stations. Such sales are reported in the column headed "Combined Radio-TV"
As part of the financing for the belltham acquisition, Wometco plans to borrow $2 million from the Prudential Insurance Co.

There was only one dissent to the Wometco purchase—by Commissioner Robert T. Bartley. Mr. Bartley consistently has argued that hearings should be held when a multiple owner acquires additional broadcast properties.

Scope Countrywide * The negotiations for the sale of WNTA-TV New York touched off developments with ramifications last week in New York, Beverly Hills, Washington, D. C., and New Jersey, but one significant (and overlooked) sidelight is this: not one of the industry's multiple-station owners, a tribe known to station brokers as "the sophisticates," has expressed serious interest in purchasing the station, though it has been on the market since mid-February.

This is not to say the station hasn't had active seekers. Bids have been made by Ely A. Landau, board chairman, amounting to $8.4 million for both WNTA-TV and WNTA-AM-FM; producer David Susskind, acting for Paramount Pictures Corp., totaling $6.6 million for WNTA-TV and accounts receivable; a civic group, working through the National Educational Television & Radio Center, amounting to $5.5 million for WNTA-TV alone. Late last week a New Jersey civic group, which

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**Will new FCC policies end bull market in**

The bull market in tv station sales of recent years may be drastically curtailed by an FCC notice of inquiry released last week and—more importantly—by the thinking behind the notice.

Such a result could be an unintended by-product of the commission's action in asking for comments on "methods" by which one of the seven commercial vhf stations in Los Angeles and New York could be made available for educational television. It would have the effect of "freezing" present ownership of tv stations in the two cities and other major markets which do not presently have an operating educational station.

These were the opinions expressed by several individuals in Washington close to the situation, including a station broker.

In asking for comments on its notice, the FCC pointed out that New York and Los Angeles, the first and third U. S. markets, are without educational tv. "This lack is all the more regrettable in view of the abundant resources available in both these cities for educational tv programming and the fact that over 13% of the total population of the country resides within the service area of the [14] commercial vhf stations operating in these cities," the commission said.

The agency continued:

"In view of the incalculable benefits which non-commercial educational services could bring to the vast populations in both the Los Angeles and New York areas, the commission believes it urgently desirable in the public interest to inquire into available means by which it could enhance the opportunities for the provision of such services, and in particular to assess the possibilities for attaining this objective by making available for non-commercial, educational broadcasting one of the seven vhf channels in each of those areas now used for commercial broadcasting."

Comments, which are due May 1, were invited as to the methods by which etv could obtain a vhf channel in New York and Los Angeles "and the bases on which it would be appropriate to select the channel to be so reassigned and reserved." Rule-making and renewal and sale hearings were mentioned prominently as "methods."

At This Time * The inquiry is confined to the two cities "at this time," the commission said, because in all other cities with four or more vhf channels (except Washington) there already is a suitable etv allocation.

A hidden threat which it was felt would curtail station sales was a proposal before the commissioners to bring etv into the picture in the proposed transfer of any vhf station in the largest markets which do not presently have an etv station. It would specify that hearings be scheduled on such transfers to include the question of a possible reallocation of the channel in question to educational tv. This course of inquiry was tabled in favor of the action announced.

With the new chairman a strong advocate of the advancement of etv, it was pointed out that there is nothing to prevent the commission from taking such an action in some future sales. This, it was felt, is the strong deterrent which could cause both the seller and buyer in such a circumstance to think twice before entering into a contract.
claimed to have "Wall Street support," announced it plans to make an offer shortly.

But conspicuous by their absence were bids for a tv station in the richest market in the country from such station group operators as Corinthian, Westinghouse Broadcasting and Time Inc. Stations.

What FCC Say • A check of station brokers and officials of station group operators reveals that their disinterest in WNTA-TV boils down to this: they think it would be difficult to operate an independent station in the highly competitive New York market, where there are three network stations and three formidable independent outlets. Their consensus: WNTA-TV was low man on the totem pole, economically, and the investment needed to buy the station and then to program it with the "block-buster" shows necessary to compete effectively would be "astronomical" and "uneconomical."

It's known certain group owners occasionally have been approached by WNTA-TV management, but they have shown no interest. One station broker commented: "It makes no sense for a 'sophisticated' group owner, who can make money with a network affiliation in a two-or-three-station market, to pour his money into an independent, particularly WNTA-TV, in a seven-station market. Ordinarily, a New York outlet would be desirable—but not in this situation."

Obviously, Messrs. Landau, Susskind and other current commercial bidders disagree.

The decision to sell WNTA-TV as well as WNTA-AM-FM was made at an NTA board meeting Feb. 16 for the declared purpose of reducing the company's short-term indebtedness, said to total about $6.5 million. Mr. Landau resigned as NTA board chairman at that time to bid for the broadcasting properties.

Industry observers claim WNTA-TV and its predecessor station, WATV-TV, have been "consistently a losing proposition." Oliver A. Unger, who succeeded Mr. Landau as board chairman, acknowledged last month that WNTA-TV operated at a loss until the fall of last year but said it's "now in the black."

NTA bought WNTA-AM-FM-TV in 1958 for $2,555,000, plus assumption of $455,000 in debts, from Irving R. Rosenhaus and family.

NTA had a gloomy financial picture in the last fiscal year, which ended Sept. 30, 1960. The company showed a net loss of more than $9 million. Such losses and NTA's decision to sell its broadcast properties have been questioned by some stockholders (see page 54).

The bidding for WNTA-TV has received extensive coverage in New York newspapers, and the Times, in an editorial last week, urged that the station be converted into an educational tv outlet. Similarly, the World-Telegram & Sun started publication last Thursday of a series of feature articles on the need for an educational tv channel in the New York area. In an unusual move, WMCA New York also started a series of radio editorials supporting the move.

Will FCC approve 11 applications in file?

Nested in the jam-packed files of the FCC are 11 applications for the sale of broadcast properties which add up to $64 million riding on the commission's nod.

This is virtually two-thirds of the dollar volume of all the sale transactions of radio and television stations in 1960.

The pending applications bid fair to make 1961 a feature year in the buying and selling of radio-television properties. This is the consensus of most brokers who deal in negotiating between buyers and sellers in the broadcast field—although all raise a modicum of doubt about this bonanza. This finger-crossed attitude was expressed by one, who prefaced his estimate of 1961 with the words: "If the FCC doesn't throw any more monkey wrenches into the works . . ."

The transactions awaiting FCC ap-
WILL FCC APPROVE APPLICATIONS? continued

proval involve major broadcast properties. They are bellwethers for 1961. They include:
- The sale of WMGM New York to Crowell-Collier Publishing Co. for $11 million—the largest sum ever paid for a single radio station.
- The purchase of KMBC-AM-TV Kansas City, KMOS-TV Sedalia and KFRM Concordia, Kan. by Metropolitan Broadcasting Corp. for $10.25 million. KMOS-TV and KFRM are being resold.
- The sale of WINS New York to Storer Broadcasting Co. for $10 million.
- The transfer of WROC-TV Rochester, N. Y., to WVET Inc. of that city for $6.5 million, and the concomitant purchase of WVET's half interest in ch. 10 by WHEC Inc. for $3.8 million. Both WVET-TV and WHEC-TV have shared Rochester's ch. 10 since 1953.
- The purchase of KJEO (TV) Fresno, Calif., by Shasta Telecasting Corp. (KVIP-TV Redding, Calif.) for $3 million in cash. This is the largest sum ever to be paid for a uhf station.

And the biggest gulp of all. Awaiting FCC action for a year is the estimated multi-million multiple transaction involving NBC and RKO General Inc. This proposes to swap evenly NBC's WRCV-AM-TV Philadelphia for RKO General's WNAC-AM-TV Boston, the sale of NBC's WRC-AM-FM-TV Washington to RKO General for $11.5 million, the purchase by NBC of KTVU (TV) San Francisco for $7.5 million, and the sale by RKO General to Crowell Collier of the former's WGMS-AM-FM Washington for $1.5 million. The network's Philadelphia stations are valued at $22 million; RKO General's Boston outlets at $20 million.

Past Is Prologue • The business transactions which are on the government's books awaiting action are an indication of the high level of the station sale market. It is an aspect of broadcasting which is extremely significant in the economy of the radio-television industry.

The sale of broadcast properties over the past few years has amounted to a $125 million annual business. Last year, however, for the first time in four years, this total dollar volume slumped (see chart).

Close to $100 million was involved in radio-television station transactions approved by the FCC last year. The largest sum still related to ownership changes is radio outlets, amounting to over $50 million in 1960. Almost on a par were the dollar volume from radio-television combination sales and those involving tv-only stations; $24.6 million for the former and $22.9 million for the latter.

Whereas total money volume slid downward in radio-only and combination radio-television sales, the dollar volume in tv-only sales rose. The $22.9 million figure for tv-only transactions in 1960 was $7.7 million more than the gross volume for tv-only station sales in 1959. Interestingly enough, the number of tv-only stations which changed hands in 1960 was exactly the same as those changing ownership in 1959—25.

One of the reasons for the high dollar total in the tv-only station sales in 1960 is the relatively high price paid for individual properties. Seven of the tv-only transactions were for over $1 million. One, the highest, was $4 million (for KFJZ-TV Fort Worth).

Although the number of tv-only stations changing hands remained the same in 1960 as in 1959, the number of such changes in both radio-only sales and in combination radio-television transactions was below the comparable 1959 figures.

The highest price paid for a broadcast property in 1960 was the $9.75 million paid by Transcontinent Television Corp. to National Theatres for WDAF-AM-FM-TV Kansas City.

Fm Leaps Forward • If anything 1960 might be considered the year fm caught fire. Not exactly a blaze, really, perhaps a spark. It was the year when fm became a property to be bought and sold like its allier brothers and sisters.

In 1960 there were 34 fm-only stations sold. The total dollar volume reached $1.5 million, with the largest sale of that of the five upstate New York Rural Radio Network stations changing hands for $438,000. The highest price paid for a single fm station was the $225,000 paid for KFMU (FM) Los Angeles. The next highest price was the $100,000 for KFMN (FM) San Bernardino, Calif.

The largest number of fm-only stations sold, 11, was in California; next in numbers were three in Florida and the same number in Texas.

One of the reasons fm is considered on the road to capital gains maturity is that the sale of fm-only stations in previous years has been nonexistent, or at best negligible.

One station broker, asked about his fm business, thought for a minute and then replied: "In 1959 I think I had one fm sale. Last year I had six. Yes, I think fm is coming into its own."

Small Boom Seen • It may be ironic, but the FCC's attack on the buying and selling of radio and tv stations—through its proposal to deter what it calls "trafficking" in station licenses—may set off one of the biggest years ever in station sales.

The commission has proposed that a hearing be obligatory whenever a licensee sells a station he has owned for less than three years. There are some exceptions to this proposal. At the moment the proposal is just that, since the FCC's final determination has not been made.

To a man, brokers agree that if the FCC ever puts such a rule into effect there is going to be a major spurt in the number of properties placed on the market. This will come about, they explain, because many owners will want to unload before the new law becomes operative. The key owner, it is explained, is the broadcaster who buys a station, upgrades it, and then sells in order to buy into a larger market.

There's never any cloud that doesn't have a patch of sunlight glinting through. Although they oppose the FCC's suggested regulation, brokers believe this would at the same time help them meet one of their prime problems. This is the

<table>
<thead>
<tr>
<th>Year</th>
<th>Radio Only</th>
<th>Combined Radio-Tv</th>
<th>Tv Only</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Control Minority</td>
<td>Control Minority</td>
<td>Control Minority</td>
</tr>
<tr>
<td>1954</td>
<td>187</td>
<td>66</td>
<td>18</td>
</tr>
<tr>
<td>1955</td>
<td>242</td>
<td>106</td>
<td>11</td>
</tr>
<tr>
<td>1956</td>
<td>316</td>
<td>111</td>
<td>24</td>
</tr>
<tr>
<td>1957</td>
<td>357</td>
<td>62</td>
<td>28</td>
</tr>
<tr>
<td>1958</td>
<td>407</td>
<td>82</td>
<td>17</td>
</tr>
<tr>
<td>1959</td>
<td>436</td>
<td>29</td>
<td>15</td>
</tr>
<tr>
<td>1960</td>
<td>345</td>
<td>76</td>
<td>10</td>
</tr>
<tr>
<td>Totals</td>
<td>2,290</td>
<td>532</td>
<td>123</td>
</tr>
</tbody>
</table>

Note: In computing the number of stations in the trading an am-fm facility was counted as one radio unit; an am-only or fm-only transaction similarly was counted as one radio unit.
TV Radio Mirror award to Charlotte's WSOC-TV for

"CLOWN CARNIVAL"

—best tv kid's show in the South

It's a happy time for advertisers. Each weekday when Joey, the WSOC-TV Clown, gathers his live audience around, many thousands of other Carolina young are with him—and his sponsors—on Charlotte's channel 9. This award-winner is typical of the local programming that changed audience patterns here in America's 19th largest tv market. Buy WSOC-TV—a better buy.
WILL FCC APPROVE APPLICATIONS? continued

limited number of stations on the market for sale. This has been true for many years.

"Our number one function," one broker said the other day, "is to find the stations. We've got plenty of buyers. Always have."

All Is Not Glee • On the other hand, all those who make their living negotiating broadcast station sales agree also that after this sudden spurt some lean years can be expected.

This dour attitude is predicated on the fact that much of the interest in broadcasting is due to its high rate of return and rapid appreciation of property worth.

If a buyer must hold onto his property for at least three years before selling, this thinking goes, the interest of many potential buyers—especially the outside investor money that has become intrigued with broadcasting—is going to wane. There is also another cloud on the horizon, no bigger than a wisp at the moment. This is the New Frontier.

One of the reasons why broadcast properties have been so much in demand is the cash flow which accrues to the owner. These are the emoluments above and beyond the net book values which makes broadcast ownership an interesting proposition, especially in most of the smaller markets.

If the Kennedy administration puts its tax-tightening program into action, these benefits may diminish to such an extent that station ownership may lose that special financial glow.

There are other elements of the national administration which give pause to those who study the broadcast station market. One of these is the economy as a whole. Undoubtedly, what's bad for business generally is bad for broadcasting station sales too.

The current economic recession is a case in point. If this roll-back, softening, or what-you-may-call-it really gets serious, there is a belief that this will result in a heavier seller's market. Since there are and probably always will be buyers interested in good broadcast property, this too may bring an upswing in sales.

This upbeat, if it comes, may not be any bonanza for station owners who are selling. Already, according to several brokers, the trend is for buying to seek smaller down payments and longer payoffs. Where payments used to run three to five years, it was pointed out, many buyers are now looking for six to eight year notes.

Above all, a softening of the general economy means, it is emphasized, that the buyer becomes more and more interested in the overall quality of the property and of the market. This has not been exactly true up to now.

Brokers, nevertheless, are on the whole sanguine. The past year, they all say, was good, and 1961 will be better—if the conditional conjunction mirrors the uneasiness felt by those who do their work in this field of broadcasting.

BROADCAST ADVERTISING

When tv viewing's up, reading's down

TV, MAGAZINES ARE BOTH COMPLEMENTARY, COMPETITIVE, NMS FINDS

Television viewing rises as reading decreases and vice versa. The first analyses of Nielsen Media Service research bear this out and fit into the A. C. Nielsen Co. thesis that television and magazines are complementary as well as competitive. Or, stated in terms of the controversy NMS created when it set out to measure both audiences last year, you don't compare apples and oranges. You eat them both.

Darrell B. Lucas, marketing professor who has been consulting with Nielsen on the project, underlined this point last week after a New York presentation. He said NMS will make media choices easier by enabling buyers to spot their audiences, pick out "the dupe's, the cumes, the combos" and other refinements. He appeared with Nielsen people who showed sample NMS data gathered the first half of 1960 to a large group of time and space customers, broadcasters and publishers.

To illustrate the contrary patterns of viewing and reading, Don McGlathery, NMS sales manager, analyzed a dual schedule. For one week the advertiser bought 19 daytime and 8 evening prime-time tv network participations and a four-magazine campaign made up of one weekly issue, a monthly, Sunday supplement, and woman's magazine. For his money he got 38.1 million tv homes (28.8 million of them contacted more than once) and 37.3 million magazine homes. Of the tv homes, 10.5 million were missed by magazines and of the magazine homes, 9.7 million were missed by tv. Here is the viewing-reading pattern, in millions of homes, with the right-hand column showing that the number of homes reached by magazines declines as volume of viewing (number of tv contacts) increases:

<table>
<thead>
<tr>
<th>Television Homes Reached</th>
<th>Number of Tv Contacts</th>
<th>Magazine Homes Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.3</td>
<td>1</td>
<td>6.6</td>
</tr>
<tr>
<td>9.1</td>
<td>2</td>
<td>6.7</td>
</tr>
<tr>
<td>6.8</td>
<td>3</td>
<td>5.0</td>
</tr>
<tr>
<td>5.7</td>
<td>4</td>
<td>4.1</td>
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<td>5.2</td>
<td>5&amp;6</td>
<td>3.5</td>
</tr>
<tr>
<td>2.0</td>
<td>7</td>
<td>1.7</td>
</tr>
<tr>
<td><strong>Totals 38.1</strong></td>
<td></td>
<td><strong>27.6</strong></td>
</tr>
</tbody>
</table>

Magazine Homes Not Reached By Tv Schedule 9.7 Total 37.3

Of the 9.7 million homes missed by the broadcast schedule, 6.7 million were tv homes and 3.2 million were non-tv.

Viewing-reading tendencies followed the same converse course in print variations of the same tv schedule as shown by Mr. McGlathery. Case histories showing how the advertiser can use NMS to narrow down a schedule to his specific market—car-owning males, young females or whoever—were part of the presentation.

The Nielsen executive touched, too, on an area where NMS has only scratched the surface—audience patterns within the two media—showing, for instance, that within age groups, situation comedies and weeklies exercise a similarly strong pull on younger audiences and taper off in the other groups (see graph on page 40). An analysis of income groups shows no such obvious inter-media parallel, but within tv demonstrates a lower-income preference for westerns and a dominance of situation comedies and mystery drama in middle and upper income homes (see graph on page 40). The three classes of magazine follow similar income patterns; reading takes a dramatic spurt in middle and upper income homes.

Rod Shearer, Nielsen vice president who introduced the presentation, joined Mr. McGlathery in emphasizing that NMS only measures audiences and makes no attempt to determine sales efficiency or response. NMS is a continuing survey of major consumer magazines and tv program audiences conducted in the same national panel of
KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON/TV
S. F.'s No. 1 TV Station
for 38
Consecutive Months
(ARS, JAN., 51--Jan./Feb., 61),
overall avg. share, total homes)

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRiffin, WOODWARD

BROADCASTING, April 3, 1961
2,500 homes. The tv check employs the standard Nielsen combination of "Audilig" and "Recordimeter" in homes. Magazine reading is determined by a "personal interview/interest method" that identifies what the subject has read. Magazines measured are American Weekly, Better Homes and Gardens, Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's, Parade, Reader's Digest, This Week, Saturday Evening Post and True Story.

**SCHEDULE CHANGES**

Only a few holes left open as networks firm fall tv plans

Next fall's network tv schedule has a firmer look to it now as compared to only a few weeks ago (see fall schedule chart, Broadcasting, March 13, pages 28 and 29).

Additional advertisers and programming decisions now are final with few show "holes" left.

The pertinent changes are capsulated as follows:

**Sunday** - The 7:30-8:30 period on ABC-TV is in doubt with Kaiser expected to continue as one of the advertisers in the period. Alberto-Culver (Compton) and Singer (Young & Rubicom) have joined Brown & Williamson (Bates) as sponsors in Bus Stop (9-10) with some availabilities remaining. Asphalt Jungle slated for 10-11 now has given way to Las Vegas (Warner Bros.) with Brown & Williamson (Bates) and Miles (Wade) each with an alternate half hour. CBS-TV that night is solid now with Revlon and P. Lorillard (Lennen & Newell) joining Colgate-Palmolive in Ed Sullivan (8-9). NBC-TV has no change.

**Monday** - Johnson & Johnson (Young & Rubicam) has joined the sponsors for Surfside Six at 9 p.m. on ABC-TV, and Alberto-Culver (Compton) has bought into Adventures in Paradise at 10. Bristol-Myers and R. J. Reynolds, for now, are out of I've Got a Secret (10:30) on CBS-TV. NBC-TV has 87th Precinct firm for 9-10, and Sterling Drug (D-F-S) is added as a sponsor of Thriller at 10-11.

**Tuesday** - Las Vegas is out of 9-10 on ABC-TV with The New Breed replacing it. Advertisers are Scott Paper (J. Walter Thompson) and Johnson & Johnson (Young & Rubicam) each with alternate half hours and leaving a half available. Tom Ewell is out of 9-9:30 on CBS-TV with Ichabod replacing it, and advertisers Quaker Oats and P & G remaining. On NBC-TV R. J. Reynolds (Esty) is joining the advertiser list in Laramie at 7:30, and Reynolds Metals (Lennen & Newell) has signed for an alternate hour of Dick Powell, leaving a half available in that 9 p.m. period.

**Wednesday** - On ABC-TV The Force is now in doubt at 7:30-8:30. Alberto-Culver (Compton) joins in sponsoring Hawaiian Eye at 9, and A. E. Spark Plugs (D. P. Brother) is in Naked City at 10, leaving only one third of the show available. On CBS-TV Alvin and the Chipmunks now is sold out at 7:30-8 with General Toy Corp. joining General Foods. Scott Paper Co. (JWT) is in Father Knows Best which follows. Wagon Train on NBC-TV is firm with R. J. Reynolds, National Biscuit and Ford at 7:30-8:30. The Joey Bishop Show is being considered for the previously open but Lever and American Tobacco-sponsored 8:30-9 period on NBC-TV, while the Bob Newhart Show (MCA package) at 10-10:30 has Sealtest (Ayer) signed and is to be followed at 10:30 by Brinkley's Journal.

**Thursday** - Ozzie & Harriet is out of 7:30 on ABC-TV and Room For One More (Warner) is in. Johnson & Johnson (Y&R) is an added sponsor to Donna Reed at 8-8:30. Frontier Circus is identified as the 7:30-8:30 show for CBS-TV while The Investigators is the show selected for 9-10 on the same network. NBC-TV's lineup: Brown & Williamson (Bates) is joining the advertisers of The Outlaws (7:30-8:30) leaving but one-third available. Dr. Kildaire (MGM-TV) will follow, 8:30-9:30 with Liggett & Meyers (McCann-Erickson) and Sterling Drug (D-F-S) signed for portions of the program. Buick (M-G-M) has made it a sell-out for Mitch Miller at 10.

**Friday** - ABC-TV has placed Ozzie & Harriet (Stage 5 Productions) in for Room For One More at 7:30. The Chimps is the title now for The Hahways at 8. American Chicle (Bates), Whitehall (Bates), Ritchie (Kenyon & Eckhardt), R. J. Reynolds (Esty), all have renewed 77 Sunset Strip at 9, making that program sold-out. Union Carbide (Esty), Alberto Culver (Compton) and duPont (Ayer) now are signed for The Corruptors though there's still some time unsold in that 10-11 show on ABC-TV. CBS-TV's moves include participating advertisers already in Rawhide at 7:30-8:30. Route 66 moves up to 8:30-9:30. Father of the Bride, a General Mills (BBDO) owned and sponsored half-hour follows at 9:30. Twilight Zone following at 10, may be expanded to an hour format. NBC-TV's changes: an untitled taped circus show at 7:30-8:30, an open hour action period (three shows considered are Las Vegas Beat, Porto...
ARE YOUR ONE MINUTE COMMERCIALS OUT AT SEA?

LOS ANGELES is famed for ingenuity — but even in Los Angeles, no one has discovered how to put a 60-second commercial into a 20-second availability.

Thus your minutes are forced to fringe times on some Los Angeles stations. Or, marooned within inferior programming on other stations.

To give greater selling effectiveness to your minutes in Los Angeles, just turn the page...
New light bulb salesman for Westinghouse

Westinghouse Lamp Division, Bloomfield, N. J., is heralding its new caricature light bulb salesman, Lamp Lighter, soon to be featured in the company's television commercials, newspaper and magazine ads and in trade journals. Lamp Lighter, Westinghouse says, resembles its new shape eye-saving light bulb. H. E. Plisker (l), lamp division merchandising manager, and Charles E. Erb (r), division marketing manager, give Lamp Lighter his final once-over.

Lever Bros. to be in 9 summer television shows

Lever Bros., New York, will have sponsorship in at least nine nighttime tv network programs this summer—reportedly a record tv program summer total for the company. Lever last week added two programs each from ABC-TV and CBS-TV to its list of five current shows which continue through the summer months.

Lever's new order is for one-minute weekly participations on behalf of its Swan Liquid, Lifebuoy, Pepsodent and Air-Wick products. The programs, and Lever's starting dates, are: Hawaiian Eye (ABC-TV, Wed. 9-10 p.m.), for 26 weeks starting April 5; Adventures in Paradise (ABC-TV, Mon. 9:30-10:30 p.m.), for 11 weeks starting July 3; Father Knows Best (CBS-TV, Tue. 8:30-9 p.m.), for 25 weeks starting April 4, and Gunsmoke (CBS-TV, Thur. 9-10 p.m.), for 13 weeks starting April 6.

Summer carryovers for Lever products include: Candid Camera, Holiday Lodge (summer replacement for the Jack Benny Show), Checkmate, and Have Gun—Will Travel, all on CBS-TV, and Price Is Right on NBC-TV. Holiday Lodge, which starts June 25 (Sun. 9:30-10 p.m. EDT), is a comedy series starring Wayne & Shuster. (See Broadcasting, March 27, for complete schedule of summer tv programs.)

4A sets pr campaign for ad industry

After examining public attitudes, leaders of the advertising agency business have decided that advertising needs a public relations program. So they're preparing to launch one. It will have two objectives: first, "to build confidence in the integrity of advertising," and second, "to spread understanding of advertising's vital role in our economy of plenty."

This was announced last week by the American Assn. of Advertising Agencies. It said the new program had been adopted by the AAAA board of directors and operations committee and would be presented in detail to the membership at a closed meeting April 20 during the association's annual meeting at the Greenbrier, White Sulphur Springs, W. Va.

The program was recommended by Hill & Knowlton, public relations counsel to the AAAA, after "a four-month study and analysis of public opinion toward advertising." The announcement said "This study included a series of depth interviews of opinion-trend leaders in six key areas, including university economists and sociologists, business executives, writers, government officials and clergymen. It took into account recent opinion polls, current literature and opinions within the advertising industry. The firm also examined existing and proposed action programs for improvement and for increasing public understanding of advertising.

Denver 'Truth Symbol' gets mixed reception

Introduction of a Truth Symbol in advertising by the Better Business Bureau of Denver has resulted in mixed emotions from advertisers and agencies. The move supposedly would end alleged "ill practices" in advertising.

To participate in the program, a minimum charge of $180 is assessed. This provides membership in the BBB, mats, promotional material and the Truth Symbol. Thus far, of the 100 or so advertisers who have subscribed, more than 90% are considered small with low budgets.

Main objection to the Truth Symbol plan is the effect of reverse thinking. By not belonging to the plan, objectors feel that they will be prejudiced against—that their advertising is not honest because the Truth Symbol is not displayed. The dissenters also do not feel that five persons (the BBB) should have the right to censor the advertising of other individuals, firms and competitors.

The plan, made operational over the
ON KTTV... 
YOUR MINUTE COMMERCIALS ARE IN 
PRIME-TIME 
BIG-TIME SHOWS

Your minutes are "captain" of the channel on KTTV.

In Southern California, only KTTV can give you this combination:
1. Full Minute Commercials...
2. Throughout Prime Evening Hours...
3. In An Every-Night Schedule of Important Programs*

Check the shows on KTTV. Check the caliber of the accounts within the shows. Your minutes will get the time...the treatment...and the audience they deserve on KTTV.

KTTV
Times-Mirror Broadcasting Company
5746 Sunset Boulevard
Los Angeles 28

*Such as Great Music, Blue Angels, Suspicion (starts this month), Tightrope, M-Squad, Cimarron City (starts this month), Divorce Court.
provides continued opportunity to program WGAL-TV in such diversity and depth as to best meet the widely divergent needs and desires of the many communities WGAL-TV is privileged to serve. To this end we pledge the conscientious use of Channel 8 facilities.
opposition of the National Better Business Bureau, New York, has for the most part, united the smaller advertising elements while leaving the larger entities in a pretty much undecided situation.

Five stations change reps from networks

Three CBS affiliates and two from NBC today are announcing changes in their national sales representative—an outgrowth of the FCC order that network spot sales organizations get out of the rep business.

The CBS affiliated trio—WTOP-TV Washington, WBTV (TV) Charlotte, N. C., and WJXT (TV) Jacksonville—has appointed Television Advertising Representatives (Westinghouse Broadcasting Co. rep firm) as its new national sales organization, effective June 25.

WAVE-AM-TV Louisville, formerly represented by NBC Spot Sales, switches to The Katz Agency, starting June 4 with WFIE-TV Evansville, Ind., jumping to Katz as of last Saturday (April 1).

TVAR, established in 1959 by Westinghouse to serve its five owned and operated stations (WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX [TV] San Francisco) was represented in the negotiations with the three CBS affiliates by President Larry Israel. The deal, in the wind for several months (CLOSECIRCUIT, Jan. 30), will bring an estimated joint billings total of $7 million to TVAR.

Business briefly...

Liggett & Myers Tobacco Co., through Dancer-Fitzgerald-Sample, N. Y., has purchased part sponsorship of the hour long Dr. Kildare series produced by MGM-TV which will broadcast on NBC-TV Thursdays 8:30-9:30 p.m. starting in the fall. The company recently announced it will not continue its sponsorship of ABC-TV's The Untouchables after this season. Following picketing and boycotting by the Federation of Italian-American Democratic Organization in protest over alleged overemphasis of Italians as gangsters (BROADCASTING, March 20, 27).


American Medical Assn., in cooperation with Merck, Sharp & Dohme Div. of Merck & Co., Phila., will sponsor an NBC-TV special entitled Doctor B on June 27 (Tue. 10-11 p.m. NYT). The program, which will coincide with AMA's annual meeting in New York, will depict medical practice as seen through the eyes of a family physician. Based on actual incidents and filmed on location in New Jersey, Doctor B was produced by Ken Park and directed by Harold Mayer with the cooperation of the Hunterdon Medical Center in Flemington, N. J. The network TV order is Merck, Sharp & Dohme's first, and the business was placed direct.

