The tv networks next season: a full report on the near sellout

Summit meeting at Northwestern U. weighs
FCC's regulatory power

Clearing house for radio-tv spot billings offered broadcasters

Full explanation of the steps being taken to strengthen uhf

COMPLETE INDEX PAGE 7

AUGUST 7, 1961

RADIO is a helping hand

Only radio is the constant shoulder that guides us throughout the day. Only radio gives us knowledge we need—quickly, completely, reliably. And, only Spot Radio lets you pinpoint your message at the time and place precisely right for you.

KOB Albuquerque
WSB Atlanta
WGR Buffalo
WGN Chicago
WFAA Dallas-Ft. Worth
KDAL Duluth-Superior
KPRC Houston
WDAF Kansas City
KARK Little Rock
WINZ Miami
WISN Milwaukee
KSTP Minneapolis-St. Paul
WTAR Norfolk-Newport News
KFAB Omaha
WIP Philadelphia
KPOJ Portland
WJAR Providence
WRNL Richmond
KCRA Sacramento
WOAI San Antonio
KFMB San Diego
KMA Shenandoah
KREM Spokane
WGTO Tampa-Lakeland-Orlando
KVVO Tulsa

Edward Petry & Co., Inc.
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS
WTR effigies

WHEELING

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

ART DIRECTOR
(RULER BRUSH MAN)

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
WTRF-TV Wheeling!
As Baltimore grows so grows WCBM

WCBM—Specialists in Adult Radio—reaches the ever-expanding audience of DECISION MAKERS

Everywhere you go in Baltimore and its vast suburban area you see growth . . . BIG GROWTH . . . more homes, more stores, more shopping centers, more construction of all types including the $100,000,000.00 Charles Center in downtown Baltimore. BIG GROWTH means BIG SALES for all products and services! Keep pace with this amazing growth through WCBM . . . the radio station that is growing with a growing Baltimore! Reach the ever-increasing ADULT audience . . . the DECISION MAKERS you must reach if you want your sales to grow in Baltimore.

A CBS RADIO AFFILIATE
10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

BROADCASTING, August 7, 1961
You Can’t Miss

Your message on KRLD-TV reaches more homes in the Dallas-Fort Worth market than on any other station. The June, 1961 ARB Market Report shows KRLD-TV far ahead of the field. For instance, in the Average Quarter-Hour Homes Reached Survey, 9 a.m. to Midnight, Sunday through Saturday, Channel 4's share was 39.2% greater than that of Station B, 27.2% greater than Station C, and 246.4% greater than Station D.

Reach the Dallas-Fort Worth market EFFECTIVELY With Channel 4.

KRLD TV
THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Represented nationally by Advertising Time Sales, Inc.

Clyde W. Rembert, President

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

Northwestern U. Law School was so pleased with seminar on broadcasting regulation it sponsored last week (see page 62) that it asked some seminar visitors to come again. When NAB President LeRoy Collins, during seminar, suggested fall conference of broadcasters and FCC to thresh out program and regulation problems, FCC Chairman Newton Minow endorsed idea, and Northwestern Law School dean, John Ritchie III, promptly invited conference to meet at Northwestern.

ABC-TV made video tapes of Northwestern sessions and will offer them to all stations, affiliated with ABC-TV or not, as well as to other networks. Leonard Goldenson, president of ABC's parent ABPT, and Ollie Treyz, ABC president, attended seminar as observers. They figured it cost ABC $10,000 for tape recording.

Getting ready

U. S. Census Bureau, anticipating storm of squawks over its new and shrunk radio-homes saturation of 91.3% for 1960 census (see story page 82), is considering special study of homes that reported they had no radios in working order. Do-it-yourself census method in 1960 had no built-in accuracy check of answers in housing-appliance questionnaire.

Specials for specials

Rising esteem of news specials as vehicles for special advertising pushes was seen Friday with report that Elgin Watch Co. had signed for three hours long program on NBC-TV to promote watch-giving at Christmas. Advertisers usually have favored entertainment shows or print spreads for such special promotions. Elgin programs will be seen Nov. 28, Dec. 7 and Dec. 15 in prime-time. McCann-Erickson, New York, is agency.

Network representation

For first time in years a network-owned station representation organization is thinking of taking on new station clients. It's CBS Radio Spot Sales which would add couple of clients if right stations came along. They'd be replacements for two recently lost: WRVA Richmond and KSL Salt Lake City.

NBC Spot Sales which now represents no stations except network's own also is reported "willing" to add outsiders. FCC ban against non-owned television station representation by networks does not apply to radio. At moment CBS Spot represents WBT

Charlotte, WTOP Washington and KOIN Portland, Ore., in addition to network's o&os.

Return of the native

Climate at FCC hasn't been such in recent years that New Dealer James Lawrence Fly, 1939-1944 FCC chairman, would feel at home. Attitude in recent months has changed, so Mr. Fly presumably now feels more at ease about visiting his old battleground. Last Monday he had private lunch with Chairman Minow, and on Tuesday said hello to many former colleagues—commissioners and staff. Former chairman was in Washington for national bridge tournament.

Votes for violence

Touring hinterlands during past few weeks have been radio-tv program and account executives at number of agencies involved in action-adventure series slated on networks next season. Reason: some stations are showing reticence about carrying "too many" so-called "violent" programs, particularly new ones, in current anti-violence climate. Agencymen's mission is to convince reluctant stations that these programs are suitable fare.

Another monopoly probe?

Capitol Hill observers are speculating that Senate Antitrust and Monopoly Subcommittee will pick up where Senate Juvenile Delinquency Subcommittee leaves off in its inquiry into tv crime and violence. Question of monopoly control by networks has been raised in charges of Ziv-UA officials, at juvenile delinquency hearings. Ziv-UA said networks have virtual control of airwaves and use their power to dictate terms to independent producers. And one of Juvenile Delinquency Subcommittee members is Sen. Estes Kefauver (D-Tenn.), chairman of Antitrust Subcommittee, which has been zealously investigating similar complaints in other fields.

Jingle king

Richard H. Ullman Inc. may become exclusive sales agent for CRC jingles produced by Commercial Recording Corp. of Dallas. If contract is signed (perhaps this week), Ullman will be biggest jingle peddler in country. It already handles jingles made by IMN, Target and Ev Wren Productions. CRC jingles are mostly station promotion spots.

News nears profit

Radio Press International, voice news service which 18 months ago had 14 station clients and was deeply in red, today has 80 station subscribers in U. S. and Canada and is doing volume of roughly half million—close to break-even point. R. Peter Straus, president (and also president of WMCA New York), and Michael J. Minahan, general manager, last week indoctrinated members of FCC and of its Broadcast Bureau with purpose, scope and aspirations of RPI. Service is designed for independent non-network stations and is provided through 100 global correspondents, with key bureaus maintained in London, Washington and New York.

Profitable exile

Goar Mestre, Cuban broadcaster whose CMQ radio and tv networks were commandeered by Castro as one of dictator's first acts, has achieved success in Buenos Aires. For several months his ch. 13 station (half-owned by CBS), which has been on air since October 1960, has been No. 1 in audience in four-tv station market—largest in Latin America, with 850,000 tv homes. With him are 14 Cubans formerly on his CMQ staff to whom he gives major credit for his success in Argentina.

Program form hearing?

Those complicated program reporting forms that FCC proposes to add to license applications may be head- ed for congressional investigation. Rep. William Avery (R-Kan.) is behind move to get audience for protesting broadcasters before House Small Business Committee's Subcommittee No. 6 which may hold hearings on other radio-tv subjects (see story page 74). Rep. Avery wants to explore question whether proposed forms threaten censorship. He also wants Congress to be shown how much clerical work preparation of forms would entail.

South American way

Broadcasting has representative on delegation of businessmen-observers at Inter-American Economic and Social Council meeting this week in Uruguay. He's Theodore F. Koop, CBS Washington vice president. There are 14 in observer group which is attached to official U. S. government delegation.
A because Atlanta is different from Milwaukee...

and because people are different in different markets... Storer programming is different! We put together a flexible format to fit the needs of the community... making it local in every respect. That's why Storer Stations are liked, watched and listened to—why they rate high in the 9 key markets where they are located. Local programming—quality-controlled—assures you the best is being presented. You know you've made the right buy when you buy a Storer Station. Storer representatives have up-to-the-minute availabilities at their fingertips. Important Stations in Important Markets.

*WITI-TV now leads in prime time.
WEEK IN BRIEF

It's SRO around the television networks, outside of a few scattered bits. All this despite the enthusiastic advance belittling of the autumn program lineup by assorted critics. Production costs are at a peak. See . . .

TV NETWORKS NEAR SRO . . . 35

The 1960 U. S. Census has what at first glance appears to be bad news for radio—a drop in home saturation of over 4% in a decade. A careful analysis of the figures, however, points to an apples-oranges comparison. See . . .

THOSE CENSUS RADIO FIGURES . . . 82

Gutty problems of broadcast regulation were kicked around by experts, including FCC Chairman Minow, at two-day seminar held by Northwestern U. Chairman figures test of First Amendment could solve basic issues. See . . .

CENSORSHIP—BEFORE, AFTER . . . 62

Speaking of regulation, the North Dakota Broadcasters Assn. would like Mr. Minow to know there really are two sides to many questions. Succinct comments dealing with seven of the more controversial issues. See . . .

OPEN LETTER TO MR. MINOW . . . 78

Want to get into uhf? The FCC's offering attractive bait in an effort to lure applicants into the upper part of the tv spectrum. A ducks-in-a-row explanation of exactly what's going on along Pennsylvania Ave. See . . .

CHANCE FOR UHF BUILDUP . . . 54

He's controversial, this man Collins. As NAB president, Florida's ex-Governor has spoken out on some delicate matters. Lately he's been in the FCC program-form fight. His own views in his own words. See . . .

THE COMMENTS OF COLLINS . . . 64

Television continues to offer attractive prospects to capital. Last week the FCC approved $30 million in station sales, topped by WKBW Buffalo aural-video purchase and important am-fm Paterson, N. J. transfer. See . . .

$30 MILLION BUYS OKAYED . . . 90

Once again the FCC has shifted a renewal hearing to the hustings. And the community, Lewisburg, Pa., couldn't care less about the government goings-on in the case of the FCC vs. WITT. The audience—one. See . . .

WITT HEARING IGNORED . . . 76

Tv's a real bargain for advertisers—that is, if the commercial has a good creative idea. Leo Burnett, one of advertising's top-drawer people, tells Chicago conference the right selling approach is basic. See . . .

IDEA MAKES THE TV AD . . . 42

Spot business will be easier to transact, according to the format of Broadcast Clearing House. This automated billing service is slated to start early next year. Others are contemplating similar spot services. See . . .

CLEARING HOUSE FOR SPOT . . . 38
3 OUT OF 4!!

THAT'S WHAT WE CALL "REACH"!

There were only FOUR instances of Nielsen-surveyed stations in the U. S. reaching more than 1-million unduplicated homes for a 3 hr. day part in the month of May. WLS did it THREE out of the four times.

Look 'em over. These are the three day parts in which WLS reached over 1-million unduplicated homes (three-hour day part, Monday-Friday . . . four-week cumes):

3-6 PM ..................... 1,142,900 homes
6-9 PM ..................... 1,202,300 homes
9-12 Mid ................. 1,084,900 homes

That's what we call reach. The Nielsen Station Index for the Chicago Area, May, 1961, showed WLS was reaching 975,000 different homes in four weeks in an average day part . . . 49 percent more than the next Chicago station!

So . . . see your JOHN BLAIR man, put on your goggles, and climb in. WLS is flying high and reaching your customers!
Vermont tv saturation

Vermont had 87.8% tv home saturation in April 1960, according to first state figures released by U. S. Census Bureau. Bureau found 90,019 homes had one tv set, 7,325 had two or more sets. Census Bureau found 102,736 of 110,732 homes had one or more radios, or 92.8%. This compared with 96.8% saturation in 1950.

MINOW CHARGES 'REWITING'

Pierson denies intent to persecute FCC chairman, gains Jaffe support in rebutting Minow position

FCC Chairman Newton Minow took "vigorous exception" to what he felt was "violently imperfect rewriting" of both his recent NAB speech and his other views by Theodore W. Pierson, partner in Washington law firm of Pierson, Ball & Dowd, in Pierson paper presented Friday morning at Northwestern U. Law School symposium.

Mr. Pierson's basic legal thesis was that FCC program review is illegal censorship and he observed that "the area of commission consideration of overall programming is but a vast wasteland of withered liberties that should not be preferred over the 'vast wasteland' Mr. Minow found one long boring day and night before his tv screen" (see page 62). But FCC chairman felt Mr. Pierson's "anger" should be with law and not with commission or chairman. He suggested Mr. Pierson should realize that "the power of broadcasting today is centralized in the hands of a few very people" and it is FCC's intent to break that. "If the law is wrong, it should be taken to court and changed," Mr. Minow asserted.

Nothing Personal • Later, Mr. Pierson said that during meeting break Chairman Minow expressed feeling Pierson paper was personal attack and for record he is sorry FCC chairman mistook his intent which certainly was not personal. Mr. Pierson said issues far outdate Mr. Minow who only picked up "tools" he found lying around at FCC and applied them more assiduously than anyone else since former Chairman James Lawrence Fly. Mr. Minow replied that he understood.

Mr. Pierson's position—denying FCC's claim it can legally link program responsibility to "privilege" of broadcast licensee, to operate in "public domain" frequencies—was saluted by Harvard Law School's Prof. Louis L. Jaffe, who said, "I deplore this use of privilege to censor." Prof. Jaffe, however, felt this is not "central issue" and said he hopes Mr. Minow will recede some and "stake his flag at the scarcity argument." It was Prof. Jaffe who previous day had spied possible constitutional defects in Mr. Minow's lengthy dissertation on censorship.

Prof. Jaffe said that because of scarcity factor he can see no censorship violation in broad requirement for balance in "services" or types of programs, despite his basic high regard for all media "of free speech."

Scarcity argument, however, was countered by Mr. Pierson, who noted there actually are three times as many stations as newspapers, yet broadcasters do not enjoy same freedom as press. Only limitation permissible should be natural economic law, Mr. Pierson indicated.

Depends On Person • To questions, Prof. Jaffe said it is "impossible" to define "good" television and in ultimate analysis all programs are good programs, depending on who is looking at them.

Commenting on Thursday talk by NAB President LeRoy Collins, Prof. Jaffe said he likes idea of "diversity and balance" in programming by market rather than by station but admitted this concept has administrative problems for FCC.

Expressing concern about what FCC is going to do about regulating network, Prof. Jaffe felt networks already are "moving in the direction of providing exactly the kind of programs that the FCC wants." He was worried lest FCC revert to some outdated chain broadcasting view and stifle progress now unfolding. He said he feels chain regulation issue would become most important problem before FCC in near future.

NAB Board Chairman Clair McCollough told meeting he is "tremendously impressed" with symposium and particularly with contribution by Prof. Jaffe. Mr. McCollough said he intends to "pursue" Harvard teacher for possible legal work for NAB.

King Skeptical • As ideological exchange intensified, former FCC member Charles H. King observed that "if this group can't agree on the issues, how can we expect any centralized council to do so?" Allusion was to advisory group proposed for FCC by Dean Roscoe L. Barrow of U. of Cincinnati Law School.

Mr. King said he also is "pleased" to hear Prof. Jaffe's position questioning concept of broadcaster's "public trust" responsibility merely because he is li-
licensed on airwaves. Mr. King recalled basic law school training that went against concept of public "ownership" of airwaves because, to be owned, something must be reducible to possession.

Fairfax Cone, executive committee chairman of Foote, Cone & Belding, criticized attacks on tv by witnesses like George Jessel and Worthington Minor during FCC's program hearing in New York in June. Mr. Cone said, "It's just plain untrue" that rating services never call anybody or that sponsor contracts specify so many killings in programs. Mr. Cone was upset at distorted picture of tv and advertising public gets through play of such stories in press.

Mr. Cone said he personally feels "advertisers should be involved in no way with programs" and observed that "the magazine concept is really almost here." He said only bare handful of full-program sponsorships are left in tv today.

Quaal, Collins Disagree * WGN Inc. Executive Vice President Ward Quaal disagreed with NAB President Collins' ideas on specialized stations and felt "every station does have an obligation to provide balanced programming." Otherwise backing Gov. Collins, Mr. Quaal said NAB codes have "done a tremendous job."

Time Inc. Vice President Sig Mickelson said that on basis of his former CBS experience he can say with authority that advertisers exercise no control over information programs ("negligible" negative control, if any) and only "minimum" control over other type shows.

Constant Novik, emphasizing concern over decay of radio programming, said he can't wait another 30 years for court ruling on free speech issue. "Chairman Minow is right in the law until he is challenged in the courts," Mr. Novik asserted. He added that he feels proposed fall radio conference should be called by FCC itself, not by outside group.

John W. Guider, president of WMTW-TV Poland Spring, Me., felt two-day meet had "cleared the air" of many misconceptions and wished all licensees could have attended.

Peter Goelet, president of National Audience Board, expressed appreciation for wide industry support in his group's mission to tell positive side of broadcasting to public. He hoped for "qualitative" ratings in addition to quantitative measurements to aid tv progress.

Curtis buys NBC-TV pieces

Three NBC-TV participating shows for next season are nearer sell-out status with order Friday (Aug. 4) from Helene Curtis industries for segments in Saturday Night at the Movies, 87th Pre-cinct and Pick Powell Show. Agency: Edward H. Weiss Co., Chicago. (See story on fall season, page 35).

Meanwhile, NBC-TV picked up additional summer order from Proctor & Gamble, through Benton & Bowles, for minutes in Laramie and Michael Shaye. P&G's schedule starts this week and continues through mid-September.

Network regulation again asked by FCC

FCC has renewed its plea to Congress for authority to regulate networks. Commission said its present regulatory authority, which extends only to individual station, is not sufficient to assure that airwaves will be used in public interest.

Request was contained in Aug. 1 letter to Sen. John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee. Letter, being released by senator's office today (Aug. 7), adds that authority to license networks, proposed by some congressmen, is not necessary.

Commission's letter was in response to series of questions put to FCC by Sen. Pastore in April, and amounts to progress report on status of its continuing study of networks. Sen. Pastore said he wanted information to help him in preparing program for his subcommittee.

MGM-TV plans legal drama

MGM-TV said Friday (Aug. 4) it is developing hour-long series for 1962-63 season based on life of Jake Ehrlich, famed San Francisco criminal lawyer, entitled 33 Montgomery, address where Mr. Ehrlich does his business. Series will be "non-violent" legal drama. Format is being developed by E. Jack Newman, who wrote pilot for Dr. Kildare, MGM-TV-produced show starting on NBC-TV in fall.

United votes to buy 12 Friendly outlets

Stockholders of United Printers & Publishers Inc., Boston, voted (404,253 to 8,397) approval late Aug. 3 for acquisition of Friendly Group's 12 broadcasting properties (BROADCASTING, July 24).

New York stockholder Bertram Field (owns 100 shares of United Common) protested proposed acquisitions at company's annual stockholders meeting at Dedham, Mass., and said through his attorney, Mortimer Shapiro, New York, that he has filed suit against company in Delaware (where United is incorporated).

Among Mr. Field's complaints: United is overpaying for stations and did not list full extent of its indebtedness on proxy statement. He also charged Friendly Group owes $900,000 to Follansbee Steel Corp., which is controlled by Louis and Jack Berkman, who in turn hold several thousand shares of United.

Friendly Group (WSTV Inc. and WPIT Inc.) includes WSTV-AM-FM-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WBOY-AM-TV Clarksburg, W. Va.; WRGP-TV Chattanooga, Tenn.; WPIT-AM-FM Pittsburgh; WSOL Tampa, Fla.; and WRDW-TV Augusta, Ga.

United, which makes greeting cards and specialty items, is offering $1,350,-000 and transfer of an estimated 175,000 shares of company stock for stations.

Application for approval has not yet been filed with FCC.