Procter & Gamble Co., Cincinnati, which previously bought one-half of ABC-TV's "Oscar" awards telecast on April 17 (BROADCASTING, March 13), has also signed for a remaining available quarter sponsorship. Kitchens of Sara Lee, via Cunningham & Walsh, had taken one quarter. P&G's agency: Benton & Bowles Inc., N. Y.

Pabst Brewing Co., Chicago, will sponsor CBS Radio's exclusive coverage of "The Triple Crown of Racing" in May and June. The races and broadcast times are: Kentucky Derby (May 6, 5:15-5:45 p.m. EDT); the Preakness (May 20, 5:45-6 p.m. EDT), and the Belmont Stakes (June 2, 4:45-5 p.m. EDT). Agency: Kenyon & Eckhardt Inc., Chicago.

Mattel Toys, through Carson/Roberts, Beverly Hills, Calif., will sponsor a new series of 156 animated cartoon programs based on the comic book characters "Beany Boy" and "Cecil, the SeaSick Sea Serpent" created by Bob Clampett, on ABC-TV starting in January 1962. The series will be produced by Snowball Inc., cartoon producer, with Television Artists & Producers Corp. financing and distributing the cartoons. Production budget for the full series was set at $2 million.

U. S. Brewers Assn., N. Y., will sponsor Summer on Ice—'61! on NBC-TV June 6 (Tue. 10-11 p.m. EDT).

Rep appointments...

- KTHI Houston and WTAC Flint, Mich.: Robert E. Eastman, N. Y.

NIELSEN

TOP 10 NETWORK PROGRAMS

First Report for March, 1961
(Based on two weeks ending March 5, 1961)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Time</th>
<th>Network</th>
<th>Rating</th>
<th>@d</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Wagon Train</td>
<td>7:30 p.m.</td>
<td>NBC</td>
<td>18.1</td>
<td>404,000</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>25 Years of Life</td>
<td>8:00 p.m.</td>
<td>CBS</td>
<td>17.91</td>
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<td>3.</td>
<td>Gunsmoke</td>
<td>7:30 p.m.</td>
<td>CBS</td>
<td>17.92</td>
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<td></td>
</tr>
<tr>
<td>4.</td>
<td>Rawhide</td>
<td>7:00 p.m.</td>
<td>CBS</td>
<td>15.99</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Andy Griffith Show</td>
<td>8:00 p.m.</td>
<td>CBS</td>
<td>15.72</td>
<td></td>
<td></td>
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<tr>
<td>6.</td>
<td>Have Gun, Will Travel</td>
<td>8:30 p.m.</td>
<td>CBS</td>
<td>15.85</td>
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<tr>
<td>7.</td>
<td>Candid Camera</td>
<td>9:00 p.m.</td>
<td>CBS</td>
<td>15.28</td>
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<tr>
<td>8.</td>
<td>77 Sunset Strip</td>
<td>9:30 p.m.</td>
<td>CBS</td>
<td>15.19</td>
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<tr>
<td>9.</td>
<td>Ed Sullivan Show</td>
<td>9:00 p.m.</td>
<td>CBS</td>
<td>15.10</td>
<td></td>
<td></td>
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<tr>
<td>10.</td>
<td>Walt Disney Presents</td>
<td>10:00 p.m.</td>
<td>ABC</td>
<td>14.88</td>
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AVERAGE AUDIENCE (@)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Time</th>
<th>Network</th>
<th>Rating</th>
<th>@d</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Gunsmoke</td>
<td>7:30 p.m.</td>
<td>CBS</td>
<td>17.02</td>
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<tr>
<td>2.</td>
<td>Wagon Train</td>
<td>7:30 p.m.</td>
<td>NBC</td>
<td>17.03</td>
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<td>3.</td>
<td>Have Gun, Will Travel</td>
<td>8:30 p.m.</td>
<td>CBS</td>
<td>14.83</td>
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<tr>
<td>4.</td>
<td>Andy Griffith Show</td>
<td>8:00 p.m.</td>
<td>CBS</td>
<td>14.58</td>
<td></td>
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<tr>
<td>5.</td>
<td>Candid Camera</td>
<td>9:00 p.m.</td>
<td>CBS</td>
<td>14.30</td>
<td></td>
<td></td>
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<tr>
<td>6.</td>
<td>Real McCoys</td>
<td>8:00 p.m.</td>
<td>CBS</td>
<td>13.78</td>
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<tr>
<td>7.</td>
<td>Dennis the Menace</td>
<td>8:00 p.m.</td>
<td>CBS</td>
<td>13.17</td>
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<tr>
<td>8.</td>
<td>Rawhide</td>
<td>8:00 p.m.</td>
<td>CBS</td>
<td>13.12</td>
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<tr>
<td>9.</td>
<td>My Three Sons</td>
<td>9:00 p.m.</td>
<td>CBS</td>
<td>13.05</td>
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<tr>
<td>10.</td>
<td>Bob Hope Show</td>
<td>8:00 p.m.</td>
<td>NBC</td>
<td>12.89</td>
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</tbody>
</table>

(t) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(t) Homes reached during the average minute of the program.

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

Candid Camera (CBS-175), Bristol-Mays (Y&R), Lever (UWT), Sun. 10:10-12 p.m.

Dennis the Menace (CBS-167), Kellogg (Barnett), Best Foods (GBB), Sun. 7:30-9 p.m.

Dennis the Menace (CBS-171), General Mills (DFS), Genial Matthes, Colgate, Derby (ABC), Simoniz (CBS), American Chicle (Bates), Dow (NCK), Norwich (B&B), Sun. 6:30-7:30 p.m.

Army Gift Shop (CBS-177), General Foods (B&B), Mon. 9:30-10:15 p.m.

Gunsmoke (CBS-181), Liggett & Meyers (DES), Remington Rand (Y&R), Sat. 10-10.30 p.m.

Have Gun Will Travel (CBS-154), Lever (UWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Gary Meors (CBS-163), Chrysler Corp. (Uyer), S. C. Johnson (NEB), Polaroid (GBB), Tues. 10-11 p.m.

My Three Sons (ABC-188), Chevrolet (CE), Thurs. 9:30-10:30 p.m.

Rawhide (CBS-202), Philip Morris (B&B), National Biscuit (M&W), Bristol-Mays (Y&R), Drackett (Y&R), General Foods (B&B), Colgate-Palmolive (L&N), Fri. 7:30-8:30 p.m.

Real McCoys (ABC-171), P&G (Compton), Thurs. 8:30-9 p.m.

Ed Sullivan (CBS-181), Colgate-Palmolive (Bates), Eastman Kodak (UWT), Sun. 8-9:30 p.m.

77 Sunset Strip (ABC-174), American Chicle Whitman (both Bates), R. Reynolds (Esty), Beecham Products (KE&K), Fri. 9-10 p.m.

25 Years of Life (NBC-160), Life (Y& Thur.), Mon. 2-3:30-4:30 p.m.

Wagon Train (NBC-186), R. J. Reynolds (Esty), Ford (UWT), National Biscuit (ME), Wed. 7:30-8:30 p.m.
The boilers in the television spot pot

TVB REPORTS FIVE SPENT $21 MILLION OR MORE IN FIVE YEARS

There are ten U.S. brand advertisers which have at least this in common. Each has spent over $16 million in gross time billings over the past five years in spot television. Of the ten, five accounted for more than $21 million each.

The leading brand, Lestoil, an all-purpose liquid household detergent, has totaled $41,996,640 in billings. The other nine and their totals: Maxwell House coffee, $28,304,900; Alka Seltzer, $25,345,500; Kellog cereals, $21,479,900; Viceroy cigarettes, $21,340,428; Robert Hall clothes, $19,938,610; Coca-Cola, $19,165,120; Anahist, $17,994,450; Colgate dental cream, $16,650,620, and Duncan Hines cake mixes, $16,098,880.

Unique Listing * The "top 10" in spot over five years is believed to be a unique listing, made possible with the release of a special report prepared by the Television Bureau of Advertising and the N. C. Rorabaugh Co. which compiles the information.

The new data reflects a five-year chronicle of the measured growth of spot tv, to be published in the fifth annual spot tv report (TvB-Rorabaugh). Reporting of the data was begun in 1955 by the two organizations because a "disproportionately scant amount of information existed about spot tv, unlike network tv, which was documented since its inception."

As explained by TvB President Norman E. Cash, it would not be possible to "overestimate" the contribution of the reports in the five years because the information "has enabled us to bring in new advertisers and increase spot tv budgets of others." Stations which have cooperated in compiling the information, Mr. Cash says, have rendered essential support to TvB and others in promoting spot tv sales.

Though the report did not contain the listing of the top 10 for the five years, the compilation was made possible by the inclusion of 1960 figures (which will be published in full soon). And while these totals were not contained in the special report, a multitude of points are; for example:

Upward Climb * Total spot tv gross time expenditures increased more than 50% in the five years, from over $397.6 million in 1956 to $616.7 million in 1960. Procter & Gamble, the largest tv advertiser, tripled its spot tv budget from over $17.5 million in 1956 to a little over $54 million in 1960.

Miles Labs, the report notes, was No. 10 in 1956. But last year Wm. Wrigley, the No. 10 advertiser that year, grossed over $7.8 million or 46% above Miles' level. The 100th largest advertiser almost doubled: from $797,330 in 1956 (American Bakers) to over $1.3 million in 1960 (Standard Oil of California). The average spot tv advertiser, meanwhile, increased expenditures by nearly 80% in those five years, from $90,000 in 1956 to $162,000 in 1960.

The flexibility pattern would appear to be represented in dollars in this way: spot tv's announcements and participations amounted to over $266.9 million in 1956 but to more than $466.5 million in 1960.

In the overall top 10, Maxwell House coffee and Alka Seltzer have been on the "honor roll" (first 10) all five years; Robert Hall and Lestoil made it over a four-year period; Coca-Cola and Kellogg over three years; Viceroy and Anahist over a two-year stretch; Duncan Hines and Colgate dental cream but one year.

Still others qualifying for the magic top 10 (but not cumulatively for the five-year period): Bulova, L & M cigarettes, Zest, Kent and Mr. Clean (all two years), and Texize, Wonder Bread, Wrigley, Marlboro, Philip Morris, Nabisco, Kool, Ford cars, Yuban and Folger, at least one year.

Enter Wrigley * Newcomers in the top 10 list for 1960 only: Wrigley—also No. 1 in the brand listing for the year and a first appearance in the top 10—increased its spending from under a million dollars in 1956 to more than $7.8 million in 1960; Ford cars, and Yuban coffee.

The report finds an expanding competition through new brands in many product classes, which TvB interprets also as possibly caused, in part at least, by an expansion of the brands' use of spot tv. In the five years, cigarette brands went up from 23 to 36; spray

MAXWELL HOUSE COFFEE

ALKA SELTZER
negative

Stations become important to people for the things they avoid as well as the things they do. Accentuating the negative: the noisy intruder, the meager news coverage, the lack of constructive programming based on local needs, the quick device in place of the sound service. A more positive approach over the years has helped 'bring each of our radio and television stations the most responsive audience in its coverage area. People listen. People watch. People know.

THE WASHINGTON POST BROADCAST DIVISION

WTOP-TV CHANNEL 9 WASHINGTON, D.C.
WJXT CHANNEL 4 JACKSONVILLE, FLORIDA
WTOP RADIO, WASHINGTON, D.C.
PERSPECTIVE ON THE NEWS

Madow report may quiet ratings critics
TURNING PROBE TO EXPERTS FAVOR TO SERVICES

The so-called Madow Report on television ratings (BROADCASTING, March 27), which many people had expected to light a fire under the rating services, seems on examination more apt to have the effect of a fire extinguisher.

Now that the report has been in circulation for 10 days and is beginning to be read, the consensus is that its chief effect will be to make it harder for rating service critics to continue the attacks they like best to make. These are the attacks—especially frequent in the past couple of years—based on charges that survey samples are too small, that different findings by two different services automatically mean that one or both services are wrong, that ratings are hypoed beyond reality by special promotions, that ratings put the "good" programs off the air or keep "bad" ones on, or that ratings are just plain "evil."

On all these points the report gives the rating services a reasonably clean bill of health, and in that respect it may be expected to quiet (but not necessarily silence) the most vocal critics. It is not expected to do much more than that. But this does not mean that more will not be done.

For one thing, the report, while it also went into so-called "policy" questions regarding the use of ratings, is designed basically as "an examination and evaluation of the statistical methods" used by the services. It is therefore essentially technical.

FTC Probe Different • This apparently is not at all the case in another investigation currently in progress—the thus far little publicized study being conducted by the Federal Trade Commission (BROADCASTING, May 9, 1960). FTC has not officially revealed what it's after, but the agency's very nature justifies speculation that the FTC is hunting misuse of ratings. This might be either on its own motion or on the basis of complaints filed by stations or others, and presumably would be directed at alleged misuse of rating information in station advertising or, possibly, alleged abuse of ratings by agencies in their buying practices.

If this is the case and if FTC proceeds to make specific charges—or even to draw up standards for the use of ratings in advertising—then the result could be much more than the Madow Report itself seems apt to lead to, and explosive to boot.

There is, of course, at least a mathematical chance of further action based on the momentum of the Madow Report alone. The report offers a long list of recommendations having to do mostly with spelling out more clearly the range of accuracy or inaccuracy of the figures in any given rating report and with procedures that the services should introduce and/or follow to insure that their techniques are accomplishing what they purport to accomplish.

These recommendations could conceivably be written into law, but there has been no indication that any such attempt will be made. On the contrary, Rep. Oren Harris (D-Ark.), who up till now has seemed wedded to investigation of the rating services and for whose Regulatory Agencies Subcommittee the Madow Report was prepared, said that he expected no legislative proposals to result from it.

Moreover the report itself says that its recommendations "should not be applied only to the rating services" but also to "market research surveys in general," which would be a far bigger can of worms for a legislative committee to sort out.

Monroney Interested • In Congress, that leaves the Senate, where Sen. A. S. Mike Monroney (D-Okl.) has shown more avid interest in ratings than anybody on either side of Capitol Hill. With Sen. Warren Magnuson (D-Wash.), who as chairman of the Senate Commerce committee has indicated no desire to yield sole custody of the ratings question to colleagues on the House side, Sen. Monroney could continue to push for an investigation there. But to do so the Senators would be almost compelled to ignore the existence of the Madow Report or, recognizing it, to push into areas that it treats slightly if at all.

The report also contains one proposal—aside from the technical procedures for the rating services—

starches from none in 1956 to nine last year; U.S. auto brands from 18 to 26 and liquid detergents from 2 to 8.

Other material in the report:
A widely differing use of the medium by competing products: In the cigarette field, Tvb reports, Lucky Strike spent 76.1% of its spot tv budget in the first six months, while Viceroy spent 60.2% of its spot tv budget in the second six months of 1960. Among headache remedies, Anacin was active by 92.8% in nighttime periods, while St. Joseph Aspirin was 92% in daytime; in beer, 62.9% of Anheuser-Busch's budget was for announcements, Falstaff's budget was largely for programs (51%) and Carling had a near even split among three: announcements, ID's and programs.
An ability to promote ideas: more than 35 associations, councils and bureaus used the medium in 1960, including coffee, lamb, cherries, pine, tea, wine, seeds, insurance, cement, motor boats, oil heat and savings banks.
And strong in selling expensive, "considered" purchases: 125 household appliance companies, 56 makes of automobiles, 4 farm tractors, 7 trucks, 3 swimming pool companies, 5 motor boat advertisers and 8 foreign airlines, all in 1960 alone.

Other data in the report studies spot tv's market-by-market flexibility, including regional differences in marketing. In numbers alone, 350 advertisers used spot tv in early 1949, the 2,000 level had been reached by 1953, 3,000 by 1955, the 4,000 level in 1956; the number dropped to 3,807 in 1960, the slight decline coming from advertisers spending under $20,000 annually (and the greatest spending increase coming from advertisers above the $1 million level).

Announcements and participations increased by 75% in billing volume over the five-year period; ID's by 42%; programs remained about the same. As for the total share of the spot tv dollar: announcements-participations rose from 67 cents to 76 cents; programs were down from 21 cents to 13.6 cents and ID's from 11.8 cents to 10.8 cents.

Here is the Tvb look at the top 10 brands in 1960's spot tv:
No. 1, Wrigley Chewing Gum hit the top 10 at the top first time, increased from under a million dollars in 1956 to $7,810,000 in 1960; No. 2, Lestoil is down from $17,627,000 in 1959 but is still spending $7,107,000 in spot tv. Back in 1956 when all its dollars were in spot tv, all it had was $807,630; No. 3, Maxwell House coffee has been in the top ten all five years, is now at its all-time high; No. 4, Kellogg cereals has been in the top ten for three of the past five years, up a million dollars from 1956; No. 5, Mr. Clean spends $5,043,000 in 1960 and wasn't even on the market in 1956 or
which it recommends on an industry-wide basis. This is the formation of an Office of Research Methodology which would conduct or commission research designed to improve both audience research techniques and the use of ratings information and also, presumably, help keep the various rating services on their toes.

This idea seems to have fair support and insignificant chances. Few agency or media researchers who have given it any thought will argue that the idea is bad.

The report finds a lot of deficiencies in rating services, but it does not say much that the services have not been willing to acknowledge all along. It says local ratings, especially those in the smaller markets, are apt to be less accurate than national ratings, but the people who do, buy or use research are familiar with this phenomenon. They also know, as the report points out, that small markets and small stations are more likely to get hurt—however inadvertently—by rating errors, and they also know, and the report acknowledges, that accuracy could be improved at all levels by more expensive surveys.

**Expense an Item** • But who wants to pay more when the studies already cost as much as anybody cares to put up and the chief users are not demanding anything more sophisticated anyway? The answer is practically nobody and the report seems to concur.

One recommendation would completely overhaul a cornerstone of current advertising lingo. It proposes that the term “dollars per thousand,” usually called “cost per thousand,” be abolished. Computations on this basis, the report contends, can produce dollar estimates that are “seriously too high” if the survey sample was relatively small and the rating involved was less than 5 or even 10. Instead, the report advocates the term “homes per hundred dollars, or perhaps even better, audience per hundred dollars” with the estimate including “not only the estimate of homes but also the estimate of people and the composition.”

Formidable • Word of this recommendation apparently was slow to gain circulation. There was little reaction to it last week, although it was acknowledged that “40,000 homes per $100,” instead of “$2.50 per thousand homes,” could sound pretty formidable aside from any mathematical advantages it might have.

But neither this nor the other recommendations in the report will give much aid and comfort to those who have bludgeoned ratings systems the most. It’s conceivable but not likely that they could try to discredit the Madow committee. The fact that the committee was set up through the American Statistical Assn., not to mention the standing of the committee members themselves—Dr. William G. Madow of Stanford Research Institute, Dr. Herbert Hyman of Columbia U. and Dr. Raymond Jessen of Cei Inc.—would tend to discount any discrediting attempt before it started.


No. 6, Alka Seltzer is another five-year top ten brand, spending $4,846,000, almost a million under last year but ahead of 1956; No. 7, Kent with $4,667,000 in 1960 spent only $188,280 automobile to reach the top ten brands; in 1956; No. 8, Ford cars is the only was regional in 1956 with total spot No. 9, Yuban Coffee with $4,615,000 automobile to reach the top ten brands; television budget of $65,670; No. 10, Folgers Coffee is regional and spending over 2½ times more than in 1956.

**Agency appointments...**

- Westinghouse Broadcasting Co., N. Y., appoints Grey Adv., that city, as its advertising agency. Grey will also represent the newly-formed WBC Productions Inc., Television Advertising representatives Inc., and AM Radio Sales, all WBC subsidiaries.
- Chesbrough-Pond's Ltd. appoints BBDO International as agency in the United Kingdom for two additional Vaseline products—Vaseline medicated shampoo and Vaseline hair tonic. Television, newspapers and magazines will be used for both products.
- Bali Brassiere Co., N. Y., to Fletcher Richards, Calkins & Holden Inc., N. Y.
- Import Motors of Chicago Inc.: Northbrook, Ill. (Volkswagen), to Doyle Dane Bernbach Inc., Chicago. Midwest radio is to be used.
- Blue Magic Co., Lima, Ohio (Easy Monday laundry products), to Garfield Adv. Assoc., Detroit. Radio-tv are to be used.
- Peugeot Inc. (imported cars to Papert, Koenig & Lois, N. Y., switching $250,000 account from Needham, Louis & Brody.

**STOCKHOLDERS, TOO**

L&M president questioned about 'Untouchables' axing

The polemic ABC-TV crime series The Untouchables, which Liggett & Myers Tobacco Co. will not renew in October, came under stockholder questioning during the cigarette company's annual meeting for stockholders held last week in Jersey City, N. J. A young stockholder, identified as Evelyn Y. Davis, and one of the more than 250 in attendance, asked William A. Blount, company president, if the tv program had been cancelled because of "public pressure." The L&M executive denied the contention and blamed ABC's insistence on shifting the program from its present Thursday, 9:30-10:30 p.m., EST time slot to a proposed Thursday, 10-11 p.m., EST period (Broadcasting, March 30, 1961) for the cancellation.

Mr. Blount declared that on any night, excepting Friday or Saturday, 10 p.m. was not considered prime time. "We were paying for prime time and not getting it," he said.

Miss Davis then asked if the company had "so little influence that it can be pushed around by the network?" Mr. Blount replied that there wasn't much that could have been done about the situation and compared it with buying advertising space in a newspaper. "I can no more tell the publisher of The New York Times where to place my ad than I could dictate to ABC," he declared. He labelled the network's decision to change the series' time slot, an "arbitrary" one and asserted that he hated being the "guinea pig" in an experiment.

Mr. Blount went on to add that the background of The Untouchables, which concerns itself with the lawless prohibition era of the '20's, also influenced the cancellation. He said that when the tv series was first bought, two years previous, it set out to cover an historical period. "We think the program covered it honestly and faithfully," the company official said, "but after two years we realized that it couldn't cover the period historically anymore—it had to be fictionalized." He pointed out that this caused concern among Italian-American groups.

"The last thing in the world we wanted," Mr. Blount claimed, "was to cast any reflection against the Italian people. They have made too many contributions for that. We're sorry if any of them took offense."

Members of the Federation of the Italian-American Democratic Organizations of New York, who were scheduled to picket the meeting failed to make an appearance (see story, page
Trick beer consuming devices on television

CODE BOARD SAYS THEY'RE USED TO GET AROUND RULES

NAB's TV Code Review Board stepped in last week with a warning that beer advertisers are getting around the code ban against on-camera consumption by using photographic tricks. This practice "seems to be on the increase," it said.

The board also issued a warning covering contests or promotions intended solely to "buy" an audience with prizes, a code-violating practice. And it cautioned code subscribers to pay special attention to commercials for bulk or liquid weight-reducing products.

What the board is shooting at in beer commercials, it indicated, are such gimmicks as tilting a glass to the side of the screen with implication the contents are being drunk, flip-flop techniques by which a full glass suddenly is empty though the holder hasn't put it to his lips, and the use of glasses equipped with a tiny hole in the bottom and a suction device that slowly withdraws the contents.

"The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion," the board reminded in citing the longstanding code rule. "No instances of the actual on-camera consumption of the product has been brought to the board's attention recently. However, the use of special photographic techniques which show first a full glass of beer and then an empty one seems to be on the increase.

"It is the board's opinion that to imply consumption of the product by such devices is at variance with the spirit and intent of the good taste provision. Any commercials which seem to subvert the language or spirit of the code through 'implied' drinking sequences should be seriously reconsidered before broadcast." The board urged subscribers to review wine or beer commercials that make "covert appeals to younger people."

Directing its attention to weight-reducers, the board advised subscribers to check three points: any implication of a specific weight loss over a given period of time for all users; unqualified reference to satisfying the appetite and to a weight reduction that is quick and easy; implication that consumers can or should use any product for the total diet without proper medical guidance; encouragement of self-diagnosis.

As to audience buying, the board noted "a minor rash" of such programming had developed on the West Coast and now has moved into the Midwest. "The usual formula has been tied in with late movies," the board said. "Viewers are rewarded with prizes for being able to identify something connected with the program such as the leading star, or a specific scene. The station calls viewers at random and those who can answer the question come out winners.

"Other contests are variations of this fundamental pattern. What causes these contests to cross the code is that it is almost impossible to answer the question correctly without viewing the station."

Most contests of this type have been modified in consultation with the code staff so they now meet code acceptance, and others have been dropped, according to the board.

Prudential to renew 'Twentieth Century'

The Prudential Insurance Co. of America next fall will continue The Twentieth Century series on CBS-TV it has sponsored the past four years. The only change: the time period will be moved from 6:30-7 p.m. to 6:30-7 p.m. Sundays.

Earlier this year, Reach, McClinton, Prudential's advertising agency, had indicated a study was made to find a program to create even greater "agent motivation" for Prudential representatives (Broadcasting, March 17, 1961). Among the several shows Prudential considered buying but finally rejected was ABC-TV's Room for One More.

Prudential's president, Louis R. Menagh, said the company decided to renew The Twentieth Century series because of its "high public service and educational values"; that Prudential believes it can make a "greater public contribution by informing as well as entertaining."

It was disclosed, moreover, that reaction from the field, from the company's agents and from the public, supported the firm's decision to stay with the show.

The series last year cost the company approximately $3.8 million in time and talent.

Ad Council may start overseas propaganda

The Advertising Council is thinking of adding national propaganda overseas to its functions and has named Henry M. Schachte, executive vice president of Lever Bros., to head an exploratory committee. Mr. Schachte, with council chairman Leo Burnett, President Theodore S. Repplier and a dozen others are looking into ways and means.

The Ad Council board acted to set up the "Overseas Information Exploration Committee" following a proposal by Mr. Repplier saying there is a dangerous public relations vacuum in the U.S. government. Already the council acts as an unpaid public relations department with such campaigns as those to bolster economic confidence, define national goals and teach the public about communism.

Referring to communist world gains, Mr. Repplier said the U.S. Information Agency "can scarcely do the all-out propaganda job that our national interest requires." The Advertising Council could bring advertising skill to bear and become the focal point for overseas propaganda requests, producing such specific aids as university kits and anti-communist films, he said.

Donor wins art awards

W. B. Doner & Co., Baltimore, took top honors in last month's 11th Annual Baltimore Art Directors Club Competition winning 14 of the 33 awards. A total of 600 entries was received from sources throughout the Baltimore area. Doner swept both television firsts (for 10- and for 20-second spots) with Ed Trahan the producer on each occasion. The 10-second spot was for Wilkens coffee. Allegheny Pepsi-Cola Bottling Inc. was the 20-second client. Other 31 awards were outside the broadcast field.
They're the Swingin' 7 from 77... New York's Going-Places Station... with the big bright, beautiful sound of Radio WABC! Hear them every day on Channel 77 with Your Kind of Music... First Person News... First Person Features... It's the listening fun with the sound difference...

THE SOUND OF NEW YORK... RADIO WABC CHANNEL 77
Ray Conniff to produce radio-tv commercials

Ray Conniff, composer, arranger and conductor, has expanded his musical endeavors to include commercial production for both radio and television. Mr. Conniff hopes to offer a "new sound" to singing commercials and musical backgrounds.

His records in the past two and a half years reportedly have grossed over $10 million in sales. Mr. Conniff plans to create sounds to fulfill the desired image of each individual advertiser.

More information may be obtained by writing to Ray Conniff Enterprises, 15022 Ventura Blvd., Sherman Oaks, Calif. Telephone: State 9-8101.

Motion picture ad budget

American International Pictures has set an advertising and exploitation budget of approximately $7.5 million to promote its new pictures. They will be released under a new policy of "one motion picture blockbuster a month," during the company's seventh anniversary year, AIP president James H. Nicholson announced. Television, included in the AIP advertising schedule for the first time, will get approximately 35% of the over-all budget. Another 15% will go for radio and the remainder for national newspaper supplements and magazines. The Goodman Organization, Los Angeles, is the AIP agency.

Timebuyer creativity

NBC Spot Sales has sent questionnaires to 1,200 media people in its eighth Timebuyer Opinion Panel, this one devoted to "Creativity in Timebuying." Richard H. Close, vice president of NBC Spot Sales, said last week the study would be one of the most meaningful so far, to help establish more definitely the position of the timebuyer in the broadcasting industry today.

Bill Fromm, new business and promotions manager of NBC Spot Sales, who created the Timebuyer Opinion Panels in 1958, is supervising the new study, offered as a service to the industry. Sample questions deal with the timebuyer's information on an account's distribution, marketing position, campaign strategy and copy and the timebuyer's discretionary power to re-allocate money, to exercise judgment in buying and to take into consideration rating services other than those subscribed to by the agency.
There's a big new sound in town... aimed at New York's big Negro/Puerto Rican market. And WWRL gets to the heart of this market with 50,000 watts of effective radiated power (thru high efficiency antenna array) in its major lobe... the area where most Negro/Puerto Rican families live. Remember: your dollar buys sell on WWRL.

New power! Louder & clearer to reach New York's big Negro/Puerto Rican Market
PROXY FIGHT SEEN AT NTA MEET TODAY

Stockholders hint skulduggery in WNTA-TV sale, other moves

A turbulent annual meeting of National Telefilm Assocs.' shareholders is expected today (April 3) in New York. Sharp questioning is expected from some shareholders who challenge the company's intention to sell WNTA-TV New York and some who say they'll ask about the company's relationship with National Theatres & Television, once the parent company and now the holder of 38% of NTA's outstanding stock.

Two shareholders of both NTA and NT&T last week told why they launched a proxy fight against NT&T (BROADCASTING, March 27). The leaders in the proxy battle are Leonard Davis, a New York group insurance consultant, and Philip L. Handsman, a New York attorney. They said they solicited proxy votes from about 20,000 NT&T shareholders asking support at that company's annual meeting in Beverly Hills April 11. Messrs. Davis and Handsman asked that they be elected to NT&T's board and that David Berdon & Co., certified public accountant, be appointed to conduct an independent investigation "into the maze of private dealings which we believe... were not at arms length."

Support Claimed • Messrs. Handsman and Davis said shareholders in both companies will ask some "sharp questions" at both annual meetings. The two oppose the sale of WNTA-TV, which they call a "major asset" of NTA. Mr. Davis warned that if the station is sold without the consent of two-thirds of the stockholders, he may consider starting a stockholder's derivative court action.

In their proxy solicitations, Messrs. Davis and Handsman sharply criticized NT&T management. They said NT&T's earned surplus slumped from $12 million to $8 million and attributed this to the NTA "debacle." NT&T acquired 88% interest in NTA in 1959, but last September spun off all but 38% to shareholders.

An NT&A proxy statement to stockholders lists these officers who received more than $30,000 remuneration in 1960: Ely A. Landau, resigned as board chairman to bid for WNTA-TV, $52,000; Oliver A. Unger, president of the company last year and now board chairman, $45,000; Ted Cott, vice president, station operations, $45,000, and Samuel P. Norton, director and vice president, business and legal affairs, $32,250.

Emphatically denying the Davis-Handsman charges that NT&T is being run as a "private club for the benefit of certain directors," NT&T President Eugene V. Klein asserted Wednesday (March 29) that "Mr. Davis is using our company only as a vehicle to further his whim of turning from the insurance business into movie and television production, via NTA in which we have 38% of the stock."

Mr. Klein made his comments in Los Angeles immediately after statements by Mr. Davis.

'Half-Truths' • Mr. Klein described Mr. Davis' statements as "only half-truths," and said that within the last six months NT&T shareowners have received stock dividends equal to 90 cents per share; that in the 1960 fiscal year the company paid a cash dividend of 124 cents per share and two 2% stock dividends with current market values totaling 40 cents.

The statement that NT&T sold $15 million worth of theatre properties "is completely incorrect," Mr. Klein said, denying implications that the sales were forced to meet losses on NTA. Conditions change with the times, he commented, and downtown theatres, once very profitable are not so today. NT&T theatres with a net book value of $4,134,000 and which had been operating at a loss, were sold for $5,448,000, he said. "We never sold a theatre to raise cash." Mr. Klein stated, reporting that NT&T now has on hand $11 million in cash and short term Government securities. NT&T has been purchasing drive-in theatres and sites and is negotiating for other such properties, he said.

Charges that NT&T directors had been using their positions in the board to feather their own nests were indignantly and explicitly denied. Such charges, Mr. Klein said, are unwarranted "character assassination" of individuals who have given service to the company over the years.

Changing hands

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

• KPRO Riverside, KROP Brawley, KREO Indio and KYOR Blythe, all California: Sold by Morris Pfaelzer and Sherrill C. Corwin to Tom E. Foster, Tolbert Foster, W. E. Dyche Jr., John Blake and Edgar B. Younger for $430,000. Messrs. Foster and Dyche own...
KGNU Tucson and KDET Center (Tex.). Stations, all constituting Imperial Broadcasting System, have following facilities: KPRO, 1 kw on 1440 kc; KROP, 1 kw day and 500 w night on 1300 kc; KREO, 250 w on 1400 kc; KYOR, 250 w on 1450 kc. Broker was Blackburn & Co.

- WTAW College Station, Tex.: Sold by Lee Glasgow and Hardy Harvey to John H. Hicks Jr. and associates for $109,000. Mr. Hicks and group own KOLE. Port Arthur, Tex. WTAW will be managed by Bill Watkins, now at KOLE. The College Station outlet is 1 kw daytime on 1150 kc.
- WFCT Fountain City, Tenn.: Sold by James Welsh, J. Francke Fox and others to Robert K. Richards and Frederick L. Allman for $60,000 plus assumption of $15,000 in liabilities. Messrs. Richards and Allman own one-third each of WKBJ Muskegon, Mich., and 50% each of WKYR Keyser, W. Va. WFCT is 1 kw day on 1430 kc. Broker was J. Porter Smith.

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 89).
- WSRA-AM-TV Huntington, W. Va.: Sold by Huntington Publishing Co. to WJR, The Goodwill Station Inc., for $5.4 million for 89% (see page 33).
- KVOS-TV Bellingham, Wash.: Sold by Rogan Jones and associates to Wometco Inc. for $3 million (see page 33).

Time Inc. income up in '60, profit up too

Notification to Time Inc., that its Minneapolis station WTCN-TV, would lose its ABC-TV affiliation this month, had an immediate effect on the earning power and value of the station. This was acknowledged in a footnote to the Time Inc. 1960 financial statement issued in New York last week.

No breakdown was made for the broadcasting division in the annual report, which showed total earnings for magazines, stations, books and other enterprises of $287,121,000, up 6% from $271,373,000 the year before. Net income was $9,303,000 in 1960 or $4.75 a share on 1,957,029 shares, compared with $9,004,000 or $4.60 a share on 1,955,779 shares in 1959.

The footnote on loss of the ABC affiliation was attached to an intangible assets listing on the consolidated balance sheet for Time Inc. "Goodwill and network affiliations, etc." are put at $15,014,000 for 1960 and $15,068,000 the year before. The note states that "It is the opinion of management that the aggregate value of intangible assets identified with broadcasting operations is more than the amount included in the consolidated balance sheet."

WTCN-TV is operating as an independent now and has secured exclusive TV coverage of the new American League baseball club, the Minnesota Twins, stockholders are told in a review of the broadcasting division. This section notes that the company might add a fifth vhf station if an attractive investment opportunity arises. Time is shopping broadcasting opportunities abroad, too. Recent expansion of domestic program and news operations also were covered in the report.

Time Inc. stations are KLZ-AM-TV Denver, WFBM-AM-TV Indianapolis, WTCN-AM-TV Minneapolis and WOOD-AM-TV Grand Rapids. WFBM-TV and WOOD-TV are NBC affiliates. KLZ-TV is on ABC.

KTTV's income dropped in '60

Times-Mirror Broadcasting Co., operator of KTTV (TV) Los Angeles, operated at a profit during 1960, although its gross revenue dropped to $3,154,785 from the 1959 gross of $8,777,090, according to the annual report of the Times-Mirror Co., owner of Times-Mirror Broadcasting Co. and publisher of the Los Angeles Times and the Los Angeles Mirror. Richard A. Moore, president of the broadcast division, attributed the decline to reduced income in the last quarter of 1960. Total, he said, covered receipts from program syndication and from the taping of commercials for use on or off the station's broadcast operations. Net income of the division was not revealed.

50-kw daytime outlet starts in Providence

WLKW Providence begins operations today (April 3). Owned by Radio Rhode Island Inc., the 50 kw daytime station on 990 kc, has a good music format.

General manager is Mowry Lowe, formerly with WEAN Providence. Other personnel: F. H. Elliot Jr., sales manager; T. Keith Pryor, chief engineer; Peter T. Bartow, program manager; David S. Wolfenden, production manager; Joe Postor, news editor.

STATIONS FOR SALE

<table>
<thead>
<tr>
<th>EAST</th>
<th>SOUTH—$95,000</th>
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<tr>
<td>Ideal station in Northern New England for owner-operator. Brand new equipment. 1961 gross will hit $100,000 easily. Priced to sell.</td>
<td></td>
</tr>
<tr>
<td>WASHINGTON, D. C.</td>
<td>DAYTIMER</td>
</tr>
<tr>
<td>1737 DE SALES STREET, N.W.</td>
<td>Beautifully equipped, one station market serving over 200,000 people, presently holding its own, just waiting for aggressive ownership and management to take advantage of an unbelievable potential. This is a radio station's dream.</td>
</tr>
<tr>
<td>EXECUTIVE 3-3455</td>
<td>DALLAS</td>
</tr>
<tr>
<td>RAY V. HAMILTON</td>
<td>1511 BRYAN STREET</td>
</tr>
<tr>
<td>JOHN D. STEBBINS</td>
<td>RIVERSIDE 8-1175</td>
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</tbody>
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| MIDWEST—$185,000 |
| Suburban daytimer with 1960 cash flow in excess of $40,000. Priced at $185,000 with 29% down payment. |
| CHICAGO |
| 1714 TRIBUNE TOWER |
| DELAWARE 7-2754 |
| RICHARD A. SHAHEEN |

| WEST—$175,000 |
| Fulltime radio station located in one of the most highly desirable areas of California. Operating well in the block with tremendous potential for even greater profits. Equipment in excellent condition. Priced at $175,000 with 29% down and balance on terms. |
| SAN FRANCISCO |
| 111 SUTTER STREET |
| EXBROOK 2-5371 |
| JOHN H. HARDESTY |
| DON SEARLE—Los Angeles |

Hamilton-Landis & Associates

NATIONWIDE BROKERS
| RADIO & TELEVISION STATIONS • NEWSPAPERS |
| NEGOTIATION • APPRAISALS • FINANCING |

BROADCASTING, April 3, 1961
IT'S METROMEDIA
Metropolitan stockholders vote to change firm name

Stockholders of Metropolitan Broadcasting Corp. approved a company proposal last week to change the corporate name to MetroMedia "to reflect more accurately" the nature of the organization's business.

John W. Kluge, board chairman-president, told stockholders before the voting that the change of name is advisable because of the company's expansion into outdoor advertising through acquisition of Foster & Kleiser. Metropolitan Broadcasting Corp. no longer accurately describes the nature of the company, Mr. Kluge said, since broadcasting constitutes only about 50% of the company's business.

The action came at the company's annual meeting in New York; stockholders also voted to increase to 3.6 million the number of shares of stock authorized to be issued; approved and ratified an employe stock option plan and re-elected 13 members of the board. It was pointed out that the increase in authorized capitalization is advisable for future expansion, although there is no present intention to issue any of the newly-authorized shares.

As presently constituted, MetroMedia will have three divisions—Metropolitan Broadcasting, with three vhf and two uhf tv stations and three radio stations; World Wide Broadcasting, international short-wave radio operation; and Foster & Kleiser Div.

A proxy statement sent to stockholders in advance of the annual meeting shows that total payment to Mr. Kluge during 1960 was $99,519. Other officers paid in excess of $30,000: Lawrence H. Odell, president of the Foster & Kleiser Division, $70,833; Bennet H. Korn, executive vice president for television operations and general manager, WNEW-TV New York, $70,000; John V. B. Sullivan, vice president and general manager, WNEW New York, $70,000; Benedict Gimbel Jr., vice president of the corporation, $35,000.

New WFAA studios have biggest stereo system

The new $3.5 million communications center at WFAA-AM-FM-TV Dallas, to be formally opened this Wednesday, has among its equipment a General Electric four-channel stereo audio system described as the largest ever installed by an individual station.

Custom-built for WFAA, the all-transistorized audio system makes possible concurrent live broadcasting, network programming, recording and rehearsals. The nerve center—also custom-built—is a transistorized stereo master control switching unit for am, fm and tv sound. It consists of 22 monophonic input channels.

Besides furnishing practically all electronic equipment for the 68,000-square-foot facility, GE also has equipped the station's mobile television unit and has supplied WFAA with five continuous motion film projection systems, one for color.

The projectors, too, are extra special—injecting new life into old film by a diffused light system, which eliminates most ill effects of scratches and dirt particles. The improved 16mm projectors were designed by Eastman Kodak Co., Rochester, N. Y., and marketed by G.E.

Engineers at NAB meet to hear Gen. Medaris

Maj. Gen. J. B. Medaris, former space chief of the Army and now president of Lionel Corp., will address the Tuesday engineering luncheon of the NAB's May 7-10 convention in Washington. His selection as a speaker was announced April 2 by A. Prose Walker, NAB engineering manager, and Virgil Duncan, WRAL-TV Raleigh, N. C., chairman of NAB's Engineering Conference Committee.

Gen. Medaris was responsible for development and production of the Jupiter IRBM missile and deployment of the Redstone ballistic missile. He managed successful completion of Explorer I, first U.S. satellite.

NAB's Engineering Conference is held simultaneously with the management-ownership convention.

Dr. Edward Teller, atomic scientist and "father of the hydrogen bomb," now a physics professor at U. of California, will speak at the Wednesday luncheon of the engineering group.

BROADCASTING, April 3, 1961
The experienced eye is an important measure of quality at Collins. Of course, electronic devices test broadcast equipment, too. But, as in all great products, the final measure of quality at Collins is made, not by a machine, but by a man—a man with a very experienced eye.
NBC reported losing three vice presidents

Two NBC vice presidents, Burton H. Hanft and George Matson, were reported last week to be planning to leave the network for as yet unannounced positions elsewhere.

Mr. Hanft is vp in the talent and contract administration area, which is now headed by James A. Stabile since his return from duty as head of NBC's standards and practices unit. Mr. Mat- son formerly was vp and general manager to the tv network but most recently has been vp and special projects assistant to President Robert E. Kint- ner. With B. Lowell Jacobson's depart- ure from the personnel vice presidency to Pepsi-Cola (see FATES & FORTUNES, page 83) the resignations of Messrs. Hanft and Matson bring to three the number of upper-echelon executives leaving or in the process.

Mr. Matson is known to be consider- ing a number of offers in the field of financial management.

Network authorities emphasized, however, that all three were leaving for their own personal reasons having nothing to do with either NBC's current period of belt-tightening or the repeated reports—which have been just as repeatedly denied—that changes are afoot in the network's top manage- ment.

The belt-tightening, they said, is part of a pattern which occurs every year about this time with all departments asked to review their operations and make whatever curtailments may be justified. This annual review has more than a seasonal justification this year, they added, because while selling for the fall season is moving "nicely and ahead of schedule," sales for the first and second quarters are showing some effects of the slump in the nation's general economy, compared to sales a year ago. But they stressed that the review, while general, is routine for this season and that no quotas have been set for cutbacks in any department.

Auditors plan association of financial officers

Later this year an organization of broadcast station financial officers will be formally incorporated and membership invitations will be sent to television and radio station controllers, treasurers, auditors and others involved in fiscal administration. A decision looking to- ward these steps was made in Chicago last week by an informal meeting of station financial executives.

To be patterned after the publishing industry's Institute of Newspaper Con- trollers & Financial Officers, the pro- posed new broadcast organization would hold meetings and exchange information on such subjects as station accounting procedures, problems of agency billings, taxation, amortization of television film and station equipment, insurance and personnel.

Other business fields long have had such financial organizations, it was noted by Henry W. Dornseif, assistant trea- surer of WCCO-AM-TV Minneapolis, and the need has long been felt in broad- casting. Mr. Dornseif generated interest in the move by writing to 500 stations and group operators: "The overwhelming majority were in favor." The Chicago group voted to proceed with organization and Mr. Dornseif was named chairman of a 12-man steering committee, comprised of three subcommittees.


Media reports... Pitch for radio... A reminder to adver- tisers that all radio can do the job for a sponsor has been circulated by WGRD Grand Rapids, Mich. Following claims of rivals to leadership in local ratings, the station sent letters to all local ad- vertisers and agencies denying the claims and saying in effect that radio was the best media—whether or not WGRD was purchased. Reaction to WGRD's letter seemingly was favorable, even from its competition.

Special honor... The Kelo-Land stations (Midcontinent Broad- casting Co.) KELO-AM-TV Sioux Falls, KDLO-TV Watertown and KPOL-TV Reliance, all South Dakota, were honored last month by that state's legislature for their coverage of the body in session. The stations were cited for their complete coverage of the House of Representa- tives and for furnishing free closed cir- cuit television to the overflow crowd.

Community heart... Some 140 to 160 free announcements by WCHL Chapel Hill, N.C., on behalf of a family whose home had been destroyed by fire drew impressive response from listeners. The home of a family of nine, which the father had built himself, burned down leaving the family destitute. The same day the station sent out pleas for help and got over 200 contributions of household goods—many of them prac- tically new—as well as checks from civic organizations. In fact there was a sufficient surplus to help out another smaller family in a nearby town that had also been made homeless by fire.

Storer creates standards dept.

Storer Broadcasting Co. today (Mon- day) is to announce the formation of a Broadcast Standards Dept. to cope with what it terms the multitude of standards and complex regulatory consider- ations now facing the industry. The announcement was made by Stan- ton P. Kettler, executive vice president, operations, SBC.

Mr. Kettler added, "we have been studying such a plan for nearly a year. Frankly, it's an outgrowth of Storer's Quality Control De- partment (BROAD- CASTING, Nov. 28, 1960), which is more than paid for itself in improved program- ming product, uniformity of rule and code interpretation, music control and other factors."

Heading the new standards department is Ewald Kockritz, SBC vice presi- dent and national program director for television, who will be freed from his programming responsibilities to assume the new position. He will report di- rectly to Mr. Kettler.

Mr. Kockritz, who has served Storer in various capacities since joining the organization in 1941, has been a vice president since 1954. He will continue to headquarter in Storer's Miami Beach home office.

The Broadcast Standards Dept. will consolidate matters relating to FCC rules and the Storer program manual. It will operate quality control, review community needs and program interests in each market and will be responsible for station procedures for clearance of program content and advertising copy. "This isn't a 'watch dog' department," concluded Mr. Kettler, but a new ap- proach through which we hope to re- lease many of the burdens placed on our station personnel.

Storer stations are WJBK-AM-TV Detroit; WJW-AM-TV Cleveland; WSPD- AM-TV Toledo; WITI-TV Milwaukee; WAGA-TV Atlanta; WIBG Philadel- phia; WGBS Miami; WWVA Wheeling, W. Va. and KGBS Los Angeles. Pending before the FCC is an applica- tion to purchase WINs New York.
VIEWMANSHP!
The big difference is WMAR-TV

In the huge and growing Baltimore-Maryland market, WMAR-TV delivers VIEWMANSHP . . . the key to an alert and receptive audience that means more to the advertiser! WMAR-TV VIEWMANSHP means quality as well as quantity.

One of the many long-time favorites with WMAR-TV viewers is Baltimore's top-rated daytime program "DIALING FOR DOLLARS" . . . a money-giveaway show that has consistently held leadership in its time segment—9:40 A.M.-10:00 A.M., Monday thru Friday. (ARB—Jan. 1960 thru Jan. 1961)

In 1960 “Mr. Fortune” on “DIALING FOR DOLLARS” made 783 telephone calls and had 156 winners—a whopping 19.9% who had to be intently tuned to the program.

This amazing record was achieved in a Baltimore and Suburban market area with over 415,000 listed telephones.

THIS IS VIEWMANSHP at its best . . . the indefinable ingredient in WMAR-TV programming that means acceptance in the public eye.

In Maryland Most People Watch
WMAR-TV
SUNPAPERS TELEVISION
BALTIMORE 3, MARYLAND

Represented Nationally by THE KATZ AGENCY, INC. CHANNEL 2
Watchdog may follow bark with bite

LEGISLATION LOOMS AS RESULT OF THREE-DAY CAMPAIGN HEARING

The Senate Watchdog Subcommittee wound up three days of hearings last week that are bound to produce recommendations for new legislation or regulations, or both, to govern political broadcasts.

FCC Chairman Newton N. Minow, the lead off witness, told the three-man unit headed by Sen. Ralph Yarborough (D-Tex.) that broadcasters had been "scrupulously fair" in their coverage of the presidential and vice presidential campaign.

But then Joseph M. Nelson, chief of the commission's Renewal & Transfer Div. took the stand. He recounted more than 40 complaints the commission had received about broadcasters during the 1960 political campaign. The complaints had been selected, in cooperation with the Watchdog staff, from some 200 in the FCC files.

Key Points • At the conclusion of his testimony on Wednesday, these were the questions that seemed to have held the most interest for Chairman Yarborough and his subcommittee colleagues, Sens. Gale McGee (D-Wy.) and Hugh Scott (R-Pa.):

• The manner in which the FCC handles complaints and the need for additional staff to speed up the process.
• The FCC power, or lack of it, in redressing wrongs allegedly done candidates by radio or television stations.
• The need for clarifying the rules regarding editorials, particularly those for or against candidates.
• The refusal of some stations to sell, let alone give, time for political broadcasts.

In case after case discussed by Mr. Nelson, FCC action was shown to have come weeks, and sometimes months, after a complaint had been received. Mr. Nelson said the delays were due largely to the tremendous volume of work for which only seven men are responsible.

He said the seven—an assistant section chief, five lawyers and a law clerk—had to process the 200 complaints along with their regular work, which involved 1,700 renewal applications.

In his opening remarks, Chairman Minow said the need for additional help would be required in the hearings, and before the first day was over, the subcommittee members were agreeing with him.

FCC Needs More Muscle • The Senators' questions in a number of cases indicated their view that the FCC should have—or use—more muscle in requiring a station to be fair to opposing candidates. The action taken by the commission in many cases—a reminder to an accused station that it must observe fairness and a warning that its record would be reviewed at license-renewal time—was far from satisfactory to Sens. Yarborough and McGee.

"After a man has been defeated it's little comfort in saying he shouldn't have been," Sen. McGee said.

Sen. McGee thought the commission ought to have the power to carry out "whatever finding it makes in a case." Mr. Nelson said the commission lacked this power now. Then making it clear he was speaking for himself, he agreed "it might be helpful" if the FCC could invoke sanctions—for instance, the issuance of a cease and desist order—for violations of commission policy.

Chairman Yarborough promptly asked Subcommittee Counsel Creekmore Fath and Mr. Nelson to draft legislation to provide this authority.

Several times during the hearing Sen. McGee expressed the view that FCC regulations should distinguish between editorials and editorial endorsements. He felt the rules regarding the latter should be tightened.

A case in point was the editorial broadcast by WMCA New York and WBNY Buffalo endorsing John F. Kennedy in the presidential contest. The subcommittee commended the station's management, Nathan Straus, chairman of the board, and his son, R. Peter Straus, for their pioneering in the field of broadcasting editorializing.

Who Designates the Spokesman? • But the senators questioned what appeared to be the Straus' insistence that the station had the right to name a rebuttal spokesman when Vice President Nixon declined an offer to reply in his own behalf.

This position was objected to most strenuously by Sen. Thurstin Morton (R-Ky.), chairman of the National Republican Committee and a member of the parent Commerce Committee who sat with the Watchdog unit during the discussion of the WMCA case. He said it wasn't always possible for an opposition candidate to reply to an editorial and that some official party leader should have the right to designate a spokesman.

Eventually, R. Peter Straus said that what he and his father were concerned about was a case in which neither the candidate nor a spokesman designated by him was available to reply.

Another Question • The WMCA case also raised another point—that of whether a station had a right to ad-
Verticise, in the press, a political editorial. Sen. Morton said the WMCA ad promoting the Kennedy editorial was "clever political propaganda disguised as a business expense."

However, he didn't get very far with this argument. Mr. Nelson said, in his view, the FCC can regulate what a station broadcasts, not what it advertises in the press. Nor did Sen. Morton get much support from his Democratic colleagues.

Cheers for WMCA • Despite these conflicts, the WMCA presentation regarding political broadcasting won applause from the subcommittee. Senator McGee said the station had "cut a swath through the jungle" and that its record could well be examined as a basis for future policy. Its endorsement of President Kennedy was believed to be the first ever broadcast in favor of a presidential candidate.

Refusal to Sell Time • The refusal of stations to sell time for political broadcasts came up several times during the hearing, and it was developed at some length in the testimony of M. S. Novik, a radio-television consultant who has worked with the International Ladies Garment Workers Union, AFL-CIO, in its political campaigns since 1940.

He said that during the 1960 campaign about one fifth of all ABC Radio network stations turned down a paid political program he produced for the union in support of the Democratic presidential candidate.

He said this was by far the highest turn-down rate he had ever encountered in six presidential campaigns and ascribed it local stations' devotion to record shows. He expressed the view that broadcasters must, as a condition for keeping their license, "allocate equal and adequate time for political discussions, free and paid."

The hearings, as one observer put it, provided the subcommittee with "a good education" as to the workings of Sec. 315, the political broadcasting section of the Communications Act. One of the lessons they learned was that debate shows were not, in the FCC view, exempt from the equal-time rule when Congress amended the act in 1959 to exclude news programs and panel news shows.

In a case involving an American Forum of the Air program broadcast over WBZ Boston last fall, the FCC ruled that the Democratic opponent of Sen. Styles Bridges (R-N.H.), who appeared on the show, was entitled to equal time.

Sen. Scott felt this ruling was based on "sparse reasoning," in view of the fact that such shows as Capitol Cloak Room, Meet the Press, and Face the Nation were exempt from the equal time requirement. However, Mr. Nel-
Aztec Community TV field, 29, 1960, week in material”

What the FCC termed “scandalous material” was hit by the agency last week in refusing to reconsider a Dec. 29, 1960, order which set aside grant of three vhf repeater stations in Bloomfield, N. M., but allowed the stations to continue operation pending a hearing.

Target of the commission’s wrath was Aztec Community TV Inc. which protested the original grant to Bloomfield. Aztec serves that city and Blanco, N. M., with catv signals of the three Albuquerque stations. The catv operator maintained that the Bloomfield repeaters were only 500 yards from its off-the-air pickup station which therefore caused technical interference and were constructed illegally.

“Aztec’s petition contained scandalous material,” the commission charged, “and if the attorney [John P. Cole Jr. of Smith & Pepper] who is counsel for the petitioner again files pleadings containing such material in this or any other proceeding before the commission, specific measures will be considered to prevent any further repetition.”

A one-day hearing on the Aztec protest was held last Tuesday (March 28) in Bloomfield.

The language in the petition for reconsideration, filed Jan. 30, which drew the commission’s ire stated the FCC “need not be reminded of the long and sad history surrounding the vhf booster situation. It cannot be reasonably denied that the same type of illogical and dilatory action, as has been applied here, is largely responsible for this history. A failure to meet and dispose of the problem with affirmative action in its initial stages is precisely what permitted the present chaotic state of affairs to blossom forth.”

Chairman Newton N. Minow did not participate and Commissioners Rosel Hyde and Robert Bartley abstained in the Bloomfield action.

Harris to keep eye on reorganization plans

Chairman Oren Harris (D-Ark.) of the House Commerce Committee served notice last week that he is still concerned about the Landis report and intends to look closely at any government reorganization plans coming from the White House.

He made his remarks last week during debate preceding House action in passing the Government Reorganization bill and sending it to the President. The bill, passed earlier by the Senate, permits the President to submit reorganization plans which become effective within 60 days unless vetoed by either House of Congress.

Rep. Harris told the House he believes several of the proposals in the Landis Report on regulatory agencies would compromise the independence of those agencies and tend to make them “subservient” to the White House. James M. Landis, who wrote the report, is now the President’s advisor on regulatory agencies.

“Consequently,” Rep. Harris added, “I am watching and I am going to watch and our committee is going to watch very carefully and keep a constant check.” He also said that if “some of these far-reaching plans” are presented to Congress, his committee will hold hearings with a view to making recommendations on them.

WSAY fears monopoly in Rochester tv sales

WSAY Rochester, N. Y., last week asked the FCC to disapprove the sale of WROC-TV that city to Veterans Broadcasting Co. and the contingent sale of Veterans’ WVET-TV to WHEC Inc.

The am station said the sale would weaken its position in competing with newspapers and tv for advertising revenue. Veterans owns an am; Gannett newspapers own WHEC Inc. The two formerly shared time on WVET-TV (ch. 10). WSAY said the sale would lead to a “combination of control” of media in Rochester that would restrict advertisers in the selection of media. It added that it and the general public would “suffer from extension of the monopolistic influence of Gannett Co.”

This was the second protest to the FCC against the combination sale. Two unions earlier complained that the sale contracts discriminated against labor (At Deadline, March 20).
You can’t say gypsum in a headline, 

or Son of WMT Strikes Back

Imagine a Fort Dodge station advertising in Broadcasting. They must be loaded, people will say.

That’s a calculated risk we’ll have to take, because the time has come to tell the world that the gypsum one George Hall used to perpetrate his “Cardiff giant” canard came from a bed just east of Fort Dodge.

Many a pear-shaped canard has flowed under the bridge since 1868, when Hall carved his hunk of gypsum and buried it in Onondaga County, New York. One we’d like to de-hoax forthwith goes something like this: “Who needs a daytimer in the county seat of Webster County, 85 mi N by W of the state capital, located on the picturesque Des Moines River, served by four railroads, an airline, and assorted highways, with a large trade in grain, gypsum and clay products, with a commission form of government, that was named after Col. Henry Dodge (1782-1867)?”

You do, if you want to fill the gap left by the signals of stations on the periphery of our North-Central Iowa coverage area. Slop-over’s fine for hog pens but it’s no way to cover the big state of Iowa, where people live everywhere. This is a job for coverage stations like K-WMT, whose 5,000 watts, newly acquired, push the 2 mv/m line past Iowa’s western and southern boundaries, and make our 0.5 mv daytime coverage area the largest of any station in Iowa.

Lagniappe: Advertisers running schedules on K-WMT concurrently with schedules on WMT can combine to earn frequency discount on K-WMT.

K-WMT • Represented by Everett-McKinney, Inc.
540 kc • Iowa’s finest frequency • 5,000 watts
Mail Address: Fort Dodge, Iowa
Affiliated with WMT AM & TV, Cedar Rapids—Waterloo; WEBC, Duluth.
NEW BROADCAST LICENSING CRITERIA?

Antitrust actions pertinent in Philco-NBC case—Justice

A number of blue-chip broadcast licensees last week were studying intently a statement by the Dept. of Justice that implies the FCC has been neglecting its duty to take a look at all licensees who have signed antitrust consent decrees or pleaded no defense in antitrust cases.

This contention was set forth by the Justice Dept. in a brief filed March 24 with the U. S. Court of Appeals in Washington (At DEADLINE, March 27). It was presented at the request of the court, which is considering the fight by Philco Corp. against NBC's Philadelphia TV station.

Both the FCC and NBC are preparing replies to the Justice Dept.'s position.

The government memorandum, written by Richard A. Solomon, one-time FCC assistant general counsel, takes issue with the commission's position that it acted correctly last year in denying Philco's request for an evidentiary hearing on its protest against the 1957 license renewals of NBC's WRCV-AM-TV Philadelphia.

The FCC initially dismissed the Philco protest, holding the Philadelphia radio-tv-appliance manufacturer has no standing. The appeals court reversed that position. The FCC then allowed Philco a hearing, but last July dismissed the complaint again. The FCC also denied Philco's request for an evidentiary hearing against NBC based on two recent consent decrees (and one plea of nolo contendere) resulting from government suits against RCA. The first suit, in 1954, was aimed at RCA patent licensing practices; the second, in 1956, at allegations of pressures by NBC in persuading Westinghouse to swap stations (Westinghouse's Philadephil outlets for NBC's Cleveland stations, plus $3 million).

In both cases, RCA entered into consent decrees. RCA also pleaded nolo contendere in the criminal suit involving patent licensing.

The FCC intimated, said the Justice Dept., that neither the consent decrees nor the no contest plea involved adjudication or admission of guilt.

Must Consider Pleas. * The FCC, the Justice Dept. argued, is obligated to give "appropriate" consideration to both consent decrees and nolo pleas in judging the qualifications of its licensees.

Neither of the two actions can be considered an acquittal or a finding of non-violation, the Justice statement said.

This is especially true, the government memorandum said, "when it is recognized that nolo pleas and consent agreements to drop offending practices are most likely to result where the conduct was most clearly in violation of the antitrust laws."