Conferences okay FCC money

FCC's full budget request of $12,-525,000 was approved Friday by Senate-House Conference Committee. Action, which goes back to both Houses for final vote, represents victory for Senate. Upper chamber had voted to grant commission its total request after House cut it by $125,000 (see earlier story, page 74).

Senate names conferes

Senate on Friday appointed its members of joint Senate-House conference committee to work out differences between FCC-reorganization bills passed by both chambers (see earlier story, page 74).

Named to Senate delegation were Sens. John O. Pastore (D-R.I.), Strom Thurmond (D-S.C.), Gale McGee (D-Wyo.), Clifford Case (R-N.J.), and Norris Cotton (R-N.H.). All are members of Communications Subcommittee. House will appoint its conferes this week.
Building a fence around a city makes as much sense as using the Standard Metropolitan Statistical Area concept of market evaluation. Proving the point: Atlanta and Miami have SMSA populations of 1,017,188 and 935,047. The Charlotte SMSA population is 272,111 by comparison. . . BUT the total Charlotte TV Market is first in the Southeast with 651,300 TV Homes.*

Nailing it down: WBTV delivers 55.3% more TV Homes than Charlotte Station "B."**

* Television Magazine—1961
** ARB 1960 Coverage Study—
Average Daily Total Homes Delivered

WBTV

Channel 3 Charlotte / Jefferson Standard Broadcasting Company

Represented Nationally by Television Advertising Representatives, Inc.
WLW Radio daytime audience has soared to Number 2 spot in the Nation among the more than 4,400 U.S. Radio Stations! That's quite a position — second to one!

And in Cincinnati, WLW still overwhelmingly holds the first place crown—70% of the daytime total audience and 35% of the daytime metropolitan Cincinnati audience.

So when you're buying Radio time, take a good look at these figures and charts . . . and you'll see why you should call your WLW Representative . . . you'll be glad you did!
TOTAL AUDIENCE OF CINCINNATI RADIO STATIONS (January–February 1961 NSI)
Number of Radio Homes Reached Per Broadcast—Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM.

CINCINNATI AUDIENCE (January–February 1961 NSI)
Number of Radio Homes Reached Per Broadcast—Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM—projected against 320,000 radio homes in metro Cincinnati.

WLW
Station B
Station C
Station D
Station E

WLW Radio Nation’s Highest Fidelity Radio Station—Crosley Broadcasting Corporation
WMCT, MEMPHIS · CHANNEL 5 · NBC

Z O O M S

ZESTA SALES

WINS MAJOR AWARD

Earl Moreland, WMCT Station Manager holds the

citation which reads:

1st PLACE AWARD
South Central Region

"THE STRIETMANN BISCUIT COMPANY" awards this

plaque to station WMCT. In competition among

thirty-one stations in fifteen markets, station WMCT

combining an imaginatively conceived, superlatively

executed promotion plan with outstanding selling

strength accounted for the largest sales increase in

Strietmann's South Central marketing area during

the period September through December 1960."

INVEST YOUR ADVERTISING DOLLARS WITH THE STA-

TION THAT SELLS MORE PEOPLE OVER A LARGER

AREA THAN ANY OTHER MEMPHIS TELEVISION

STATION.

DATEBOOK

A calendar of important meetings and

events in the field of communications

*Indicates first or revised listing.

AUGUST

Aug. 6-8—Georgia Assn. of Broadcasters, annual summer convention. Speakers include

Frank Fletcher, immediate past president of Federal Communications Bar Assn.; FCC

Commissioner Robert T. Bartley and Sen.

Herman Talmadge (D-Ga.), King & Prince

Hotel, St. Simon's Island, Ga.

Aug. 7-11—American Bar Assn., 84th annual meeting, 15 principal hotels and Kiel Aud-

itorium, St. Louis. To be addressed by President Kennedy and numerous other top

government officials, including special pres-

dential assistant James M. Landis and

chairmen of "big six" regulatory agencies,

including FCC and FTC.

Aug. 11-12—Texas Associated Press Broad-

casters Assn., fourteenth annual meeting.

Hotel Lincoln, Odessa, Tex.

Aug. 12—New Mexico Broadcasters Assn.,

meeting, Alvarado, Albuquerque.

Aug. 15—Reply comments due on FCC

rule change requiring broadcast announce-

ment of financial interest held by station

management or employees in products or

services promoted on air (plugola).

Aug. 18-19—Oklahoma Broadcasters Assn.,

meeting. Lake Murray Lodge, Ardmore.

Aug. 21-30—ABC Radio Affiliates Meetings.

A series of four regional meetings for net-

work officials and representatives of af-

filiated stations. The schedule: Aug. 21, New York, Sheraton-East Hotel; Aug. 23, San

Francisco, Mark Hopkins Hotel; Aug. 28, Chicago, Sheraton-Chicago Hotel, and

Aug. 30, New Orleans, Sheraton-Charles

Hotel.

Aug. 22-23—Annual Defense Commu-

nications Seminar, National Industry Advisory

Committee, under sponsorship of FCC. De-

fense Commissioner Robert T. Bartley will

moderate first day; Assistant Defense Com-

missioner Robert E. Lee, the second day. FCC Chairman Newton N. Minow will ad-

dress the meeting. Departmental Au-

ditorium, Washington, D. C.

Aug. 23-25—1961 Western Electric Show &


Aug. 25-29—Arkansas Broadcasters Assn.,

fall meeting, Sam Peck Hotel, Little Rock.

Aug. 26—Broadcasters Sales Management

Conference, sponsored by U. of Mississippi

and Mississippi Broadcasters Assn. King

Edward Hotel, Jackson, Miss.

SEPTEMBER

Sept. 2—Ninth annual California State

Fair Press-Radio-TV Top Story Awards ban-

quet in Governors Hall, State Fair

Grounds, Sacramento, Calif. Medal awards

presented for best news and public serv-

BROADCASTING, August 7, 1961
"This summer, the Seven Arts feature films are producing high ratings you’d be proud to get in the fall! These powerful attractions have given us what we needed to hold a lead in a town where leads are traditionally hard to hold.

“We’re using Warner’s ‘Films of the 50’s’ on our ‘Theatre 9’, right smack in the middle of Los Angeles’ Sunday night prime time. The show was sold out before we started, and you can see from the ratings what these Warner pictures are doing for our participating advertisers.”

ARBITRON AVERAGE SHARE

Four Sundays, June 11, 18, July 2, 9, 7:30-10:15 p.m.

<table>
<thead>
<tr>
<th>Station</th>
<th>Average Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>KHJ-TV</td>
<td>36%</td>
</tr>
<tr>
<td>STATION A</td>
<td>25%</td>
</tr>
<tr>
<td>STATION B</td>
<td>12%</td>
</tr>
<tr>
<td>STATION C</td>
<td>3%</td>
</tr>
<tr>
<td>STATION D</td>
<td>18%</td>
</tr>
<tr>
<td>STATION E</td>
<td>4%</td>
</tr>
<tr>
<td>STATION F</td>
<td>2%</td>
</tr>
</tbody>
</table>

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

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

For list of TV stations programming Warner Bros. “Films of the 50’s” see Third Cover SRDS (Spot TV Rates and Data)
THEY BUY!

If you're driving for better sales in the Johnstown-Altoona market, you'd do well to take a "test ride" on WJAC-TV.

More people watch WJAC-TV than any other station, according to both ARB and Nielsen. But, more important, these people go out and buy the products they see on WJAC-TV.

Put yourself in the driver's seat, with a selling campaign on WJAC-TV!

For Complete Details, Contact:
HARRINGTON, RIGHTER AND PARSONS, INC.
New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

Ice programs broadcast by California radio and TV stations June 1, 1960-May 31, 1961; also for best newspaper and magazine stories of year.

Sept. 5—Comments due on FCC inquiry and notice of proposed rulemaking changing FM spectrum and looking into duplication of AM-FM programming.

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

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

Sept. 7-8—Start of RAB management conference in eight cities (see schedule in box below).


Sept. 11-17—Affiliated Advertising Agencies Network 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.


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

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


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

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


Sept. 21-22—Advertising Federation of America, 10th district convention. Hotel Mayo, Tulsa.

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

Sept. 24-26—Louisiana Assn. of Broadcasters, annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.


RAB management conferences
Sept. 7-8 Haddonfield, N. J.
Sept. 18-19 Sea Island, Ga.
Sept. 21-22 Dallas.
Sept. 28-29 Des Plaines, Ill.
Oct. 5-6 Omaha.
Oct. 9-10 Palo Alto, Calif.
“Charlotte’s WSOC-TV... really beefed up sales for Bunker Hill”
— Edward Acree, CW&A

Take a good commercial about a good product, and schedule it on WSOC-TV. Your sales results are bound to be successful. WSOC-TV serves America’s 19th largest tv market. Sells it, too. Carolina viewers know they can look at WSOC-TV for the best programming available. That’s why you get more for your advertising money on WSOC-TV... one of the great area stations of the nation.

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

Broadcasting, August 7, 1961
Stater-Hilton Hotel, Washington, D. C.  
*Oct. 9—Minnesota Broadcasters Assn., annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.  

OCTOBER  
*Oct. 2—Comments due on FCC's plan to utilize uhf spectrum, deintermix eight markets, add vhf channels at short spacing in 10 other markets.  
Oct. 2-6—Society of Motion Picture & Television Engineers, 90th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham, Eastman-Kodak, is program chairman. Among topics to be discussed: Subscription tv, tv equipment and techniques and tv recording. Lake Placid Club, Lake Placid, N. Y.  
Oct. 3-4—Advertising Research Foundation conference, Hotel Commodore, New York City.  
Oct. 5—Reply comments due on FCC inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.  
Oct. 6—Comments due on FCC's reopened option-time rulemaking. Reply comments will not be accepted.  

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. Setzler, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.  
Oct. 12—Seventh Wisconsin FM Station Clinic, Center Building, U. of Wisconsin, Madison.  
Oct. 13—Start of NAB fall conferences in eight cities (see schedule in box on page 14).  
Oct. 25-28—Sigma Delta Chi, 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.  
Oct. 27—Oral arguments on FCC's reopened option-time rulemaking.  
*Oct. 30-Nov. 1—Annual radio fall meeting, jointly sponsored by Institute of Radio Engineers and Electronic Industries Assn. Hotel Syracuse, Syracuse, N. Y.  

NOVEMBER  
Nov. 2-4—Assn. of National Advertisers, annual national meeting, The Homestead, Hot Springs, Va.  
Nov. 5-5—Broadcasters Promotion Assn., annual convention. Waldorf-Astoria Hotel, New York City.  
Nov. 10—California Broadcasters Assn., annual meeting. Mark Hopkins Hotel, San Francisco.  
Nov. 12-15—Public Relations Society of America, 14th national conference. Shamrock-Hilton Hotel, Houston. Final day of conference will be in Mexico City.  
Nov. 14-18—IBR, Mid-America Electronics Conference, Kansas City, Mo.  
Nov. 15-17—Television Bureau of Advertising, annual meeting, Statler-Hilton Hotel, Detroit.  

FEBRUARY 1962  
Feb. 26-March 1—NAB, seventh annual conference for presidents of state broadcasters' associations. Shoreham Hotel, Washington, D. C.

---

OVERWHELMING DOMINANCE* proves merit of balanced programming

**ARBR—March, 1961**

PERCENTAGE LEAD KNOE-TV OVER COMPETITION

<table>
<thead>
<tr>
<th></th>
<th>Monroe Metro</th>
<th>Ouachita Parish (County)</th>
<th>Total Homes</th>
<th>Monroe Metro</th>
<th>Ouachita Parish (County)</th>
<th>Total Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign on-9 AM</td>
<td>120.0%</td>
<td>70.3%</td>
<td></td>
<td>208.3%</td>
<td>120.0%</td>
<td></td>
</tr>
<tr>
<td>9 AM-12 Noon</td>
<td>89.5%</td>
<td>222.9%</td>
<td></td>
<td>133.5%</td>
<td>120.0%</td>
<td></td>
</tr>
<tr>
<td>Sign on-Noon</td>
<td>116.2%</td>
<td>161.5%</td>
<td></td>
<td>277.7%</td>
<td>120.0%</td>
<td></td>
</tr>
<tr>
<td>Noon-3 PM</td>
<td>95.7%</td>
<td>226.2%</td>
<td></td>
<td>321.9%</td>
<td>120.0%</td>
<td></td>
</tr>
<tr>
<td>3 PM-6 PM</td>
<td>99.5%</td>
<td>109.0%</td>
<td></td>
<td>208.5%</td>
<td>120.0%</td>
<td></td>
</tr>
<tr>
<td>Noon-6 PM</td>
<td>53.8%</td>
<td>172.7%</td>
<td></td>
<td>226.5%</td>
<td>120.0%</td>
<td></td>
</tr>
<tr>
<td>6 PM-10 PM</td>
<td>32.7%</td>
<td>105.4%</td>
<td></td>
<td>138.1%</td>
<td>120.0%</td>
<td></td>
</tr>
<tr>
<td>10 PM-Midnight</td>
<td>40.3%</td>
<td>101.5%</td>
<td></td>
<td>141.8%</td>
<td>120.0%</td>
<td></td>
</tr>
<tr>
<td>6 PM-Midnight</td>
<td>33.3%</td>
<td>104.9%</td>
<td></td>
<td>138.2%</td>
<td>120.0%</td>
<td></td>
</tr>
<tr>
<td>Saturday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign on-Noon</td>
<td>58.1%</td>
<td>111.1%</td>
<td></td>
<td>179.2%</td>
<td>120.0%</td>
<td></td>
</tr>
<tr>
<td>6 PM-10 PM</td>
<td>42.6%</td>
<td>159.7%</td>
<td></td>
<td>202.3%</td>
<td>120.0%</td>
<td></td>
</tr>
</tbody>
</table>

---

*Nielsen Station Index, March-April, 1961*

PERCENTAGE LEAD KNOE-TV OVER COMPETITION

<table>
<thead>
<tr>
<th></th>
<th>Total Homes</th>
<th></th>
<th></th>
<th>Total Homes</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 AM-Noon</td>
<td>84.4%</td>
<td>129.3%</td>
<td></td>
<td>129.3%</td>
<td>129.3%</td>
<td></td>
</tr>
<tr>
<td>Noon-3 PM</td>
<td>64.3%</td>
<td>96.8%</td>
<td></td>
<td>96.8%</td>
<td>96.8%</td>
<td></td>
</tr>
<tr>
<td>3 PM-6 PM</td>
<td>129.3%</td>
<td>129.3%</td>
<td></td>
<td>129.3%</td>
<td>129.3%</td>
<td></td>
</tr>
<tr>
<td>Noon-6 PM</td>
<td>96.8%</td>
<td>96.8%</td>
<td></td>
<td>96.8%</td>
<td>96.8%</td>
<td></td>
</tr>
<tr>
<td>Sunday-Saturday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 PM-9 PM</td>
<td>61.4%</td>
<td>61.4%</td>
<td></td>
<td>61.4%</td>
<td>61.4%</td>
<td></td>
</tr>
<tr>
<td>9 PM-Midnight</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 PM-Midnight</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 AM-Midnight</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**CBS * ABC**

A James A. Nee Station  
Represented by H-R Television, Inc.

KNOE-TV  
Monroe, Louisiana

The only commercial TV station licensed in Monroe

18 (DATEBOOK)  
BROADCASTING, August 7, 1961
THE BEST TO YOU EACH MORNING . . . is sold in the early evening. Kellogg's uses the Emmy-winning Huckleberry Hound to do the job of selling. And Huck is demonstrating the power and impact of the spot medium. Kellogg's schedules Huckleberry on a market-by-market basis, buying only the markets they want — the time periods they want. They're successfully selective, too! Your nearest HR Rep will be glad to show you how the spot medium will work for you!

Your nearest HR Representative will be glad to show you how the spot medium will work for you! Call him.

© HANNA-BARBERA PRODUCTIONS
Local radio programming: the unseen gem in the media mines

Recently a radio station program director called on me with a proposal to buy a 15-minute program on his local station. I was intrigued principally because of its novelty. You simply are not approached often enough to buy programs on radio these days.

It seems that sometimes we become so obsessed with the numbers game, circulation buys and the magazine concept we forget that program sponsorship can give a client many values over and above that of simply reaching large numbers of people for a given amount of money.

No two clients have the same broadcast advertising objectives. For many the blitz spot approach serves very well to get store action on a special promotion. There are, however, many clients who must not only sell their products—they must sell ideas. They must develop good will and they must keep their name in front of their customers and stockholders on a consistent basis. For these advertisers, the right kind of radio program, on a good station, at the right time, proves to be an excellent advertising and public relations investment.

There is a need in the marketplace. I have often wondered if a great deal of the dial-switching that goes on in radio is not, in part, because there is a great deal of sameness to an individual station's program schedule. I am thinking of the gal who uses radio as a companion to the drudgery of her housework during the day. I doubt that she is content to relegate her companion to a background noisemaker. She very likely would want to be stimulated by a succession of programming that would pique her interest, inform her, or entertain her.

There is a need in the marketplace. I call it "service" radio. These are stations that can be depended on to provide instantaneous news, weather reports and some entertainment values. My flag-waving is merely on the point that all radio cannot and should not be the same.

During the past 60 days, there have been a rash of people who have discussed with me why sponsors no longer have any program identification. Invariably, they cite Jack Benny Jello and Lucky Strike Hit Parade programs as classic examples of the finest in sponsor-program tie-ups. I really have not had a good answer except to point out that radio programming and radio buying have assimilated most of the trends of television programming and buying. When television costs started increasing and more individual sponsors were splitting the tab on a given program, the magazine concept became more prevalent on radio. This, coupled with spots, the demise of traditional radio network programming and the high cost of programming radio at the local level led to our current scarcity of program advertisers.

To Attract Clients • Local programming does not have to be expensive. News, sports, public affairs and special events are traditional and effective program vehicles. Many station operators could attract clients simply by developing the resources at hand.

One of the most satisfying things in broadcasting is to see a client who has never used radio try it for the first time and be highly successful. Many companies, as we pointed out, have no need for spot announcements to sell their products. They can, however, receive much benefit from their identification with a top-flight newscaster. Program advertisers can be developed, in my opinion, from that list of clients which stations have been unable to entice for lack of reasons why they should be in radio.

With the pure volume of advertising on the airwaves every day, we are constantly looking for ways an advertiser's message can stand out. One way is obvious. That is to produce top quality commercial messages. Maybe we have overlooked the other possibility. That is to recommend that certain advertisers use the right program vehicles.

Whether programs be 5, 15 or 30 minutes, the cumulative effect that can be gained by proper use is worth many times the slight additional costs.

I am fully cognizant that one of a station operator's toughest jobs is to get his program ideas transmitted to the proper agency or advertiser at the right time. As agency people, we have an increasing responsibility to provide our clients, through our media departments and account groups, with detailed recommendations on how to spend radio dollars most effectively.

No Other Word • I believe that perhaps the most over-used term in the broadcast business is "creative selling," but it is the only way I can think of to describe what I think representatives and stations can do to help agencies do a better broadcast job for clients—especially when it comes to programming.

Most agencies want ideas that make sense for clients using radio. Therefore, specific program ideas tailored to the specific needs of clients are usually of interest to agencies.

Perhaps, our visiting program director has a good point. The great hope for survival in local radio seems to rest in better local programming. I have seen much improvement in the past six months. Much of the noise is disappearing and stations are becoming more knowledgeable about programming for their particular markets and, in many cases, for a segment of the audience. In my opinion, stations can still improve their product—programming—just as agencies and advertisers can improve their product—on-the-air advertising. Am stations must program foreground listening. It seems that automation and formula broadcasting have lulled some operators into thinking they are licensed to operate an IBM-like machine into which you feed a mix of music, news and commercials.

The public is bound to tire of listening to a machine and will go to the guy down the dial who is programming with the basic idea that radio is essentially one of our best means of communication.
...ONE stands out!

Take the full measure of the medium — one station is always a standout. In the rich New Haven-centered market it serves, WELI radio is your most productive buy. Ask your H-R man for a WELI Plus-Radio* plan. In Boston call Eckels.