The FCC has not held a hearing on NBC's qualifications since 1931, the Dept. of Justice pointed out. Although the commission might feel the network still qualifies as a licensee despite the RCA-NBC antitrust record, the agency cannot deprive Philco of its "statutory right" to attempt to prove that NBC is not qualified to be a licensee, Justice said.

Philco attacked NBC's Philadelphia position from a new front last May by filing a complete application for the ch. 3 facility now licensed to NBC. The license is up for renewal in August.

In accepting a consent judgment in the Philadelphia-Cleveland swap case, NBC agreed to divest itself of the Philadelphia tv station under attack by Philco. Philco claims NBC cannot sell WRCV-TV until a comparative hearing is held. NBC has agreed to exchange WRCV-AM-TV with RKO General for the latter's Boston stations (WNAC-AM-TV).

Finger Points. * The Justice Dept.'s position, if sustained, means the FCC must institute a hearing whenever a licensee's qualifications are challenged because of consent judgments or nolo contendere pleas in its record.

At the top of the list of such licensees are Westinghouse and General Electric, both recently convicted and fined for engaging in price fixing. Other major licensees falling in this category are American Broadcasting-Paramount Theatres Inc. (ABC) and Paramount Pictures Inc. (KTLA [TV] Los Angeles).

FCC Takes Steps on Space Policy Problem

The first step into space communications high policy was taken last week by the FCC.

It issued a notice of inquiry into the administrative and regulatory problems relating to space communications.

In short: What would the FCC do? What is the United States' interest in the coming age of space communications—competitive, duplicating companies, the historic U. S. policy for off-shore carriers; a single favored "flag" company with a monopoly on space communications, or a consortium to include the half dozen or so American companies capable of financing, installing and operating a space relay system.

Requesting that comments be submitted by May 1, the FCC notice asked if they be addressed to these major questions:

* Assuming that a single or limited number of satellite systems is authorized, how can equal access by existing and future international communications common carriers and others be assured? Should manufacturers of space communication equipment be permitted to participate in the operation of such a communication system?
* How would either type of plan comply with the Communications Act and the antitrust statutes? What changes in the law, if any, would be necessary?
* To what degree would each of the various parties involved in a space communications system be subject to regulation by the FCC?
* Extent of participation, if any, by respondents?

The commission's notice indicates significant interest in the proposal, submitted earlier this year by Lockheed Aircraft Co., that a single integrated system, comprising an amalgamation of carriers, is the best method.

What worries the FCC, it was obvious, is how this might be accomplished without violating existing antitrust laws and how this could be justified in the light of the country's traditional policy of competitive carriers.

The notice, the work of space Commissioner T. A. M. Craven and his chief aide in this field, Paul M. McDonough, calls attention to the fact that international cooperation and agreements on frequency allocations are also necessary before a system can come into being.

The FCC already has another space inquiry underway; this involves space frequency needs and the sharing of space communications with other services.

Too much time?

The FCC often has heard the complaint that its processes are bogged down in delay but the agency had a ready reply for one congressional inquiry last week. A member of the House called on Tuesday (March 28) to ask why no action had been taken on an application for approval of the sale of a certain radio station.

A quick check by commission officials showed that the application had been filed the previous Friday—only two working days before the congressman's call. In fact, the transfer had not even been announced as "tendered for filing," the first step on all such applications.

The congressman received a promise that the commission would keep him informed regarding any action on the application. 

64 (GOVERNMENT)
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. T-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 The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA
Harris now sending complaints to NAB

The House Commerce Committee is now relaying the complaints it receives about television and radio programs to the NAB as well as the Federal Communications Commission. The purpose, according to Committee Chairman Oren Harris (D-Ark.), is to support NAB President LeRoy Collins’ “drive for improved programming.”

The offer of cooperation—and its acceptance—was contained in an exchange of correspondence between Rep. Harris and Mr. Collins.

In a letter dated March 20, Rep. Harris lauded Mr. Collins for his "strong stand" on broadcasters' responsibility for improved programming—especially with regard to the need for eliminating excessive violence and for increasing "blue ribbon" programming.” In view of this stand, the letter added, the Commerce Committee "will be glad to assist you in your efforts" by transmitting copies of the complaints it receives. The committee has long followed the policy of sending such complaints to the FCC, with the request that they be considered at license-renewal time.

Rep Harris also said that he has always felt that broadcasters themselves, rather than the federal government, should bear primary responsibility for better programming and that he shares Mr. Collins' view that NAB can help raise programming standards.

The offer was "gratefully" accepted in a letter dated March 23. "I feel confident this information will prove helpful in administering the self-regulatory efforts of the radio and television codes," write Mr. Collins.

KMFD favored for ch. 10 after okay of dropouts

FCC Hearing Examiner H. Gifford Irlon last week issued an initial decision which would grant ch. 10 in Medford, Ore., to Radio Medford Inc. (KMFD). The decision was made possible by Chief Hearing Examiner James D. Cunningham's approval on March 1 of KMFD's agreement with its two competitors to pay a portion of their expenses in return for dropping out (Broadcasting, March 6).

Under agreement KMFD would pay TOT Industries Inc. $6,700 and Medford Telecasting Corp. $9,300. These amounts represent most of the two companies' expenses in prosecuting their applications for ch. 10. TOT said in January its expenses were more than $9,000; Medford Telecasting said it spent more than $10,000.

The FCC last week...

- Was asked, in a joint petition by all five applicants for ch. 8 Moline, Ill., for oral argument to be scheduled at the commission's "earliest convenience." It was originally slated for March 1, then postponed "indefinitely" on the FCC's own motion. The applicants pleaded that the case should not be delayed to await disposition of the Springfield-Peoria deintermixture proceeding, but that it should be considered separately on its own merits.

- Wired KDUB-TV Lubbock, Tex., that the station is legally free to furnish replacement time for a paid political broadcast prevented by technical difficulties. The station had requested interpretation of Sec. 315 in connection with failure to make a teletext supporting Maury Maverick Jr. for senator. The FCC reminded the station it is still obliged to provide equal time at equal rates to the opposition.

- Agreed to enlarge issues in the proceeding for an am in Del Rio, Tex., to include the character qualifications of Val Verde Broadcasting Co. and whether its application was in good faith or merely to block that of Queen City Broadcasting Co. (Broadcasting, Jan. 16). Commissioners Lee and Craven concurred but would add the issue of misrepresentation; Commissioner Cross dissented. The FCC denied the petitions of KDLK Del Rio to enlarge issues to include whether the city can support another station and the financial qualifications of Queen City. It also denied KDLK's request to dismiss Queen City's application or postpone the proceedings.

- Was asked by Lester Kamin, 55% owner of KBKC Kansas City, KIOA Des Moines and KAKK Tulsa, to add ch. 5 to Houston as a fourth commercial vhf channel at shorter than regulation mileage separation. He said the need for a competitive independent vhf station justifies the waiver. WENS (TV) Pittsburgh asked the FCC to assign ch. 6 as a fourth commercial vhf in that city, shifting it from Johnstown, Pa. (WJAC-TV).

Rep. Avery to new post

Rep. William H. Avery (R-Kan.) left the House Commerce Committee last week to fill the vacancy on the Rules Committee left by the death of B. Carroll Reece (R-Tenn.). Rep. Peter H. Dominick (R-Col.) was named by the House to Rep. Avery's Commerce Committee seat. Rep. Dominick is a first termer.

The Commerce Committee had not yet announced at week's end who would replace Rep. Avery on the Communications Subcommittee.
YOU MAY NEVER PAY $29,400 FOR A DOG*—

BUT... People Cost Only Pennies Per Thousand
On WKZO Radio For Kalamazoo-Battle Creek
And Greater Western Michigan!

For only a few cents per thousand, WKZO Radio sends your announcements to the largest radio audience offered by any station in Kalamazoo-Battle Creek and Greater Western Michigan.

WKZO walloped all competition by landing the No. 1 position in all 360 quarter hours surveyed, 6 a.m.-Midnight, Monday through Friday, in the latest Pulse Report (see left).

And when you're selecting radio markets, remember that Kalamazoo alone is expected to outgrow all other U.S. cities in personal income and retail sales between now and 1965. (Source: Sales Management Survey, July 10, 1960)

Talk to Avery-Knodel soon about WKZO Radio!

The Felzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO Radio — KALAMAZOO-BATTLE CREEK
WJER Radio — GRAND RAPIDS
WJER-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO
CBS RADIO FOR KALAMAZOO-BATTLE CREEK
AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING, April 3, 1961
CHALLENGE TESTIMONY

Subcommittee told censorship won't change delinquency

Recent testimony before a Senate subcommittee linking television and movie violence with juvenile delinquency (BROADCASTING, March 13, 20), has been challenged by the dean of the New York Institute of Criminology, Donal E. M. MacNamara. And a New York sociology professor, Paul W. Tappan, denounced the idea that censorship could solve the delinquency problem.

The views of both men have been added to the record of the Senate Juvenile Delinquency Subcommittee. Last month that group heard a report from the National Council on Crime & Delinquency which asserted that constant exposure to television and movie violence could adversely affect the behavior and development of a young viewer.

In a letter to subcommittee chairman Thomas J. Dodd (D-Conn.), Mr. MacNamara said that while some television programs are "immoral and unnecessary sadistic," there is no research or case material showing a causal relationship between such shows and acts of violence by either adult or juvenile viewers.

He said criminologists are generally agreed that crime is the "product of multiple factors" and "attempts to explain changes in crime statistics by giving exaggerated importance to any single factor are suspect as unscientific."

Dr. Tappan, in a telegram to the subcommittee, opposed the view that "the problem of delinquency can be met in any degree by measures of official censorship. The control of children's exposure to mass media should be left to the judgment of their parents, and not to a governmental agency," he said.

Saw No Movie-Violence Connection

The NYU professor, a former chairman of the U. S. Board of Parole, told a New York State legislative committee two years ago that he "never encountered (a law offender) of normal mentality and emotions whose law violation could be blamed on movies." He also said at that time that while delinquency is sometimes the result of defective intelligence and deviated emotions, "these are not induced by mass media or recreation."

In discussing the statements of Mr. MacNamara and Professor Tappan, subcommittee staff members recalled Sen. Dodd's assertion that he is "against censorship." They also agree that in studying the causes of juvenile delinquency many factors must be considered. But they maintain, in this connection, that television and movies are legitimate areas of inquiry.

Dates for hearings involving the mass media have not yet been set and probably won't be for several weeks, perhaps months. But it is understood that separate hearings on television and movies will be held, with those on television to be scheduled first.

As part of its preparation for these hearings, the subcommittee staff is monitoring tv shows. Staff director Carl L. Perian said the objective is to determine how closely the networks are adhering to the NAB code.

Meanwhile, in response to another viewer complaint about tv violence—this time wrestling matches—FCC Chairman Newton N. Minow said the commission has no authority to tell a tv station what and what not to show.

Sen. Clifford Case (R-N.J.) had recently forwarded to Mr. Minow a letter from a constituent who complained about what he described as the unprecedented brutality of wrestling matches televised from Washington. The FCC chairman, in a letter made public by the senator, suggested that the viewer write the station involved and urge it to discontinue the show he dislikes.

FCC 'oversight' cited by Broadcast Bureau

An oversight by its bosses was brought to the attention of the members of the FCC by the Broadcast Bureau last week in the Feb. 28 grants of power increases from 250 watts to 1 kw to WHIN Philadelphia and WMID Atlantic City. The bureau pointed out that the renewal applications of both stations are under investigation and this fact was not included in the pleading for power increases.

"We do not believe the commission would knowingly have stamped approval upon the qualifications of these applicants—as the subject grants imply—while inquiry is pending concerning the renewal of the existing licenses of the two applicants," the bureau said. WHAT is being investigated on Sec. 317 (sponsor identification) matters and WMID on character qualifications.

The bureau first asked the commission to set aside the power increases but later amended this to specify that a proviso be added that such increases would not prejudice any commission action on the independent investigations.

WIBC again requests ch. 13 joint trusteeship

WIBC Indianapolis last week renewed its request to the FCC to establish a joint trusteeship on ch. 13 there (WLWI TV). The case is pending before the commission after a long and turbulent history.

The first initial decision on the case was issued June 7, 1955. On March 8, 1957, the FCC decided to grant the channel to Crosley Broadcasting Corp. (BROADCASTING, March 11, 1957) on a 4-3 vote. Favoring Crosley were Chairman George C. McConnaughey, Commissioners Richard A. Mack, John C. Doerfer and T. A. M. Craven; opposed were Commissioners Rosel H. Hyde, Robert E. Lee and Robert T. Bartley. In 1958 the U.S. Court of Appeals vacated the Crosley grant and WIBC offered to buy Crosley's physical properties and investment in the channel. The offer was refused.

WIBC made its first request for joint trusteeship on Sept. 26, 1958, and the FCC turned it down Nov. 21, 1958.

In its petition WIBC objected to the Crosley operation without an effective grant and asked that WIBC be allowed to participate in operating the channel pending the FCC's final decision.

Collins endorses federal aid to etv

NAB President LeRoy Collins has endorsed educational-television legislation now pending before Congress, but with the cautionary note that etv must not develop at the expense of the present free-enterprise system of commercial broadcasting.

In a letter to Lawrence E. Dennis, chairman of the Joint Council on Educational Broadcasting, Mr. Collins said federal aid, as provided for in the bills that have been introduced, would stimulate states to greater etv activity.

However, he also said that etv should develop "with careful regard" for the preservation of the free-enterprise system of commercial broadcasting. Commercial television and educational television have separate functions and the strength of each depends on maintaining this separateness, he said.

The correspondence between Messrs. Collins and Dennis has been entered into the record of the House Communications Subcommittee, which held hearings two weeks ago on a number of etv bills (BROADCASTING, March 20).

Meanwhile, Rep. Oren Harris (D-Ark.), chairman of the parent Commerce Committee, has contacted the state governors, asking what plans their states have for federal etv funds.

All of the bills now under consideration would provide $1 million to each state for capital expenditures, either in the form of outright grants or on a matching-funds basis. But all require the states to provide the operating funds. And Rep. Harris said at the hearings he is reluctant to approve the granting of federal money until he knows how
DANIELS AND ASSOCIATES, the pioneer CATV broker with 90% sales to date, has achieved the mastery that only a decade of experience can give.

- **NEGOTIATORS**
  *Skilled in the art of bringing together qualified buyers and interested sellers.*

- **APPRAISERS**
  *Accomplished in determining the value and future of CATV systems.*

- **CONSULTANTS**
  *Experts in sales, finance, taxes and management problems.*

Maximum telecasters and broadcasters: CATV offers you logical extension of your present investments.

**DANIELS & ASSOCIATES, INC.**

*UNITED STATES: BILL DANIELS — CARL WILLIAMS — ALAN HARMON*

The Daniels Building, Third and Milwaukee, Denver 6, Colorado, DUDley 8-5888

*CANADA: FRED METCALF*

31 Quebec Street, Guelph, Ontario, TAVlno-2030
Telephone TO purchasing for consideration purchase. The subcommitteeure the to testifyposed the Welfare, John SecretaryKNOE 9 (GOVERNMENT)

Welfare, John SecretaryKNOE 9 (GOVERNMENT)

the states will use it.
Secretary of Health, Education and Welfare, Abraham A. Ribicoff, who opposed the etv bill passed by the Senate (BROADCASTING, March 20), is expected to testify on the House bills after the requested information is received from the state governors. One of the reasons for HEW opposition to the Senate measure was its failure to require the states to appropriate operating funds.

AT&T Appeals for Share • In another development last week, the American Telephone and Telegraph Co. urged the subcommittee to give it and similar companies an opportunity to participate in the business that would develop from passage of an etv bill.

John M. Landry, assistant vice president in charge of marketing, filed a statement with the subcommittee asking that any bill it approves be amended to provide for the leasing of interconnecting facilities as well as their purchase. All the bills now under consideration would authorize funds only for the purchase of such facilities.

A number of witnesses at the etv hearings said they felt that leasing coaxial cable or microwave radio equipment would be more expensive than purchasing it. And Rep. John E. Moss (D-Calif.), a subcommittee member, was adamantly opposed to a proposed amendment to permit.

Bureau backs WSAZ-TV in claims against AT&T

The FCC Common Carrier Bureau has backed WSAZ-TV Huntington, W. Va., in its complaint that AT&T's Long Lines Dept. overcharged the station for use of lines between Huntington and Columbus, Ohio, in the summers of 1958-59 (BROADCASTING, Oct. 24, 1960). The bureau recommended that AT&T pay WSAZ-TV the $14,541 in damages asked.

The station paid for services at AT&T's "occasional" rate rather than at the rate charged for NBC (which used other routing to Columbus). WSAZ-TV claimed the rate was unfair. AT&T replied that the station asked the telephone company "to provide two services for the price of one."

Ratings bill fails again in New York legislature

The New York State Assembly, before its adjournment March 25, returned to committee a bill to restrict the use of radio and tv ratings (BROAD-

CASTING, March 27), thus repeating the fate of a similar bill in the assembly a year ago.

The ratings bill, introduced by Assemblyman Bruce Manley, would have made unlawful the issuance of any unexplained ratings in terms of the percentages or number of listeners or viewing audiences when ratings are used to influence the purchase or sale of advertising. A false statement of the results of audience polling would constitute a misdemeanor.

The Manley Bill was sent back to the committee on codes without any floor debate. As the possibility of assembly passage began to grow more imminent in the last two weeks of the session, resistance also increased. The state's radio-tv broadcasters association, following the recommendation of NAB President LeRoy Collins, agreed on a position of neutrality to avoid a split within the state association. Dr. Frank Stanton, president of CBS Inc., sent telegrams to the assemblymen, giving reasons why CBS opposed the bill.

WDKD wants its hearing held in Washington

WDKD Kingstree, S. C., ordered to hearing by the FCC on its renewal application because of alleged "coarse, vulgar, suggestive and susceptible of indecent double meanings . . . " statements aired by one of its disc jockeys, made three specific requests of the FCC last week.

The station asked (1) that the hearing be held in Washington rather than Kingstree as now scheduled; (2) that it be given a bill of particulars as to specific charges, and (3) that the issues be enlarged to include the manner in which the licensee has met its public service responsibilities. The hearing now is scheduled to begin in Kingstree May 9 and was ordered because of aired statements of Charlie Walker, who since has been discharged by WDKD (BROADCASTING, March 20).

"Deliberately scheduling this hearing in Kingstree seems in the nature of a punishment to the applicant, which must be avoided," WDKD charged in asking for a change in venue. The station said that the nature of the case is such that a local trial will invite newspaper publicity which could be avoided were the hearing held elsewhere. Also, WDKD said, a Kings-
tree locale will mean "an unnecessary expense to the applicant who has local Washington counsel [Daly & Ehrig] . . . " and to the government which would have to send attorneys there to try the case.

WDKD, owned by E. G. Robinson Jr., also asked that it be supplied with a copy of the report of commission investigators; a tape recording of Mr.
We Eat 1,488 Pounds Of Food Per Person

Each American, on the average, consumed 1,488 pounds of food in 1960, according to estimates made by the United States Department of Agriculture. This is based on the retail weight of the foods as purchased. The 1960 total is a decline from the 1,525 pounds consumed per person in 1950 and 1955's 1,514 pounds.

Milk and products made from milk, with the exception of butter, provided approximately 28% of the total food supply, or 414 pounds. This, again, is based on the actual weight of the products as purchased, not on the weight of the equivalent amount of milk. Included in the total in 1960 were about 342 pounds of fluid milk and cream (around 159 quarts), over 5 pounds of cottage cheese, in excess of 8 pounds of other types of cheese, 11.5 pounds of evaporated milk, over 6 pounds of nonfat dry milk, and almost 18.5 pounds of America's favorite dessert, ice cream. Other frozen desserts made from milk and other forms of milk accounted for the balance of the 414 pounds. In addition, butter consumption per person was approximately 8 pounds.

The 1960 consumption of dairy products is below 1955's 422 pounds but is above the 411 pounds in 1950. Most of the decline from 1955 to 1960 occurred on evaporated milk and cream use.

Market Basket Costs
Family $1,051 in 1960

Using as a base the retail cost of average quantities of farm foods purchased per urban wage-earner and clerical-worker family in 1952, the USDA calculated that the total "market basket" cost in 1960 was $1,051.70. In this total are included $275.33 for meat products, which supplied 178 pounds of the 1,488 total food poundage per person in 1960; $237.29 for all fruits and vegetables; $90.29 for poultry and eggs; $164.51 for bakery and cereal products; $40.74 for fats and oils; $43.97 for miscellaneous items.

About 19 cents out of each market basket dollar, or a total of $199.57 out of the $1,051.70, was spent to provide the dairy products, exclusive of butter.

In view of the very high nutritional value attributed to dairy products, this clearly suggests the American homemaker knows a food bargain when she sees one. Milk and milk products are the chief source of calcium in the American diet, and they also supply a large share of the high-quality animal protein and riboflavin. Although these three essential food nutrients are the ones for which milk is most highly praised, other required nutrients supplied by milk include thiamine, vitamin A, small amounts of ascorbic acid, and vitamin D when it has been added to the milk. Since there is practically no waste of any kind in the preparation and use of dairy products, the homemaker gets a full pound of usable product for each pound she buys.

The Farmers' Share Of Food Dollars Is 39%

In 1960 farmers received about 39% of the retail price paid for farm produced foods. This was a slight gain over 1950 but is still far below the 1947-49 average of 60% of the retail dollar going to farmers. An increasingly larger share of the food dollar has gone into processing and distribution of the foods after they leave the farm.

Labor costs, which increased 4% from 1958 to 1959, for example, account for about 47% of the total marketing bill. Since 1950 average hourly earnings have risen over 50% with part of this offset by increased output per man-hour. Rail and truck transportation charges accounted for 10% of the total food marketing bill in 1959. Profits of corporations marketing farm food products were 6% of the total marketing bill in 1959. Profits, over half of which are paid to the government as income taxes, increased 38% from 1950 to 1959 while the total marketing bill was increasing 63%. Other cost items—fuel, electric power, rents, interest on borrowed capital, taxes other than those on income, etc.—increased 8% in 1959 over 1958.

Major reasons cited for increases in the total marketing bill are inflation, higher unit costs which arise from higher labor and non-farm material costs, and an increase in the amount of "built-in maid service" provided for consumers.

Dairy Foods Are Original "Convenience" Products

"Built-in maid service" is nothing new for customers of the dairy industry, of course, since most dairy products have been for many years, offered in ready-to-use, highly convenient forms requiring little or no preparation in the home. While there have been many improvements in dairy product handling and packaging, most of the trend has been toward assuring higher quality in the old and familiar products. Thus, pre-packaging of cheese, as one example, has made it possible for every food store to handle top-quality cheeses without risk of heavy spoilage through drying-out. Dairy product processing and distribution improvements have usually increased efficiency of operations and have not resulted in greatly increased costs for consumers.

There are many ways to measure whether or not a product is a bargain, but from almost any viewpoint the dairy industry today is providing the American consumers a family of food products that certainly qualify in anyone's bargain list. American families receive tremendous health values through very high quality dairy products that are distributed conveniently in every part of the nation at a cost far below what might reasonably be expected for the nutritional benefits and flavor contributions made by milk products to the diet.

AMERICAN DAIRY ASSOCIATION
The Voice of the Dairy Farmers in the Market Places of America
20 North Wacker Drive
Chicago 6, Illinois

BROADCASTING, April 3, 1961
Walker's broadcasts and the name of the party supplying the tape, and copies of all letters and written documents connected with the case. "It is impossible to defend against undetermined accusations," WDKD argued. "It is fundamental that the accused must know of what and by whom he stands accused."

The hearing issues are limited to the performance of a particular disc jockey no longer with the station, WDKD pointed out in asking that the hearing encompass its total operation. "The fate of WDKD should not rest within such narrow borders but should include a review of the station's entire performance and the good which WDKD has done for its community," the renewal applicant said. "Mr. Robinson's whole future should not be judged by one isolated set of circumstances out of his 12 year history of broadcasting in Kingstree."

**Lemoore citizens charge KLAN isn't serving city**

Citizens and business leaders of Lemoore, Calif., have asked the FCC to require KLAN to "live up to its license and operate for the public interest and convenience of Lemoore instead of Hanford." The 100 citizens who signed the petition charged KLAN has made no attempt to serve the Lemoore area and instead operates as a Hanford outlet.

They said that all operations are centered in Hanford, that the station's transmitter is located nearer that city in that country, at all levels, is about one-sixth that in the U.S.; that "we find ourselves in the peculiar position of paying an 80% import tariff when we ship goods into Japan but allowing them to ship goods into our country with a 12% duty"; that "Japan today has 25% more transistor capacity than we have in the United States." The U.S., he commented, "is in a delicate position. We need the Japanese as both economic and military allies so we certainly cannot solve anything by simply slamming shut the trade doors on our friends."

A third problem is the price-profit squeeze, which has the business community puzzled, and rightly so. Mr. Hoffman said. "Certain members of the electrical industry are packed off to jail for fixing prices, while the government itself, both executive and legislative, participates in fixing the price of labor, the greatest single element in the final price of most products."

**EQUIPMENT & ENGINEERING**

**Hoffman says laws on spectrum archaic**

The U. S. electronic industry is being hampered by an "archaic management of our frequency spectrum, dictated by a 1934 law written before 95% of the things we are doing today were even dreamed of," H. Leslie Hoffman, president of Hoffman Electronics Corp., said Monday (March 27) in an address to the annual spring meeting of National Business Publications at Palm Springs, Calif.

"The basic problem," Mr. Hoffman said, "is that we do not have a single authority to speak for our country on either the national or international usage of the spectrum and no technical evaluation to determine whether the spectrum is being used properly by both government and non-government users. Wide segments of our spectrum are frozen because of a usage contemplated 20 years ago; other segments are overcrowded."

"There have been more than five studies made over the last 13 years, all recommending a single authority under the executive head to allocate frequencies between government and non-government usage and with the FCC, which is answerable to Congress, administering the non-government frequencies in the best interests of the public. These studies have pointed out that there is more than enough room in our spectrum if it is properly used. This problem is now being examined again and we are hopeful that the action will be taken to unlock this great potential for electronic development."

Foreign competition is another major problem for the electronic industry, Mr. Hoffman said. Using Japan as an example, he noted that the cost of labor and that several promises to Lemoore and the FCC have not been fulfilled. For example, the petitioners said that instead of Today in Lemoore, which KLAN listed as a planned program in its original application, the station features a group of disc jockeys called the "Klanmen." Other programs promised but not delivered, they charged, were Lemoore Reporter and coverage of Lemoore's civic, public service and religious activities.

KLAN's programs and announcements, "instead of being from Lemoore rarely mention the name of our city," they charged, and all KLAN personnel live and work in Hanford. KLAN went on the air last summer and received its first license Nov. 4, 1960. The station is owned by Joseph E. Gamble and Fred W. Volken.
Technical topics...

Animating the news • Cellomatic Corp., N. Y., reported last week that WABC-TV New York has purchased a Cellomatic animation projector.

New vhf tv translator • Adler Electronics Inc., New Rochelle, N. Y., has introduced a new vhf to vhf translator. Called the VST-1 the new model is designed for unattended off-the-air pickup on any vhf tv channel. It has a one watt output, heterodyne conversion, remote control facility and uses standard vhf receiving and transmitting antennas. Price $2,100.

Practical automation • The STEP System, produced by Chrono-log Corp., Philadelphia, Pa., automatically switches video and audio sources during complex station breaks without need for human intervention. More than sixteen steps can be programmed to follow in automatic sequence by marking a paper template. Price $6,000.

Admiral explains '60 losses

Abnormally high costs stemming from "extraordinary development problems on government contracts," plus marketing problems in the appliance field, were cited by Admiral Corp. last week as partial reasons for the first annual operating loss in the history of the Chicago radio-tv and appliance manufacturer. The loss topped $1.7 million for 1960, as against a net profit of $4.1 million in 1959.

Consolidated net sales last year amounted to $187.8 million, compared with $199.6 million in 1959. Substantially higher sales in am and fm tube radios were recorded in 1960, and transistor set sales held their previous level. Admiral's line of 19-inch and 23-inch tv sets started off well in 1960 but the market later softened, the report said. The firm claimed "increasing interest," however, in its color tv and tv-radio-phonograph combinations.

Hoffman drops tv, stereo

Hoffman Electronics Corp., Los Angeles, is dropping its tv and stereo manufacturing and converting those facilities to expanded production of military, semi-conductor and industrial products. H. Leslie Hoffman, president, announced, "We are retiring from the tv and stereo field because we find that we cannot build traditional Hoffman quality into those products to sell at the prices now prevailing and still obtain a proper profit on our stockholders' investment in that activity." Hoffman will continue to market radios, with emphasis on solar powered transistor sets.
PROGRAMMING

Wrather registers for public stock sale

Jack Wrather is offering stock in a part of his far-flung broadcasting empire for public sale. Wrather Corp. last week filed for registration at the Securities & Exchange Commission of broadcast and non-broadcast enterprises. Mr. Wrather also owns substantial interests in Transcontinental Television Corp. and in Jerrold Electronics, not included in the issue.

Wrather Corp. filed 350,000 shares of common stock to be offered on an all or none basis through underwriters headed by Lee Higgison Corp., New York.

What is Wrather Corp? The consolidation of such diverse Wrather-controlled properties as Disneyland Hotel, two private clubs in California, the Lassie, Lone Ranger and Sgt. Preston of the Yukon tv series, a boat company, the Muzak background music and Pro-gramatic automatic radio broadcasting services, an fm station, and other lesser interests. The corporation was formed in January.

Income from tv films, motion pictures and related operations was $600,000 for the year ended June 30, 1960, compared with $4,399,432 for the comparable 1959 year. Net income for this group of the corporation was $600,000 in 1960 against a loss of $433,059 in 1959. Total income from all enterprises: $9,732,988 in 1960; $8,566,508 in 1959.

Muzak-Programatic is licensee of WBFM (FM) New York, which is one way of providing subscribers with the music service (in addition to telephone lines). Income from the fm station is not substantial, the statement said.

In addition to the three film series above (Lassie, sponsored by Campbell's Soup is the most profitable), Wrather Corp. has interests in Four Just Men and Interpol Calling, syndicated series produced in Europe and distributed in this country.

Jack D. Wrather Jr., president and board chairman, owns 26.7% of the common stock; General Television Inc., 75% owned by Mr. Wrather and his mother, Mace, owns 23.3%. John L. Loeb, a director, owns 9.4% (and holds of record 29.8%). Mr. Loeb is associated with Mr. Wrather in Jerrold Electronics and other ventures.

Mr. Wrather's salary for 1960 (as president of Lassie Programs Inc.) was $67,500. William Shay, vice president of the programming company, earned $34,681.

Funds from the stock issue will be used primarily for hotel properties.

Blanc firm organized

Formation of Mel Blanc Assoc., Hollywood, to work creatively with advertising agencies in devising, developing and producing humorous television and radio commercials has been announced.

Mel Blanc, president, has been an actor and voice specialist 25 years and is best known as the voice of Bugs Bunny and as a regular on the Jack Benny Show.

Other staff members include: Noel Blanc, production director; Henry Marx and Richard Clorfene, script writers; Johnny Burton, animation consultant.


MGM, Kalvar to exploit new no-darkroom film

MGM and the Kalvar Corp., makers of photographic products, have formed a jointly-owned organization to exploit film which needs no chemical processing.

The new corporation will have the exclusive right to make the film and sell it in motion pictures, television and some still amateur fields.

Kalvar, headed by Alfred Jay Moran, hopes to take photography "out of the dark room" with its new process. Films are exposed by light to form the latent photographic image, then heated to develop the image. The opaque area of the film is composed of light-scattering centers rather than the light-absorbing ones of conventional photographic film.

Commercial use of the Kalvar system currently is limited to microfilm copying in industry and government. MGM and Kalvar say they will provide quality film that saves time and money in movies and tv film production.

Program notes...


100 years ago x WAAF Chicago starts a new daily one-minute Civil War feature today (April 3) in cooperation with the Chicago Historical Society. Titled Civil War Diary, the capsule report will relate events on the same day 100 years ago. The series will run seven days weekly for four years.

'Off-network' splurge x MCA TV reports it is offering its Staccato half-hour tv series for syndication to stations, representing the fifth off-network program MCA TV has made available to tv outlets in the past month. Twenty-seven half-hours of Staccato (formerly on NBC-TV and ABC-TV) are in the package. It has been "pre-sold" to WNEW-TV New York, KTTV (TV) Los Angeles, KTTG (TV) Washington D. C., WTWH (TV) Peoria, Ill.; KOVR

Broadway show finds angelic tv audience

A backers' audition for a theatrical production was held for the first time on tv last week and the results could revolutionize Broadway's fundraising methods.

The prospective musical, "Kicks & Co.," was previewed on NBC-TV's Dave Garroway Show March 28 (7-9 a.m., EST). Shortly afterward the producers, Robert Barron Nemi- roff and Dr. Burton Charles D'Lugoff, were besieged by telephone calls, telegrams and personal entreaties from hundreds of people over the country who want to invest in the musical.

Dr. D'Lugoff said the show, budgeted at $400,000 for a late October Broadway production, had backing of approximately $360,000 prior to the telecast. Since then, he claims that well over $100,000 more has been pledged by tv viewers. He emphasized, however, that they are just pledges and have to be checked out. He expects the pledges will total more than $200,000.

Mr. Garroway devoted his entire two-hour program to "Kicks & Co.," presented without sets by the show's author, Oscar Brown Jr., lyricist and composer; Alonzo Levister, a pianist; and Zabette Wilde, a singer. Mr. Brown narrated the book portions and joined Miss Wilde in singing the lyrics. Dr. D'Lugoff describes the production as an "inter-racial, musically integrated play, which is both comic and sardonic." He said Mr. Brown first appeared on the Garroway show last Feb. 21, when he was virtually unknown to tv audiences. His singing performance brought a record NBC mail response.
Play of the Week series has been renewed for a second year in 11 markets. The company reports that a second-year cycle of the two-hour taped dramatic programs has been bought by KCOP (TV) Los Angeles; KOA-TV Denver; WTCI-TV Hartford; WGN-TV Chicago; WBAL-TV Baltimore; WBEN-TV Buffalo; KING-TV Seattle; WILL-TV Champaign, Ill.; WSJV (TV) Elkhart-South Bend, Ind.; WFMY-TV Greensboro, and WROC-TV Rochester, N. Y.

Free fashions — The International Ladies Garment Workers’ Union is sending out the third film in its biannual series to publicize the ILGWU label. The 16mm color half-hour, “Fashion—Spring and Summer,” shows union members at work as well as the models they produce. Modern Talking Picture Service, 3 E. 54 St., New York 22, N. Y., is circulating 50 prints over the next four months.

Headless horseman — WMAL-TV Washington last week presented the TV premiere of “The Headless Horseman,” silent movie adaptation of “The Legend of Sleepy Hollow.” Will Rogers starred as Ichabod Crane. The original film classic was produced in 1922 by Carl S. Clancy, now a resident of suburban Washington, who turned over the only remaining print to Theodore N. McDowell, WMAL-TV’s program manager. Earl Sharits provided organ background music.
A syndicator is to sell, not win Emmys

SO HENRY SAPERSTEIN CONCENTRATES ON FILMS THAT PLEASE PUBLIC

Take a Hollywood syndicator who can sell his new tv series to another tv station every day. How does he evaluate television business?

Take Henry Saperstein, Television Personalities president, for instance:

"We aren't in business to win Emmys. And I'm just as happy to have it that way. Win an Emmy and there's only one way to go—down. But with our bread-and-butter, grassroots kind of shows we can go on and on and on. They're the backbone of television."

There are those who might argue about Mr. Saperstein's somewhat sweeping statement, but there is no argument that the programs to which he was referring have provided a very sturdy spine for his tv packaging company. *Championship Bowling* is now in its seventh year on the air; *Ding Dong School* is as old or older and *All-Star Golf* is going around the course the fourth time. Two new vertebras have been added to TP's backbone—*Mister Magoo* and *Dick Tracy*—through Mr. Saperstein's acquisition of UPA Pictures, the animation company which won fame a decade ago through its creation of Gerald McBoing-Boing and the near-sighted Mister Magoo as theatrical cartoons. In the UPA deal, Mr. Saperstein was joined by a long-time friend, Peter DeMet, also a tv syndicator, with some "bread-and-butter" shows of his own: *Women's Bowling, National Pro Football Presents* and *Major League Baseball Presents*.

"In 1959, UPA made six Magoo cartoons for theatrical showing. By June 1961, after six months of selling, we'll have sold better than $5 million worth of UPA cartoons to tv. And that's conservative," so said Mr. Saperstein.

The Man • Tall (6 feet), solid (188 lbs.), dark-haired Henry Saperstein projects a personality that is positive but pleasant. He speaks rapidly but his words are well organized, giving every indication that his mind is working faster than his lips, which between words are apt to be wrapped around a long, slim cigar (Schimmel Penninck Duet is the brand). Another personality tip-off: his office has no desk, but three telephones. He prides himself on doing what has to be done there and never taking his work home with him. At home, his life is shared by his wife, Mary Jane (who prefers to be called M.J.), and four children, Richard, 14; Hank, 13; Joan, 12, and Patty, 1.

New York, Chicago, Los Angeles are "atypical" markets and no criterion for what will go any place else, he declares. Raleigh, Peoria, Memphis, Omaha are much better guides to what will be welcomed or rejected in other American communities, yet "this is a lesson Madison Avenue never seems to learn. We had a show that in seven years never had less than a 22 rating but the agency boys still won't buy it. As the old phrase goes, 'Nobody likes it but the people.'"

Just as he believes that stations should not syndicate their own creations, Mr. Saperstein is equally convinced that the syndicator should not create the shows he distributes. "I want to make mountains out of molehills, but I don't want to create the molehills to begin with. That's something I learned a long time ago when I was selling 16mm home movies. I had a bunch of Mickey Mouse and Donald Duck cartoons and I never had to waste any time telling the dealer what they were. The principle holds for television just as well."

Practice • How that theory works in practice is being effectively demonstrated by a five-man sales force headed by Alvin Unger, TP vice president in charge of sales for UPA's tv programs, who may have set a syndication sales record by selling the 104 five-minute *Mister Magoo* programs to over 100 stations, totalling about $1.5 million. With an unknown product that could not have happened; only *Mister Magoo's* dozen years of theatrical success made it possible. And only that record persuaded stations to pay up to 25% more than they'd ever paid for any other animated cartoon series. A similar result is anticipated for *Dick Tracy*, which will be based on the comic strip that has been appearing in the nation's newspapers for more than 25 years. Two week's sales effort produced sales of over $500,000, locating the program in 15 markets.

Unique feature of the *Dick Tracy* package is a tie-in with the Post Cereal Div. of General Foods whereby Post will buy a certain number of spots on every station that takes the program. Benton & Bowles, New York, is the agency. Other available commercial periods in the show can be sold by the station in the open market.

Henry Saperstein is that oft-mentioned but seldom-met individual who almost literally was born into the theatre business. This was in 1918 on Chicago's West Side, where his father owned a group of neighborhood theatres. "I passed out programs before I was seven and as time went by I had every job there was in a movie house. Then I got outside as a film salesman."

Meanwhile, young Hank was getting his formal education at Chicago's public schools and at the U. of Chicago, and Illinois Institute of Technology...
where he majored in aeronautical and electronic engineering. This got him out of Chicago and out of the movie business in 1940, when he went to Los Angeles to work for Lockheed. During the war, when he was an instructor with the rank of technical sergeant, he sold the family theatres. "I couldn't operate them from the Air Force, so I had no choice. It was a good thing I didn't have a choice because theatre prices have never been as good since.

"I've seen a lot of movie history in my 42 years," he recalls. "I saw the silent pictures, which made money hand over fist for the theatre operators, get a kick in the pants from radio and radio, get the same treatment from sound pictures. Then, when the theatres put on double- and even triple-feature bills to get people to come in (and I remember one theatre that gave sandwiches to eat while you watched), I knew that something else was about to happen, but I didn't know it was going to be television."

New Start • After the end of the war, Hank Saperstein joined Hollywood Film Enterprises to sell home movies but soon he was leasing films to TV—at $1 a reel. "I got the tv rights to baseball training-camp films, all-star games and the top major league players and put together a half-hour pilot, but I was ahead of my time; $2,500 was too much money in 1951 and no one would buy it despite the all-star sports appeal."

He picked up an assortment of old western movies and other films of equal vintage that the producers had written off long before and were "tickled to death to unload them on a sucker like me who didn't know they weren't worth anything. I sold one package a month after I bought it and quickly doubled my money. To show you how smart I was, it's still playing tv and has been a goldmine for the man I sold it to."

With his foot in the tv door, it was inevitable that Mr. Saperstein would want to get further inside. But how? "I didn't have enough dough to buy stations and become a broadcaster, or to buy programs like the networks, so I went into merchandising tv programs and personalities." He formed Television Personalities, persuaded ABC-TV's Super Circus to let him license manufacturers to use its name on their merchandise. Then came Ding Dong School, Lone Ranger, Lassie, Wyatt Earp, Elvis Presley, The Rifleman. For Presley, TP set what may still be a merchandising record, moving $30 million worth of merchandise from lipsticks to lingerie to bobby sox in 90 days. Today, TP still represents all of those plus the Three Stooges, Debbie Reynolds, Freedomland USA, Gale Storm and Fury.

From merchandising, TP was pushed
into the premium field by clients who wanted something exchangeable for boxtops as well as saleable for cash. "We're the largest merchandising and premium firm in the country," Mr. Saperstein asserts. "We've made and distributed more guns of one kind and another than the U. S. Army has purchased for its military history. American kids have used more Lone Ranger bullets than American troops did real ones during the Korean War."

The Formula* The Saperstein operating formula is a simple one and it's the same for merchandising and for syndicating. "First we find a program or personality we want and go to its owners. They put up the property; we're responsible for production and distribution; the profits are split 50-50."

What happened to the movies is starting to happen to television and the only way to stop it is to take program control away from the networks, Mr. Saperstein fervently believes. "Ten years ago program people were allowed to experiment. We had Garroway from Chicago, Kukla, Fran & Ollie and others who gave tv new, interesting, different programs. But not today. Now we have good business but not enough good entertainment—and by entertainment I mean anything from the Three Stooges to the 'Great Debates,' good documentaries as well as good westerns and good comedies. Entertainment is anything that diverts Joe Schnoe from his worries about mortgage payments, poor business or the fact that his mother-in-law is coming for a visit."

"But the network executives aren't thinking about that. They're looking at rating reports, studying flow charts, worrying about what show should lead into what, whether to make Tuesday 'comedy night.' An advertiser buys a pilot and can't get it on the air because it doesn't fit into the network concept of overall programming. Ratings are the controlling factor in network decisions. Yet for the sponsor, ratings aren't the answer; it's sales. It's customers, not viewers, that count with him."

"And not all sponsors want the same thing from a program. Take All-Star Golf, the only tv show with 15,000 directors. We get mail from company presidents complaining about the way the fourth hole was played."

"Reynolds Metals feels that All-Star Golf is reaching a great number of those prime industrial prospects who account for big tonnage each year. As long as those industrial executives continue watching All-Star Golf and the show keeps them reminded of Reynolds Aluminum, this sponsor, of course, will remain happy."

'Experts' * "But for Miller's High Life the company's own salesmen were the target. They got an advance rundown on each week's match so they can go into a tavern and tip the bartender to the fact that Middlecoff is going to blow a birdie with a missed putt on the sixth but will make up for it with a miraculous pitch on the 14th and wind up the winner. On Saturday afternoon this knowledge makes the bartender a golf expert to the man watching from the other side of the bar, so he adds an extra five cases of High Life to his order."

"No, all advertisers aren't looking for the same thing from their tv advertising. Some of them want a straight hard sell, others a purely institutional approach. But the networks don't seem to be at all concerned about that, or about anything but whether our program gets a higher rating than our competition's. Look at the programs that were almost dropped after 13 weeks and then went on to become outstanding successes by the end of 39, just because they built slowly as viewers told their neighbors what a swell show it was. Rod Serling's Twilight Zone is a good example. Now look at the number of shows that were dropped for January replacements. Is it progress when we go from firm 39-week commitments to 13-week deals plus options? Is it good practice to keep the writers, directors, producers, actors on tenterhooks wondering if the option's going to be picked up and when it is going to have to rush the next 13 into production? Does the public get good tv programs when the only thing that's firm is the $3 million network order?"

"What can be done about it? Well, if a sizable group of stations got together and formed a buying combine, with a buyer in Hollywood to look at all new product and pick what's best for them and their markets, it might help. But barring that, pay tv seems like a must. And when it comes it will stimulate programming for a while, but about five years after it's hit full stride it will fall into the same pit as free tv."

Screen Gems shows more profit in last half of '60

Screen Gems Inc., tv subsidiary of Columbia Pictures Corp., showed a net profit of $970,000 for the 27-week period ended Dec. 31, 1960, which was a gain of more than $300,000 over the 26-week period ended Dec. 26, 1959. These figures were contained in a company's comparative consolidated earnings statement released last week.

The statement also showed earnings per share of common stock on basis of 2,250,000 shares outstanding on Dec. 31, 1960 at 43 cents, up 14 cents from the comparable period in 1959, and common stock earnings on the basis of 2,538,400 shares now outstanding at 38 cents, up 13 cents from 1959. The additional shares represent the 288,400 shares recently issued and sold on a rights offering to holders of Columbia Pictures Corp. Stock earnings for the first quarter ended Sept. 24, 1960 were $153,000 after taxes, which was equivalent to six cents per share on the basis of the number of shares presently outstanding.

20th-Fox sells 88 post-'48s to 7-Arts

In its second major sale in the post-'48 feature area, Twentieth-Century Fox Films Corp. announced last Thursday (March 30) that Seven Arts Productions, New York, has purchased 88 post-'48 Fox films for $6.4 million. Spyros Skouras, Fox president, said Seven Arts obtains all world and U. S. rights to the features.

NBC last month selected and bought 30 Fox features at a price estimated to be $6 million (Broadcasting, Feb. 20 et seq.) and plans to schedule them in the 9-11 p.m. time period on Saturday next. Seven Arts obtained rights to 122 post-'48 Warner Bros. features for approximately $11 million last fall and has placed 40 in tv release. They have been sold in 63 markets.

The latest Fox group includes films starring Marilyn Monroe, Gregory Peck, Betty Grable and Jennifer Jones.

Telemeter sets pay tv showing of Broadway play

As the highlight in a schedule of expanded programming (Broadcasting, Jan. 30, 1961), International Telemeter Co. was to present the first "live" telecast of a Broadway show to pay-tv subscribers last night (Sunday). The firm, which is conducting a pay-tv experiment in Canada at Etobicoke, a Toronto suburb, televised Show Girl, starring Carol Channing, direct from the Eugene O'Neill Theatre in New York, where the musical is currently playing. Pay-tv subscribers were charged $1.50 per household for the performance.

Simultaneously with the "live" telecast, Show Girl was to be taped for subsequent showings to the Etobicoke pay-tv audience for seven nights and two matinees beginning today (April 3). Six cameras—five in the theatre and one in the lobby—were to be used in the telecast, with microphones concealed in the stage scenery.

The musical is the second of a series of new programs which International Telemeter, a division of Paramount Pictures, is producing for its 6,000 pay-tv subscribers in Etobicoke. Previously, during the week of March 16-22, Gian-Carlo Menotti's The Consul, a 2 hour, 13 minute musical drama, was televised.

BROADCASTING, April 3, 1961
THANK YOU, CONGRESSMAN OREN HARRIS...
CHAIRMAN, HOUSE SPECIAL SUBCOMMITTEE ON LEGISLATIVE OVERSIGHT

ARB wishes to commend you and your committee on the objective and non-partisan manner in which the recent comprehensive statistical evaluation of audience measurement services was conducted. A complete description and comparison of ARB methodology with that of other services is most welcome to us and should be one of the most important research documents in our industry. This is especially true because of the outstanding qualifications of those who prepared the report.

While we do not agree in principle with the necessity for Congressional inquiry, ARB feels that you have performed a most valuable service for the industry.

We take particular note of one of the committee's major recommendations—that which advocates complete disclosure of methodology and sample size in each printed report. ARB, and only ARB in the television field, has consistently furnished this information fully and clearly in every copy of every report. We will continue to do this as well as work toward implementing the other recommendations of the committee.

AMERICAN RESEARCH BUREAU, INC.
A tv sneak preview in San Diego

Television star Jackie Cooper and KFMB-TV San Diego joined forces in an experiment they describe as a tv first. Mr. Cooper, producer of Charlie Angelo, AFC, a proposed new series, took a calculated gamble as he presented the pilot in a specially promoted show on KFMB-TV. The viewers were asked to call in their reaction—either yes or no. The station flashed results of the vote in presidential election fashion. Fortunately for all, the new series favorably impressed 89% of the 23,000 who called. In photo, Jackie Cooper (1), and James Komack, star of Charlie Angelo, AFC, help out with the phone calls.

Big telegram to JFK

WONG Oneida, N. Y., proved the flexibility of radio last month when it rallied its community to save 6,200 jobs in an area already reeling in the wake of serious unemployment.

The station, with no previous announcement, managed to obtain over 10,000 signatures for a giant, 52-foot telegram to President Kennedy condemning the move of an Air Force base which was providing jobs to a major element of the community. In addition to the signatures, over $2,000 was raised in the effort—$500 used to defray the cost of sending the telegram.

Richard Mills, owner of WONG and chairman of the area's military affairs committee, instigated the effort and personally conducted the one-man, one-day saturation program that proved the might of radio—and in particular his station.

Heart Fund skate marathon

Two small Colorado radio stations joined hands for the Heart Fund. Results: a lot of fun and a lot of money.

Triggering the action was a personal roller derby duel between Mason Dixon, general manager of KFTM Fort Morgan, and Al Ross, general manager of KGKEK Sterling. The hard-pressed rule was that neither would sit down during the 10-hour promotion.

While they skated, listeners were to call special telephones in each city with a pledge for the Heart Fund. The effort netted $2,400.

KTVU (TV) promotes with 'soft Schell' spots

KTVU (TV) San Francisco-Oakland is serving its on-the-air promos on the soft Schell these days. Produced by Don Arlett, audience promotion director, and directed by Walt Harris, production manager, the spots were recorded in KTVU's tape studios by comedian Ronnie Schell and the most extensive farce props since Olsen shot down a flock of ducks over Johnson's head.

A spot for the Paul Coates show opens with a hat tree-coat rack standing alone in the middle of the picture. Schell walks in, tries on one coat, finds it's too big. The second is a ladies coat. The third one fits. He looks around, picks up the other two and runs off camera. He comes back and shouts, "Don't forget. Paul Coates tonight at 10:30," and runs off again. Then he comes back, picks up the coat rack, looks full camera and shouts, "On Channel 2" as he exits—rack in hand.

In a baseball spot, as "Lefty Schell, National League pitcher," he has a running feud with an off-camera umpire on "Bikini atoll," "Ballyhoo." On the fourth call of "Ballyhoo" he tells the audience the ump is the worst in the league. The ump throws in a new ball, but this one is a hand grenade which blows up with a magnificent studio reproduction that resembles Bikini at the height of the A-bomb tests.

Six 60-second spots have been re-
New General Electric Monitors

HIGH RESOLUTION AND BRIGHTNESS—STABLE—LOW MAINTENANCE

Cabinet Monitors available in 14, 17 and 21 inch screen sizes using the same chassis for each. Excellent low frequency response gives uniform picture backgrounds with no smear. There are no interactions between controls. Size, focus and linearity controls are operated individually and adjustment of one has no effect on the others.

High picture brightness is achieved without blooming. Picture tube voltage of 20 Kv combined with good regulation provides highest brightness while maintaining 800 line resolution. A polarized safety glass faceplate (optional) minimizes reflections in strongly lighted areas and improves picture contrast ratio.

Quick set up and servicing. No major disassembly is required for any normal servicing. Each side panel on cabinet models is held with just two screws, exposing the chassis. As a result, you can adjust the set and look squarely at the tube at the same time. The picture tube is inserted or removed from the front. Four screws release the faceplate for cleaning.

Rack mounted models are available in 14, 17 and 21 inch sizes. Image stability is excellent. Sharp focus with no focus drift is attained through the use of a low voltage electrostatic focus type picture tube. The wide band video amplifier (10 Mc ± 1 db) produces sharp, clear pictures. Picture interference from ground currents is eliminated.

Differential gain of the video amplifier is less than 5 percent on a 50 percent white, 50 percent black picture. Geometric distortion is less than ± 2 percent.

For complete data on these new monitors — and the full line of G-E transistorized audio equipment and other broadcasting and telecasting equipment — write to Section 4941-3, Technical Products Operation, General Electric Company, Lynchburg, Va.
Summer fashions promote KABC-AM-TV

To celebrate the first full day of spring (March 21), ABC and its Los Angeles stations, KABC-AM-TV, joined hands with Rose Marie Reid to give some 500 of the city's advertising fraternity and their wives a look at the very freshest spring fashions in beachwear.

Produced by Jack Brembeck, promotion-publicity director of KABC-TV, with Red McLivaine, KABC personality, and Shirley McWilliams, Rose Marie Reid advertising manager, as commentators, the display of fashionably, if scantily, clad beauties was matched by the adroit program tie-in of the commentary. To wit: "And now for an undersized eyeful called 'Trifle,' shaped as no bikini before it ever thought of being, boasting the Circolair Bra for the first time. And speaking of bras—and we were, you know—KABC's Wendell Noble keeps you abreast of what's new in magazines, books and newspapers... at 2:15 daily. We know that Los Angeles listeners have found Wendell Noble a wee more than a 'trifle' interesting and we think the same goes for time buyers, that is, if the bare facts were known."

Drumbeats...

Charm of chimes • CKVL Verdun, Quebec, in considering sound as natural to station promotion, has come up with a bellringer—the sound of bells. Schulmerich Carillons Inc., Sellersville, Pa., has installed an electrically-operated carillon in CKVL's main hall. Carillon concerts are featured each night on CKVL-FM from 11:30 to 12 midnight, while on the am outlet, Westminster chimes, which are part of the installation, sound the hour at 8 a.m., noon, and at 6 and 11 p.m. CKVL also plans to install a loud speaker outside the studio building for the carillon to be heard in the surrounding area as well as on the air.

Television record • The NBC-TV interview series, Wisdom, has been collated by Decca Records, and is now available on two 12-inch long playing albums. The series of interviews, duplicated on the records, features Carl Sandburg; Jawaharlal Nehru; David Ben-Gurion; Frank Lloyd Wright, and Bertrand Russell, among others.

Wide coverage • Wingate's department store, Olivia, Minn., bought sponsorship of Fashion on WCCO-TV Minneapolis-St. Paul (about 100 miles away) and found the results most rewarding. Using 12 non-professional models from Olivia and six surrounding towns for its Easter promotion of fashions, the store said it was literally swamped and that the "experiment" of big city television advertising was more than successful.

Critic contest • WLC (TV) Pittsburgh gave its listeners a chance to be critics and the opportunity paid off big dividends to some 16 people. The contest required selecting correctly the station's (ch. 11) top 11 programs in a particular month based on ARB rating results. Nick O'Data, the winner, selected nine and won a trip to Europe and $300 spending money for his good judgment. Fifteen others received prizes ranging from color television sets to sets of encyclopedias for their efforts in the "Be The Critic Contest."

CCA posters • WLOS Asheville, N. C., has injected a new twist in the Community Club Awards program there. It is giving CCA points for preparing posters and placing them in high traffic areas. To date 57 stores and supermarkets in the Asheville area are graced with CCA commercial posters.

WRGB puts your MESSAGE WHERE THE SALE BEGINS
The number 1 voice and picture in Northeastern New York and Western New England.

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

leased and viewers are asking for more, says KTVU, which has a new 90-second spot ready to air. The tapes are played all over the schedule, to reach all segments of the audience. George Tashman, tv critic of The Independent, reviewing the spots in his column, said: "These spots by Schell are funnier than any of the full-length comedy shows on the air."

WRGB
FATES & FORTUNES

BROADCAST ADVERTISING

Robert P. Clark, treasurer, Doherty, Clifford, Steers & Shenfield, N. Y., elected to agency's board of directors.

Francis E. Brennan, formerly art advisor to editor-in-chief, Time Inc., N. Y., joins McCann-Erickson, that city, as vp and account director.

H. (Bob) Marshall, who was copywriter with Ogilvy, Benson & Mather, N. Y., from 1953-54, rejoins agency as vp and copy supervisor.

Harry E. Sandford, account executive, professional division, Doherty, Clifford, Steers & Shenfield, N. Y., elected vp.

Lewis Snyder, formerly of Leo Burnett, Chicago, joins J. M. Mathes Inc., N. Y., as vp and copy director.

Milton J. Sutter, formerly director of production-traffic for Cunningham & Walsh, New York, appointed vp.

John D. W. Barnetson named vp of Fitzgerald Adv., New Orleans. Others named as vps were: Walter K. Collins, Harold R. Huffman, Joseph L. Killeen Jr., Dan MacMillan, James J. McMahone, John J. O'Connell, and Mildred Thomas. Mrs. Thomas and Mr. Huffman are account executives. Mr. Collins is vp creative director and Mr. MacMillan is creative director.


Howard Watts, account supervisor on Isodine Pharmaceutical Corp., named vp.

Donald Blackburn, formerly of Tatham-Laird, N. Y., joins agency as copy director.

Paula Van Brink appointed assistant production manager of Neale Adv. Assoc., Los Angeles. Mrs. Van Brink was formerly with J. Walter Thompson, New York, and KGBS Los Angeles.

Rosemary Vordenberg, formerly with Stockton-West-Burkhardt, to Ralph H. Jones Co., Cincinnati advertising agency, as director of market and media analysis. Maurice Oshry named director of contract department.

Al Buffington, account executive with Young & Rubicam, to Beckman & Koblitz Inc., Los Angeles, as creative director.

Barbara Walters, formerly of Tex McCrary Inc., N. Y., joins The Rowland Co., pr firm, that city, as director of tv and radio department. Richard Gilbert and John R. Winter join firm as account executives.

Glenda Sullivan, formerly account executive, Ben Sackheim Inc., N. Y., appointed vp.

Norval B. Stephens Jr., for four years marketing supervisor with Needham, Louis & Brorby, Chicago, named account executive.

Albert C. Mullen, formerly account executive and copywriter with Earle Ludgin & Co., to copywriting staff of Reach, McClinton & Co., Chicago.

James Abramic, formerly art director with Fuller, Smith & Ross, joins art staff of Reach agency.

Ralph H. Major Jr., formerly vp in charge of pr at BBDO, N. Y., joins John Moynahan & Co., that city, as vp.

Richard Turnbull appointed senior vp of American Assn. of Advertising Agencies. Mr. Turnbull, who previously was vp, has been member of AAAA staff for 35 years. He will continue in charge of association's work on agency administration, agency personnel and print production.

Jules Bundgus, vp and director of tv and radio, Kastor, Hilton, Chesley, Clifford & Atherton, N. Y., resigns.

David O. MacKenzie, assistant trade promotion manager for Quaker Oats Co.'s corn goods and Flako products, named advertising manager for these products. He headquarters in Chicago.

Muriel Franko, formerly of Sid Dubroff Assoc., N. Y., joins Regal Adv., N. Y., as account executive.

Jack De Celle, formerly of Compton Adv., San Francisco, joins Kenyon & Eckhardt, that city, as copy chief.

David Fleischhaker, joins Fuller & Smith & Ross, N. Y., as tv and radio department copywriter.

Prudence Dorn, formerly director of home economics and women's services, Kenyon & Eckhardt, N. Y., joins American Home Foods, that city, as director of home economics publicity.

William L. Christensen, formerly of Chemway Corp., N. Y., joins William Pearson Corp., that city, as advertising promotion manager.

Patricia Cameron, formerly of Young & Rubicam, N. Y., joins Kenyon & Eckhardt, that city, as copywriter.

station relations from 1951-54 and assistant film manager of WOR-TV from 1954-57.

Charles H. Barris, on staff of daytime programming department of ABC-TV, promoted to manager of tv daytime programming. He joined network in 1959 as program supervisor of Dick Clark’s American Bandstand. Previously, he was with closed circuit division of TelePromTer Corp.

Franklin Sisson, formerly local sales manager of WOOD-TV Grand Rapids, Mich., to WWJ Detroit as station manager.

William F. Schnaudt, promoted to station manager of WKNB New Britain, Conn., succeeding Norton Virgil who leaves broadcasting field. Mr. Schnaudt has been station's general sales manager.

Wally McGough, formerly general manager of WKRC-TV Cincinnati, to ABC International Div. as director of station operations. In newly created position, Mr. McGough will act as consultant in all areas of station management to stations affiliated with ABC International.