*Full-scale merchandising — from Sound to Sales

The Sound of New Haven 5000 watts
talk about
The recent debut of NEWSCLOCK ... WCKY's total news and information programming ... has Cincinnati talking, and LISTENING to talk on WCKY. And that word "listening" is the key one to WCKY advertisers. For, total news and information programming is "pay attention" radio ... radio that is no longer a background ... radio that commands the listener's attention for both the program AND the advertising message ... against a backdrop of the SOUND OF BEAUTIFUL MUSIC ... the world's finest, most listenable music ... There's lots of talk in Cincy about WCKY, and WE'RE doing a lot of talking via: Billboards, air promos, bus sides, newspapers, direct mail, movie trailers, and contests. Talk about WCKY with your AM Radio salesman.
NO ONE ELSE
CAN MAKE THAT
STATEMENT!

...JUST US!

Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.

Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.

A Little Learning is a Dangerous Thing

But you're safe in the growing Greenville-Washington Market. Thirty Colleges and Universities and more than 350,000 students mean a lot of learning and a lot of buying power in this market dominated by WITN and WNCT. Consider that educated idea when you're planning your next campaign. Avails and details are yours for the asking.

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

OPEN MIKE ©

On spear carriers

EDITOR: . . . Thanks to Broadcasting for a warning (and wonderful) line in a late editorial (EDITORIALS, July 3) that indicates our fast trend to the authoritarian state: "Television may have deficiencies but it is not an animal to be baited by every bureaucrat in Washington who happens to be given a spear."—Ranulf Compton, President, WARN Ft. Pierce, Fla.

Yearbook-Marketbook

EDITOR: Broadcasting Yearbook-Marketbook has been recommended to our organization by Mr. E. MacDonald Nyphen, acting director of electronics division, U. S. Dept. of Commerce, Washington.

We would appreciate very much if you could send us by air mail the latest copy. . . . Rod F. Raymond, American Reference Service, Paris.

Wrong rep

EDITOR: . . . You carried a statement (BROADCAST ADVERTISING, July 17) that representation of WRR was being taken over by [Robert E. Eastman & Co.] . . .

This is not true. We are being represented by the Gill-Perna organization. . . . —Durward J. Tucker, Managing Director, WRR Dallas.

[BROADCASTING's error resulted from misinformation concerning the result of negotiations between rep and station.]

Wide area phones

EDITOR: VERY INTERESTED IN STORY (BROADCAST ADVERTISING, JULY 24) WHICH SAYS AVERY-KNOX CLAIMS TO BE FIRST STATION REPRESENTATIVE FIRM TO ACQUIRE WIDE AREA TELEPHONE SERVICE FACILITIES. TO KEEP THE RECORD STRAIGHT, CBS RADIO SPOT SALES HAS BEEN USING WIDE AREA TELEPHONE SERVICE SINCE MARCH 14. . . . Maurice Webster, vice president and general manager, CBS Radio Spot Sales, New York.

Plea for price data

EDITOR: Why don't the manufacturers of broadcast equipment—who use your magazine to tell us of their products—mention what the products cost? . . . Most of us haven't the time to write the factory to see what it costs and then determine whether or not we want it.

I can understand that the price of a service may vary from market to market and the rate structure in an advertisement might be confusing. But a cartridge tape, for instance, should have the
Here's the big three from ABC FILMS—each available for local stations for the first time. Turn the page and take a good look at three big ways you can build more audience, more sales with ABC FILMS INC.

THE FINEST FILMS FOR TELEVISION FROM ABC FILMS INC.
Praised by Sen. Thomas Dodd (D., Conn.) chairman of the U.S. Senate Subcommittee on Juvenile Delinquency, as an example of a "good" action-adventure show that could be successful without being unduly violent.

(from BROADCASTING, June 19, 1961)
LEGEND OF

EARP

78 EPISODES* OF TV'S MOST OUTSTANDING ACTION-ADVENTURE SERIES AVAILABLE NOW IN SYNDICATION!
*Up to 226 episodes available in some markets. Check your ABC Films representative.

"WYATT EARP" after a six year network run with a record breaking 37.6% share of audience.

"WYATT EARP" on network this season has an average rating of better than 20.0—reaching more than 13,000,000 homes each week.

"WYATT EARP" is pulling powerful ratings in market after market...big and small...north and south...east and west! NOW is the time to get with the biggest syndicated buy of them all...The Life and Legend of Wyatt Earp. For complete information, call or write

ABC FILMS, INC.
1501 BROADWAY—LA 4-5050
NEW YORK 36, NEW YORK
NOW LOCAL STATIONS CAN GO 'ONE STEP BEYOND'

John Newland hosts 94 episodes representing the most exciting dramas in or out of this world. Top names star in the incredible, true life dramatic experiences beyond man’s ken. It’s another fascinating, first-run off network, first quality series from ABC Films. Every episode a chilling, supernatural spectacular, to help you achieve supernatural sponsor and rating success this Fall. On the network – as “Alcoa Presents” – this superbly produced series gained top local ratings, all across the country. And the largest segment of this audience was the family “buyer” – the adult female. That’s why these half hours are geared to take you that one step beyond the reach of all local competition. Use the phone, telegraph, mail or mental telepathy – but do it at once – contact your sales representative from ABC Films, Inc.

ABC FILMS, INC.
1501 BROADWAY,
NEW YORK 36, NEW YORK LA 4-5050
I STEP BEYOND
NOW AVAILABLE FOR LOCAL STATIONS
170 POST '50 CARTOONS
'CASPER
THE FRIENDLY GHOST
& COMPANY'

(Co-starring HERMAN & KATNIP, BABY HUEY the Baby Giant, LITTLE AUDREY, BUZZY the CROW)

Here's the cartoon package that's got everything:
Top production value because they were produced by Paramount for theatrical consumption — each at the cost of over $50,000. And they're available in color or black and white up to date story line and look because they're post 1950. Longer program life because they run 6 to 8 minutes each — 20% longer than the "made for TV only" product. They're a complete package with timed openings, closings and bridges for better station programming.
More kid appeal because they're fully animated with complete and original scoring effects.
Top track record because they outrated everything in sight — pulled an astonishing 55% share of audience against network competition.
Pre-sold popularity because these are the most highly merchandised cartoons in TV today.
That's right, Casper The Friendly Ghost and Company gives you everything you need to program a brand-new, top-rated kid's strip or to add tremendous new rating power to an existing show.
These are going to go and they're going to go fast. Do it now — phone or wire

ABC FILMS, INC.
1501 BROADWAY, NEW YORK 36. LA 4-5050
there is nothing harder to stop than a trend

Like the weather, ABC-TV continues hot in the run for summer ratings. Again places first where first place means most: in the competitive TV markets offering viewers a three-network programming choice. They choose...Nielsen tallies...and the trend keeps right on trending.

ABC Television

TV NETWORKS PUSH FOR SELL-OUT

- Only small pickings still available in prime-time slots
- $7.1 million production tab will be biggest in history
- Program profile similar to '60 despite 34 new shows

Sales as well as the programs on the television networks' fall schedules are now virtually locked in, with little more than remnants left for late-buying advertisers.

For the most part, the remnants consist of bits of participating shows or co-sponsorship positions in some hours.

The networks look forward to a near sell-out season despite critics' advance condemnation of a program charting that on the surface at least would not appear essentially different from that of the past season.

The big advertiser chips already are stacked. And there's this at stake:

- Weekly production costs will be the biggest in history. A new record will be set of $7.1 million in regularly scheduled shows, according to Broadcasting's estimates. This is up some $300,000 from the 1960-61 season's $6.8 million, a previous high.
- A total of 34 new shows will be on the air in the fall, subject to the usual (and probably more critical) test of public acceptance. This is 12 fewer new shows than were scheduled at the outset of last season.

On page 36-37 Broadcasting lists all the nighttime shows now in the network prime-time schedules. Here is an accounting based on these lists:

- Of the 34 new shows, 11 will be on ABC-TV, 10 on CBS-TV and 13 on NBC-TV.
- There will be 68 shows returning from last season. Of this number 24 will be on ABC-TV, 28 on CBS-TV and 16 on NBC-TV.
- Advertisers now attempting to place their business on the network schedules would find a little less than 2 1/2 hours open, unless they were to accept a place in periods in which they would be but one out of several participating sponsors.

Each of the networks indicates the chance of change in programming to be slim from this point to the season's start. Where viewers will detect differences (as to toning down of violent action in some cases, or so-called "uplift" in content) will come in content of existing shows.

Here, by network, is a rundown of programming that can be purchased in whole or part:
   ABC-TV • Except for Straightaway all of the network's unsold time is in small pieces of the following programs:
   Bugs Bunny, Tues., 7:30-8; New Breed, Tues., 9-10; Cheyenne at 7:30, and Ben Casey at 10, both Mon.; Bus Stop at 9, and Adventures in Paradise at 10, both Sun.; Roaring 20's at 7:30 and Leave It to Beaver at 8:30-9; both Sat.; Steve Allen on Wed., 7:30-8:30; Ozzie & Harriet at 7:30-8:30 Thurs., and Hathaways at 8-8:30 Fri.
   CBS-TV • Half of Ichabod and Me, Tues., 9-9:30, of Pete & Gladys, Mon., 8-8:30, and of Twilight Zone, Fri., 10-10:30; a quarter of Eyewitness to History, Fri., 10:30-11; and a full hour of CBS Reports, Thurs., 10-11. There are openings in the participating shows, Frontier Circus and Investigators, both Thurs., at 7:30 and 9 respectively.
   NBC-TV • Aside from one-half of Tall Man, Sat., 8:30-9, the open periods on this network include participations in 87th Precinct and Thriller both Mon. at 9 and 10 respectively; Laramie at 7:30, Dick Powell at 9 and Cain's Hundred at 10, all Tues.; Outlaws at 7:30 on Thurs.; International Showtime at 7:30 on Fri., and Tales of Wells Fargo and Saturday Night Movies on Sat., 7:30 and 9 respectively.

A crisis conference in Chicago

A score of leaders in broadcasting, government and the law met at a special Northwestern U. seminar (see photo) to debate the great questions that have been raised by the FCC's new, tough policies on programming. Is broadcasting protected by the First Amendment? Is the FCC acting as a censor? For full report see page 62.

A question on figures in Washington

Did the 1960 census short-change radio? A 4-point loss in radio penetration turns up in preliminary census report. Can radio be declining? Or are the government's figures wrong? For a deep look at a problem that could get serious for radio see page 82.

A spot clearing house nationwide

Now announced: a central billing agency to lift the load of paper work off agencies, reps and stations in the placement and billing of spot tv and radio. The Bank of America will handle the data processing. See page 38.

A hope for bigger U. S. tv system

The FCC puts out new bait to lure broadcasters into building uhf stations. Will they take the bait? And if they do, will the FCC have succeeded in expanding the system or merely giving present vhf broadcasters the means to keep out competition longer? Page 54.
### DETAILED WRAPUP OF FALL TV SCHEDULES

This table details next fall’s daytime programs, how much they cost, who packages them, the time of day they are scheduled and the date they are to begin, and the advertisers (with their agencies) which sponsor them. “Available” denotes an unsold period.

Production costs are estimated by BROADCASTING on the basis of data from various sources. Costs in most cases represent the price of a single original in a series and includes neither agency commission nor averaging of first-runs against reruns, although invariably there are exceptions.

Agencies are in parentheses ( ); production firms in brackets [ ] ; starting dates indicate the beginning of the fall cycle; new programs are in boldface; continuing shows titles or familiar formats (e.g., “Binah Shore Show”) are in italics. Since no program period is scheduled the periods before 7:30 p.m. in any of the network lineups, all daytime programs are shown from 7:30 p.m. to the conclusion of the period generally regarded as “prime-time” (usually 11 p.m.).

In all cases, advertisers listed in program periods reflect sponsorship in October of this year as now reportable in network sales offices. The duration of the purchases is not indicated.

### Wednesday

<table>
<thead>
<tr>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Steve Allen Show $90,000</td>
<td>The Alvin Show $42,000</td>
</tr>
<tr>
<td>8:00</td>
<td>Peep's Coils (BBDO) U.S. Time (W &amp; L)</td>
<td>Gen Foods (BBB) [Format Films]</td>
</tr>
<tr>
<td>8:30</td>
<td>Top Cat $60,000</td>
<td>Father Knows Best (Repeats) $30,000</td>
</tr>
<tr>
<td>9:00</td>
<td>Hawaiian Eye $30,000</td>
<td>Checkmate $90,000</td>
</tr>
<tr>
<td>9:30</td>
<td>Hawaiian Eye $30,000</td>
<td>Hawaiian Eye $30,000</td>
</tr>
<tr>
<td>10:00</td>
<td>Naked City $115,000</td>
<td>Naked City $70,000</td>
</tr>
<tr>
<td>10:30</td>
<td>Naked City $115,000</td>
<td>Naked City $70,000</td>
</tr>
</tbody>
</table>

### Thursday

<table>
<thead>
<tr>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Ozzie and Harriet $52,000</td>
<td>Frontier Circus $79,000</td>
</tr>
<tr>
<td>8:00</td>
<td>Peter Paul (D-F-S) W-L (Bates)</td>
<td>Vick (Morse Intl.)</td>
</tr>
<tr>
<td>8:30</td>
<td>Donn Reed Campbell (BBDO)</td>
<td>Real McCoy &amp; P.C. (Compton)</td>
</tr>
<tr>
<td>9:00</td>
<td>Hawaiian Eye $30,000</td>
<td>Hawaiian Eye $30,000</td>
</tr>
<tr>
<td>9:30</td>
<td>Hawaiian Eye $30,000</td>
<td>Hawaiian Eye $30,000</td>
</tr>
<tr>
<td>10:00</td>
<td>Hawaiian Eye $30,000</td>
<td>Hawaiian Eye $30,000</td>
</tr>
<tr>
<td>10:30</td>
<td>Hawaiian Eye $30,000</td>
<td>Hawaiian Eye $30,000</td>
</tr>
</tbody>
</table>

### Sunday

<table>
<thead>
<tr>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Follow the Sun $115,300</td>
<td>Dennis the Menace $45,000</td>
</tr>
<tr>
<td>8:30</td>
<td>Saulman &amp; Whitehall (Bates) E. J. Reynolds (Esty)</td>
<td>Ed Sullivan $110,000</td>
</tr>
<tr>
<td>9:00</td>
<td>Bus Stop $120,000</td>
<td>GE Theatre $60,000</td>
</tr>
<tr>
<td>9:30</td>
<td>Bus Stop $120,000</td>
<td>GE Theatre (Revue)</td>
</tr>
<tr>
<td>10:00</td>
<td>Adventures in Paradise $115,000</td>
<td>Jack Benny $80,000</td>
</tr>
<tr>
<td>10:30</td>
<td>Adventures in Paradise $115,000</td>
<td>Adventures in Paradise (Revue)</td>
</tr>
</tbody>
</table>

### Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>ABC-TV</td>
<td>Steve Allen Show</td>
</tr>
<tr>
<td>7:30</td>
<td>CBS-TV</td>
<td>The Alvin Show</td>
</tr>
<tr>
<td>7:30</td>
<td>NBC-TV</td>
<td>Wagon Train</td>
</tr>
<tr>
<td>8:00</td>
<td>ABC-TV</td>
<td>Peep's Coils (BBDO) U.S. Time</td>
</tr>
<tr>
<td>8:00</td>
<td>CBS-TV</td>
<td>Gen Foods (BBB)</td>
</tr>
<tr>
<td>8:00</td>
<td>NBC-TV</td>
<td>Natl. (R, M-E) Ford</td>
</tr>
<tr>
<td>8:30</td>
<td>ABC-TV</td>
<td>Top Cat</td>
</tr>
<tr>
<td>8:30</td>
<td>CBS-TV</td>
<td>Father Knows Best</td>
</tr>
<tr>
<td>8:30</td>
<td>NBC-TV</td>
<td>Joey Bishop</td>
</tr>
<tr>
<td>9:00</td>
<td>ABC-TV</td>
<td>Hawaiian Eye</td>
</tr>
<tr>
<td>9:00</td>
<td>CBS-TV</td>
<td>Checkmate</td>
</tr>
<tr>
<td>9:00</td>
<td>NBC-TV</td>
<td>Perry Como’s Music Hall</td>
</tr>
<tr>
<td>9:30</td>
<td>ABC-TV</td>
<td>Hawaiian Eye</td>
</tr>
<tr>
<td>9:30</td>
<td>CBS-TV</td>
<td>Hawaiian Eye</td>
</tr>
<tr>
<td>9:30</td>
<td>NBC-TV</td>
<td>My Three Sons</td>
</tr>
<tr>
<td>10:00</td>
<td>ABC-TV</td>
<td>Hawaiian Eye</td>
</tr>
<tr>
<td>10:00</td>
<td>CBS-TV</td>
<td>Hawaiian Eye</td>
</tr>
<tr>
<td>10:00</td>
<td>NBC-TV</td>
<td>Hawaiian Eye</td>
</tr>
<tr>
<td>10:30</td>
<td>ABC-TV</td>
<td>Hawaiian Eye</td>
</tr>
<tr>
<td>10:30</td>
<td>CBS-TV</td>
<td>Hawaiian Eye</td>
</tr>
<tr>
<td>10:30</td>
<td>NBC-TV</td>
<td>Hawaiian Eye</td>
</tr>
<tr>
<td>7:30</td>
<td>ABC-TV</td>
<td>Follow the Sun</td>
</tr>
<tr>
<td>7:30</td>
<td>CBS-TV</td>
<td>Dennis the Menace</td>
</tr>
<tr>
<td>7:30</td>
<td>NBC-TV</td>
<td>Walt Disney</td>
</tr>
</tbody>
</table>

### Notes

- All periods are from 7:30 p.m. to the conclusion of the period generally regarded as “prime-time”.
- Costs are estimated by BROADCASTING.
- The table includes data from various sources.
- Production costs represent the price of a single original in a series.
- Neither agency commission nor averaging of first-runs against reruns is considered.
- Boldface indicates new programs.
- Italicized formats reflect continuing shows.
- Parentheses denote agencies, brackets designate production firms.
- Starting dates indicate the beginning of the fall cycle.
- New programs are highlighted.
- Costs are in dollars.

### Conclusion

This wrap-up provides a comprehensive overview of the fall TV schedules, including program titles, starting dates, and production costs, as well as agency and production firm information. The data reflects the period generally regarded as “prime-time”.
<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ABC-TV</strong></td>
<td><strong>CBS-TV</strong></td>
<td><strong>NBC-TV</strong></td>
<td><strong>CBS-TV</strong></td>
</tr>
<tr>
<td>To Tell the Truth</td>
<td>Station Time</td>
<td>Straightaway</td>
<td>Tales of Wells Fargo</td>
</tr>
<tr>
<td>Pete &amp; Gladys</td>
<td>National Velvet</td>
<td>Rauhite</td>
<td>Tullra Ma</td>
</tr>
<tr>
<td>P&amp;G &amp; B&amp;B</td>
<td>Broadway (MCA)</td>
<td>Colgate &amp; Munsell</td>
<td>Leave It to Beaver</td>
</tr>
<tr>
<td>Time Available</td>
<td>Edw. Dalton &amp; Ralston</td>
<td>Ralston (B&amp;B) &amp; B&amp;B</td>
<td>Ralston (GB&amp;B)</td>
</tr>
<tr>
<td>[WB]</td>
<td>[MCA]</td>
<td>[MCA]</td>
<td>[SL]</td>
</tr>
<tr>
<td>7:30 Cheyenne</td>
<td>[CBS]</td>
<td>[MCA]</td>
<td>[NB]</td>
</tr>
<tr>
<td>8:00 American Tobacco (BBD)</td>
<td>[MCA]</td>
<td>[MCA]</td>
<td>[NB]</td>
</tr>
<tr>
<td>8:30 [CBS]</td>
<td>[MCA]</td>
<td>[MCA]</td>
<td>[NB]</td>
</tr>
<tr>
<td>9:00 [CBS]</td>
<td>[MCA]</td>
<td>[MCA]</td>
<td>[NB]</td>
</tr>
<tr>
<td>9:30 [CBS]</td>
<td>[MCA]</td>
<td>[MCA]</td>
<td>[NB]</td>
</tr>
<tr>
<td>10:00 [CBS]</td>
<td>[MCA]</td>
<td>[MCA]</td>
<td>[NB]</td>
</tr>
<tr>
<td>10:30 [CBS]</td>
<td>[MCA]</td>
<td>[MCA]</td>
<td>[NB]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>TUESDAY</strong></th>
<th><strong>FRIDAY</strong></th>
<th><strong>SATURDAY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bugg Bunny</td>
<td>Roaring 20's</td>
<td>Hane Gun, Will Travel</td>
</tr>
<tr>
<td>[USA]</td>
<td>[USA]</td>
<td>[USA]</td>
</tr>
<tr>
<td>7:30</td>
<td>8:00</td>
<td>8:00</td>
</tr>
<tr>
<td>8:00</td>
<td>9:00</td>
<td>9:00</td>
</tr>
<tr>
<td>8:30</td>
<td>9:30</td>
<td>9:30</td>
</tr>
<tr>
<td>Marshall Dillon</td>
<td>Leave It to Beaver</td>
<td>Rustytyp, the Lumberjack</td>
</tr>
<tr>
<td>[USA]</td>
<td>[USA]</td>
<td>[USA]</td>
</tr>
<tr>
<td>7:30</td>
<td>8:00</td>
<td>8:00</td>
</tr>
<tr>
<td>8:00</td>
<td>9:00</td>
<td>9:00</td>
</tr>
<tr>
<td>8:30</td>
<td>9:30</td>
<td>9:30</td>
</tr>
<tr>
<td>Perry Mason</td>
<td>[USA]</td>
<td>[USA]</td>
</tr>
<tr>
<td>[USA]</td>
<td>9:00</td>
<td>9:00</td>
</tr>
<tr>
<td>9:00</td>
<td>9:00</td>
<td>9:00</td>
</tr>
<tr>
<td>9:30</td>
<td>9:30</td>
<td>9:30</td>
</tr>
<tr>
<td>Tales of Wells Fargo</td>
<td>[USA]</td>
<td>[USA]</td>
</tr>
<tr>
<td>[USA]</td>
<td>9:00</td>
<td>9:00</td>
</tr>
<tr>
<td>9:00</td>
<td>9:00</td>
<td>9:00</td>
</tr>
<tr>
<td>9:30</td>
<td>9:30</td>
<td>9:30</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>SATURDAY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Gunsmoke</td>
</tr>
<tr>
<td>[USA]</td>
</tr>
<tr>
<td>9:00</td>
</tr>
<tr>
<td>9:00</td>
</tr>
<tr>
<td>9:00</td>
</tr>
<tr>
<td>9:00</td>
</tr>
</tbody>
</table>

**Broadcasting**, August 7, 1961
A clearing house for spot’s paperwork

NEW CENTRAL BILLING AGENCY FOR RADIO AND TV ANNOUNCED

A central billing service for spot radio and television, designed to tidy up the paper jungle of timebuying and to increase spot business by making it easier to transact, was announced last week.

The announcement came from a new firm, Broadcast Clearing House Inc., which said it had completed arrangements with the Bank of America to handle the data-processing for “an industry-wide system of automated billing and processing” which it hopes to get in operation by early next year.

BCH is headed by President John E. Palmer, who currently is western sales manager for Mutual, Executive Vice President Lee P. Mehlig, now vice president, general sales manager and co-owner of KGMC Englewood (Denver), Colo., and Secretary Arthur Wyman Sawyer, an account executive with the Garfield, Hoffman & Conner agency in San Francisco.

Their announcement came at a time when at least two other groups in New York are known to be working on plans for similar central billing services. One is a group of former Remington-Rand systems experts working with a company experienced in broadcast advertising (CLOSED CIRCUIT, July 24). The other centers around a second company currently active in the broadcast advertising field. Although neither would reveal details pending completion of its plans, both said they would not be deterred by BCH’s beating them to the wire with an official announcement.

Promising Response BCH officials said their plan had been received favorably in private presentations to a large number of agencies, station and station-representative interests, including the Station Representatives Assn. They said formal solicitations would be started by December or earlier—as soon as price schedules have been worked out. For this they said they are awaiting completion of cost estimates by Arthur Young & Co., nationally known accounting firm.

Although they could not estimate what the charges would be, they said the saving for all participants would be “substantial.” They suggested that 50 to 60% of the cost should be borne by stations and the rest divided about evenly between agencies and reps.

They estimated that such a service would need the support of about 80% of the principal agencies, reps and stations, and said their target date for operation was January or February and in no event later than March 1. They said the biggest delay at the moment was in completing cost estimates on which to base price schedules for the service.

A Cherished Idea Need some sort of “clearinghouse” arrangement for the processing of spot radio and television orders has been widely proclaimed for many years. SRA has been actively supporting and promoting the idea since 1954.

One of the biggest arguments, especially in the case of spot radio, is that the paper work is so voluminous it discourages buying, and that, therefore, if the paper work were simplified more time would be bought. BCH noted that some agencies estimate that handling spot radio takes three times as many hours as television and five times as many as a print buy.

Another argument is that it a “one bill, one payment” system for agencies would put spot bookkeeping on a par with network in this respect and hence would encourage wider use of spot. BCH said its plan achieves the “one bill, one payment” objective and also will insure quicker payment for the stations. Payment by the 25th of the month following broadcast is BCH’s goal. Achieving it would of course depend on the speed with which agencies and advertisers settle their obligations.

BCH officials quoted a number of industry executives in varying degrees of interest in or approval of their plan’s objectives. These were Lawrence Webb, managing director of SRA; Lewis H. Avery, president of Avery-Knodel and of SRA; John Ennis, vp and media director of Foote, Cone & Belding; Shelby Page, vp and treasurer of Ogilvy, Benson & Mather; John Broomhead, manager of accounting and billing, Kenyon & Eckhardt; James O’Grady Jr., executive vice president of Young Television Corp.; Robert E. Eastman, president of the rep firm bearing his name; Kenneth Godfrey, vice president of the American Assn. of Advertising Agencies; William Kistler, vice president of the Assn. of National Advertisers and Frank Gromer, vp and media director of Foote, Cone & Belding.

Some of these quotes—most notably those of the AAAA and ANA officials—were essentially noncommittal, but others were enthusiastic:

Mr. Avery expressed enthusiasm and
WHO Radio should be No. 14 on any "Top Market" radio list!

50,000-Watt WHO Radio Covers 865,350 Homes In Iowa PLUS!

EVERY time your marketing strategy calls for radio in America's top radio markets... 50,000-watt WHO Radio belongs on the list!

There are only 13 markets in America in which any radio station reaches a larger audience or more buying power than does WHO!

WHO Radio reaches 865,350 homes in "Iowa PLUS!" (96 of Iowa's 99 counties plus a number of counties in neighboring states). 75% of all Iowa retail sales are made in counties you reach with WHO. (Metropolitan Des Moines accounts for only 9% of Iowa's retail sales. All eight of Iowa's leading metro areas, including Des Moines, account for just 33%.)

Many surveys, for 24 consecutive years, have measured the Iowa radio audience, and have proved that WHO is Iowa's most listened-to radio station. A 93-county area Pulse (March, 1961) gives WHO the No. 1 position in every weekday quarter-hour surveyed over 94 other stations.

Next time you make up a "top radio market" list, be sure No. 14 is WHO Radio! Ask your PGW Colonel for the latest information on "Iowa Plus."

Sources: Pulse (March, 1961), NCS No. 2, SRDS.

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

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

Peters, Griffin, Woodward, Inc., National Representatives

BROADCASTING, August 7, 1961
memo to: Alan Bobbe

As any Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is worth buying:

**COST PER THOUSAND**

<table>
<thead>
<tr>
<th>26¢</th>
</tr>
</thead>
<tbody>
<tr>
<td>based on latest Hooper (see below) and latest SRDS Spot Radio (Mar. '61)</td>
</tr>
</tbody>
</table>

- Here's one example how we dominate the Lansing market:

**HOOPER RATING**

<table>
<thead>
<tr>
<th>WILS</th>
<th>OTHER AM STATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>M-F 7 am-noon</td>
<td>61.9</td>
</tr>
<tr>
<td>M-F noon-6pm</td>
<td>60.6</td>
</tr>
</tbody>
</table>

C. E. HOOPER, JAN.-FEB. '61

said the SRA board of directors "heartily endorses the objectives of BCH" and "enters hopes that someone will lead the industry out of broadcasting's 'paper jungle.'" Mr. O'Grady said Adam Young Inc. and Young Television Corp. "would probably be willing to participate in your project, depending upon the cost factor." Mr. Ennis said the project "is important to our industry" and "it is therefore axiomatic that we support you in what you are doing to the utmost."

Mr. Ennis called the BCH presentation "most impressive." Mr. Gromer thought its possibilities "extremely interesting." Mr. Broomhead considered the idea "sound" and thought a "more efficient manner of handling a particular medium will undoubtedly generate greater use of that medium by clients."

Mr. Page noted that "under the BCH plan, we will receive the benefit of a standardized bill from your organization and the advantage of preparing one check instead of many."

Mr. Webb, SRA's managing director, emphasized to Broadcasting that SRA's endorsement applied to the idea advanced by BCH, not to BCH itself because SRA does not endorse private companies. "No matter who does it," Mr. Webb said, "the important thing is that it get done. It could be the greatest boon to spot radio and television that ever came down the pipe."

**Biggest Bank Involved** - The BCH system employs new, standardized reporting forms to gather information that is then processed by the Bank of America.

This "bootlegging" would be done at Bank of America's data-processing center in San Francisco (see cut), which prompted industry observers to ask what effect this distance from New York, where the biggest volume of spot business is transacted, might have on the efficiency of the BCH operation. BCH officials said it was a question that had given them some concern, too, but that after checking with stations and reps and making test runs with "jet mail" between New York and San Francisco, they were confident of cross-country delivery within 9 to 12 hours, or overnight, and that the distance therefore would pose no problem.

**How It Works** - Here is the way BCH describes its procedures:

BCH suggests that the standardized order form originate with the station, be confirmed by the station and sent on to the agency, and then, upon agency acceptance, forwarded to BCH. BCH then codes each item on the order: client, product, agency, rep, station, type and class of time bought, cost of time, total cost of schedule, etc.

From this data BCH prepares a pro forma or prima facie billing statement for the agency to submit to the client. On one form this statement shows everything ordered by the client for a specific month. The information is listed and sub-totaled by states and cities and by stations.

BCH prepares its station billing form at the same time, listing all national spot business placed on a station, with accounts and products shown alphabetically. This form, according to BCH, "completely eliminates station copying errors, since there is nothing to copy."

At the end of the broadcast schedule the station notes any deviations from the ordered schedule, reports any make-goods that have been authorized, and returns a copy of the billing to BCH.

When it gets this copy, BCH adjusts the bill to conform with actual station performance "and sends payment (one check) for all national spot billing for the preceding broadcast month to the station."

BCH then prepares for the agency its adjusted billing form, which shows what was ordered (as on the pro forma billing form), what deviations occurred, the amount by which these deviations added to or subtracted from the pro forma billing, and the amount of payments actually made. The entire bill for each product campaign is submitted on a single form.

BCH next prepares the representative's statement, showing for each rep all business ordered for all accounts on each station he represents. With this statement, according to BCH, goes the payment due the rep.

**New York Office** - With announcement of its new service BCH also announced the opening of New York offices at 475 Fifth Ave. (telephone Lexington 2-8874). Mr. Mehlig, who was sales manager of WNMP Evanston, Ill., and subsequently general sales manager of KTLN Denver before he became a partner in KGMC, heads the New York operation.

Mr. Palmer, BCH president, is a radio management, sales and programming consultant in San Francisco in addition to his duties as western sales manager for Mutual. He operated his own rep firm and was with the John E. Pearson representation organization before joining Mutual. He has primary responsibility for selling the BCH concept to stations and reps.

Mr. Sawyer, BCH secretary, will work primarily among agencies and stations in New York, Chicago, Boston, Philadelphia, Detroit, Minneapolis and Atlanta, as well as on the West Coast. He has been engaged in radio sales at stations and at CBS Radio and also has had agency experience as media buyer and supervisor with Young & Rubicam and media director of John & Lewis, both in San Francisco.
"GAGS IN ABUNDANCE!"

Bob Hope, Fernandel, Anita Ekberg, Martha Hyer

Paris Holiday

THE A-O KAYS... 32 RECENT FINE FEATURE MOTION PICTURES FROM UNITED ARTISTS
IDEA MAKES TV AD: BURNETT
Advertising leaders give views on creativity at workshop sponsored 'Advertising Age'

The only thing that makes a good tv buy a bargain is a good creative idea in the commercial, Leo Burnett, board chairman of Leo Burnett Co., said Wednesday in Chicago before the fourth annual summer workshop on creativity in advertising sponsored by Advertising Age.

Another "hard reality" for advertisers and agencies today, he said, is that there is nothing right about a "right" media schedule until the right selling idea is found. The only thing that makes good research work is to help produce a working idea in the ad, he said, and warned that there's nothing good about a good copy platform that "strait-jackets" an idea.

Other Speakers Mr. Burnett shared the three-day workshop spotlight with a number of agency and advertiser leaders including Marion Harper Jr., board chairman and president of Interpublic Inc., New York, and Donald S. Frost, vice president of Bristol-Myers Co. The workshop director was Dr. Stuart Henderson Brittt, professor of marketing, Northwestern U. School of Business.

George G. Huntington, vice president and general manager of T&V, told the workshop that if total advertising is to grow it cannot reply entirely on the increased budgets of current clients. "We all must find new clients by showing more basic material manufacturers that they have an obligation to their customers' customers, that only by going to the people through their own advertising can they have a vote in the future of their own industry." Mr. Huntington showed T&V's "Progress of Discontent" film presentation.

Mr. Burnett outlined growing pitfalls in today's chain of command at both agency and client which too often may serve to stifle the creative process and result in "watered down" advertising. Among these he listed "codding of unworthy eyes," rule by committee, presentation by relay and revision by chain reaction.

He said that the protection of creative people against the realities of the advertising business is another reason "why we have so much tired and ineffective advertising. These creative people by their withdrawal from reality have forced the responsibility for making decisions on the clients and account executives—the very situation they decry."

Lint-Picking Mr. Burnett felt the recent increase in legal lint-picking in advertising is understandable. Some of its worst aspects, however, have not come from government agencies such as the Federal Trade Commission but from super-safe, over-protective legal advisers of both advertisers and agencies, he said. Both agency and client must shoot for honesty, truth and clarity, he said, but he felt young lawyers "too often seem to make it their mission to qualify and sterilize copy to the point that it loses its birthright."

Mr. Harper told the workshop that "revolutionary" results are coming out of the experimental creative climate that Interpublic has formed in the unique penthouse offices of Jack Tinker and Partners at New York's Hotel Dorsett. Although he could not give specifics because the Tinker projects are "classified," Mr. Harper said the

May television network billings up 7.3%

<table>
<thead>
<tr>
<th>ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS</th>
<th>May 1961</th>
<th>June 1961</th>
<th>Change %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; farming</td>
<td>$260,773</td>
<td>323,978</td>
<td>+23.4%</td>
</tr>
<tr>
<td>Apparel, footwear &amp; accessories</td>
<td>1,245,192</td>
<td>1,380,516</td>
<td>+11.0%</td>
</tr>
<tr>
<td>Automotive, automotive accessories &amp; equipment</td>
<td>3,689,492</td>
<td>3,798,122</td>
<td>+3%</td>
</tr>
<tr>
<td>Beer, wine</td>
<td>569,756</td>
<td>567,653</td>
<td>-0.4%</td>
</tr>
<tr>
<td>Building materials, equipment &amp; fixtures</td>
<td>689,976</td>
<td>701,522</td>
<td>+1.7%</td>
</tr>
<tr>
<td>Confectionery &amp; soft drinks</td>
<td>1,773,077</td>
<td>1,802,430</td>
<td>+1.6%</td>
</tr>
<tr>
<td>Consumer services</td>
<td>400,854</td>
<td>418,775</td>
<td>+4.5%</td>
</tr>
<tr>
<td>Drugs &amp; remedies</td>
<td>3,050,135</td>
<td>3,132,828</td>
<td>+2.7%</td>
</tr>
<tr>
<td>Entertainment &amp; amusement</td>
<td>37,637</td>
<td>38,122</td>
<td>+1.3%</td>
</tr>
<tr>
<td>Food &amp; food products</td>
<td>11,840,826</td>
<td>12,080,959</td>
<td>+2.1%</td>
</tr>
<tr>
<td>Freight, industrial &amp; agricultural development</td>
<td>2,700,010</td>
<td>2,745,530</td>
<td>+1.6%</td>
</tr>
<tr>
<td>Gasoline, lubricants &amp; other fuels</td>
<td>2,198,885</td>
<td>2,224,394</td>
<td>+1.1%</td>
</tr>
<tr>
<td>Horticulture</td>
<td>26,162</td>
<td>28,345</td>
<td>+8.4%</td>
</tr>
<tr>
<td>Household equipment &amp; supplies</td>
<td>2,775,722</td>
<td>2,801,374</td>
<td>+1.0%</td>
</tr>
<tr>
<td>Household furnishings</td>
<td>57,372</td>
<td>58,072</td>
<td>+1.2%</td>
</tr>
<tr>
<td>Industrial materials</td>
<td>2,513,010</td>
<td>2,591,373</td>
<td>+3.2%</td>
</tr>
<tr>
<td>Insurance</td>
<td>875,230</td>
<td>904,154</td>
<td>+3.3%</td>
</tr>
<tr>
<td>Jewelry, optical goods &amp; cameras</td>
<td>1,426,117</td>
<td>1,459,557</td>
<td>+2.3%</td>
</tr>
<tr>
<td>Office equipment, stationery &amp; writing supplies</td>
<td>481,102</td>
<td>487,354</td>
<td>+1.3%</td>
</tr>
<tr>
<td>Publishing &amp; media</td>
<td>207,623</td>
<td>220,423</td>
<td>+6.6%</td>
</tr>
<tr>
<td>Radio, tv sets, phonographs-musical instruments, accessories</td>
<td>191,269</td>
<td>201,209</td>
<td>+5.2%</td>
</tr>
<tr>
<td>Retail or direct mail</td>
<td>40,177</td>
<td>41,235</td>
<td>+2.6%</td>
</tr>
<tr>
<td>Smoking materials</td>
<td>7,036,374</td>
<td>7,266,393</td>
<td>+3.3%</td>
</tr>
<tr>
<td>Soaps, cleansers &amp; polishes</td>
<td>7,746,893</td>
<td>8,112,398</td>
<td>+4.7%</td>
</tr>
<tr>
<td>Sporting goods &amp; toys</td>
<td>1,235,364</td>
<td>1,252,623</td>
<td>+1.4%</td>
</tr>
<tr>
<td>Toiletries &amp; toilet goods</td>
<td>10,038,364</td>
<td>10,083,480</td>
<td>+0.5%</td>
</tr>
<tr>
<td>Travel hotels &amp; resorts</td>
<td>33,829</td>
<td>38,212</td>
<td>+13.5%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>12,185,826</td>
<td>12,251,726</td>
<td>+0.5%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$41,580,110</td>
<td>$43,303,949</td>
<td>+4.1%</td>
</tr>
</tbody>
</table>

ESTIMATED EXPENDITURES OF TOP 15 NETWORK BRAND ADVERTISERS

<table>
<thead>
<tr>
<th>Top Brand Advertiser</th>
<th>May 1960</th>
<th>June 1961</th>
<th>Change %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Anacin tablets</td>
<td>$913,170</td>
<td>918,168</td>
<td>+0.6%</td>
</tr>
<tr>
<td>2. Winston cigarettes</td>
<td>710,165</td>
<td>703,065</td>
<td>-1%</td>
</tr>
<tr>
<td>3. Crest tooth paste</td>
<td>689,427</td>
<td>701,285</td>
<td>+1.7%</td>
</tr>
<tr>
<td>4. Metrecal</td>
<td>620,882</td>
<td>622,180</td>
<td>+0.3%</td>
</tr>
<tr>
<td>5. Salem cigarettes</td>
<td>607,154</td>
<td>608,564</td>
<td>+0.2%</td>
</tr>
<tr>
<td>6. Du Pont paints (home)</td>
<td>601,576</td>
<td>602,921</td>
<td>+0.2%</td>
</tr>
<tr>
<td>7. Swan liquid detergent</td>
<td>585,326</td>
<td>583,306</td>
<td>-0.3%</td>
</tr>
<tr>
<td>8. Kent cigarettes</td>
<td>536,115</td>
<td>536,354</td>
<td>+0.4%</td>
</tr>
<tr>
<td>9. Palm Mall cigarettes</td>
<td>524,180</td>
<td>526,140</td>
<td>+0.4%</td>
</tr>
<tr>
<td>10. Chevrolet passenger cars</td>
<td>525,844</td>
<td>526,215</td>
<td>+0.1%</td>
</tr>
<tr>
<td>11. Beech-Nut gum</td>
<td>498,922</td>
<td>496,146</td>
<td>-0.5%</td>
</tr>
<tr>
<td>12. One-A-Day vitamin tablets</td>
<td>483,743</td>
<td>483,456</td>
<td>-0.6%</td>
</tr>
<tr>
<td>13. Tide</td>
<td>478,394</td>
<td>478,215</td>
<td>-0.3%</td>
</tr>
<tr>
<td>14. Viceroy cigarettes</td>
<td>452,728</td>
<td>453,079</td>
<td>+0.7%</td>
</tr>
<tr>
<td>15. Bufferin</td>
<td>437,398</td>
<td>436,354</td>
<td>-0.2%</td>
</tr>
</tbody>
</table>
WMCA 570 KC
The ears have it!
The best in entertainment, news
and public affairs
reaches 2½ million
ears every day on WMCA
where 86% of the
listeners are adults.*

*Pulse Cume March '61
and Aud. Comp. Feb. '61
AUT0 STORE SALES*  
$450,424,000  
SOME "BLUE CHIP" ADVERTISERS  
USING WHLI TO REACH BIG, RICH LONG ISLAND MARKET  
Buick  
Chrysler Corp.  
Comet  
Dodge  
Dodge Trucks  
Fisher Bodies  
Ford  
General Motors  
Lincoln-Mercury  
Plymouth  
Prestone  
Presto-Lite  
Valiant  
* Nassau-Suffolk, (Sales Management 1961)  

Over 400 top advertisers chose WHLI in 1960-1961. Will you be on the "preferred" list in 1961-1962?  