William C. Gillogly, director of sales for ABC-TV Central Div. since 1957, promoted to vp in charge of sales, Chicago office, succeeding James W. Beach, who is leaving and will announce new plans shortly.

Dale Morgan appointed program director of KH OR Denver. He is broadcasting veteran in that area, having served as program director of KFEL and KLZ, both Denver.

David S. Garber, formerly studio manager at Universal International for 13 years, joins KTTV (TV) Los Angeles in similar capacity.

Jack Pavis, formerly account executive at Theodore Sills Public Relations, Chicago, to KABC Los Angeles in charge of advertising, research and promotion. He succeeds David Nowinson who transfers to station’s news staff.

Charles (Big Pete) Peterson, air personality at KLO Ogden, Utah, promoted to program director. Vern Stevenson, formerly with KALL Salt Lake City, joins KLO as news director.

Michael Dix, formerly newsman at WBMM Chicago, to KNX Los Angeles, in similar capacity.

Stuart I. Mackie, formerly of Avery-Knodel Inc., Chicago, named manager of Detroit office. Mr. Mackie, whose appointment is effective today, has been with A-K for four years. Previously, he was a time salesman for Minnesota stations, and with Chicago Title & Trust Co., with sales promotion and public relations duties.

Ted Hepburn, local sales manager of WHLO Akron, Ohio, promoted to general sales manager. Earlier, (BROADCASTING, March 27) it was incorrectly reported that Mr. Hepburn was promoted to general manager.

Hugh LaCrosse, named chief engineer of WKRC-AM-FM Cincinnati. Mr. LaCrosse has served in various engineering capacities with station since 1942.

Les Lindvig named sales manager of KOOL-TV Phoenix. He formerly served in similar capacity with KPHO-TV, that city.

Althea Line, previously media director of Coleman-Parr Adv., Los Angeles, joins KDAY Santa Monica, as account executive.

Alton J. Lenoce, formerly commercial manager of WBRY Waterbury, named business manager of WNAB Bridgeport, both Connecticut.

George M. Kroloff, formerly pr director and newscast producer for WAIT Chicago, joins pr staff of Chicago Assn. of Commerce and Industry.

Shaun F. Murphy named vp and general sales manager of KTVI (TV) St. Louis. He had previously served as national sales manager and prior to that was manager of WTVP (TV) Decatur, Ill. Mr. Murphy began his broadcasting career in 1947, joining, what was then, WHOT South Bend as salesman.

John Hathcock and Leon Tatham named continuity director and air personality respectively of KIZX Amarillo, Tex.

Doug Harris named promotion director of WRDW-TV Augusta, Ga. He previously was assistant promotion director of WLOS-TV Asheville, N. C.

Wayne D. Costner, formerly commercial manager of KYSN Colorado Springs, to KTUX Pueblo, Colo., in similar capacity.

Allen Ludden, director of program services, CBS Radio owned and operated stations, named to newly-created position of consultant for creative services, CBS News. In new post, Mr. Ludden will be concerned with creation and development of information-related programs, and techniques for their presentation. He will also serve as liaison between CBS News and program departments of both CBS-TV and CBS Radio.

Glenn Gilbert, formerly manager, Avery-Knodel office in Detroit, joins AM Radio Sales, that city, in same capacity.

George H. Fuchs, since August 1960 vp, labor relations, at NBC, appointed vp, personnel, succeeding B. Lowell Jacobsen, who resigned to become director of industrial relations for Pepsi-Cola.

William Aronson, formerly of General Artists Corp., joins ABC-TV as account executive.

Rog Birkeland appointed sales manager and assistant general manager of KGHM Brookfield, Mo. He formerly was account executive at KYSM-AM-FM Mankato, Minn.

Robert Carpenter appointed assistant tv sales manager of WOOD-TV Grand Rapids, Mich. Mr. Carpenter had been salesman for WOOD prior to his promotion.

William Carpenter, formerly of Zivy-TV, N. Y., joins H-R Representatives,

WRGB puts your message where the sale begins

The number 1 voice and picture in Northeastern New York and Western New England. 907-11

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

84 (FATES & FORTUNES)

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that city, as account executive, tv sales.

Joseph R. Briscoe Jr. and Robert Streider join KPLR-TV St. Louis as account executives. Mr. Briscoe was formerly account executive and announcer for KWRE Warrenton, Mo., while Mr. Streider was account executive for KCPT (FM) St. Louis.

Richard Douglas joins WIP Philadelphia, news department. He was formerly with WISH Indianapolis and WAKY Louisville.

Ray Nardoni, tv director of KVAR (TV) Phoenix-Mesa, Ariz., for five years, to KMOX-TV St. Louis as producer-director. He succeeds Ernest Byrne, who resigned for tv post in Ireland.

Gwinn Owens appointed public affairs coordinator for WIZ-TV Baltimore.

Billye F. Randsell joins KVOO-TV Tulsa, as continuity director. Ron Stone, formerly of KSWO-TV Lawton, Okla., and Budd Dailey of KKTV (TV) Colorado Springs, join news department.

George R. Swearingen Jr., account executive, CBS-TV Spot Sales, Atlanta, named manager of Atlanta office. Mr. Swearingen transferred from N. Y. office in 1959. Prior to that he was manager of Atlanta office for CBS Radio Spot Sales; manager of Weed & Co., and Weed Television Corp., Atlanta, and national sales manager, Teleways, Hollywood.


Jon Sherwood Schulbeck, formerly newscaster with WJR Detroit, to news staff of WGN-AM-TV Chicago as editor.

James Stevenson, publicist with WBBM-TV Chicago since last August, named national sales service representative at CBS-owned outlet. Henry Roepken, former press information director and audience promotion manager for WBBM, joins news staff of WBBM-TV as editor. Thomas Walsh, for two years manager of The Lakeview Business Center of Junior Achievement of Chicago, added to WBBM-TV information services department as publicist.

J. A. West Jr., general manager of KDMS El Dorado, Ark., elected president of UPI Broadcasters Assn. of Arkansas. Hi Mayo, general manager of KBRV Brinkley, elected vp while John S. Haslam, UPI bureau manager in Little Rock, was named secretary.

Michael A. Wiener, formerly writer, ABC-TV sales development department, joins H-R Representatives Inc., N. Y., as assistant director of sales promotion. Mr. Wiener, who was with ABC-TV for two years, previously served Television Bureau of Advertising, N. Y., in various capacities.

Paul E. Yoakum named operations director of WBNS-TV Columbus, Ohio, replacing Arthur D. Vittur who resigned to become advertising director of Midwestern Volkswagen Inc.

Philip Thornton named staff director of KNXT (TV) Los Angeles.

Gilbert G. Wagi joins meteorology department of WRCV-TV Philadelphia. Prior to joining station Mr. Wagi served as meteorologist with U.S. Navy.

Dwight Weist and Frank Blair, announcers, join WNBC New York, as daytime newscasters.

Tony Brunton, WICC Fairfield, Conn., named news director.

Arch Yancey, from KNUZ Houston, to WERE Cleveland, as radio personality.

Johnny Mc Kinney from KQV Pittsburgh; Jerry Miller from KONO San Antonio and Mike March from WIZE Springfield, Ohio, all join KNUZ as air personalities.

Jay Wood, formerly air personality with WDNC Durham, N. C., resigns to join Target Recording Studios, that city, as recording technician and producer.

Gene Norman joins KRHM (FM) Los Angeles as air personality.

Johnny Canton, formerly air personality with KZIX Fort Collins, Colo., to WNOW York, Pa., in similar capacity.

PROGRAMMING

William C. Payette, general sales manager of United Press International, named manager of UPI's southwest division, headquarterd in Dallas. He will be in charge of UPI news and business operations in nine states from Louisiana to Wyoming, and also will continue as member of UPI board of directors. No successor was named. Mr. Payette established UPI Movietone News, film service for television stations, in early 1950s and since then has had number of executive posts in New York.

to head agency's new program department.

Marshall Stone, director, joins Filmex Inc., N. Y., as production manager and director.

Carl Miller, formerly of United Artists Associated, joins Independent Television Corp., Seattle, Western Sales Div.

Paul Kasander named national sales manager of Animation Center, newly created commercial div., of Felix the Cat Productions, New York.

Keith Gaylord, formerly with Artists Attractions, to Fred Niles Productions, Chicago, as assistant director.

Joseph A. Fiorelli and Norton T. Gretzler join On Film Inc. (producers of commercial tv and industrial motion pictures), Princeton, N. J. Mr. Fiorelli has been named producer while Mr. Gretzler takes on duties of commercial coordinator.

**EQUIPMENT & ENGINEERING**

Burnis M. Kelly appointed assistant to president of Stancil-Hoffman Corp., manufacturer of Minitaape recorders.

Alfred H. Canada named manager of engineering for Raytheon Co's Santa Barbara division, succeeding Stanley D. Crane, resigned.


Russell P. May and John H. Battison, Washington consulting engineers, announce formation of May & Battison, Sheraton Building, that city. Mr. May is among founders of Assn. of Federal Communications Consulting Engineers. Mr. Battison formerly was assistant chief allocations engineer at ABC.

**GOVERNMENT**

John V. Buffington appointed assistant to chairman of Federal Trade Commission. He formerly served as assistant general counsel in charge of division of special legal assistants.

**INTERNATIONAL**


J. Hugh Dunlop, manager of CKDH Amherst, N. S., to CKDM Dauphin, Man., in similar capacity, succeeding Jack M. Henderson who resigned.

Thomas H. Tonner, formerly manager of CKCW Moneton, N.B., named manager of CHSJ Saint John, N.B.

Donald H. Hartford, manager of CFAC Calgary, Alta., promoted to vp and general manager.

Sydney L. Capell, manager of radio-tv electronics department of Zenith Radio Corp. of Canada, elected vp.

Leonard George Hayden, 54, chief engineer of Crowell-Collier Broadcasting Corp. (KFWB Los Angeles, KEWB Oakland-San Francisco, KDWB Minneapolis-St. Paul) died March 27 in Minneapolis.

Dan Thompson, 56, member of radio pioneers and for 14 years radio-tv director of National Safety Council, Chicago, died March 29 at his home in Lombard, Ill., after long illness.

**DEATHS**

Powell Crosley Jr., 74, radio pioneer and one-time owner of Crosley Broadcasting Corp., died of heart attack at his home in Cincinnati March 28. Mr. Crosley established WLW, that city, in 1921 and then sold his interests to Aviation Corp. (Avco) in September 1945.


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**TV NETWORK SHOWSHEET**

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; coop, cooperative local sponsorships. All times EST. Published first issue in each quarter.

**SUNDAY MORNING**

10-11 a.m.

ABC-TV No network service.


NBC-TV No network service.

11-12 noon

ABC-TV No network service.

CBS-TV 11-11:30 IN Action, sust.; 11:30-12 Camera Three, sust.

NBC-TV No network service.

**SUNDAY AFTERNOON**

 Noon-1 p.m.

ABC-TV 12-12:30 Meet the Professor, sust. ends May 14; 12:30-1 Pip the Piper, Gen. Mills.


NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 Directions '61, sust. ends June

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**SUNDAY EVENING**

6-7 p.m.

ABC-TV 6-6:30 No network service; 6:30-7:30 Walt Disney Presents, part.

CBS-TV 6-6:30 I Love Lucy, Block Drug, Clairrol; 6:30-7 Twentieth Century, Prudential.

NBC-TV 6-6:30 Meet the Press, co-op: 6:30-7 People Are Funny, E. R. Squibb.

ABC-TV 7-7:30 Walt Disney Presents, cont.; 7:30-8:30 Maverick, Kaiser, Armour, Nox-o-omega, R. J. Reynolds, DuPont.

CBS-TV 7-7:30 Lassie, Campbell Soup; 7:30-8 Dennis the Menace, Best Foods, Kellogg.

NBC-TV 7-8 National Velvet, Rexall, Gen. Mills; 8-9 Bob Hope, H. L. Loper, West- clex.

9-10 p.m.


NBC-TV Chevy Show, Chevrolet.

10-11 p.m.

ABC-TV 10-10:30 Asphalt Jungle, cont.; 10:30-11 Winaston Churchill: The Violent Years, Dalton.


NBC-TV 10-10:30 Loretta Young Show, Toni, Warner-Lambert, alt.; 10:30-11 This Is Your Life, Block Drug.

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**BROADCASTING, April 3, 1961**
MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.

CBS-5 No network service.

NBC-5 Today, part.

8-9 a.m.

ABC-TV No network service.

CBS-5 6-8:30 CBS News Special, Whitehall, alone.

NBC-5 No network service.

11-11:15 a.m.

ABC-TV No network service.

CBS-5 No network service, except Tue.

NBC-5 No network service.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 Cheyenne, Union Carbide.

P&G, Balsam, Bristol-Meyers, R. J. Reynolds, duPont, Pepsi Cola, Warner-Lambert, Men-

n.

CBS-5 To Tell the Truth, American Home.

Helen Curta.

NBC-5 7:30-8:30 The Americans, Dow, Pepsi-Cola, Max Factor, Readers Digest.

8-9 p.m.

ABC-TV 8-8:30 Cheyenne, cont.: 11-12:30 Surfside 6, Brown & Williamson, Whitehall.

Johnson & Johnson, Pontiac.

CBS-5 8-8:59 Pete & Gladys, Goodby, Getaway.

Carnation; 8:30-9 Bringing Up Buddy, Scott.

NBC-5 8-8:30 The Americas, cont.: 8:30-9 Wills Fargo, American Tobacco, Beechnut.

10-11 p.m.

ABC-TV 9-10 Adventures in Paradise, Whitehall, J. B. Wil-

liams, Nixzen, ATX, Chute, Union Carbide.


NBC-5 9-9:30 Reptile, A. J. Reynolds, Warner-Lambert; 9:30-10 Concentration, P.

Lorillard, starts April 17.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV Bugs Bunny, Gen. Foods, Colgate.

NBC-5 No network service.

CBS-5 7:30-8:30 Laramie, Pittsburgh Plate Glass, Beechnut, Amer. Gas Ass'n.

Union Carbide, Pepsi-Cola, R. J. Reynolds, Gold Seal.

8-9 p.m.

ABC-TV 8-8:30 Ripperman, P&G; 8:30-9 Wyatt Earp, P&G, Gen. Mills.

CBS-5 8-8:30 Father Knows Best, Gen. Foods, Scott, Lever; 8:30-9 Dobie Gillis, Pillsbury, Philip Morris.

NBC-5 8-8:30 Laramie, cont.: 8:30-9 Alfred Hitchcock, Mercury, Revlon.

9-10 p.m.

ABC-TV Stagecoach West, Brown & Williamson, Simoniz, Gillette, Miles, Ralston, Gen.

Foods.

CBS-5 9-9:30 Tom Ewell Show, Quaker Oats, P&G; 9:30-10 Red Skelton, Pet Milk, S.

C. Johnson; 9:30 The Americans.

NBC-5 Thriller, All-State, Glenbrook, American Tobacco, Beechnut.

10-11 p.m.

ABC-TV 10-10:30 Alcoa Presents, Alcoa; 10:30-11 No network service.

CBS-5 Garry Moore Show, Polaroid, S.

C. Johnson, Plymouth.

NBC-5 Specials, part.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 Hong Kong, Armour, Kaiser.

Brillo, Derbey, duPont, Coleman, P.

Lorillard.

NBC-5 7:30-8:30 Malibu Run, Lorillard, Amer.

Kool.

NBC-5 7:30-8:30 Wagon Train, R. J.

Reynolds, Revlon, National Biscuit.

8-9 p.m.

ABC-TV 8-8:30 Hong Kong, cont.; 8:30-9 Adventures of Ozzie & Harriet, Eastman Kodak, Coca-Cola.

NBC-5 8-8:30 Malibu, Run, cont.; 8:30-9 Danger Man, Brown & Williamson, Kimberly.

Clark.

NBC-5 8-8:30 Wagon Train, cont.; 8:30-9
**TV SPECIALS FOR APRIL, MAY & JUNE**

**ABC-TV**
- April 14: 10:30-11 p.m. Close-Up, Bell & Howell.
- April 20: 8:30-9:30 p.m. Close-Up, Bell & Howell.
- May 9: 10-10:30 p.m. Close-Up, Bell & Howell.
- May 16: 8-8:30 p.m. Close-Up, Bell & Howell.
- May 18: 10-10:30 p.m. Close-Up, Bell & Howell.
- May 19: 8-8:30 p.m. Close-Up, Bell & Howell.
- May 22: 10-10:30 p.m. Close-Up, Bell & Howell.

**CBS-TV**
- April 8: 5-6 p.m. Masters Golf Tournament, American Express Travelers Insurance.
- April 9: 3-4 p.m. Young People's Concert, Shell.

**Price Is Right,** Lever.

**9-10 p.m.**
- CBS-TV: 5-6 p.m. Men's Golf Tournament, American Express Travelers Insurance.

**10-11 p.m.**
- CBS-TV: 5-6 p.m. Men's Golf Tournament, American Express Travelers Insurance.

**7:30-8 p.m.**
- ABC-TV: Guest Ward at Home, Balston, Seville-7.
- CBS-TV: 5:30-6 p.m. Sports Spectacular, Sportscaster, Scherlitz.

**8-9 p.m.**
- ABC-TV: 8-9 p.m. Donn Reed Show, Johnson & Johnson, Campbell Soup; 8-9 Real McCoy's, P&G.

**9-10 p.m.**
- ABC-TV: 9-10 p.m. My Three Sons, Chevrolet; 9:30-10:30 The Untouchables, L&M, Armour, Whitehall, Beecham, Corn Products.
- CBS-TV: 9-10 p.m. Bachelor Father, American Tobacco; 9:30-10 The Ford Show, Ford.
- NBC-TV: 9-10 p.m. The Amazing Kreskin, ABC.

**10-11 p.m.**
- ABC-TV: 10-11 p.m. Close-Up, Bell & Howell; 10-11 Silent, Disney, Du Pont.
- CBS-TV: 10-11 p.m. Face the Nation and CBS Reports, after show.
- NBC-TV: 10-11 p.m. The Croucho Show, Block Drugs, Tom. 10:30-11 No network service.

**FRIDAY EVENING**
- 7:30-8 p.m.
- ABC-TV: Mutty's Funday Funnies, Mattel.

**SATURDAY EVENING**
- 7:30-8 p.m.

**SATURDAY MORN. & AFTERNOON**
- 10-11 a.m.
- ABC-TV: No network service.
- NBC-TV: Captain Kangaroo, part. ends April 8.
- CBS-TV: 10-11 a.m. Mighty Mouse, Playhouse, Colgate.
- NBC-TV: 10-11 a.m. The Lewis Show, National Biscuit, National Biscuit.
- CBS-TV: 11-11:30 a.m. Magic Land of Alakazam, Kellogg; 11:30-12:30 Roy Rogers Show, Nestle Co.

**SUNDAY EVENING**
- 7:30-8 p.m.

**BROADCASTING, April 3, 1961**
### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting: March 23 through March 29. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.


#### New fm stations

**PHONE NUMBER**

<table>
<thead>
<tr>
<th>Company</th>
<th>Address</th>
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<td>WKNR, Mattoon, Ill.</td>
<td>890</td>
<td>1,000</td>
<td>29 March 1959</td>
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**APPLICATIONS**

**WGBG Greensboro, N. C.—**Granted increased daytime power on 1460 kc from 250 w to 1 kw, increased nighttime power with 250 w; remote control permitted; engineering condition. Ann. March 29.

**WSIC Statesville, N. C.—**Granted increased daytime power on 1460 kc from 250 w to 1 kw, increased nighttime operation with 250 w; engineering conditions. Chrm. Minow not participating. Ann. March 29.

**KMBF Marshall, Tex.—**Granted increased daytime power on 1450 kc from 250 w to 1 kw, increased nighttime operation with 250 w; remote control permitted; engineering conditions. Chrm. Minow not participating. Ann. March 29.

**WRDN Renevere, Vt.—**Granted increased daytime power on 1460 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. March 29.

**WLOG Logan, W. Va.—**Granted increased daytime power on 1450 kc from 250 w to 1 kw and install new trans. (1400kc) Ann. March 24.

**KUBE Paso del Norte, Tex.—**Granted increase power from 1 kw to 1 kw and install new trans. (1500kc) Ann. March 24.

**WDBF Birmingham, Ala.—**Granted increase in operation from 250 w to 1 kw and install new trans. (1400kc) Ann. March 24.


**KRTN Baton Rouge, La.—**Granted increase daytime power on 1450 kc from 250 w to 1 kw and install new trans. (1400kc) Ann. March 24.

**RFD Fredericksburg, Va.—**To increase daytime power from 250 w to 1 kw and make changes in ant. system (increase height). (1330kc) Ann. March 24.

**WLPM Suffolk, Va.—**To increase daytime power from 1 kw to 1 kw and install new trans. (1400kc) Ann. March 24.

**WRIG Waste, Wis.—**To increase daytime power from 250 w to 1 kw and install new trans. (1400kc) Ann. March 24.

**KBBZ Ridgecrest, Calif.—**Granted increased daytime power on 1460 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering condition. Ann. March 29.

**WLYT Long Beach, Calif.—**Granted increased daytime power on 1450 kc from 250 w to 1 kw, increased nighttime operation with 250 w; remote control permitted; engineering conditions. Comr. Ford dissented. Action March 29.
CALL LETTERS ASSIGNED
WKUL-FM Cullman, Ala.—Cullman Best.
WARF-FM Milwaukee, Wis.—Warf.
WALR-FM Atlanta, Ga.—Randolph Best.
WCNY (FM) Binghamton, N.Y.—Constrander.
WKVK (FM) Galesburg, Ill.—Knox College.
WBEI-FM South Beloit, Ill.—Beloit Bestra.
KWWB-FM Wichita, Kansas—Wichita Beacon.
WVCA (FM) Dover, Del.—Delaware Best.
WVCA (FM) Wheeling, W. Va.—Wheeling Best.
WNDE (FM) Evansville, Ind.—Evansville Best.
KXOL-FM Fort Worth, Texas—KWOL Inc.
KZIT (FM) College Place, Wash.—Walla Walla College.

Ownership changes

ACTIONS BY FCC
KSDA Redding, Calif.—Granted (1) renewal of license and (2) control of station from William B. Mesch to J. M. Carpenter, J. M. Carpenter, J. R. Johnson, and J. N. Morgan, for 100% of the time of the license, for $175,500. Approval of stock. Ann. March 25.

KQRE (FM) Minneapolis, Minn.—Seeks transfer of control from Mr. Henderson wallpaper Co., Inc. to Reginald P. Newmann (36%), Mr. Goetz owns gas and iron and metal business. Mr. Kornsky is named as temporary receiver. Ann. March 24.

WJIT (FM) Waycross, Ga.—Seeks assignment of license from James G. Ayers to Allen M. Woodall. Consideration $25,000. Mr. Woodall has interests in WDAX-McClain, Ga., WAYS-Waymore, Ga., WMBO-McBride, Ga., WDAK Columbus, Ga. He is also in real estate and in corporations operating Howard and Johnson restaurants. Ann. March 25.


KWELR—Idaho—Seeks assignment of license from Inland Broadcast Co. to Odbow Broadcast Co. for $50,000 plus exchange of stock. Principals are Merlin W. Ling (62%) and Edwin C. Miller (38%). Mr. Ling has controlling interests in KAYT-Rupert, Idaho and KACI-The Dalles, Ore. Ann. March 25.

KAGE-Winslow, Minn.—Seeks transfer of contract from WDBW-Watkinsville, Ga. to James B. Goske (50%), Merlin J. Meyhaler (25%) and Rex W. Wiske (25%). Consideration $10,000. Mr. Goetz owns gas station. Mr. Meyhaler has interests in KMAQ-Quakuita, Iowa, and WFAW-FM Atkinson, Wis. Mr. Ryher has no other business interests in March 24.

KTDO—Henderson, Nev.—Seeks assignment of license from Northern Telecom Corp. to KTOO Best. Co. for $110,000. Principals are Henry V. Crosby (50%), and John F. Newman (16%), Reginald F. Newman (16%), and Stanley F. Steele (18%). Mr. Crosby is in wholesale drugs. Mr. Newman owns gas and iron and metal business. Mr. Kornsky is named as temporary receiver. Ann. March 25.

WEWE Washington, N. C.—Seeks assignment of full-time license from WEWE Inc. to WEWE Inc. in stock exchange and for assumption of contract from J. H. Shuler to James B. Newman (30,10%), Mary L. Stiles (45,20%) and WOOW (24,50%) on consummation of merger. Mr. Newman is announced for WOWO. Mrs. Stiles is officer of WOWO. President of WOWO, John P. Gallagher will be president of WEWE. He owns 79.5% of WOWO and has interests in KARA Albu- ququerque, N. M.; KEDU-AM-TV Lubbock, KPAR-TV Sweetwater, and KEDY-TV Big Spring, all Texas. Ann. March 12.

WOHI-AM-FM East Liverpool, Ohio.—Seeks assignment of license from WOHI-Co. to Constrander Corp. No consideration. The license is wholly owned by Constrander. Principals are Joseph D. Coons (60%), David E. Kurlands (19%) and Charles E. K. Stuart (10%). They have no other business interests in March 25.

KBOY-AM-FM Medford, Ore.—Seeks assignment of license from KBOY Inc. to KBOY Bestra. No consideration involved. Principals are Mr. and Mrs. Kenneth R. Card (50%). They have no other broad- cast interests. Ann. March 28.

KINT El Paso, Tex.—Seeks transfer of control from Odys L. Behrs Jr. to G. E. Miller and Co. Inc. Principal stockholder is Giles E. Miller (34,2%). He also owns a temporary receiver. Ann. March 26.

Selling stations

KZIT (FM) College Place, Wash.—Walla Walla College.

Ownership changes

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KINT El Paso, Tex.—Seeks transfer of control from Odys L. Behrs Jr. to G. E. Miller and Co. Inc. Principal stockholder is Giles E. Miller (34,2%). He also owns a temporary receiver. Ann. March 26.
280 w to 1 kw, continued operation on 1400 kc, 250 w-N, each conditioned to accepting such interference as may be imposed by other existing stations in the vicinity. In event they are subsequently authorized to increase power, Comr. Ford dis- sented. Ann. March 28.

INITIAL DECISIONS


- Hearing examiner Millard F. French is- sued an initial decision looking toward granting application of Northeast Radio Inc. to increase power of KCAI, Kansas City, Mo., from 520 w to 5 kw, continued operation on 1290 kc. Ann. March 29.


- Hearing examiner Walther W. Guen- ther is issued an initial decision looking toward granting application of Peoples Best, Corp., for new station to operate on 94.5 mc; ERP 20 kw; ant. height 256 ft.; engineering conditions. Ann. March 29.

OTHER ACTIONS

Kenneth G. and Miska S. Prather, Boulder, Colo., requested consideration for consolidated hearing applications of Prather for new stations to operate on 1290 kc, 500 w, DA, and KDEN to increase day- time power on 1540 kc from 250 w to 1 kw, continued operation on 1520 kc; made KDEN part of with respect to its exist- ing facilities. KGD-Am, Colo., party to proceeding. Ann. March 29.

- By memorandum opinion and order, commission denied petition by Howard C. Gilreath, Louisville, Ky., for reconsideration of condition attached to Jan. 23 grant of his application for new station (WVOP) in Ark. The commission issued an order permitting Gilreath to submit proof to show that he has served WVOP Vidalia, Ga. Ann. March 29.

- Sands Best, Corp., WIFE Corp., Hoosier Best, Corp., Independent Indianapolis Best, Corp., Indianapolis, Ind.—Designated for consolidated hearing applications for new am stations to operate daytime only on 1290 kc, 5 kw-D, 500 w-N. Ann. March 29.

- WHOW Clinton; Loves Park Best, Co., Loves Park, III.; CHY Best, Co., Loves Park, III.; WHGE Wheeling; Radio Joliet, Joliet, all III.—Designated for consolidated hearing applications for new stations to operate during daytime on 1520 kc from 1 kw to 5 kw with 1 kw nighttime for new station; designated for remaining applications for new am stations—Loves Park Best, Co., Loves Park, III.; CHY Best, Co., Loves Park, III.; KDLK Del Rio, Del Rio, Tex., parties to proceeding. Ann. March 29.

- By memorandum opinion and order, commission denied petition by Outdoor Advertising Inc. for reconsideration of that portion of Dec. 29, 1960 mem- orandum opinion and order which permitted Bloomfield Non-Profit TV Assn. to continue operation of three old tv repeater stations on chs. 2, 6, and 30 to serve Bloomfield, Iowa, pending decision after protest hearing on the applications for temporary authority; reaffirmed Dec. 29 memorandum opinion but, on commission's own motion, substituted language in paragraph thereof to the effect that the foregoing, in accordance with provisions of sect. 309 of Communication Act of 1934, as amended, above-captioned applications are designated for hearing on following issues: Aztec's petition for reconsideration, severance and grant of applications of Robert F. Neathery for new station to operate on 1450 kc, 250 w, U. Fredericksberg, Mo., and Paduchac Best, Corp., increase daytime power of station WPAF-TV, continuing operation on 1450 kc, 250 w-N. Comr. Huffman dissented with statement, in which Comr. Huffman joined. Comr. Cross dissented. Ann. March 29.


By Chairman Newton N. Minow


By Commissioner John S. Cross

- Granted petition by WRMN Elgin, Ill., and extended to March 25 time to reply to North Suburban Radio Inc., Highland Park, Ill., opposition to WRMN's motion to clarify or enjoin issues in consolidated am proceeding. Action March 20.
- granted joint motion by Creek County Bestg. Co. and M. W. Cooper and extended to March 28 time to file petition for review of hearing examiner's order, released March 15, denying petition to reopen record on proceeding on their applications for am facilities in Sapulpa and Midwest, Okla. Action March 21.
- Granted petition by Des Plaines-Arlington Bestg. Co. and extended to April 12 time to file exceptions to initial decision in proceeding on its application for fm facilities in Des Plaines, Ill. Action March 27.
- Granted petition by Broadcast Bureau and extended to April 5 time to respond to petition to enlarge issues in San Angelo, Tex., tv ch. 3 proceeding. Action March 28.
- Granted petition by Broadcast Bureau and extended to April 20 time to file exceptions to initial decision in proceeding on applications of WBUI Inc. and Concert Network Inc. for new fm stations in Tren- ton, N. J. Action March 28.