10,000 WATTS  
AM 1100 FM 98.3  

WHLI  
"THE VOICE OF LONG ISLAND"  

known by the companies we keep!  

three-year experiment, now at the half-way mark, is producing considerable positive results from putting four top creative minds in a free atmosphere and relieving them of all administrative and deadline pressures. The four partners are John H. Tinker Jr., Donald G. Calhoun, Dr. Herta M. Herzog and Myron C. McDonald. 

The mixture is a form of intellectual adrenalin on their individual ability to think, Mr. Harper explained. The frictions of creative conversation, tackling only one problem at a time and seeing it through, he said, brings about a valuable "third view" about a problem distinct from that of either agency or client. The hope of advertising in the future is in experimentation, Mr. Harper said. He cited a great need for innovation and better advertising to raise the profit curve of American business. 

Eight-Second Spot • Perhaps the biggest creative challenge in television today is the eight-second spot, according to Lawrence E. DuPont, vice president and director of tv-radio, Tracy-Locke Co., Dallas, who outlined the basic do's and don'ts of the successful ID commercial. "The copy man must employ almost surgical discretion deciding how much he can remove without killing the patient," he observed.

"ID producers and large are melancholy folks," he said. "All day long their beat their fists in clausrophobic frenzy against the walls of the tiny eight-second world in which they are imprisoned. Then in the evening they go home only to see a spectacular, 2-½ minute commercial featuring thousands of beautiful girls, gorgously attired, complete with hot and cold running fountains, palatial sets and music by David Rose . . . . It makes it easier to understand why on some occasions he has a compulsion to beat his wife, poison the cat and kick the hell out of every clock in the house."

Mr. DuPont said the most successful eight-second spot is a production in itself, not an edited clip from a longer spot. It is simple and sticks to one idea. It is "mostly effective as reminder advertising. Those who expect it to do more are kidding themselves." It has an advantage in driving home a dominant sales theme because of brevity.

It is necessarily "succinct and to the point. If the viewer remembers anything you said, the only thing he can remember is your sales theme." Research experiments, he said, show that the picture overshadows other elements, including print, voice and sound, but all must be properly blended. 

Music Function • Mitch Leigh, president of Music Makers Inc., New York, described how music in broadcast commercials today has evolved into a highly effective dramatic tool to produce "emotional memorability" for the sales message. Music well scored, he said, can immediately establish the mood of the commercial message and eliminate the need for the first paragraph of the copy script. Music sets the quality tone for a product promptly, too, he added.

Music in the tv commercials sets the "image" for what is being talked about while in the radiospot "music must make the picture itself," Mr. Leigh said. Music can be used to give visual depth to the flat screen of the tv commercial, he said, explaining that to be most effective music must be carefully coordinated with both copy and art. 

Practical tips and a demonstration showing how to cut costs in production of tv commercials without losing quality or effectiveness was given by Hooper White, manager of New York commercial production for Leo Burnett Co. Oversimplified: "Hire good writers." Mr. White said no amount of production "lily-gilding"—which is expensive—can cure bad writing or a poor sales idea in the first place.

An even 20 of the top current tv commercials were reviewed by a panel consisting of Donald S. Frost, Bristol-Myers Co.; management consultant Edgar Kobak, and Hildred Sanders, vice president in charge of radio-tv, Honig-Cooper & Harrington, Los Angeles. But they could not agree on any spot as the 

LABITRON'S DAILY CHOICES  

Listed below are the highest-ranking television shows for each day of the week July 27-Aug. 2 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

<table>
<thead>
<tr>
<th>Date</th>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thur., July 27</td>
<td>The Untouchables (9:30 p.m.)</td>
<td>ABC-TV</td>
<td>15.7</td>
</tr>
<tr>
<td>Fri., July 28</td>
<td>The Law &amp; Mr. Jones (10:30 p.m.)</td>
<td>ABC-TV</td>
<td>14.8</td>
</tr>
<tr>
<td>Sat., July 29</td>
<td>Have Gun, Will Travel (9:30 p.m.)</td>
<td>CBS-TV</td>
<td>21.3</td>
</tr>
<tr>
<td>Sun., July 30</td>
<td>What's My Line? (1:00 p.m.)</td>
<td>CBS-TV</td>
<td>14.8</td>
</tr>
<tr>
<td>Mon., July 31</td>
<td>Adventures in Paradise (9:30 p.m.)</td>
<td>ABC-TV</td>
<td>14.5</td>
</tr>
<tr>
<td>Tues., Aug. 1</td>
<td>Thriller (9 p.m.)</td>
<td>NBC-5</td>
<td>14.8</td>
</tr>
<tr>
<td>Wed., Aug. 2</td>
<td>Naked City (10 p.m.)</td>
<td>ABC-TV</td>
<td>15.7</td>
</tr>
</tbody>
</table>

Copyright 1961 American Research Bureau
best, opinion ranging widely as to individual likes. They did agree that they liked the Dristan spot the least. The talk disclosed one success story: the Jax Beer cartoon spots, a southern regional account, have proved so popular people phoned to ask when they will be aired. As a result, Jackson Brewing Co. lists the times in its newspaper ads.

Compton-Saussy affiliation

Compton Adv., New York, announced July 31 it has acquired an interest in and affiliation with Walker Saussy Adv., New Orleans. The only personnel change involves Donald H. Halsey, Compton vice president, who also will serve as senior vice president of Walker Saussy.

Business briefly...

U. S. Time Corp., N. Y., will sponsor four full-hour entertainment specials on ABC-TV during the 1961-62 season. This in addition to the company's partial sponsorship of the Steve Allen Show on the network (Wed., 7:30-8:30 p.m. EDT), and one-half sponsorship of two Bing Crosby specials. Agency: Warwick & Legler, N. Y.

Oldsmobile Division, General Motors Corp., Detroit, has signed for alternate-week, full-hour sponsorship of Garry Moore Show (CBS-TV, Tues., 10-11 p.m. EDT), starting Sept. 26. Agency: D. P. Brother, Detroit.


Chevrolet Division, General Motors Corp., will sponsor the 24th annual Soap Box Derby on CBS Radio Sunday, Aug. 20 (5:30-5:45 p.m. EDT). Agency: Campbell-Ewald Co., Detroit.

The Professional Drycleaners of Oklahoma will launch a state-wide television advertising campaign Aug. 13-19, on WKY-TV Oklahoma City, KVOO-TV Tulsa and KSWO-TV Lawton. The campaign was prepared by Ackerman Assoc., Oklahoma City.

Rep appointments...

* KHEY El Paso, Tex.; KHar Anchorage, Alaska: Venard, Rintoul & McConnell, N. Y., as national representative.
* KFRM Concordia, Kan.: Spot Time Sales, N. Y., as national representative.
* KRLD-AM-TV Dallas: Advertising Time Sales, N. Y., as national representative.
* KODA Houston: Advertising Time Sales, N. Y., as national representative.
The Conestoga Wagon, a pioneer in transportation, originated in Lancaster County, Pennsylvania. It was the principal medium of westward travel, prior to the railroads.

WGAL-TV, a pioneer station, introduced television to a sizeable area of Pennsylvania. Since its inception in 1949, WGAL-TV has firmly maintained its pioneering principles by being constantly alert to new and better ways of serving viewers throughout its coverage area.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco
AD EXECS AGAINST 40-SECOND BREAK

Almost eight out of 10 of the men who should know the consequences of the move best, are opposed to the coming extended station-break time on network TV. This is the conclusion of a national survey of advertising executives released Friday (Aug. 4) by Nowland & Co., Greenwich, Conn., marketing research and consulting firm.

Of the 419 people canvassed (included were executives employed by either advertisers or advertising agencies) 78% were against an increase in station-break time to 40 or more seconds, 12% favored the extension, and 10% were undecided.

The survey also revealed that agency executives were more biased against the added commercial time in station-break periods than were their advertiser-based counterparts. About 82% of the agency men were opposed to the plan with 8% for it, compared to 75% of the advertiser executives opposed and 15% in favor. Among other conclusions of the survey:

- Too many commercials now being used in station-break time and the problem of triple spotting under the current set up, were the chief reasons given by 48% of the executives for opposing the plan.
- Another 19% of the advertising men felt that increasing station break time would be detrimental because it would lead to a loss of audience during this period, while 18% more said the move would dilute or reduce the value of the commercial message.
- Of those in favor of the move, 45% stated that any increase in the available spot TV time would also increase the inherent values of this type of advertising buy, while another 18% felt the increased time would decrease rates for the commercials, and 16% were convinced the move would have no effect at all.

An earlier national survey, also conducted by Nowland & Co. and released July 31, indicated that a large majority of advertising executives are attuned to FCC Chairman Newton Minow's public cries that TV is not operating as well as it should in the public interest. Of 437 major advertising executives questioned, 80% agreed with Mr. Minow that TV is in need of large-scale repairs. But only 34% believe that sponsors will jump on the bandwagon and stump for improved programming policies, while 52% felt sure that sponsors would take no action.

SCBA opposes savings & loans fetters

Southern California Broadcasters Assn. has gone on record as opposing some of the proposed changes in the California regulations for savings and loan association advertising as unfairly discriminatory against radio and TV.

The particular target of SCBA, which includes about 50 AM stations (and all in the Los Angeles metropolitan area), is the proposed rule that no claims of superiority can be made in savings and loan association advertising unless the ad "sets forth in detail valid reasons for its claim."

In a letter to Preston N. Silbaugh, California savings and loan commissioner, Robert M. Light, SCBA president, expressed "deep concern" that this proposal "would restrict the use of advertising on broadcast media. This is for the reason that the relatively short time allotted for commercial announcements in broadcasting would not effectively reproduce all of the information required. Thus, associations would be forced to utilize only the printed medium for this type of advertising."

"In other words," Mr. Light stated, "a short pithy clarifying statement in 6-point type is no problem in print. This same statement could require most of the time of a 40-second commercial (generally the greatest length ever permitted a single advertiser during any one commercial)."

ANA-AAAA opinion offered on local ads

The facilities of the joint ANA-AAAA committee for improvement of advertising content now will be available on request for local problems of objectionable advertising.

The extension of the committee's arm is being announced today (Aug. 7) by the Assn. of National Advertiser and the American Assn. of Advertising Agencies which jointly sponsor the unit. Up to this time, the committee has dealt only with national and regional agency-placed advertisements. The project is in connection with the joint "Interchange of Opinion on Objectionable Advertising."

The offer has been transmitted to the Assn. of Better Business Bureaus, the Advertising Federation of America and the Advertising Assn. of the West because these are the groups "chiefly in-

NIELSEN

First Report For July, 1961
(Based on two weeks ending July 8, 1961)

NIELSEN TOTAL AUDIENCE (†)

<table>
<thead>
<tr>
<th>Program</th>
<th>% TV homes</th>
<th>No. TV homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gunsmoke</td>
<td>30.8</td>
<td>14,445</td>
</tr>
<tr>
<td>Untouchables</td>
<td>26.7</td>
<td>12,522</td>
</tr>
<tr>
<td>Andy Griffith Show</td>
<td>24.9</td>
<td>11,678</td>
</tr>
<tr>
<td>Have Gun, Will Travel</td>
<td>24.9</td>
<td>11,678</td>
</tr>
<tr>
<td>What's My Line?</td>
<td>24.8</td>
<td>11,631</td>
</tr>
<tr>
<td>Garry Moore Show</td>
<td>24.7</td>
<td>11,584</td>
</tr>
</tbody>
</table>

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, sponsor, agency, day and time.

ADVERTISING
strumental in setting up local improvement programs." The committee said its help can be offered only if requested and if local advertisements are criticized "on grounds of taste or opinion" but that it will not deal with "factual validity of claims" and it doesn't plan to duplicate the work of government regulatory agencies or the BBB in this area.

Votes and Comments • The committee said that in view of the importance of the local ad area, local groups in charge of "truth" projects may wish to forward cases to the committee for its votes and comments. It was noted that a legal restriction demands that votes and comments be sent directly to the local advertiser and agency concerned and cannot be given to "other local people."

If a majority of the committee's 20 members holds the particular advertising to be objectionable, its opinions are sent to the advertiser and the agency. If the majority regards the advertising "seriously" harmful to the profession it asks both parties to take corrective action.

The committee, which said it considers the local programs for truth and taste in advertising in cities throughout the country extremely important for advertising's welfare, noted an estimate of at least 30 such panels formed by advertising clubs and another 15 planned by other ad clubs.

Smith-Corona Marchant names BBDO as agency

Smith-Corona Marchant Inc., which pulled its approximately $1.5 million account from Cunningham & Walsh last June (Broadcasting, June 26), appointed BBDO to handle its advertising last week. The move came after the typewriter company had interviewed several agencies.

BBDO will handle all of the Smith-Corona product lines: portable typewriters, office typewriters, a new "compact" electric typewriter developed by the company, calculators, photocopy equipment and other office machines.

Smith-Corona currently is pushing its new electric product line on all fronts and an increase in broadcast billings for the year is indicated. Last year, through Cunningham & Walsh, about $350,000 of the company's billings went into broadcasting. This year, as the result of a first-quarter spring promotion on NBC-TV's Today show and increased activity in radio spot, it's indicated that the typewriter manufacturer may double its broadcast billings.

Smith-Corona left Cunningham & Walsh after 26 years. Its departure contributed heavily to the shake-up of C & W's higher echelon last month (Broadcasting, July 24).

CBS Radio Pacific signs AHP for 'news/dimension'

American Home Products has become the first advertiser to buy CBS Radio Pacific's new regional split-run "news/dimension" package.

The plan offers run-of-schedule segments in virtually all the 10-minute CBS Radio news and five-minute news supplements aired between 9 a.m. and 5 p.m. seven days a week. Advertisers can buy one-minute announcements in five-minute segments or 30-second announcements in 21/2-minute segments. They also have a choice between buying Group I (20 stations in California, Arizona, Oregon and Washington) or Group II (11 Group I plus 18 additional stations in Colorado, Utah, Wyoming, Nebraska, Montana, Nevada, New Mexico, South Dakota and Texas).

The plan is available in three run-of-schedule packages, based on audience composition. There is "weekday" (66% women in audience), "weekend" (50% women, 50% men) and "total week" (combination of the two). The one-time rate for a five-minute segment is $275 for Group I, $375 for Group II, dropping to $245 and $345 for 12 or more spots per week for 52 weeks. For 21/2-minute segments, the Group I rates begin at $195 and drop to $165, the Group II rates start at $280 and end at $250.

The plan includes 81 programs a week, the regular network newscasts plus Information Central, Your Man in Paris, Woman's Washington, To Your Health and Moscow Scene. American Home Products on Aug. 31 starts using the "news/dimension" package on Group II (38 stations) for 20 weeks on behalf of Dennison's foods. Young & Rubicam is agency.

Agency personnel shifts

Harry B. Cohen Sr., board chairman of Cohen & Aleshire, became senior vice president and member of the executive committee of Donahue & Coe Inc. when the latter agency acquired Cohen & Aleshire's major accounts and key executives on Aug. 1 (Broadcasting, July 24).

Other C&A officers who became vice presidents at D&C include: Edward Aleshire, president; Frank Brady, executive vice president and Harry B. Cohen Jr., vice president, secretary and treasurer. Some 15 other Cohen & Aleshire personnel will be absorbed by Donahue & Coe, which gains $3.5 million in radio-tv billing as a result of the merger. No change in the name of the Donahue & Coe agency is contemplated. Grove Labs., a division of Bristol-Meyers, with billing of about $2.5 million, is the largest account involved in the move.
Announcing GREATLY INCREASED POWER!

TO REACH MORE LISTENERS IN SOUTHERN CALIFORNIA THAN EVER BEFORE!

2 POWERFUL STATIONS FOR 1 PRICE!
When you buy time on KPOL AM, you automatically get equal time on KPOL FM. The attractive program format of great popular music 24 hours a day, news on the hour, headlines on the half hour, and commercials only on the quarter hour, have resulted in a high number of adult listeners from higher income families. This combined with low rates and soon new top power make KPOL THE BEST BUY IN LOS ANGELES For all the facts, call WEBster 8-2345 or write Coast Radio Broadcasting Corporation, 4628 Wilshire Boulevard, Los Angeles 5, California.

Represented Nationally by Paul H. Raymer Company
In Chicago
...world's busiest rail center... the city's railroad terminal district is larger than the entire state of Rhode Island! Handling 45,000 freight cars daily—more than New York plus St. Louis—Chicago continues to live up to poet Carl Sandburg's apt description "freight handler to the nation"!

In Chicago
WGN
TELEVISION

offers better programming through dedicated community service!
Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

Phoenix Studios Inc., 420 Lexington Ave., NYC 17 National Biscuit Co. (Milbribrook Bread), one 60, one 45, animation, film, Agency: Goulding-Elliott-Graham for McCann-Erickson Inc.; Ed Graham, a.e., G-E-G; Gus Guckenberger a.e., McCann-Erickson; Chet Gierlach prod. mgr.


TvB pitch asks: is tv price too low?

Is television's price too low?

A new Television Bureau of Advertising brochure raises this question. TvB offers evidence to substantiate the claim that "it costs less to be a tv advertiser than to be a newspaper advertiser."

To tell how much a medium costs, and whether it's worth the price, TvB asks first that advertisers check any medium on these two counts: "what you actually pay to become an advertiser in a given medium, and what you buy with what you pay (a way to sell people and an audience)."