By Chief Hearing Examiner James D. Cunningham

- Granted petition by Domini Investment Corp. to extend that it seeks dismissal of its application but dismissed with prejudice its application for new tv station to operate on ch. 5 in San Angelo, Tex. Ann. March 23.
- Granted petition by Edward L. Waterman to extent that he seeks dismissal of his application for fm facilities in Park Forest, Ill., but dismissed application with prejudice. Ann. March 23.

- Granted petition by Domini Investment Corp. to extend that it seeks dismissal of its application but dismissed with prejudice its application for new tv station to operate on ch. 5 in San Angelo, Tex. Ann. March 23.
- Granted petition by Edward L. Waterman to extent that he seeks dismissal of his application for fm facilities in Park Forest, Ill., but dismissed application with prejudice. Ann. March 23.

- Granted joint petition by Hennepin Engineering Assn. and Robert E. Smith, applicants for new am stations to operate on 890 kc, 500 w, D, in Minneapolis, Minn., and River Falls, Wis., agreement whereby Hennepin would pay Smith $3,001 for new am station in River Falls, and his application, in return for its dismissal, and dismissed Smith's application with prejudice; granted Hennepin's application for new am station to operate on 890 kc, 500 w, D, DA, and terminated proceeding. Action March 22.
- Granted petition by WQXR New York, N. Y., for leave to intervene with reference to application of North Penn Bestg., Quakertown, Pa., in am proceeding. Action March 22.
- Granted petition by applicant, dismissed application of WLUK-TV Marinette, Wis., and terminated proceedings heretofore ordered on its application. Action March 22.
- Granted petition by Westminster Television Co. for dismissal of its application for new tv station to operate on ch. 12 in Westminster, Del., dismissed application with prejudice. Action March 22.
- Granted petition by KWHW Altus, Okla., and accepted its appearance filed late in proceeding on its am application. Ann. March 28.
- Granted joint petition by Norman A. Thomas and George M. Co. applicants for new am stations to operate on 1460 kc, 500 w, D, in Penn., approved agreement whereby Greene County would pay Thomas $2,500, in partial payment of out-of-pocket expenses incurred in

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BROADCASTING MAGAZINE

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Washington 6, D. C.

For availability

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**SUMMARY OF COMMERCIAL BROADCASTING**

Compiled by BROADCASTING March 30

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<th>AM</th>
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**OPERATING TELEVISION STATIONS**

Compiled by BROADCASTING March 30

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**COMMERCIAL STATION BOXSCORE**

Compiled by FCC Jan. 31

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| There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses. |
connection with his application, in return for its withdrawal; granted petition by
Thomas for dismissal of his application without prejudice to his right to be
heard at one year or not. The application to the court in its hearing status and it will be subject of
initial decision by the hearing examiner.

By Hearing Examiner David I. Kraushaar
* Issued order after March 23 prehearing
conference in proceeding on application of
High-Fidelity Beats, Corp., for its facilities in
Norristown, Pa., scheduled hearing and
proceeding on its application and that of
Newport Bestg. Co., for its facilities in

* On own motion, scheduled prehearing
conference for April 4 in proceeding on
new applications for new station in

By Hearing Examiner Forest L. McElning
* Upon request by Crittenden County
Bestg. Co., extended from March 30 to
March 12 time to file proposal dates and
from April 3 to April 5 to file replies in
proceedings on its application and that of
Newport Bestg. Co., for its facilities in

* By order, formalized certain agreements
reached at March 18 prehearing conference,
scheduled certain procedural dates, and
on own motion, continued May 2 hearing to
May 16 in proceeding on applications of
Gila Bestg. Co., for renewal of license of

By Hearing Examiner Jay A. Kyle
* Pursuant to March 23 prehearing
conference, rescheduled March 30 hearing for
May 24, to be held at New Orleans, La.,
hour and place to be announced in
subsequent order, in matter of revocation of
license of Leo Joseph Theriot for KJFL

* Pursuant to March 28 prehearing
conference, scheduled further prehearing
conference for May 5, and continued April 5
hearing to June 12 in proceeding on
applications of Burlington Bestg. Co.,

By Hearing Examiner Anne Neal Hunting
* Continued March 28 prehearing
conference from 10 a.m. to same date at 2 p.m.
In proceeding on application of Aspen Bestg.
Co. for new am station in Aspen, Colo.

By Hearing Examiner Charles J. Frederick
* As result of agreements reached at
March 18 hearing, severed into two
separate proceedings group 3 applicants, first
to be Sayger Bestg. Co., Tiffin, Ohio, and
shall include application of Malrite Bestg.
Co., Norwalk, Ohio, and second separate
proceeding to be known as WMRC Inc.
WMK Knoxville, Tenn., and shall include
applications of WINN Louisville, Ky.; WCPO
Cincinnati, Ohio; WSFC Somerset, Ky.;
WPTF Maysville, Ky.; WHIZ Zanesville,
Ohio; WHJU Anderson, Ind.; and WCOL
Columbus, Ohio; ordered that proposed
findings of fact for Herman E. Sayger et al.
be filed on or before May 4, and replies on
or before May 23; and further ordered that
proposed findings for WMRC Inc. et al be
filed on or before April 28 and replies

* As result of agreements reached at March
28 prehearing conference, scheduled certain
procedural dates, and continued April 19
hearing to June 6 in proceeding on
applications of Stewart W. Epperson, North

* Scheduled prehearing conference for
April 12 in proceeding on applications of
Wagner Bestg. Co., for new am station in

* Dismissed as moot petition to sever
and request for initial decision granting
application filed by WINN Louisville, Ky. Ann.
March 27.

By Hearing Examiner Isadore A. Honig
* Issued order following March 21 prehearing
conference formalizing certain agreements
reached, scheduled certain procedural
dates and continued April 17 hearing.

* By order, continued May 15 in proceeding on
applications of Robert F. Nethery and Radio

Continued on page 100

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- **Situations Wanted:** 20¢ per word; $2.00 minimum. **Help Wanted:** 25¢ per word; $2.00 minimum.
- **Display Ads:** $2.00 per inch—Stations for rent advertising requiring display space.
- All other classifieds 30¢ per word; $4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

**Applicant:** If transcriptions or bulk packages submitted, $1.00 charge for mailing (forward remittance separately). All communications, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

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**Radio**

**Help Wanted—Management**

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of all you sell and $100.00 you get $250. 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 796D, BROADCASTING.

Manager who would be willing and able to purchase majority interest in medium to small market. Box 684E, BROADCASTING.

Competitive market emphasis must be on sales. Box 685E, BROADCASTING.

Excellent opportunity for man and wife team to manage daytime coast Florida station. Profit sharing basis. In answer give complete details to Box 684E, BROADCASTING.

Strong selling station manager wanted for midwest kilowatt. Good opportunity and future! Contact Bill.Terry, KWRT, Boonville, Missouri, immediately.

---

**Sales**

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. Send $1,000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great job for hard working pro. Box 767D, BROADCASTING.

Keep your job! Easily earn $100 or more a week. Show fantastic new robot! It moves... it talks... it's absolutely unique. Spark radio sales... increase personal profits! Write Box 614E, BROADCASTING.

No. 1 Pulse rated 5000 watt southeastern fulltime, aggressive, loyal salesman. Excellent station acceptence, good future. Will write confidence to Box 598E, BROADCASTING.

Salesman-salesmen: Regional northeast. Must have strong record in sales. Send full information with recent photo first letter. Box 657E, BROADCASTING.

Opening for one experienced AM time salesman for top Connecticut station. Excellent pay plan. Top account list. Box 659E, BROADCASTING.

Health forcing our top salesman to leave. Experienced, energetic self-starter will earn $5000 commission first year. Replies from Chicago, Box 687E, BROADCASTING.

East Tennessee. Experienced young salesman familiar with small market operation for sales manager. Liberal salary, commission. Box 705E, BROADCASTING.

Salesman needed by leading station. Good guarantee. Announcing experience desirable. KTOE, Mankato, Minn.

Permanent opening for experienced self-starter. KXQL, Fort Madison, Iowa.

Wanted immediately, salesman for progressive single station market. Guarantee plus commission for present resident of south or southwest with radio experience. Send data to Ralph Burgsteiner, KTEM, Temple, Texas.

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**Help Wanted—(Con'd)**

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 63 South 7th St., Minneapolis 2, Minn.

**Announcers**

South Florida. 5 kW indie needs dj. Must be fast paced, tight production, experienced in modern radio. Must start 123 week to start. Box 583D, BROADCASTING.

Announcer with first class ticket, maintenance is secondary. Box 929D, BROADCASTING.

Combo man. $125.00 week to start... $140 in 3 months at South Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 789D, BROADCASTING.

Move up to a top quality station. Florida's #2 market is looking for an outstanding mature voiced, slick production, big smile, announcer-dj. Send aircheck tape, resume and references. Box 357E, BROADCASTING.

5,000 watt New England station has opening for two contract announcers with good rating record. Send background, salary requirements and three references to Box 358E, BROADCASTING.

Announcer, operate own board, preferably from Tennessee. Box 358E, BROADCASTING.

A good job... for first phone dj. Bright sound, youth appeal, intelligence. Tight board, good character, of course. Salary to match. Send tape and photo. Now. Box 627E, BROADCASTING.

Southwest Number 1 station in large market wants morning dj. Must know modern radio format, fast paced, tight production. Send air check and resume. Box 601E, BROADCASTING.

Wanted, 1st phone combo who knows modern radio format for midnight slot on Number 1 station. Send air check and resume. Box 625E, BROADCASTING.

DJ-newsman. Number one rated midwest metro market regional station for midnight to 6 a.m. shift. Send complete resume and small photo Box 681E, BROADCASTING.

Wanted: Experienced radio and television announcer for a number one operation in a growing station. Top flight air salesman on both radio and television. Unlimited opportunity for an ambitious, experienced broadcasting pro. Send resume, tape and photograph to Box 701E, BROADCASTING.

Experience announcer for key station in fast paced group. Mature voice, fast production. No screamers needed. Program standards adult music, no top 40's etc. Excellent salary. Fine opportunity for advancement to management position. Send tape, resume and photo. Box 706E, BROADCASTING.

Outdoor lover, Alaska, Hunting, Fishing. 5 kw. Good music dj. $850 start; rapid advance. Tape resume to Pouch 7-016, Anchorage.

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**Help Wanted—(Con'd)**

**Announcers**

KBUD, Athens, Texas needs announcer experience gathering, writing local news.

Sign-on announcer, experienced, mature voice, 44-hour week, for middle of road music station. Immediate opening. Rush tape, snapshot, references and salary expected to Kent Roberts, Program Director, KFTM, Fort Morgan, Colorado.

Rocky Mountain 5 kw regional needs mature announcer with first phone. Join this progressive operation, soon to expand into FM. Emphasis on announcements, maintenance. Must be above average announcer. Tight production. Will pay above average salary. Send resume with credit and character references, photo, and audition tape. Ralph L. Atlass, KUJP, Box 941, Durango, Colorado.

Announcer with country and western background. Will operate own board in western format. Excellent year-round semi-tropical climate. Must be sober, sincere, and stable. Contact Lloyd Hawkins, KURV, Edinburg, Texas.

Top station in mid south metro market has an immediate opening for a combo man. No maintenance required. Excellent opportunity for growth and advancement with group. Excellent salary. Send radio time tape, snapshot, and recent snapshot by air mail special delivery to Henry Bean, WAAV, P.O. Box 988, Huntsville, Alabama.

Announcer with first phone for progressive adult independent. Fast growing staff, part of growing group, offers all the opportunity you can make. Good pay, good future. Send tape to WDLR, Box 317, Delaware, Ohio or call Manager, 363-1197.

Experience announcer dj shows, news. etc. Some copywriting. $70 per week to start. WEPN, Martinsburg, W. Va.

Wanted, three experienced announcers. Position open April 9. Must be able to run tight board. Send tape, references and current photograph to Nathan Frank, WJUD, Rendison, N. C. Telephone GE 8-1324. No collect calls please.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 27, Brazil, Indiana.

Experience announcer with first ticket, good working conditions. Salary commensurate with ability. Send tape, photo, and resume. WJUD, St. Johns, Michigan.

Immediate opening for staff announcer. Must have experience and operate own board. Send photos, audit tape, and resume to WKFQ, 188 W. Randolph St., Chicago, Illinois.

Immediate opening for radio/ftv staff man. Minimum two years commercial experience required. Radio board operation, knowledge of standard music and ad promotion required. On-camera experience helpful. 40-hour week and all fringe benefits. No news. Address off-air tape, photo, and resume to Program Director, WOC-AM-FM-TV, Davenport, Iowa.

Announcer with first class ticket for 1 kw daytime station. Send full details and letter to WONG, Box 451, Oneida, New York.
Help Wanted—(Cont’d)

Announcers

Morning announcer needed immediately for fulltime adult music station. Will consider only experienced applicants. Good salary and opportunity to right man. Send full details and tape to Lou Murray, WRTA, Altoona, Penna.

Wisconsin daytimer going fulltime. Seeking announcer-newsman or announcer-copywriter with first phone. Send tape, resume, to Manager, WSSW, Platteville, Wisconsin.

Immediate opening for announcer or announcer-newsman with one to three years experience. Ralph Hooks, Dick Stations, DeRidder, Louisiana. Phone 9080.

Radio television jobs. Over 500 stations. All major markets, midnight saturation, Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Wanted chief engineer—for central Michigan station with CP for 5 kw. Must have plenty of know-how for construction of DA and magnetron. Good pay to right man. Box 882E, BROADCASTING.


Need combination man and other personnel. Contact KX-KX, San Jose, California.

Wanted: Engineer-announcer for daytimer. Station WAMD, Aberdeen, Md.

Wanted, top FM engineer well conversant with multiplexing and background music systems. Needs immediate, top galam and working condition. Contact D. E. Marable, care WGH, P.O. Box 98, Newport News, Virginia.

Radio television jobs. Over 500 stations. All major markets, midnight saturation, Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

News and public affairs director for radio and television. Mature, creative, imaginative newsman in the age bracket of 40 years who wants to supplement network news by re-cruiting and training public information. Writing the presentation of local news and public affairs programs. Must be able to work immediately. Top galam and working condition. Contact D. E. Marable, care WGH, P.O. Box 98, Newport News, Virginia.

Energetic new man for local news editor. Long hours but good job. Must write and announce news for 1000 watt New York state Hudson Valley station. Start at $110.00. Write full details and qualifications to Box 889E, BROADCASTING.

Program director wanted for progressive radio station in Caribbean. Write giving full particulars of experience, education, age, family, references, availability, salary requirements, etc. This is a good opportunity for a good experienced man. None others should apply. Box 889E, BROADCASTING.

Newman for western Pennsylvania station. Interviewing open. Send tape, experience, salary requirements. Box 889E, BROADCASTING.

Announcer turned newsman is wanted to round out news dept. of single market station in Chicago. Must gather, write and air own news and may be used as swing man for 2 days while working in news dept. 3 days. Versatility important. Contact Dave Davis, WKRS, Waukegan.

Help Wanted—(Cont’d)

Production—Programming, Others

Best opportunity in the midwest for female copywriter. Heavily on local, Midwest location. We pay you can produce. Send sample, pix, references. Program Director, WTVW, Rockford, Illinois.

RADIO

Situation Wanted—Management

General manager available. Fifteen years experience with several companies in announc- ing to management. Last eight years full management and corporate officer small and medium competitive markets. Station sale forces move. Creative, responsible, hard working 36 year old family man with finest references. Box 344E, BROADCASTING.

Manager, heavy sales. For small to medium market. Twelve years experience, ten man agement. Mature, thorough knowledge all phases. Best media, personal and civic refer ences. Interview NAB or your station. Box 512E, BROADCASTING.

Manager—10 all phases—first phone, sales, BA degree, married. 34. Excellent record, best references. Box 601E, BROADCASTING.

Problem stations ... get a desirable position in your market ... top stations ... stay on top. ... a emphasis on sales, 32, married, 12 years radio experience, cur rently employed as district manager. Big market with adequate incentive. Complete knowledge of all phases of the media. Excellent references. Write Box 512E, BROADCASTING.

Manager—operations—production, 13 years experience, married, college grad. Prefer Mid-Atlantic area. Write Box 653E, BROADCASTING.

Owners: Unusual sales ability, leadership! 23 years of experience, age 42, family. Box 565E, BROADCASTING.

Fourteen years negro radio manager/sales manager. All phases, sales—creative, energetic, loyal. Family man. Like selling. Box 556E, BROADCASTING.

Manager, I know radio is still the advertiser's best investment. Willing to work over time to prove my point. In addition to a solid background I offer loyalty and dependability. Family man, desire small to medium market, northwest or west. Box 547E, BROADCASTING.

Fifteen years experience, adult, family radio man, looking for executive management. Have first class ticket. Presently employed in the south. Box 654E, BROADCASTING.

FM owners/stockholders: Honeymoon over? Your station in 300,000 market or better is losing/breaking even: Lease to imaginative "quality" staff for percentage. Background fm, "class" program packaging. Full control program, market results. Best offer takes. Guaranteed distinctive top-flight operation. Details: Box 655E, BROADCASTING.


Station manager: Experienced, energetic, successful, mature man, three children. Available due to change in ownership of KFTL. 4031 N. Maple, Belaire, Texas. Phone MA 3-4279.

Sales

Position wanted: Aggressive, personable; know people, four years selling in competitive territory. Experienced sales manager position in southwest or California. Write to Box 653E, BROADCASTING.

Situation Wanted—(Cont’d)

Sales

Announcer-salesman 8 years permanency in R.M. station. 20 years, married! Prefer change of stock ownership. Box 642E, BROADCASTING.

Ideas, persistence, many calls zoom sales. Experienced, 30, midwest-west. Box 661E, BROADCASTING.

Young advertising specialty salesman de sired to enter radio sales with small market station. Box 663E, BROADCASTING.


Announcers

Baseball announcer, first class. Available for coming season. Excellent references. Box 997E, BROADCASTING.

Experienced, mature air-salesman. West, south, west, and southeast, midwest, salary. Box 586E, BROADCASTING.

Top dj with a "live" sound looking for medium to large market. Box 631E, BROADCASTING.

Announcer want to settle down, not a floater or an odd Donna. Tight production, bright sound. Box 634E, BROADCASTING.

Distinctive, quality announcer 28, family. New earning $500,000. Seeking metropolitan market. Box 637E, BROADCASTING.

Personality first phone dj. College, experience. Give details and salary. Box 640E, BROADCASTING.

I graduate from college in June, trained for day and continuity, 22, single, with ideas. Prefer midwest. Tape, pix and resume on request. Box 648E, BROADCASTING.

Sparkling sound, colorful dj will relocate for higher salary. Excellent news, tight production. Prefer western states. Air check Box 649E, BROADCASTING.

Announcer. Solid swinger. Formula or non-formula station. Convincing. $100 plus. Box 651E, BROADCASTING.

Announcer, employed in city of 50,000, two years experience, college. Box 660E, BROADCASTING.

Night-time dj. 1½ years experience, married, 28, hi voice. Box 666E, BROADCASTING.

Versatile newcomer, top flight experienced sports announcer and dj. Wish to move from medium to metropolitan. Prefer young sportscaster. AP news award winner, 175 sports broadcasts to credit. Some college. 4½ years experience, one tv. Big station voice. Tape on request. Box 665E, BROADCASTING.

Sportscaster looking for heavy play-by-play, finest of references. Box 667E, BROADCASTING.

Hardworking, versatile newcomer, strong background newspapers, Harvard college sports writer, 2 years Armed Forces radio network, program ideas that capture listeners, and hold them. Sales-jay, sports, special events. Prefer 300 miles radius New York, 30, married, children, can help you now, will come quick for interview. Box 670E, BROADCASTING.

Announcer, young, realistic, ambitious. Cheerful, adult music, news. Experienced. Tape. Box 678E, BROADCASTING.

Latin dj-announcer, young, charming, ex perienced, presently employed seeks position with progressive station. Speaks Spanish, English, loves hard work, adaptable. Will travel anywhere. Box 680E, BROADCASTING.

Attention . . . presently Storz dj and news man looking. Best references. Box 685E, BROADCASTING.
Announcers

Announcer, 3 years station experience. Strong local, news, commercials. Sell and write. College grad, communications major, a winner in every category. No drinking, no smoking, vet, wants solid, permanent future. Midwest station. Box 690E, BROADCASTING.

Announcer, dj, experienced, tight board, smooth ed lib, a floater—no, a future—yes. Box 690E, BROADCASTING.

Announcer, disc Jockey, experienced, married family man wants to settle. Box 690E, BROADCASTING.

Moring man for major market. Top ratings. Adult-teen appeal. Box 690E, BROADCASTING.

Good first phone deejay. Experienced all phases maintenance. Box 700E, BROADCASTING.


Announcer-record emcee: Eight years in quality local, news, commercials. Deep, resonant voice with professional delivery. Prepared to send tape and photo. Box 720E, BROADCASTING.

Available for personal interview within thousand mile radius of Virginia. Box 700E, BROADCASTING.

Personality, audience builder, production plus, including production spots that sell, well versed in popular music, current events and local affairs. Family man, large market only! Box 704E, BROADCASTING.

DJ announcer, 8 months experience. Want to settle. Prefer south. Sincere, Jim Daley, 2611 S. 20th St, Waukesha, Wisconsin. Phone 86-8198.

Combo, first phone, 26 year old family man, six month announcing experience. Wish to locate in southwest. Selling opportunity welcomed. O. H. Dongle, 2911 S. ranch oaks, Dallas, Texas. Phone 4-8669.

Are we “in tune?” You want announcer-deejay with 3 years experience, 24, married, best references and craft exempt—willing to grow with you. He seeks production station playing pop and standards. No “top 40.” He’s known through upper Michigan, north-eastern Wisconsin, suburban Chicago. Contact: Warren Freiberg, 3500 W. 62nd St., Oaklawn, Illinois.


Midwest broadcasting school graduate desires station announcing job. Available immediately. Clear, crisp, mature voice, 30 years old. College journalism training. General sales background. For information and tape call or write Don Johnson, 975 N. E. Lawrence Ave., Chicago, Ill. 60610.

Experienced engineer, top rated announcer desires permanent position. Herb Kravitz, 1914 Atlantic Avenue, Atlantic City, N. J., 2-4621.

Staff announcer, have first ticket. Some college. Slightly handicapped. Call 6389 or write Byron Kuenzel, 335 North side, Havre, Montana.

Major market disc jockey and all-around announcer with strong, happy, enthusiastic, authoritative, saleable sound available because, “They’re such fad jobs.” Prefer either DJ or news assignment in good competitive market in Detroit, Chicago, Cleveland, New York or Ohio. Box 622, Rush replies to Rob Montgomery, 18860, Lkwd. Hts. Blvd., Cleveland, Ohio.

Air salesmanship—listener friendship. Active, alert announcer with program direction and good references. Phil Patrick, R.F.D. #4, Sheboygan Falls, Wisconsin. Howard 7-6088.

BROADCASTING, April 3, 1961

Announcers

Personality fast pace dj, 1st phone. Besides light broadcast, can run a production dept., or contribute my ideas to already established program. Wishes own copy, work well with others. 23, single, sense of humor, likes fun, has good credit. Untinged by payola. Had good ratings on sold out show. Prefer south. To make sure we’re both happy, I’ll drive to your station for personal interview. $125 minimum to start. Forward resume. Bill Taylor, CE, WKTC, Charlotte, N. C.

Experienced, like radio, people and small towns. Run own board, available immediately. Don Wilson, 900 Chestnut Rd., Cumberland, Md. Parkview 4-4603.

Technical

College man-first phone. Network video/audio, VTR. Heavy maintenance, VHF/UHF transmitter. Amateur extra. Desires NYC area. 3 years graduate work. Box 552E, BROADCASTING.

First class engineer. Twelve years studio and transmitter experience. Three years chief. No announcing experience. Box 584E, BROADCASTING.

Transmitter work, 2 years dir. exp., no announcing. 1st radiotelephone. Box 650E, BROADCASTING.

Recent technical school, first phone, some experience. Available for employment in west. Box 685E, BROADCASTING.

First phone, no experience but more than willing to learn. Will move anywhere. Contact Lloyd Cluster, Route 1, Holt, Florida.

Chief engineer, 9 years experience, complete station maintenance, available immediately. V. Deleo, 1600 Kirkham, Vicksburg, Miss. Phone 636-5025.

Production—Programming, Others

14 year vet in radio. Thorobred programming, news, sports, deejay and sales background. 27, family man. $150 week minimum. Box 520E, BROADCASTING.

Newsmen. Gather, write and edit. In sixth year as reporter on major newspaper. College grad. 32 married. Speech training. Box 620E, BROADCASTING.

News/copywriter trains; 34; college degree; prefer Rocky Mountain area. Box 625E, BROADCASTING.

Program director—7 years announcing. 25, married. Virginia native. Desire assuming full program director and station promotion. Box 650E, BROADCASTING.

I’m anxious to work and can produce tasteful and imaginative programming for you. Three years experience, six months commercial. All kinds of announcing, production, news, weather, light maintenance, second ticket. Three years college, ambition. Summer only. Interested? Box 638E, BROADCASTING.

Experienced midwest newsmen desires position Minnesota, Wisconsin or South Dakota. Box 941E, BROADCASTING.

Director, 33, family, no college, too busy getting 4 children through directing commercials, newscasts, etc. Like relocate market where eventual advancement possible. Available short notice. Box 685E, BROADCASTING.

Top deejay in major market looking for opportunity as program director. Many creative ideas. Rates your money back. Box 655E, BROADCASTING.

Searching .. this DJ works for top chain station, but prefer to be P.D. In smaller market. I know what puts a station on top. Box 675E, BROADCASTING.

BROADCASTING, April 3, 1961

Announcers

Program director dj—metropolitan market background in top rated stations, excellent showmanship and proven ability to install and supervise morning news, and high rating, program. Strong character with progressive concern . . preferably in New York city area. Box 674E, BROADCASTING.

Young man seeks break in newswriting field. Exceptional journalism/publicity experience in college. Has Professional available. Box 681E, BROADCASTING.

One of country’s top program men, well known in west as advisor, authority good music, top 40, middle, middle-serious. Desire permanent expanding chain, or large indie. Prefer on air, if required, sales, writing. Respect, Box 697E, BROADCASTING.

TELEVISION

Help Wanted—Sales

Are you good? Independent tv station, major market, mid-west market, in top 20, will turn over existing accounts and top potential lists to experienced account executive with proven success. Must be willing to travel. To make certain you’re willing to devote your full efforts to the selling of your station. Top salaries, top ratings. Non-commercial stations need not apply. Box 679E, BROADCASTING.

Chief engineer-announcer—ist phone. 1 kw directional, California top-rated radio station. References, $450.00 per month to start. KAFY, P.O. Box 6189, Bakersfield, California.

Technical

RV studio engineers. Excellent opportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station commission. Send resume to Box 805D, BROADCASTING.

TV-AM northwest needs chief with micro wave and construction experience. Salary dependent on ability. Excellent position for right man. Box 590E, BROADCASTING.

Television transmitter operator for KMWI-TV, Walla Walla, Wash. Hours in three days, off four days every week. Write or call the station for details.

Full power vhf experienced video engineer for studio maintenance and occasional transmitter relief. Voice over announcing ability helpful, but not essential. Must meet salary requirements, picture, voice tape if possible to Amos Hargrave, C.E., KVIG-TV, Box 501B, Eureka, California.

Maintenance supervisor for uhf station. Must have experience with studio and transmitter equipment. Send resume and photo to B. F. Girewich, Chief Engineer, WKYT, Box 855, Lexington, Kentucky.

Production—Programming, Others

Promotion manager. All-round experience wanted, but must be strong on sales and merchandising. Plenty of materials and good personal to assist you will be left alone to do your job, encouraged, and advanced provided you are the right man. Living conditions, school, church, climate excellent. Character and ability are musts. Salary $6000 minimum. Tell us in confidence all about yourself. Enclose photo. Respected station with good name, not too far south. Write Box 643E, BROADCASTING.

promotion! Leading tv station, mid-west market, seeking personable, aggressive, creative, conscientious, young man. Must complete your training, report with great confidence. Payroll, sales promotion, and merchandising. Apply in confidence to: Box 696E, BROADCASTING.

News writers, newscasters and reporters with style and drive for expanding operations major mid-western market. Send material. Box 676E, BROADCASTING.
Help Wanted—(Cont'd)

Production—Programming, Others

News and public affairs director for radio and television. Mature, creative, imaginative newsman in the age bracket of 40 years who wants to work with a network news agency re- cruiting and either giving or supervising the presentation of fly-by-wire news and public affairs programming. Opening available within six months. Starting salary $3060 per week. Send tape and photo with background in first letter. Box 544E, BROADCASTING.

TELEVISION

Situations Wanted—Management

Television sales manager desires advance ment opportunity in sales, management with growth organization. 7 year record competitive TV—Midwest. In prime sales and production market. Mature, in magazines, posters, filmographs.

BROADCASTING.

sires relocate west

BROADCASTING.

Excellent references. University Director withferred.

Studio

Aggressive, hard-working, self-starting TV sales executive wants management or sales motion pictures. Stills published nationally and future, 15 year experience in agency, radio-tv field, six as general manager AM radio; almost 20 years experience in our market and at end of road here for future advancement. Thorough knowledge local, regional, national sales. Age 36, married, have children. Box 378E, BROADCASTING.

Technical

Television engineer, available immediately, 7 year experience, including transmitter, VTR. Write Box 425E, BROADCASTING.

Stage maintenance and operation. 1/2 years experience. Desire permanent position in midwest. Box 645E, BROADCASTING.

Work horse needs board and room plus above average salary. Mountain preferred. Single. 24. Last place 1/2 years at television. 80 hours 4 day. Box 641, 615 Illinois Street, Butte, Montana.

Production—Programming, Others

Director with 5 years experience in commercial and ETX in midwest. Available immediate. Excellent references, including commercial and news shows. Knows lighting, can announce. Excellent references. University of Michigan graduates. Paid $1450, BROADCASTING.

Small market director-producer-announcer seeks more challenging and active market. Available whenever you are. Box 467E, BROADCASTING.

Producer-director available immediately. Complete resume and references rushed to each inquiry. Box 440E, BROADCASTING.

Program director large midwest market desires relocate west coast. Top experience all phases television management. Box 588E, BROADCASTING.

Photographer. Young, educated, with considerable professional experience in still and motion pictures, 20 years publishing experience, with Stills published nationally and in magazines, posters, filmographs. Three years experience with known educational and documentary film company. Desire position with commercial or educational station. Box 616E, BROADCASTING.

If you can offer a challenging opportunity where a man can make his own future . . . . I can offer 5 years of television and film directing and 3 years publishing experience with major station in a major market, plus an abundance of ambition and perspiration. Will accept responsibility without excuses. I would prefer to work in the southwest, west or Hawaii. Resume, complete composite and references on request. Box 625E, BROADCASTING.

Production—Direction—Music

Music that will experience all phases production including: lighting, cameras, copy writing, prop, concerts, etc. Experimental, directing, newscast, variety, panel, and music shows. Box 645E, BROADCASTING.

FOR SALE

Equipment

3 Uly type 180 towers standing 197!—Best offer. 3 Gates remote control-tone system (6 years) includes frequency monitor, hi voltage and plate modulated tower, tower
detector, tape recorder TA-184, tape recorder TA-184. Both on the air. Best offer. Box 682E, BROADCASTING.


Westinghouse SHV, 5 kilowatt, transmitter, $4,000.00. Contact Bob LaRue, Radio Station KRAK, Hotel Senator, Sacramento, California.

RCA MI-19800 diplexer and MI-19805-H-12 output of 3 fiber now tuned Channel 12. Contact Joe Gill, WRDW-TV, Augusta, Georgia.

RCA Model BTA-IL 1 kw transmitter, good condition, $1500. Traded in on Bauer Model 707 “kit” transmitter. Write Bauer Electronics Corp., 1663 Industrial Road, San Carlos, California.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. Billey and J.E. Mahler, window, repair, etc. BC-604 crystals. Also A.M. monitor service.

Nationwide unsolicited testimonials praise our products and fast service, Eidson Electronic Co., Box 31, Temple, Texas.

2 Presto 64-A transcription turntable, Gray equalizer and arm. Fidelity Sound, Box 946, Jacksonville, Florida.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 184 Hurbidle St., Laredo, Texas.


TV video monitors. Metal cabinets, rack, chart, portable relay kine, educational, broadcast, starting at $196.00, 50 different models. 3 thru 44. 1st St. & 2nd Ave. N., Richardson, New Brighton, St. Paul 12, Minnesota.

200 foot Inecke radio tower guyed insulated for AM. Either new or like new. James Rea, Hammond, Indiana. Tilden 5-0665.

Rigid transmission line, Andrews 1½" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

FOR SALE

Equipment—(Cont’d)

For sale—Amper 691-2 stereo recorder. Used only three months—like new. Installing 351’s. Phone or write Hilltop Records, 509 West Main Street, Ashland, Ohio. 3-1567.

RCA Model BTA-1R 1 kw transmitter, latest model, good condition, $2500; trading in on a Bauer Model 707 “kit” transmitter. Write Bauer Electronics Corp., 1663 Industrial Road, San Carlos, California.

WANTED TO BUY

Stations

Successful midwest operator wants to expand to southwest. Cash or terms at your option. Brokers protected. Confidential, of course. Box 633E, BROADCASTING.

Californiaan desires small station ownership through lease/purchase arrangement. Responsible experience. Excellent references confidential. Box 677E, BROADCASTING.

Equipment

Used 2 channel control board for AM and FM operation. At least 6 inputs—Collins 212E-1 or equivalent. Box 502E, BROADCASTING.

Wanted . . . Usable 250 watt Western Electric Transmitter Model 175. Modulated. Box 553E, BROADCASTING.

Have immediate need for RCA stb amp., type TA-9, and phase equalizer equipment. Write F. O. Box 2197, Wilmington, Delaware.

Wanted to buy — used General Radio RF bridge. F.O. Box 1617, Greenville, S. C.

Will buy or trade used tape and disc recording equipment—Amper, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N.Y.

Wanted—used console in good condition. Any make or model. Should be able to be used for recording studio. Send details to Dayton Music Supply, Inc., 311 Salem Avenue, Dayton, Ohio.

Want any excess AM, FM, TV equipment. Good prices. Electrofind, 440 Columbus Avenue, N.Y.C.

MISCELLANEOUS

25,000 professional comedy lines, routines, adlib’s. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewitt, N.J.

Comedy for deejays—"Deejay Manual," a complete gaggle containing bits, adlib’s, gimmicks, letter phrases, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 3, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, ear tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

Want commissionable rates, late evening radio and television. 418-6-00, Kabel Radio Broadcasting, Schell City, Missouri.

BUSINESS OPPORTUNITY

Commercial production and recording studio. Finest facilities, terrific potential, ARTS, Inc., 1409-4th Street So., St. Petersburg, Florida. Phone O'Range 19188 if no answer ph. 518682.
INSTRUCTIONS

FCC first phone license preparation by correspondence. Non-resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for your free 40-Page brochure, Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

BROADCASTING

OPERATIONAL ENGINEERING—April

Required training. Guaranteed instruction.

Operational Engineering

Be prepared. First phone in 6 weeks, Guaranteed instruction. Elkins Radio License School of Dallas, 1120 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5564 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.


Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting April 1st, June 30th, August 30th, October 25th. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California, "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

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

RADIO

Help Wanted—Sales

SALES MANAGER SPECIAL PRODUCTS

Leading manufacturer of broadcast, communications and industrial electronic equipment has major opening for high level man to manage sales of jobbed equipment.

This is a challenging position for a self-starter who can assume responsibility for the operation of the entire special products department, including administration, sales forecasting, inventory and merchandising.

College degree preferred. Electronic background essential. Applicants should have experience as manufacturer's rep or with jobbed products department of electronic company.

Excellent starting salary, profit sharing, insurance program, plus many other important company benefits. Midwest location.

Send complete resume, photo and salary requirements with first letter to:

Box 557E, BROADCASTING

Help Wanted—(Cont'd)

Production—Programming, Others

$120 WEEKLY PLUS O.T. . . and additional benefits for reliable and ambitious newcomers, experienced in rewrite, air and leg work. May become Director of 3-man News Dept. in growing midwestern market near large city. Voice and character of utmost importance. Requirements will be checked. Send letter with full background and complete reference list to:

Box 707E, BROADCASTING

TELEVISION

Situations Wanted—Management

General Manager and Program Director

Singly or as a team—33 years combined experience—world of top forty—know procedure for first place rating and local and national business. Prefer west of the Rockies—but will talk. Available immediately. Top name radio chain experience. We have knowledge in all phases of radio and tv.

Box 683E, BROADCASTING

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. All you need is \$1.00 to prove your worth. No prima donnas. Casts you nothing to get their tapes. Tell us what you want.

Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington, D. C.

Help Wanted—Technical

ASSISTANT CHIEF ENGINEER

Electronics engineer with management experience interested in assisting in direction of commercial television operation in major midwestern community. To assist and improve operation of large department of engineers and technicians. Must be well organized, conscientious, management-oriented. Salary to $12,000.

Box 671E, BROADCASTING

TELEVISION

Production—Programming, Others

WFMY-TV

Greensboro, N. C.

Has excellent opportunity for a smart promotion-public relations man to head its Promotion Department. This must be a man with broadcast promotion experience to head a four-person department, one familiar with layout, a capable writer, and research-minded. Salary open. Good market, CBS-TV affiliated more than 11 years. Submit application with full information on experience, samples of work, and photograph to Personnel Manager, WFMY-TV, Confederate.

CAPE CANAVERAL NEWS

Beach phone reports immediately following all launches. Complete coverage of the race for space, tailored to your requirements. Have a reporter on the scene as history is being made. A professional service for Radio-TV news.

SPACCASTERS NEWS SERVICE

P. O. Box 220
Cocoa Beach, Florida
SUN 3-4885

CALL FROM EUROPE

Bolster our "NEWSPRING" with a direct report from the continent on the big story of the day. The—but the international news service can be working for your station for less than 60 cents per day. Advertiser pays low phone charges. You reap the profits of your "NEWSPRING" which is tailored for a distinctive 5 minute package presentation. It will make your news block sparkle! For quick information write:

Box 639E, BROADCASTING

MISCELLANEOUS

YOUR STATION DESERVES BETTER TALENT!

We are ready to solve your talent problem. For no more money than you now pay for announcers who may not sell all at all, we will custom tape hours and hours of good listening and good selling sounds for you. We'll use top personalities here in the East; men who are making money in busy metropolitan areas because of experience, warmth, self-ability, and personality. These men can tell your story. No tapes will be made until we know the exact sound you want. We'll record your commercials or just voice music, or voice tracking on your wishes. You will be protected against any duplication in your market. Your tapes will be shipped overnight and in hours of top listening. We want to know your style, your goals, your your personal music is best for your market.

To you we offer the selling talent of men who have been on the air for years at top personalities at such stations as WNEW, New York and WIP, Philadelphia. Wire—write—phone—or send a blank tape so we can send back a sample of the sparkling voice-sounds that can help you. Tell us the sound you want—we'll do the rest.

You'll get a complete price story—amazingly low, too.

DAN CURTIS COMPANY

554 Torrington Road
Haddonfield, N. J.
HAzel 8-2287

BROADCASTING, April 3, 1961

99
FOR SALE

Television Antenna
G. E. 8 Bay Batwing Model TY70G tuned for Channeled. In service approximately 5 years. System input capability 44 KW.

Write to: Paul Turchin
Chief Engineer
CKCO-TV
Kitchener, Ontario
Canada

SUFFERING FROM MOUNTAIN TOP FASCINATION?
Cure your problems with the MOSELEY Model RBC-10 RADIO REMOTE CONTROL SYSTEM. Complete control, telemetering and main program channel for FM transmitters with a 950 mc STL. Write to MOSELEY ASSOCIATES
P.O. Box 3192 Santa Barbara, Calif.

FOR SALE

RADIO and TV STATIONS
in the eastern states and Florida
W. B. CRIMES & CO.
200 Florida Avenue, N.W.
Washington 9, D. C.
Dcatr 2-2311

GUNZENDORFER
ARIZONA. $70,000 with $15,000 down. Nice paid off station.

CAPIFIE. Southern market. $110,000- 
$180,000. Fulltime, 5000 meter, 1000

CALIFORNIA FM. $50,000. Easy anay tour. 
WILT GUNZENDORF 
AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

For Sale

D.B.A. station bldg., equipment, 5 1/2 acres. Only station serving wide area.

WRITE:
Wenatchee, Washington
P. O. Box 446

To Buy or Sell Radio-TV properties, it's
PAT T MCDONALD CO.
Box 9266—GL 3-8000

AUSTIN 17, TEXAS
Bill Trotter
Box 5411
EX 7-3219
Memphis, Tenn.
Mrs. Gerry Switzer
1620 W. 3rd
EL 2-2163
Taylor, Tex.

Paul Yates, Jr.
Box 1396
FA 2-5488
Sanford, Fla.
Jack Koste
40 E. 42nd
MU 2-4813
New York 17, N. Y.

Continued from page 94

Company of Texas County, Houston, Mo. Ann. March 27.

By Hearing Examiner Thomas H. Donahue
- Granted petition by WJWL-Georgetown, Del., for leave to amend its application to reflect assignment of license to Scott Best Corp. Action March 22.
- On own motion, continued April 5 hearing to date to be determined at prehearing conference to be held on date in proceeding on application of WOSH Canton, Ohio, and WGEZ Belfoit, Wis. Action March 23.

By Hearing Examiner Herbert Sharfman
- Granted petition by WOLF Syracuse, N. Y., and Ivy Best Corp. leave to amend application to reflect assignment of license of WOLF to Ivy Best Corp., and substituted Ivy for Civic Best Corp. as party-applicant in consolidated am proceeding. Ann. March 23.
- Granted petition by Broadcast Bureau and further extended to March 15 time to file initial proposed findings and from March 15 to May for replies in proceeding on application of WHYZ-TV Duluth, Minn. Action March 22.
- Scheduled certain procedural dates, and hearing for May 5, in proceeding on application of College Radio for am facilities in Amherst, Mass. Action March 22.
- Granted petition by E. Anthony & Sons Inc., New Bedford, Mass., for leave to amend its application for new tv station to operate on ch. 6 in New Bedford and reallocated engineering data specifying proposed tower site to the previously reallocated engineering data for shielding proposed tower. On own motion, corrected transcript of hearing and allowed 5 days for objections. Issuance of this order does not preclude filing of parties motions to correct transcript, nor issuance of other orders of corrections by hearing examiner, on his own motion, covering additional corrections.

By Hearing Examiner Asher H. Ende
- On own motion, scheduled prehearing conference for April 4 in proceeding on applications of Olean Best Corp. and WIRY Inc. for new station in Saltsburg and Lake Placid, N. Y. Ann. March 27.

By Hearing Examiner Basil P. Cooper
- Pursuant to order, scheduled March 17 prehearing conference continued evidentiary hearing from April 17 to May 4 in proceeding on application of WAMD Aberdeen, Md. Action March 20.
- Granted joint petition by applicants and continued March 22 hearing to April 19 in proceeding on applications of WTVM (TV) and WRBL-TV Columbus, Ga. Action March 21.
- Upon request by applicant, continued April 3 prehearing conference to April 10 and continued April 10 hearing to date to be specified at conclusion of hearing conference which will begin on April 10 in proceeding on application of Edward Pesczel & Jerome K. Westerfield for fm facilities in Des Plaines, Ill. Ann. March 24.

By Hearing Examiner Elizabeth C. Smith
- Granted petition by Broadcast Bureau and extended to March 31 and April 21, respectively, time to file proposed findings and replies in proceeding on application of James E. Whalley for am facilities in Grovel, Calif. Ann. March 27.
- Granted joint petition by Broadcast Bureau and WAFU Jacksonville, Fla. and extended to April 3 and 13, respectively, time to file proposed findings and replies in proceeding on WPEQ's application. Ann. March 21.
- Granted request by Earl McKinley Tra- bue, Myrtle Creek, Ore., accepted March 8 amendment to his application to reduce

BROADCASTING, April 3, 1961

[100 FOR THE RECORD]
power from 5 kw to 1 kw and removed amended application from hearing docket and returned to processing line. Ann. March 28.

By Hearing Examiner Millard F. French

* Granted petition by Broadcast Bureau and granted by a motion, scheduled further hearing on March 24 and April 14, respectively, to file change of control replies in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Ann. March 27.

By Hearing Examiner H. Gifford Irion


By Hearing Examiner Walther W. Gruenther

* Granted petition by Broadcast Bureau to install new trans. and make changes in ant. system. WINE (FM) Pittsburgh, Pa.—Granted mod. of cp to move antennas to remote control point. KLBS-Los Angeles, Calif.—Granted mod. of cp to change type trans. and specify remote control point.


By Hearing Examiner H. Gifford Irion

* Granted petition by Broadcast Bureau and granted special temporary authority for following fm stations: WFGQ (N), Atlantic City, N.J., by granting application for license to consolidate change frequency requested from 105.3 to 92.9 mc and returned amended application to processing line. Ann. March 28.


BROADCAST ACTIONS

by the Broadcast Bureau

Actions of March 24

* Waived 7790 (1) of rules and granted special temporary authority for following wireless tv stations: WXYW (TV), Chicago, Ill.—Granted by motion, scheduled further hearing.

KATV (TV) Little Rock, Ark.—Granted mod. of license to change name to KATV.

WXK (TV) Detroit, Mich.—Granted authority to transmit certain programs from station WDSU (TV) New Orleans, La. to March 28; WDSU New Orleans, La. to March 28; and WBBN (TV) Chicago, Ill. to March 26.


Actions of March 22

WGWS Tifton, Ga.—Granted license covering change of hours of operation and installation of new trans. and new trans. WHO Orlando, Fla.—Granted cp to install new trans. and new trans. in addition to license as auxiliary trans. WAVQ (FM) Atlanta, Ga.—Granted cp to replace expired permit for fm station.

WHOS-FM Decatur, Ala.—Granted cp to install new trans. and change of rights for new vhf tv station.

WLIN (FM) Wausau, Wis.—Granted cp to increase ERP to 1 kw, change and new trans.

WDBH-FM Scranton, Pa.—Granted cp to increase ERP to 2.3 kw, change ant. height to 1,100 ft., trans. power output to 760, and correct geographical coordinates.

WBNS-FM Columbus, Ohio—Granted cp to install new trans.

WAUG-FM Augusta, Ga.—Granted cp to install new trans. and increase ERP to 9 kw.

WENT (FM) Statesville, N.C.—Granted cp to change of rights for new trans. and new trans. in addition to license as auxiliary trans. WUPY (FM) Lynn, Mass.—Granted mod. of cp to move station to 330 ft. ant. height to 330 ft.; change of rights to change of rights and to install new trans.

WJAC -FM Scranton, Pa.—Granted cp to increase ERP to 3 kw, 2,300 ft ant. height, to 1,100 ft., trans. power output to 760, and correct geographical coordinates.

WTVS (TV) Columbus, Ohio—Granted cp to install new trans. and increase ERP to 9 kw.

WJAC (FM) Johnstown, Pa.—Granted cp to install new trans. and increase ERP to 9 kw. condition.

Carroll Area Television Inc. Carroll, Iowa.—Granted cp for new vhf tv translator station on ch. 41 to translate programs of KKNX-TV (ch. 41) Daytona Beach, Fla.

WPTV Greenville, S.C.—Granted license to use presently licensed auxiliary trans. employing DA-N.

KTUL Tulsa, Okla.—Granted mod. of license to change name to KTUL Radio Inc.

WXK (TV) Detroit, Mich.—Granted mod. of license to change name to WCHS-AM-TV etc.

KBMY Billings, Mont.—Granted assignment of license to Kenneth Nybo et al/db under two names.

WNVY Pensacola, Fla.—Granted assignment of license to WTVS Radio Pensacola.

KAJI Little Rock, Ark.—Granted cp to install new trans.

KOL Seattle, Wash.—Granted cp to install new trans.

KPTV (TV) Paris, Tex.—Granted cp to install new trans.

KBAY Santa Rosa, Calif.—Granted cp to install new transmitter.

WBT "The Better" Atlanta, Ga.—Granted cp to install new trans.

WOF Kent, Wash.—Granted cp to install new trans.

WKMT Fort Dodge, Iowa.—Granted mod. of cp to change type trans. KBBW-Wichita, Kans.—Granted mod. of cp to change type trans. and make changes in ant. system.

WINE (FM) Pittsburgh, Pa.—Granted mod. of cp to change type trans. and specify remote control point.

ELKS-Long Beach, Calif.—Granted mod. of cp to change type trans. and specify remote control point.

BROADCASTING, April 3, 1961

NARB A notices

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of Regional Regional Broadcasting Agreement Engineering Meeting.

300 kw


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300 kw


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List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of Regional Regional Broadcasting Agreement Engineering Meeting.

300 kw


NARB A notices

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of Regional Regional Broadcasting Agreement Engineering Meeting.
Every minute counts. Every announcement, every element of programming that you can donate counts in the 1961 Cancer Crusade. Our Crusade messages could persuade those stricken by cancer to seek treatment before it is too late. Time is crucial in the fight to save human lives. Your cooperation also helps raise funds which will bring the ultimate conquest of cancer that much closer.

Here's how we can help you help us...

FOR RADIO we feature top stars: Perry Como, Frank Sinatra, Connie Francis, Jack Lemmon, Arthur Godfrey and others in spot announcements and 5-minute music shows.

FOR TELEVISION we feature our 1961 poster family; the animated Finchleys; the noted scientist, Dr. George N. Papanicolaou, and others, in 60, 20 and 10-second spots. Also available are telops, slides and flip cards, as well as 8, 20, and 60-second live announcements. You can see a sampling of the total output in our 10-minute presentation reel. PLUS: Half-hour film featuring Arthur Godfrey and noted scientists discussing cancer. Look and listen when the local ACS representative calls on you. Be sure your Spring schedule includes some of the Society's first-rate, life-saving materials.

American Cancer Society
OUR RESPECTS to Mark Lawrence, vp, MacManus, John & Adams, N.Y.

He's a 'professional amateur'

As I grow older I pay less attention to what men say. I just watch what they do.

Andrew Carnegie said it in a reflective statement on his way to amassing millions. But the quotation holds special meaning to a New York advertising agency executive who also seeks to think and judge for himself, and who contradicts many aspects of the term "Madison Avenue-type."

Mark Lawrence, vice president, radio and television director, MacManus, John & Adams Inc., New York, believes in Mr. Carnegie's musings philosophy and also in almost anything said by the advertising pioneer, Albert Lasker.

If for no other reason than having worked at only one agency, Mr. Lawrence would be classed as unusual—if not also a satisfied person. He had been a free lance jingle writer for several agencies before joining MJA in 1952 as radio-tv production manager.

Mark Lawrence and Henry Fowner—the latter is now head of the New York branch of the Bloomfield Hills, Mich., agency—constituted the agency's entire radio-tv department at the time.

But Mr. Lawrence, who became a vice president in 1957, and has seen the department grow to more than 20 people, has a paradoxical nature that belies his profession and background.

How Is He Different? He rarely watches television; he doesn't own a car; he and his wife are bringing up three children not in suburbia but in a Manhattan apartment; he writes poetry and plays the piano instead of playing golf on weekends (during a two-week vacation last February, he and Mrs. Lawrence explored Aztec ruins in eastern Mexico), and he became a jingle specialist when he could have joined his father in the publishing business (he is the son of David Lawrence, editor of U.S. News & World Report).

Although Mark is primarily concerned with some $8-10 million annually in broadcast money, he is as likely to write copy for a newspaper ad as he is to write radio or tv commercials, not to mention activity in such allied fields as industrial films and closed circuit telecasts. Actually, he is in the process of freeing himself from many present functions to allow more time for "thinking" purposes, which would include ways to bring in new business.

Total billings at MJA are at the $52 million mark, but the goal is $100 million. Mr. Lawrence, who hopes to start work soon on new business presentations, is particularly resentful when MJA is referred to as a "one account," or an "auto" (Pontiac, Tempest, Cadillac) agency. With more than 20 meetings daily, concerning as many different products, he could sometimes with such unknowable remarks were so. Agency optimism is high regarding acquisition of new accounts, and with characteristic self-confidence, Mr. Lawrence expresses it succinctly: "We know we have one of the best shops for ideas."

In the Future • Tv programming is another area in which Mr. Lawrence hopefully will have more "say" in the near future—once he unburdens himself. The agency's tv programs in the past year have included alternate-week sponsorship of Surfside Six, Dow Hour of Great Mysteries and Pontiac specials. Surfside has been renewed for Pontiac's Tempest next season. An announced radio order for next season involves a major buy on Mutual for Minnesota Mining & Manufacturing Co.

Mark admits he doesn't watch much tv, and his explanation is simple: "There's too much living to be done."

In a Detroit speech a year ago he said "the tv screen will never be the focal point of my life . . . I do get very emotionally involved in the problems of clients whose products I attempt to sell, willingly, because I like to—for that's the only way I know for anyone to work at what he likes best."

Living in Manhattan is an essential part of the way Mark is able to fulfill his personality needs. He enjoys city life to begin with, and fortunately, so does his family. "My kids are having a ball," he says.

A bachelor until the age of 30, Mark married the former Nan Hoyt, of New York City, on Oct. 15, 1951. With their three children, Wendy, 8, Mark, 6, and David, 2, the Lawrence family lives a block off Central Park and a straight-north cab ride of 38 blocks from his office at 444 Madison Ave.

Mrs. Lawrence understands Mark's abhorrence of life on a commuter's timetable. For two years before her marriage she had a two-hour trip between her home on Long Island and Bergdorf Goodman Co., where she supervised a fashion salon.

When the family wants to go for a ride Mark will rent a Cadillac or a Pontiac, but he'll leave the driving to his wife for several good reasons: "I'm glare blind, sometimes whiskey-blind, too, and I have three kids to think of."

Mark's earliest schooling was in Washington, D.C., where he was born on Jan. 14, 1921. He attended Washington's Friends School and St. Albans. For prep schooling he went to Andover, and then on to Princeton, graduating with a B.A. in English in 1942.

Artistic Talents • Immediately after graduation he added Lieutenant's stripes to his sleeves and spent the next four years in the Pacific Theatre of WWII. The U.S. Naval Reservist served as deck officer on light cruisers. The duty earned him a Navy Unit Commendation Medal and six Battle Stars.

Untied from Uncle Sam, Mr. Lawrence struck out on his own in New York to exercise his artistic talents as a free lance writer, musician, composer, lyric writer and entertainer (piano, humorous songs and verse).

Mark's appreciation of music ranges from the best of radio jingles (he has several favorites, none his own) to Bach, whom he calls his "number one boy, and you have to go down a long way to the next." He likes jazz, too, but not in commercials. "It's extraneous," he says, "and seldom has much to do with the product." Duke Ellington, he claims, did more for progressive jazz by 1935 than all other jazz musicians in the past six years.

Perhaps that is just one reason why Mr. Lawrence finds more truth each year in what Mr. Carnegie said about watching what others do.

Mark's own quiet self-appraisal after nine years at the agency: "I revere the idea that I'll always be a professional amateur—amateur in that I love what I'm doing. It's the best advantage I have."
Rating points

Wittingly or not, Rep. Oren Harris (D-Ark.) has effectively squelched the argument that ratings services are villainous conspiracies of cheats and frauds. The special study that he commissioned to be done by the Technical Committee on Broadcast Ratings of the American Statistical Assn. has now been brought in. It finds what every informed person already knew—that ratings services have imperfections but, on balance, are doing an acceptable and honest job. The critics will have to look for other targets, and Mr. Harris for other subjects of investigation.

A number of influential persons are made to look awkward by the ratings study report. These include Walter Winchell, Sen. A. S. Mike Monroney, FCC Chairman Newton Minow and LeRoy Collins, the new president of the NAB. All of them have darkly surmised that ratings were in one way or another corrupt or corrupting.

The whole argument against ratings has been based on false assumptions.

Mr. Winchell, a man of unconquerable ego, started his crusade against ratings when a television show of his was cancelled for lack of audience. He found it impossible to believe that measurements which showed his audience to be smaller than his competition's could be honest.

The other critics have blamed inferior programming on the ratings services. If a ratings service measured a large audience for a program that these critics personally disliked, they have held the ratings service responsible for the program. There has been no more logic to that connection of cause and effect than there would be in saying the Audit Bureau of Circulations was to blame for a distasteful scandal story in a newspaper.

It's our guess that Mr. Harris' report will clarify at least some of the addled thinking on ratings.

Television may not be all that some people would wish it to be, but whatever it is, it has not been shaped by the ratings services. The raters are only measuring audiences. They are doing nothing to attract or repel audiences. If their measurements are poorly used by broadcasters, producers, advertising agencies and advertisers, the fault can hardly be said to lie with anyone but the users.

Responsible trail-blazing

Occasionally there emerges from a congressional proceeding a byproduct more important than the legislative vehicle under consideration. It happened last week before the Senate Watchdog Subcommittee inquiring into political broadcasting during the 1960 campaign.

Nathan Straus, chairman of WMCA New York and WBNY Buffalo, and his son Peter, president of the stations, testified before the Yarborough committee. The stations had endorsed John F. Kennedy for President, establishing a precedent in political editorializing. They did it with their eyes wide open. There were the expected repercussions.

The Strauses had pioneered in editorializing on local, domestic and international issues before venturing into politics. They followed the policy of seeking out and presenting opposing points of view. GOP presidential nominee Nixon did not elect to answer the pro-Kennedy editorial. Eventually, after considerable controversy, GOP vice presidential nominee Lodge answered via tape.

Infinently more significant than the questions on equal time and fairness was the total absence of questions about the propriety of editorializing, politically or otherwise.

Before the 1960 elections this would not have happened. The few cases of improprieties or bad judgment that may be unearthed by the Yarborough committee are more than offset by the impressive showing made by the majority of the stations and all of the neworks as attested in the opening testimony of FCC Chairman Newton Minow.

Today about half of the nation's radio stations and possibly a third of the tv stations are editorializing, principally on local and community issues.

Broadcast journalism has made important advances in the few years since the FCC lifted the lid on editorializing. This does not mean that every station should rush pell-mell into this highly sensitive field. They should have professionals handle their editorials, responsible to management. There is no easy or easy way to do it.

The Strauses deserve praise for blazing a trail in political editorializing. It is fortunate for broadcast journalism that the precedent was established by an organization with a background of seven years in editorializing and with a trained and responsible staff supervised by top management.

Scoop that shocked

A number of newspapers, including the usually thoughtful New York Times, have expressed shock over the recreation by WBAL-TV Baltimore of the deliberations of a jury that had convicted a man of murder.

What the newspapers failed to emphasize was that the station did what newspapers have been doing for years—interviewing jurors after a trial. The technique of presenting them on video tape may have been more graphic, but it differed in no other sense from the practice of quoting them at length in newspapers. If the Times is upset by this phenomenon, it must be troubled by the company it keeps. To our personal recollection we have seen thousands of words of juror comment in newspapers coast-to-coast.

Somehow the newspapers have found in the WBAL-TV case a suggestion of obstruction of justice. The foolishness of that argument is obvious. Before the program was put on the air the jury had reached its verdict and had been discharged, and the court had rejected all defense motions for reconsideration. Only the sentencing remained, and we can hardly imagine that the trial judge would be influenced in that decision by any television show.

No matter what the outcome of this incident, the program cannot be judged as an obstruction to justice. It may have tended toward sensationalism, but it in no way distorted facts. That is more than can be said of a good many newspaper stories about crimes and criminal prosecutions.
Latest rating figures* show:

**WGN Radio** has Chicago's most favorable image!

**WGN Radio** reaches more people!

**WGN Radio** has the highest average quarter-hour audience for entire week!

**WGN Radio** is No. 1 Chicago station in total audience!

**WGN Radio** has highest average hourly share of audience—12 midnight—6 a.m.

**WGN Radio** delivers an adult audience! More than 9 of every 10 listeners are adults!

For full facts on why adult listeners like **WGN Radio**'s sound, advertising and programming, write to WGN Research for a study by Market Facts, Inc., on the images of Chicago radio stations.


---

**In Chicago**

**WGN RADIO**

means quality programming and dedicated community service

Chicago: 2501 Bradley Place, LAmenos 8-2377
New York: 220 E. 42nd Street, MURray Hill 2-7343

Represented by Edward Petry & Co., Inc., except in Chicago, New York, Philadelphia and Milwaukee

Member of Quality Radio Group, Inc.
More than 60 of America's leading, creative radio stations are marching ahead in their markets with CRC'S SING ALONG JINGLES, Volume I. And, as a result of this phenomenal acceptance and rousing success of SING ALONG Volume I, there's now a SING ALONG JINGLES, Volume II ... 15 stirring new station promotion jingles creating an audience participation with YOUR station I.D.'s unparalleled in broadcast history. Really, they're that good! Call or wire collect TODAY for FREE audition.

Commercial Recording Corp.