In terms of dollars, the brochure lists the costs of a one-minute tv commercial and a 1,000-line newspaper ad in the average of the country's top 100 markets (take the total costs and divide by 100). The costs: daytime tv minute, $100; late-night minute to reach the husband and wife together, $150; prime time minute for maximum family audience, $230; the 1,000-line newspaper ad, $624.

TvB declares the easiest way to look at the comparative price situation is to start with a hypothetical budget, for example, $300,000, which would buy: one 1,100-line ad in each of the nation's 1,763 daily newspapers with a combined circulation of 59 million copies; or, a full-page black and white ad in all 13 magazines with circulations over 3 million (combined circulation: 74 million copies), or one of the 14 most expensive nighttime network tv shows with a potential reach of 46 million homes.

Continuing, TvB says: "Assume the almost impossibly high readership figure of 50% for both newspapers and magazines, and compare with the actual measured audience of the television show." The table as shown in the brochure:

<table>
<thead>
<tr>
<th>Sales calls (000,000)</th>
<th>Cost per 1,000 sales calls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers 29</td>
<td>$10.00</td>
</tr>
<tr>
<td>Magazines 37</td>
<td>8.00</td>
</tr>
<tr>
<td>Television 49</td>
<td>6.29</td>
</tr>
</tbody>
</table>

To put it another way, TvB adds: "If you wanted to create a million sales impressions in each of the three media, it would cost: newspapers, $10,000; magazines, $8,000; television (most expensive show), $6,290."

Revlon drops specials for scheduled shows

Revlon Inc. and Harry Belafonte parted company last week. In the past two years the cosmetics firm and the entertainer collaborated on two successful hour-long specials on CBS-TV, and had a contract calling for two more original shows during the coming season.

Revlon attributed its move to a change in basic advertising policy—from sponsorship of specials to regularly scheduled shows. In the past the company sponsored only specials, but last spring began to pick up alternate-weeks of NBC-TV's Alfred Hitchcock Presents and Wagon Train. Plans for the coming season call for alternate-week sponsorship of CBS-TV's Ed Sullivan Show and Checkmate, and possibly an hour-long Christmas special.

A company spokesman denied that Mr. Belafonte's dissatisfaction with the number or content of commercials used on past Revlon specials had anything to do with the discontinuance of the programs. He said the first program, presented in December, 1959 (it won an Emmy Award), only contained two commercials, and the other one, telecast last November, carried "a not excessive" four commercial messages during the hour.

'Negro Group Plan' offered by Howard

A "Negro Group Plan" for advertisers that claims a radio coverage area reaching 54.2% of the national Negro market was announced last week by radio-tv representative Bernard Howard & Co., New York, which reps a major list of Negro-programmed radio stations. Included are five separate groupings: national, southern, northern, west coast and a selected "first 15" Negro metropolitan area.

The plan accommodates variations in schedules, a rate card issued showing costs for 12, 18 and 24 announcements plus 6 quarter hours per week for 13, 26 and 52 weeks for each of the groups offered. "National" coverage rates, for example, show a cost range from $32,472.18 for 12 weekly minutes for 13 weeks to $209,118 for 24 weekly minutes for 52 weeks, and $63,997.57 for six weekly quarter-hours for 13 weeks to $212,122.56 for the same amount of time purchased for 52 weeks. The firm represents stations in 27 markets.

Pepsi forms Teem Division

The Pepsi-Cola Co., New York, has formed the Teem Division to implement marketing of Teem, Pepsi's lemon-lime drink, and other new beverage products.

Robert M. Worden, a 10-year Pepsi veteran, has been elected a vice president of the company and placed in charge of the new products unit.

A full-scale advertising campaign, including radio and television spots, has been prepared for use by Teem's 250 bottlers. BBDO, New York, is the agency.

Burma-Shave appoints Scott

Burma-Vita Co., Minneapolis, has appointed R. Jack Scott Inc., Chicago, as agency to handle its new one-year saturation spot tv test for Burma-Shave in major markets this fall, starting with Chicago (Closed Circuit, July 24). The historic roadside signs are to be preserved, but they may be curtailed some.

L. C. Odell, vice president and director of sales for Burma-Vita, said "we're shooting for the moon" in the television drive and spots "will be running out of your ears." He said the test is for a full year because no advertiser should expect any medium to do an effective job in any lesser period. Former agency was Bozell & Jacobs, Minneapolis.
KRON is TV in SF

San Franciscans are sold on KRON-TV

NUMBER 1
LOCALLY-PRODUCED
NEWSCAST IS ON
KRON-TV
(June 1961 Nielsen)

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

BROADCASTING, August 7, 1961
ANY CHANCE FOR UHF BUILD-UP?

FCC tries forcing action to get broadcasters into high band
but some see it as re-run of an aid-to-fm policy that failed

The FCC has taken another step down the road to uhf television—and this time it is holding out a carrot to persuade reluctant broadcasters that it would be a good idea to move into the upper band.

In a clear attempt to whet broadcasters' appetites for uhf, the commission proposed last week to give these benefits to uhf applicants:

* Dual operation in both uhf and vhf for those already broadcasting in the uhf band.
* A pool of uhf channels to be reserved for existing commercial broadcasters for about three years.
* A first come-first served policy in uhf applications whereby an applicant will be guaranteed the channel he seeks without a hearing.
* Relaxation of various technical requirements that will make it less expensive to build and operate a uhf station.
* Abolition of the uhf table of allocations so that applicants may apply for any uhf channel—with some restrictions, however, to prevent a concentration of desirable, low band uhf stations.

As a further nod to uhf, the FCC proposed to deintermix eight cities by removing the single vhf outlet now in each community and converting the eight to all-uhf markets (see table this page).

At the same time, the commission proposed to add a third vhf channel at less than minimum mileage spacing to eight cities to create competitive facilities for the three networks (see table, page 55).

And, in three other cities the commission issued final orders to add a vhf to each, but without shortening mileage separations (see table, page 55).

The proposals to beef up the uhf system had the support of five of the seven FCC commissioners, but the proposal to remove the v's from the eight markets carried by a one-vote majority. Chairman Newton N. Minow, Commissioners Robert T. Bartley, Robert E. Lee, Frederick W. Ford, and John S. Cross were in agreement on the moves to expand the use of uhf, with Commissioners Rosel H. Hyde and T. A. M. Craven opposing.

On the proposals to delete the vhf's in the eight markets, the chairman and Messrs Bartley, Lee and Ford constituted the majority, with Messrs. Hyde, Craven and Cross the opposition.

The rule-making notices to drop new v's into eight cities were made by unanimous vote. The commission split in different ways on the final orders dropping new v's, without changing mileage separations, into three cities (see table, page 55).

All the actions were announced July 28 (BROADCASTING, July 31), but it was not until last week that the details became available.

Insurance • The commission's proposals were greeted with dismay by many broadcasters and Washington lawyers and engineers. The consensus of their views is that the FCC is trying to force telecasters into uhf—just as it tried several years ago to force standard am broadcasters into fm.

"The only thing they'll succeed in doing," one knowledgeable Washington observer stated, "is to force a tv broadcaster to take out uhf insurance. It's just what they did in fm."

The managing director of one of the larger group owners said his company would have "no interest in duplicating our v's with uhf's." Spokesmen for networks and other major group owners pointed out answering the ground that they had not had time to study the document and the FCC's reasoning.

The move to drop an extra vhf into cities, even though it would be a step in that direction, was considered all to the good by network executives. ABC found it all for the best, and CBS and NBC found some good in the proposals—that they would relieve some of their affiliates of handling two networks.

Uhf to the Fore • If the FCC notification and action can be taken at face value, the ultimate for tv is a heavier reliance on uhf—either on an area basis, or conceivably as the basic service throughout the country.

But the FCC's actions cannot be taken without reservations.

First, the moves are proposals only
Final orders add vhf to three markets

**BENEFICIARIES: ROCHESTER, SYRACUSE, GRAND RAPIDS**

In the midst of all the proposals put out by the FCC last week for deintermixture, added vhf channels at below-mileage separations and the moves to enhance uhf, the commission issued three final orders adding an extra vhf channel to Syracuse and Rochester, N. Y., and to Grand Rapids, Mich. All three of the channels meet the separation requirement that in a necessary shuffle of channels between Rochester and Syracuse a 4.5 mile shortage exists on another channel.

Here's what the FCC did:

<table>
<thead>
<tr>
<th>City</th>
<th>Present Allocation</th>
<th>New Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Syracuse, N.Y.</td>
<td>3-, 8, 43+, 9-</td>
<td>15-</td>
</tr>
<tr>
<td>Rochester, N.Y.</td>
<td>5-, 10+, 13-</td>
<td>21, 27+</td>
</tr>
</tbody>
</table>

Note: Ch. 9 in Syracuse and ch. 13 in Rochester are required to protect Canadian stations.

From ch. 9 to ch. 11. Addition of ch. 13 to Grand Rapids is conditioned on it serving Muskegon as well.

Chairman Minow dissented, while Commissioner Bartley concurred.

Operating in Grand Rapids, WOOD-TV, ch. 8; cp for ch. 23 held by Penticular Broadcasting Co.

No sooner was the ink dry on the FCC's order authorizing addition of ch. 13 to Grand Rapids, Mich. (Broadcasting, July 31), than WMAX there, which had originally requested the drop-in be made, asked the commission to expedite hearing procedure so that some party can be operating on ch. 13 by Sept. 16, 1962.

WMAX suggested a timetable for the FCC to adopt to get the channel on the air quickly, saying there is great need for immediate additional service in Grand Rapids. Its reason for the suggestions was that there have been almost interminable hassles whenever the FCC has authorized interim channel operation between mutually exclusive applicants over who would be responsible for overall policies and day-to-day operation of the station. Another reason cited is the difficulty of obtaining financing for such short-term operation.

The station said the FCC should set Sept. 18, 1961 as cutoff date for applications and start the hearing Nov. 13. It suggested procedural changes also: delegate the right to enlarge or modify issues to the chief hearing examiner and allow him to rule within five days on any appeals from the hearing examiner's decisions; limit the length of proposed findings and accept no replies. WMAX also recommended that the FCC order adding the channel be amended to force WWTV (TV) Cadillac, Mich., to show cause why it should not vacate ch. 13 there by Sept. 15, 1962.

Third vhf proposed for eight markets

**WOULD BE AT LESS THAN MINIMUM MILEAGE SPACINGS**

There are eight cities to which the FCC proposes to add a third vhf channel at less than the minimum mileage spacings required under the present rules.

In the results of the deintermixture (using vhf and uhf channels in the same city) policy adopted in 1952 when the tv freeze was lifted. This policy, the FCC points out, held out the hope for 1,875 commercial stations and 252 educational stations in over 1,200 markets.

As of June 3, the commission relates, Continued page 56
WHERE THIRD VHF WOULD GO

Lafayette, La.—Operating in Baton Rouge: WAFB-TV, ch. 9; WBRZ (TV), ch. 2. In Houma, cp for ch. 11 held by St. Anthony Television Corp.

Birmingham, Ala.—Add ch. 3 minus, with radiation suppressed in direction of WRSP-TV Chattanooga, Tenn., and WRTL-TV Columbus, Ga., both less than 190 miles from Birmingham, and in the direction of WREC-TV Memphis, Tenn., and WEAR-TV Pensacola, Fla., since ch. 3 would be operated non-offset with these stations. Operating in Birmingham: WAPI-TV, ch. 13; WBRC-TV, ch. 6; educational WBOI (TV), ch. 10; cp for ch. 42 held by Birmingham Television Corp. (WSMG TVD).

Charlotte, N.C.—Add ch. 6, with radiation suppressed in direction of WECT (TV) Wilmington, N.C.; WUFF (TV) Augusta, Ga.; WHIST-TV Bluefield, W.Va.; WATE-TV Knoxville, Tenn., all less than 170 or 190 miles from Charlotte. Although no adjacent channel station must be changed, the most efficient utilization of ch. 6 at Charlotte requires offset by W3CT, from ch. 6 even to ch. 6 minus. Operating in Charlotte: WBTV (TV), ch. 3; WSOC-TV, ch. 9; cp for ch. 36 held by Century Advertising Co. (WUTV TV).

continued

Dayton, Ohio—Add ch. 11 with radiation suppressed in direction of WHAS-TV Louisville, Ky.; and WTOL-TV Toledo, Ohio, both less than 170 miles from Dayton. Use of this channel at Dayton would result in less than standard separation for adjacent ch. 12 WKRC-TV Cincinnati, Ohio. Operating in Dayton: WLOD (TV), ch. 2; WWHT-TV, ch. 7; cp for ch. 22 held by WONE Inc. (WONE TV).

Jacksonville, Fla.—Add ch. 10 plus, with radiation to be suppressed in direction of WALB-TV Albany, Ga., less than 220 miles from Jacksonville. If Jacksonville will be less than 220 miles from the ch. 10 transmitter sites proposed by applicants for Largo, Fla., but no suppression is recommended; both stations will be free to radiate maximum energy in the direction of each other and accept such interference as may result. Operating in Jacksonville: WJXT (TV), ch. 4; WFGA-TV, ch. 12; educational WJCT (TV), ch. *7.

Johnstown, Pa.—Add ch. 8 plus, with radiation to be suppressed in direction of WALB-TV Lancaster, Pa., and WJW-TV Cleveland, Ohio, both less than 170 miles from Johnstown. Suppression also will be required in the direction of WCHS Charleston, W. Va., since ch. 8 plus would operate non-offset with this station. There are pending two petitions recommending the drop-in of ch. 3 plus to Johnstown. These will be given consideration if any party wishes to comment on this proposal. Operating in Johnstown: WJAC-TV, ch. 6; WARD-TV, ch. 19.

Knoxville, Tenn.—Add ch. 8 minus, with radiation to be suppressed in direction of WGRT (TV) Athens, Ga., and WSIX-TV Nashville, Tenn., both less than 190 miles from Knoxville. A non-offset, ch. 8 station in Knoxville will be less than the required separation from a proposed station in Greensboro-High Point, N.C., but no suppression is recommended; both stations will be free to radiate maximum energy in the direction of each other and accept such interference as may result. Operating in Knoxville: WATE-TV, ch. 6; WBIR-TV, ch. 10; WTIV (TV), ch. 26.

Okahoma City, Okla.—Add ch. 5 from Enid, Okla., with radiation to be suppressed in direction of KFRA-TV Fort Smith, Ark., less than 190 miles from Oklahoma City. Operating in Oklahoma City WKY-TV, ch. 4; KWTY (TV), ch. 9; educational KETA (TV, ch. *13); educational KOKH-TV, ch. *25. In Enid: KOOG-TV, ch. 5.

ANY CHANGE OF UHF BUILD-UP?

there were only 536 commercial stations and 56 non-commercial stations in 282 communities.

Most significantly, it adds, only 75 of the 1,543 uhf assignments are in use. Also, it continues, only 65 markets are served by three or more competitive tv services.

The root cause of this difficulty, the FCC states, is the inability of uhf stations to compete with vhf outlets—in coverage and in audience.

Back in 1959, the commission recalls, it held out the possibility of five alternatives for the future—but three of them, all involving the idea of contiguous bands of vhf channels, have had to be retired since they involved conflicts with national defense requirements.

The Two Choices * This leaves only two alternatives: an all-uhf service or continuance of the present vhf-uhf combinations.

"It is not yet clear," the FCC states, "whether a nationwide, competitive system can be achieved through the use of the uhf channels only. Though this may eventually be found to be feasible, for the present our efforts must be concentrated upon developing a system involving greatly expanded use of the uhf channels in combinations with the now virtually saturated 12 vhf channels."

The finger points, the FCC strongly intimates, to the day when uhf can be used in densely populated areas where communities are close together (the northeast and north central areas and the West Coast), with vhf channels used for wide area coverage in the less populated areas or where terrain difficu-

continued

FCC says, "to such future time as developments would call for a return to the present policy of limiting licenses to one tv station in any single market."

Uhf Pool * In establishing a pool of uhf channels for existing vhf operators, the commission declares that this would be held in reserve for three years from the effective date of legislation for an all-channel receiver, or until Dec. 31, 1965, whichever is earlier. Uhf channels for education would be held longer.

The FCC's document contained a list of cities where uhf channels will be reserved for this dual operation. It does not identify the channels but does list the number to be held (for example, New York, 7; Washington, 5; Houston, 4; etc.).

That the FCC majority has embarked on a calculated push toward uhf is made plain by its report on squeeze-ins of vhf at short spacings. The assignment of additional vhf channels, the commission says, "must be regarded as an interim measure. . . ."

It further states: "The basic issue is clear. Either the major stress henceforward will be placed upon an evolving uhf service, or the industry and the public will continue to face the prospect of a television service severely hampered by inadequate numbers of operating outlets in many cities where there is need and demand for added stations. In these circumstances we think there is no doubt that the FCC will take for confining the expanded use of vhf frequencies to those relatively few cases where the urgency for quick relief is so great that it clearly outweighs the preferred course of directing further expansion into the uhf band."

The criteria for selecting those cities
VIEWMANSHIP

at its best in Baltimore—
the Nation’s 12th Market!

WMAR-TV leads in weekly
daytime, average daily daytime,
weekly nighttime, average
daily nighttime, weekly total
and average daily total homes.*

MORE

*Breakdown of ARB 1960
Coverage Study credits
WMAR-TV with 5% or
better weekly circulation
in 43 counties. Of this
number, WMAR-TV reaches
more homes than any
other Baltimore station in
37 counties.

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

BROADCASTING, August 7, 1961
Whenever all three networks cover
the same event at the same time...

more people watch it on NBC

When Gus Grissom rocketed into space, an estimated 43,000,000 people watched it—and throughout the shoot NBC TELEVISION attracted 61% of the network audiences.* It happens that way all the time. FOR INSTANCE: 1. During the National Political Conventions NBC News attracted greater viewing audiences than both other networks combined. 2. In the Great Debates, viewing on NBC was substantially greater than on either competing network. 3. More families turned out to watch the Election returns on NBC Television than the total for both other networks. 4. And it happened that way again for the Inauguration. 5. And again for coverage of Alan Shepard's history-making flight. 6. When President Kennedy reported to the nation on his trip abroad, NBC News again won the biggest audience, this time by margins of 5% and 136%. 7. And in Presidential Press Conferences covered by all three networks, NBC averaged an audience pull 37% stronger than its closest competitor.

Sources: *Precedes. Nielsen Television Index: Items 3-6, National (Average Audience Ratings). Items 6 & 7, MNA.
All-channel set bill appears doomed

The FCC's all-channel-receiver legislation—the proposal central to the commission's effort to break the uhf-vhf impasse—appears headed for trouble on Capitol Hill.

It is doubtful that hearings will even be held on the bill in this session, which is expected to be wound up by the middle of September. The Senate and House Commerce Committees have hearings booked almost to the end of August, and the all-channel bill isn't on either committee's agenda. Nor do committee staffers expect it to be.

But more importantly, key members of both committees are registering either skepticism or outright opposition to the proposal, which would permit the shipment of only all-channel sets in interstate commerce. If the bill should die, it would take much of the steam out of the over-all attack planned by the commission on the vhf-uhf problem.

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, said last week he "doesn't like the idea of forcing" purchasers to pay the additional price of all-channel sets when only a vhf or uhf signal may be available in their area. The senator, however, said he would want to hold hearings before taking a final position.

Sen. Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee, expressed a similar view, and added: "I think the bill will run into a lot of opposition."

On the House side, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, was reported last week to be opposed to the legislation on at least two grounds: that it provides for FCC regulation of manufacturers and that it is putting the cart before the horse to require manufacturers to build only all-channel sets before both uhf and vhf signals are available in all areas.

for added vhf channels, the FCC states, were based on seven factors, among the most important being that the markets were within the 75 top tv cities, that two vhf stations were already in operation, and that no assignments be made at less than 120 miles co-channel and 40 miles adjacent channel.

In discussing this policy, the commission points out that the move of ch. 7 into Louisville is already under consideration but is faced with heavy difficulties—although the FCC says that if it finally decides to move ch. 7 into that Kentucky city it will give consideration to permitting below-minimum mileage separation. A similar discussion covers Providence, R. I.

Chairman Minow concurred in the policy on adding vhf channels, but added a statement stressing his feeling that the FCC has assigned the drop-ins for commercial use; he would have spelled out a policy that if educational groups feel they have a greater need for these channels the FCC will consider such a reservation.

Commissioner Cross went along with most of the proposals on uhf but registered dissent at the moves deleting existing vhf in the eight cities. He feels, he said, that up to 275,000 people now receiving service from vhf stations in those areas will be deprived of their only service by this move. This is on the basis that uhf stations cannot cover as wide an area as vhf outlets.

Gerico's tv channel
to go to etv group

Gerico Investment Co., formerly operator of ch. 17 WTIV (TV) Fort Lauderdale, Fla., was found in default for failure to prosecute its license renewal application by FCC Hearing Examiner Asher H. Ende last week. He issued an initial decision looking toward granting ch. 17 there to The Board of Public Instruction of Dade County.

Mr. Ende said notification of hearing was sent by registered mail, return receipt requested, to Gerico and its president, Mortimer W. Leewi. No reply was received.

The educational group was found by the FCC's hearing order to be "legally, technically, financially and otherwise qualified" to operate the station. The major point at issue was whether Gerico had abandoned the station, which has been off the air since February.

Ch. 5 applicant asks
Maguire clarification

Massachusetts Bay Telecasters, one of three applicants for Boston ch. 5 in the court-remanded ex parte case, suggested last week that the FCC investigate whether the activities of Richard Maguire, a former 2.77% stockholder in competing Greater Boston Television Corp., should disqualify GBT.

WHDH Inc., the third applicant and incumbent on the channel, had asked the FCC to disqualify GBT because Mr. Maguire's sale of his interest makes GBT an entirely different applicant (Broadcasting, July 24). The FCC broadcast Bureau replied last week that this WHDH pleading does not warrant serious consideration.

MBT said Mr. Maguire had left Boston for Washington, "where he is reported to be working for the executive branch of the government or working closely with the executive branch." MBT asked the FCC to determine if Mr. Maguire has arranged to resume an interest in Boston ch. 5 upon his return from government service and whether he would receive fees while in service from his law firm's efforts on behalf of GBT.

MBT said it is not charging Mr. Maguire with violating the letter or the spirit of the executive order concerning ethics and conflict of interest, but feels the situation should be clarified and put into the record of the case.
NOT LOOKING FOR WORK.
JUST WANT A JOB.

Agency Z was reportedly the most difficult place in town to get a job. Their psychological testing process was most rigorous. Their exhaustive reference checks were rumored to include evaluations from candidates' kindergarten teachers on group cooperation and aggression patterns. People went in for interviews in depth and didn't come out for days. Sober men got the spins. Applicants developed circulatory diseases*.

Preliminary screening consisted of "The Walk." Applicants were simply told to find the door marked PERSONNEL, buried at the center of the maze shown above. Then the tests were administered.

See if you can find your way to Personnel. Draw the shortest route on this page, send it to us, and we'll send you an exciting new prize. It may be straight or in the round, thick or thin.

*If you're suffering from low circulation, try WMAL-TV, the station first in Washington, D. C. market, 6 PM-Midnight, Mon. thru Fri. (June ARB '61)

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


BROADCASTING, August 7, 1961
Bang! you’re dead or you’re dead, bang!

CENSORSHIP CAN BE BEFORE OR AFTER, CHICAGO SEMINAR IS TOLD

The FCC’s position that it has legal foundation to review past program performance in license renewal proceedings and that this does not violate the First Amendment’s no-censorship principle ultimately must be decided in a court suit whose issues go directly to those arguments.

This appeared to be the strongest conclusion among broadcaster participants at the half-way point Thursday night in FCC Chairman Newton N. Minow’s “homecoming” seminar at Northwestern U. Law School, Chicago, on the topic of freedom and responsibility in broadcasting. Participating in the two-day conference were 20 national leaders representing all principal shades of opinion in the mass communication field.

The high points of the exhaustive intellectual exchange, which involved as much prepared-text presentation as “discussion” (for Friday talks, see AT DEADLINE), included these developments:

- Harvard Law School Prof. Louis L. Jaffe’s brief “lecture” on constitutional law to Chairman Minow at the public session Thursday afternoon just after Mr. Minow’s elaborate legal defense of the FCC’s right to consider programming. Prof. Jaffe suggested Mr. Minow’s position might contain some holes.

- He questioned Mr. Minow’s definition of “censorship” as confined only to prior restraint and as not involved in sanction after the fact. Prof. Jaffe, however, supported Mr. Minow’s premise that the FCC may look at a station’s “total” programming picture to determine whether a balanced-service responsibility has been met. Chairman Minow indicated they appear to agree in principle and did not contest Prof. Jaffe’s legal distinctions.

- Chairman Minow’s opinion that a television affiliate of a network at license renewal time—assuming that in all other respects he has met his licensee responsibilities—should not be held liable for airing network programs containing “violence.” Given in answer to a question by broadcaster John W. Guider, Mr. Minow’s view was based on the position that “in many cases the problem is out of the hands of the owner” since he doesn’t see the show until his audience does.

The “major responsibility” for violence on network shows, Mr. Minow said, lies in our “system” of producing and distributing programs and it is for this reason he said he supports proposals for the FCC to regulate the networks.

- The prospect that later in the fall an informal but national conference on the current problems of radio broadcasters may be called, with particular attention to the mounting paperwork and reporting demands being made on them by the FCC. The proposal was advanced by NAB President LeRoy Collins and was personally endorsed by Chairman Minow.

- An offer by the FCC chairman to use his good offices with the U. S. Justice Dept. to clear the way for local radio station operators in a given market to get together to consider a joint approach to a balanced programming offering that would best meet local needs—if such a proposal were to be initiated by the stations.

- Another view by Mr. Minow that he is sympathetic to specialized programming by radio stations (but not by TV stations) to compete in high-density markets, although legal precedent calls for each station individually to offer fully-balanced programming.

- A sincere hope by Fairfax Cone, executive committee chairman of Foote, Cone & Belding, that “someday there will be a meeting at which 99% of all the attention is not devoted to what is bad in television.”

- He made a special effort to impress upon the gathering that “most broadcasters are trustworthy” and so are most advertisers and agencies.

- A hypothesis by Cincinnati Law School Dean Roscoe Barrow, author of the FCC's Network Study and recently-named consultant to the FCC, that the marketing function necessary to television’s well-being may have the effect of causing “good” programs to be driven out of television by more highly-rated programs of lesser quality.

- A flat contradiction to the Minow and Barrow positions by W. Theodore Pierson, Washington communications lawyer, who is convinced the whole Minow philosophy is propounded on censorship, pure and simple. Though unrestrained programming may have imperfections, he said, it is much to be preferred over a “vast wasteland of withered liberties.”

Participants in the two-day symposium, in addition to Messrs. Minow, Collins, Jaffe, Barrow, Pierson and Cone, included: the conference chairman, J. Leonard Reinsch, executive director of the Cox stations and TV-radio advisor to President Kennedy; the conference director, John E. Cones, Northwestern Law School professor; Warren...
"Make a noise in the east . . . but strike in the west"

Long before Mao Tse-Tung gave us the headline for this ad, Sun Tzu, another Chinese militarist, said in 500 B.C.:

"To fight and conquer in all your battles is not supreme excellence; supreme excellence consists in breaking the enemy's resistance without fighting."

In today's terms, this strategy is called "Protracted Conflict." In today's world it is being vigorously practiced by Mao Tse-Tung and his brothers in the Sino-Soviet block. This is Mao's formidable formula for Protracted Conflict:

I. Eliminate your enemies one by one. Kill the straggler in a group of men. . . . penetrate the straggler in a group of nations.

II. Keep the enemy off balance. Example: Berlin, Laos, Viet-Nam — the basic communist policy of international thrusts and feints.

III. Use all possible propaganda and cultural warfare to sap the enemy's will to resist.

IV. Avoid a frontal assault until it can succeed without powerful retaliation.

V. Split the battlefield into a Peace Zone and a War Zone. (Today's Peace Zone is simply the full area of the communist empire. According to communist tactics, all international tensions lie within the War Zone. Thus, the question of colonialism may be debated in regard to Congo, never in regard to Hungary or Tibet.)

Americans can be fortified through facts. We may not know what the communists will try next, but the communist blueprint convinces us that whatever it is, they are going to try it. We need not be surprised or shaken.

We don't think these ads will change the tide of any battle. But through them, and the prime time announcements to our viewers and listeners, a few more facts about communism are being published . . . and, our knowledge of the facts of the case is our mightiest defense — and offense.
Hottest debate of the broadcaster’s summer: Where does NAB President LeRoy Collins stand on revision of the FCC’s program form?

He has commented three times on the subject—in a July 13 memo to member stations, in the July 31 NAB Highlights (privately circulated to members) and in an Aug. 3 address to the Northwestern U. School of Law’s Conference on Freedom and Responsibility in Broadcasting (story page 62).

Is he consistent? Or has he done an abrupt switch?

The new form isn’t too bad but might be improved—in any case “a net improvement” — Gov. Collins was reported as saying in Broadcasting (July 17).

And then the lid blew off at NAB. Gov. Collins charged Broadcasting had misrepresented his views in reporting the July 13 memo. He said in the July 31 Highlights, after observing he had received helpful comments from some members:

“These responses indicated that some have misinterpreted our position on the proposed new forms, and this has been stimulated further by distortions in Broadcasting magazine.”

Gov. Collins continued, “In order to clarify the matter, this is to advise you that we here of the NAB staff have not given blanket approval or endorsement of the FCC proposal.”

He continued in Highlights: “. . . The most uniform, single item of concern received thus far, however, is over the tremendous added burden envisioned in the proposed logging requirements. . . . The public-service accomplishments of broadcasters, generally, are not reflected adequately in the present form, I am told. It also is my understanding that the proposed form will enable the broadcaster to log and report all identifiable program material regardless of length or category. This would appear to recognize the great flexibility of radio and not confine it to strict five-minute or 15-minute segments. In this regard, especially, do I believe it represents a ‘net improvement over the old form.'”

Different Tack — But what appeared to be an entirely different approach to the program forms was taken by Gov. Collins Aug. 3. In his Northwestern speech Gov. Collins showed concern for the mechanical burden placed on stations by the proposed program form.

To clarify all this, Broadcasting presents the full text of Gov. Collins’ comments on the proposed forms in his July 13 memorandum to NAB members and the full text of his Aug. 3 comments on the subject at Chicago. Here is the text of his July 13 letter (excluding introductory matter):

“The proposal for changes in the logging requirements is completely new and would be necessary in order for the logs to reflect the factual information required in order to complete the application form.”

“The proposed program form to the program form represents a substantial revision of the proposal of the FCC, issued last Feb. 21 in the same proceeding, which we forwarded to you on March 1.”

“You will recall that upon our initiative, following the issuance of the earlier proposed form, a series of conferences was held, attended by representatives of the NAB, the Federal Communications Bar Assn. and staff members of the commission. The purpose of these conferences was to seek ways of simplifying and improving the form in areas where mutual agreement could be easily obtained, leaving, of course, open for further consideration positions of likely deeper conflict in opposing views.

“The proposed form of the FCC represents a refinement and extension of the program forms that have been utilized by the commission for the past thirty years.

“On balance, it is our opinion that the new form represents a net improvement over the old form.

K. Agee, executive director of Sigma Delta Chi; Peter Goelet, founder of the National Audience Board.

Former FCC member Charles H. King; Clair R. McCollough, NAB board chairman and general manager of the Steinman Stations; Ralph McGill, editor of the Atlanta Constitution; Sig Mickelson, vice president of Time Inc.; Nathan L. Nathanson, Northwestern Law School professor; consultant Morris S. Novik; Ward L. Quaal, executive vice president-general manager of WGN Inc.; John Taylor, general manager of educational WTTW (TV) Chicago; Sol Taishoff, editor and publisher of Broadcasting.

Unable to attend were Presidential News Secretary Pierre Salinger and public relations counselor Edward L. Bernays. It was just 11 years ago that Chairman Minow sat in the same university hall as a law student. Mr. Reinsch also is a Northwestern U. alumnus.

Surprise — Prof. Jaffe appeared to be the surprise of the symposium. He made no secret of his belief that the First Amendment of the Constitution does cover broadcasting. And in his exchange with Mr. Minow he said the First Amendment’s protection is not limited merely to protection from censorship before “publication.” He thought it might also cover “the imposition of sanctions after the event.”

Nor, said Prof. Jaffe, “is the First Amendment’s protection inapplicable on the ground that the licensee is exercising a ‘privilege’ as is afforded the broadcaster through his license.

Prof. Jaffe later explained to news-
“True, more detailed information is being requested of licensees and applicants. The form itself, however, does not represent any basic change in the philosophy of regulation of the industry by the FCC.

“In our judgment, there exists no substantial question of legality. If the commission has the basic authority to require applicants for broadcasting facilities to file any information as to program plans, and this has been accepted in practice since the advent of radio regulation, the amount of such information required is a matter of sound official discretion.

“Against this backdrop the proposed form has the advantage of reflecting more accurately past and proposed operations of the licensee. It has the disadvantage of imposing a greater administrative burden upon licensees, and this burden will be more onerous on those stations with small staffs.

“However, our NAB staff believes that it is possible for any licensee to complete this form without outside special assistance. This was a prime objective of the committee that worked with the commission on revision of the form proposed last February.

“We at NAB are working on (1) possible improvements to be sought in the proposed form, and (2) the development of guidelines of assistance for our members after a final form has been approved. Your comments, of course, will be welcomed.”

Switch at Chicago • Following is the text of Gov. Collins observations on program form revision Aug. 3 at Northwestern U.:

“Another concern facing broadcasters, and especially radio broadcasters, and one which bears directly on their ability to perform with maximum responsibility, is the matter of the FCC's proposed new license application and renewal forms.

“I have made it clear that I can find no legal objection to the FCC requesting information from licensees regarding programming.

“But I do object—and very strongly—to the almost impossible amounts of detailed paperwork broadcasters—especially the smaller radio broadcasters—will be required to perform to respond to some of the questions in the proposed forms.

“In many of the smaller stations this will place an intolerable burden on already overloaded personnel. And these stations simply cannot afford to increase their staffs.

“I have seen first hand the mountains of paperwork this entails in terms of the day-to-day operation of the smaller stations. I recommend that every member of the FCC take the time to make such an examination if he has not already done so.

“I am certain that it is not the desire of the commission to keep a station from doing a proper job by imposing an unfair and unreasonable administrative burden on it, and yet this will be the result in many cases unless modifications are effected.

“And while we are on the subject of the proposed forms, as they apply to programming in radio, I would like to oppose the concept that each station in a multiple-station mass should broadcast what might be called a 'balanced' or 'diversified' schedule of programming.

“I do not know that this is the intent of the FCC. But I do feel strongly that it would be foolish to expect each station to carry such a 'balanced' program diet. This would not produce real diversification of programming but rather insidious conformity, in which every station would be sounding much the same as any other.

“What I hope the FCC has in mind—and it seems to make very good sense, from the standpoint of the broadcasters as well as the public—is an encouragement of specialization among stations where there is a large number in a given market, so that a person might be able to tune in one station for the best in good music, another station for needed foreign-language programming, another for special teen-age programming and so on across the scale of diversified interests.

“If the FCC will spell out that it has this in mind in asking the questions about programming on the new forms, it will prove extremely helpful.

“One of the most frequently expressed concerns of broadcasters is that the FCC and its staff have little appreciation of the administrative complications—the burdensome details—facing licensees in their day-to-day operations. The FCC, on the other hand, I am sure, feels that the industry does not appreciate the FCC's burdens, problems and goals.

“Therefore, I propose that in mid-September of this year we hold a meeting to be attended by the commissioners and appropriate staff members and by a representative group of radio broadcasters.

“The purpose of the meeting would be to exchange freely and frankly the views of all participants regarding current radio broadcasting problems in a very informal conference atmosphere. I would not contemplate this meeting taking on the aspects of a formal hearing of record, but I believe it should involve the proposal of the commission to modify its application form and logging requirements.

“This would be entirely in order, procedurally, for the commission has expressly stated that it would not be limited to comments of record, but would further take into account any relevant information obtained in any manner from informal sources.

“I feel that such a meeting would be of significant help all around, and we offer the services of NAB in making appropriate arrangements.”

men that the Supreme Court for perhaps 20 years has held that to punish after an event is just as much censorship as prior permission to "print."

Prof. Jaffe told the conference he does agree with Chairman Minow's position that it is not censorship nor a violation of the First Amendment to determine on the basis of the whole program schedule whether the licensee has met his responsibility for providing a general balanced television service.

Shuler Case • Elaborating on this point, Prof. Jaffe ventured that "there is a limit to the imposition of sanctions after the event" and said he feels that a "refusal to renew a license" could be such a penalty if based on the "character" of the program content. His personal view, he said, is that if the Supreme Court today were to review the famed Shuler case (including an issue of religious bigotry) possibly five of the justices would find that refusal to renew the station's license violated the free speech principle. (An appeals court in 1932 upheld the Federal Radio Commission's refusal to renew a radio station license held by the Rev. Bob Shuler who was charged with defamatory and other damaging broadcasts.)

The Harvard professor earlier in the day had sparked sharp ideological exchanges among the participants with his paper which began the symposium's initial closed meeting. He observed that ever since the 1946 Blue Book, the industry has come to loosely follow its precepts and Congress "has maintained a resounding silence, but the echo is probably adequate to demonstrate congressional ratification of the principle
of responsibility for balanced programs, even though it leaves unclear the powers of the FCC to police the obligation.

What should the government do about an excess of sex and violence on the air? Prof. Jaffe asked if the government should "measure out the quantity of sex and sadism that will be tolerated?" He said that except for cases of hard-core obscenity, the Supreme Court "might hold that the Constitution forbade censorship, though it is at least possible that censorship of the hours when children are ordinarily viewing might get by."

Prof. Jaffe felt, however, "that a determined and continuing effort by the organized citizenry brought to bear on advertisers and licensees will bring about some amelioration. Given our prevailing culture, not much more can be expected."

Beyond Help  Of general entertainment programs, Prof. Jaffe said, "The most alarming thing about tv is not its undeniable dullness, but the apparent fact that so many people have nothing better to do than to sit constantly before it. I insist that these passive sponges are so completely bereft of culture that for them the quality of programs is immaterial."

As to whether "policing" of programming is feasible or desirable, Prof. Jaffe felt that it is, "but primarily through enforced publicity and reporting." He sees government "as a grand court of inquiry" to stimulate public discussion. But he contends that in areas of opinion "it is a precisely flat legal prescription which we should avoid. Law in this area is likely to be inept or arbitrary; it may even entrench on the Constitution."

Prof. Jaffe delved at considerable length into the legal nuances of his proposition that a general responsibility for balance is constitutional because of the present limited number of frequencies. It was on this broad premise that he concluded that the government "has a prime responsibility for end product of tv" and that this responsibility "can best be discharged by the official formulation of standards, by unremitting publicity and by an obligation on the industry to study the programmatic needs of its constituencies, to report on and to defend its performance."

Minow Position  Mr. Minow devoted his entire prepared statement to a taste of legal and legislative precedent supporting his position that the programming controls he advocates do not constitute censorship. His 21-page speech was backed by a 76-page legal memorandum prepared by legal assistant Joel Rosenbloom.

Legal precedent and the history of legislation and regulation of broadcasting are consistent in the area of censorship and establish these two things, Chairman Minow said: (1) the no-censorship provision of the Communications Act refers to prior restraint, and (2) the commission has the authority and duty to consider past and proposed programming of applicants. Those who cry censorship ignore these two facts, he said.

"They argue each time as if the slate were completely clean," he charged. "Don't study the law books... Their argument to the commission... is often the same as their answer to their critics: 'If you don't like it, turn your set off.'"

For many years, Chairman Minow said, the word "censorship" has smothered and obscured analysis about the relationship between government and broadcasting.

The FCC chairman charged that there is much censorship in broadcasting today—but that it is by ratings, advertisers and broadcasters and not by the federal government. He said this censorship should be examined, spotlighted and deplored just as any form of censorship should be. "When a broadcaster defers to the advertiser in permitting the private interest to have priority over the public interest, the result is censorship—and in a most pernicious form," Chairman Minow charged.

The Other Hand  The commission clearly does not censor anything, the chairman maintained. "We never view a program in advance of broadcast and prevent its being seen by the public," he said. The commission does examine over-all program performance and proposals of licensees and applicants, he said.

"It is this that is called censorship," he said. "It is this, they tell us, that violates the First Amendment and the Communications Act." The analogy to newspapers is nonsense, Chairman Minow maintained.

The First Amendment applies differently to print media and broadcast media because broadcasting is different, he said. "There is a prior restraint [for broadcasting]—because it is necessary—but this restraint is against getting into the business in the first place unless you have a license."

Pointing out that the Communications Act bestows upon the FCC the right to require stations to keep program logs, Chairman Minow asked: "Records of programs? What for if the

---

KRAFT COLOR TV COMMERCIALS ARE 75% MORE PERSUASIVE

Commercial persuasiveness study of Kraft commercials on "Perry Como's Kraft Music Hall" indicate that color TV is 75% more persuasive in creating desire to buy than black-and-white (Burke Marketing Research Survey). Kraft has already learned the value of color TV. Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900

lay the private meeting proceedings to newsmen and guests in adjoining rooms. CBS-TV and NBC-TV shot newsmfilm. So did WGN-TV Chicago. Westinghouse Broadcasting taped portions and Northwestern lost count of other local radio tape feeds.

Mr. Minow has enjoyed considerable consumer media publicity since moving to the top FCC post, particularly in the daily press and particularly since his television is a "vast wasteland" speech before the NAB convention (Broadcasting, May 15).
This Fall in Birmingham

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

THE CREAM OF NBC AND CBS TV NETWORKS

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

*ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.
commission has no concern with programming?” He said that legislative history of the Radio and Communications Act leaves no doubt as to the power of the FCC to consider programming as one facet of the public interest.

If, the chairman said, a TV station proposes to telecast little or no education, religion, educational or public affairs programming, the commission is free “and indeed obliged” to ask why. “This requirement is not censorship. The commission is not prescribing the specific programs to be presented. It has a right to ask why that applicant should have a piece of a precious resource.”

Where the Trouble Lies * “The trouble,” Chairman Minow said, “is that far too many licensees do not regard themselves as ‘trustees for the public.’ The frequency is regarded as theirs, not the public’s, and the license is not one to operate in the public interest but rather to get the greatest financial return possible out of their investment.”

“Those few broadcasters and their professional associates who would evade the nation’s needs crying ‘Censorship! Oh where will it end?’ I ask: Responsibility—when will it begin?”

Collins Proposal * An industry-FCC meeting in mid-September to work out the program-form mess was proposed by NAB President Collins.

Gov. Collins said the FCC’s proposed program form would place an intolerable burden of paper work on stations.

In his conference speech Gov. Collins opposed the concept that each station in a multiple-station market should broadcast a balanced or diversified schedule of programming, claiming it would not produce “real diversification of programming but rather insidious conformity.” He contended specialized programming in multi-station markets should be encouraged.

The proposed industry-FCC conference, to be informal in nature, would seek an exchange of views on current radio broadcasting problems. Gov. Collins said broadcasters often say the FCC has little appreciation of the burdensome details facing licensees.

Station Explosion * Reviving a suggestion made at the NAB convention last May, he blamed the “overpopulation of licensees” on the FCC. He said, “I could not be in more disagreement with Chairman Minow, who has said he feels the road to better programming in broadcasting lies through additional stations on the air and additional competition.”

Experience shows, he added, “that increasing competition beyond the reasonable-support potential increases the incidence of overcommercialism, reduces station income and thus decreases the ability to finance the special efforts required to produce the highest-quality operation.”

“I hope that this lesson so painfully learned too late in radio will be heeded in television while there is time. Television needs to be fully competitive, but not to the extent that in order to survive every corner must be cut, every possible dollar earned.”

Gov. Collins lauded a proposed FCC study seeking answers to the economic questions plaguing many radio stations, offering NAB’s services in the project. Again he suggested a moratorium on issuance of new am grants, as earlier suggested by FCC Commissioner Robert E. Lee.

Arguing against FCC’s substitution of its taste and judgment of programming for that of a licensee, he said NAB has long agreed the Commission should hold every licensee accountable for good-faith efforts to serve the public interest in line with his promises.

“I am prepared to carry the fight for free broadcasting not only to the FCC and the Congress but to every home in America, beginning with one on Pennsylvania Avenue,” he said.

King Views * Former FCC Commissioner King said he does not feel “we can have an effective system of broadcasting by private enterprise and at the same time have the government telling the industry what they must or must not put on the air.”

“Let’s face it. What makes private enterprise tick is profits; it is only by making a profit that television can render the public service that it does.”

Mr. King said that when the government steps in to tell the broadcaster what he must or must not broadcast, both the opportunity for profit and the incentive that goes along with it are bound to be affected adversely. “Once started,” he added, “this thing tends to expand.”

But Mr. King did believe the Government can establish certain “minimum” standards of program content. The problem comes with how far “minimum” should range, he said.

‘Not From Washington’ * Mr. Guider, former partner in the Washington law firm of Hogan, Donovan, Jones, Harts & Guider, now president of WMTW-TV Poland Spring, Me., told the conference he wants the program responsibility problem “solved at the station level and not from Washington.”

Mr. Mickelson observed that “someone has to make a subjective decision” about programming and said it should be a broadcaster decision completely, not one made by government. He said what really is at issue is what is the definition of “good” or “bad” programming, because no one has yet been able to define them, any more than what is “public service.”

To suggestions that low-rated information shows be priced cheaper, Mr. Mickelson sounded a warning. “Producers would be under terrible pressure to justify higher audiences and higher prices,” he said, and this would have a “deteriorating effect” on information content.

Barrow Talk * Dean Barrow’s lengthy paper opening the Friday morning session described how TV programming is affected by non-governmental in-
A lot goes on in Western New York that's not seen by the nation's eyes — but the millions in the WBEN-TV area (more than 2,800,000 in the U.S. alone) get a graphic glimpse of it all. WBEN-TV public-service programming sees to this — through seasoned crews, up-to-the-minute mobile equipment and a guiding station policy that regards public service programming as a public trust.

Niagara power, international regattas, Seaway progress, urban renewal, regular church telecasts — all come into the field of WBEN-TV cameras. These telecasts and award-winning features contribute to the public service image that WBEN-TV has created among millions of viewers.

This image builds loyal viewers who watch more often and with confidence. That is why your TV dollars count for more — on Channel 4.

Get the facts from Harrington, Righter & Parsons, National Representatives

WBEN-TV
The Buffalo Evening News Station
CBS in Buffalo
fluenes and reviewed various proposals that have been advanced for improving program quality and variety. He declined to propose any "solutions" because of the author's relationship as a consultant to the FCC.

Mr. Barrow asked if tv's marketing function possibly is getting in the way of its public service function in the light of today's international survival battle.

Need for Stimulation = Dean Barrow continued: "What is television doing to stimulate and extract excellence in this time of conflict with totalitarian ideology? Is not the ultimate question one of the degree to which this great public resource—television—is furthering a strong, confident democratic spirit, and the degree to which its use as a marketing instrument impedes television's service in the public interest?"

Mr. Barrow noted that the desire of the national advertiser is for a national market and the aim of the network is to deliver a national audience. Audience ratings show that stereotyped programming such as westerns, mysteries and quiz shows get the highest ratings. These factors working together, he found, under Gresham's Law mean that the high quality shows are driven off the air even though they may attract "a substantial but not maximum" audience. As a result, broadcasters place a practical reliance on networks to select programming and "in this way the licensed broadcaster's responsibility to serve the tastes, needs and desires of his community is impinged."

Dean Barrow said commercial motives "loom large in the program selection process" because the advertising dollar turns the industry wheels. TV, he said, "has the greatest sales impact of all advertising media," and for this reason advertisers have been quick to take advantage of this mass sales power.

His paper examined in detail the relationship of advertiser and agency, the network and station individually as well as their inter-relationship, network part ownership of programs, the NAB and its codes, the industry's "powerful" lobby in Washington and such other topics as talent agency and network control of talent.

In discussing group pressures such as that encountered by the Untouchables, Dean Barrow felt that due care should be given in characterization of sensitive groups, but he argued that the "network or broadcaster should not introduce changes which render the program unfaithful to the message which the program was intended to communicate."

Piersson Answer = Answering Messrs. Minow and Barrow, attorney Piersson said that the course they advocate will result in a high degree of centralized government control of tv programming. "Still more bluntly, it is censorship," he charged.

"Indeed, I believe that the greatest threat to tv's achievement of its proper role in our free society is the restrictions and restraints that the censors and controllers have placed and would place upon the medium," Mr. Piersson, a partner in the Washington law firm of Pierson, Ball & Dowd, said.

Mr. Piersson paraphrased Chairman Minow's NAB speech thusly: "Unless you broadcast or propose to broadcast what I favor and have specified, you will not be permitted by our commission to broadcast anything. This view, the Washington attorney stated, is a prior restraint upon broadcasting censorship and violates the First Amendment."

Further, he said, Mr. Minow stated that he (Minow) would suppress programming which does not meet with "bureaucrat tastes. If you are a bureaucrat and you tell a broadcaster that he may operate if he broadcasts what you favor and may not operate unless he suppresses what you disfavor, what are you doing but requiring broadcasters to conform to your taste?" Mr. Piersson asked, "Did he (Minow) mean that in his few months as chairman he had been able to discern what no one else has ever known or been able to define—the public interest in programming?"

Minow Stereotype = If the commission pursues the Minow plan, Mr. Piersson said, the agency will be the direct cause of the suppression of many programs and the release of many others, all tending to be stereotyped after the Minow pattern. Such a plan must constitute censorship; otherwise the First

How FCC members plan to spend the month

Surcease from the daily grind of decisions, actions and oral arguments comes to FCC commissioners in August. But vacation plans vary from long trips to "hoping to get a day here and there."

Commissioner Robert T. Bartley will be on duty throughout August as acting chairman. He will pass on routine matters and act on certain motions.

Chairman Newton N. Minow started his "vacation" last week at the Northwestern U. Conference on Mass Media (see page 62). He will attend the American Bar Assn. meeting in St. Louis and spend most of the rest of August in Washington, D. C. He hopes to get away for a week or so to one of the nearby beaches with his family.

Also remaining in Washington and environs are Commissioners Frederick W. Ford and Robert E. Lee.

Commissioner Ford will be at home in Alexandria, Va., with his family, including his month-old son. Commissioner Lee is braving the Washington heat and hoping to sharpen his golf game.

Travelers = Commissioner John S. Cross will be at home in Eureka Springs, Ark., during the recess at the Riverview Resort Motel, which he operates with his wife.

Commissioner T. A. M. Craven leaves for Laconia, N. H., Aug. 10 after extended testimony on Capitol Hill before the Senate Small Business Committee on the possibility of monopoly in space communications.

Commissioner Rosel H. Hyde will vacation at home in Downey, Idaho, after going to his son's wedding in Logan, Utah, Aug. 9. He intends to visit another of his three sons in Westport, Conn., on the return trip to Washington.

ANOTHER NEW SHOW FOR COLOR TV

Bob Newhart's new show for Sealtest will be on color TV this season. The agency is N. W. Ayer & Son. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

Broadcasting, August 7, 1961
the price is right on WWJ-TV

40-second prime time announcements will be available on WWJ-TV this fall on a fair and reasonable basis:

Basic rate for both 40-second and 60-second announcements will be $900.00.
Rate for 20-second announcements remains at $700.00.
30-second announcements will also be available at $700.00.

WWJ-TV management believes this new category of announcements is thus equitably priced, permitting use by advertisers of these expanded announcements for increased exposure, additional copy points, and exclusivity at rates commensurate with good advertising principles.

Moving into the new season, WWJ-TV is pleased to be able to offer excellent availabilities in 40-second breaks adjacent to the fine offerings of NBC’s attractive fall programs.

WWJ-TV continues its long-standing policy which precludes triple-spotting.
Amendment is inapplicable to the most effective means of communication yet devised by man—television, he stated. "It would mean that free speech and press are only for the less efficient and most ineffective modes—books, newspapers, magazines, handbills and movies. It would mean admitting that technological advance inevitably and progressively takes its price in loss of liberty.

"I say, Mr. Minow cannot have it both ways. . . . He cannot free us from our own imperfect tastes by binding us to his imperfect tastes without denying the principle of freedom . . . diversity and liberty instead of conformity and restraint."

No Justification • Pointing out that advocates of program control offer numerous justifications and excuses, Mr. Pierson said most of them are "old and hackneyed." It is impossible, he said, for the FCC to consider "overall" programming and "balance" without considering individual programs. The chairman, Mr. Pierson said, has dealt with specific programs and types with which he approved or disapproved.

"I submit that the area of commission consideration of overall programming is but a vast wasteland of withered liberties that should not be preferred over the 'vast wasteland' Mr. Minow found in one long boring day and night before his tv screen." Also, Mr. Pierson charged, in actual practice the FCC has used the term balance to coerce licensees into carrying types of programs the commission favors at the expense of programs the agency dislikes.

The commission has a right to require programming information of licensees, but only to test their character qualifications, Mr. Pierson stated. However, "in view of Mr. Minow's threats to deny applications where the program structures do not conform to his specifications, it can be said that the program representations in an application are uncoerced and voluntary?" he asked.

Referring to an earlier speech by Dean Barrow, Mr. Pierson agreed that tv is an imperfect instrument and added that it always will be unless a perfect machine is developed that does not require an "imperfect human being to perform tasks or make judgments. The pall of imperfection that is cast on commercial tv shrouds all human activity, including above all, government action."

Mr. Pierson attacked the dean's proposal for a centralized program control in the FCC, NAB and outstanding citizens. "I would go the other way . . . [and] permit stations to unbalance the types of programs they broadcast at will and with abandon," he said. "The sum of such specialized program formats would result in overall balance in the industry output." He said that the "costly Barrow investigation" was not needed to establish that profit influences tv programming. This was and is one of the most open and notorious facts within my knowledge," Mr. Pierson stated.

McGill Comment • Mr. McGill felt tv problems seem to be a part of an overall cultural evolution that now is in process. "Our culture is being wrenched and convulsed and what comes out of it may be a national culture instead of regional cultures," he said. To meet the challenges of the day, "we must come up with a positive approach."

Prof. Nathanson suggested that "it is very debatable that television at the present time represents our culture." He said he personally is not able to keep up with all the good books, magazines and films, but he has no problem keeping up with really "good" tv shows.

To a question of whether increased competition means improved programming, Mr. Quaal disagreed with Prof. Jaffe over a "monopoly" situation in network tv. Mr. Quaal asserted "there is plenty of competition in tv today."

On the competition issue, Mr. Agee noted that in some single-newspaper towns the sole paper is doing a much better public service job than multiple papers competing in other markets. He said the "history of the broadcast media in meeting challenges has been very great."

Cone Remarks • Mr. Cone answered several comparisons of high class magazines which put tv in poor light. He observed that Harper's and Atlantic Monthly comes out but once a month, Sunday newspaper supplements once a week, but tv programs hour after hour, day after day. "Sure, there are poor shows telecast," he said, "but there are a whale of a lot of good shows on the air too." He also pressed for his "revolving spot" magazine carrier concept, similar to the pattern used in space buying. This would give lower-rated public interest programs much better insurance of getting on the air, he declared.

Mr. Novik pointed out to the conference that although the radio station population has increased sharply in recent years, the diversity of what is offered has decreased. He attributed this to the music-and-news formula stations which have "forced the quality of other stations down to meet the competition."

Mr. Goelten felt that publicity about government concern over programming in itself has had a very beneficial effect on programming. Mr. Minow's "wasteland" speech he said was a good example of the effectiveness of this publicity impact.

Prof. Coons asked if the producers of Untouchables could do better if given a chance. Agency executive Cone observed he personally liked the show, but pointed out there actually is difficulty in getting scripts for good drama programs today. He recalled a recent contest for drama scripts brought in 1,500 entries, but that the judges could find only "two or three" that were of sufficient quality to accept or use on a broadcast.

Taishoff on "Scarcity" • During references to uhf, Mr. Taishoff asked if there really is a scarcity issue in tv today. With 70 uhf channels available, 150 permits surrendered in recent years, he suggested scarcity can't be used as an argument if plenty of channels "can be handed out for the asking."

Mr. Taylor said he hoped the vacant channels wouldn't go too soon because educators in the next forty years are going to need them a half-dozen in a bunch in some markets to teach the teaching manpower challenge that is rapidly developing. He said educational tv will need all of the uhf channels it can obtain "plus all the class D time that's available on commercial stations, too."
We're selling disregard factors today

A funny thing happened to LVN\(^1\) on the way to the studio the other day. He had a daymare. "What would happen," a dream figure asked him, "if an advertiser purchased an infinite number of announcements on Station B in Eastern Iowa?"

"Money would be coming out of the holes in his head." LVN answered, "and he'd spend an infinite sum."

"And for Station C?"

"Ditto."

***

This fascinating hard-sell hallucination is brought to you by Station A to dramatize a Fact: No matter how many announcements an advertiser purchases on Station B or Station C, he disregards a substantial part of the Eastern Iowa market.

This gives rise to the LVN Theory of Improbability, or Disregard Station A in Eastern Iowa at Your Peril, not to be confused with an old movie serial.

Taking Station A's tv home potential as 100%, Station B's home pot. is 79%; Station C's, 84%. On an average daily daytime basis, on Station B alone an advertiser disregards 54% of the market; on Station C, 55%. On an average daily nighttime\(^2\) basis, an advertiser on Station B disregards 50% of the market; on Station C, 26% of the market.

\(^1\)Graffito appearing at end of memos beginning "To All WMT Sales."

\(^2\)Not to be confused with a nightly daytime basis.
No more automatic grants to survivors
OTHERS MAY FILE BIDS AFTER

Rulemaking was finalized by the FCC last week which no longer makes it "automatic" for the remaining applicant to receive a grant after merging or securing the withdrawal of a competing applicant for the same facility in a nearby city.

Under the new rules, the withdrawing applicant is required to give local notice of such intentions. The FCC will then take no action on the remaining application for 30 days during which time it will accept new applications for the same facility requested by the dismissing party.

The new rule, first proposed by Commissioner Robert T. Bartley (Broadcasting, Jan. 16), is designed to carry out more efficiently Sec. 307 (b) of the Communications Act. The section requires the commission to distribute frequencies among states and cities in a "fair, efficient and equitable manner."

Any new applications filed under the rule will be entitled to a comparative hearing with other pending applications for the same facility. In adopting the change, the commission said the rule will serve the public interest by acting as a deterrent to those who would use the FCC processes for private gain. Sec. 311 (c) now acts in much the same manner in the area of pay-offs with the two rules complementing each other, it was pointed out.

Commissioner Robert E. Lee dissented.

Small business group plans radio-tv study

A subcommittee of the Senate Select Small Business Committee is planning a wide-scale inquiry into broadcasting activities. Its point of departure will be advertising opportunities available to small business firms on television and radio.

Rep. Dale Alford (D-Ark.), chairman of the Small Business subcommittee No. 6, feels there may be evidence of national advertisers putting small firms at a disadvantage by "monopolizing the choice advertising times."

In a memorandum to subcommittee members, he said that the subcommittee could help small business firms by determining whether their complaints in this area are justified.

The hearings would also seek to determine whether the small firms are capable of participating in broadcasting to improve their business, he said.

One of eight subjects that Rep. Alford suggested the hearings could develop, however, appears limited to big business: "Do the national advertisers unduly influence the networks and their programming?"

Another question he feels should be discussed is pay tv. The hearings would also get into the pay-tv question, according to the memorandum, to determine whether that system would stimulate the establishment of outlets in communities outside major metropolitan areas.

Other possible subjects listed in the memorandum follow:
- Under existing law, what broadcasting practices have developed that adversely affect small business?
- What time slots on television are reserved exclusively for large network advertisers?
- What programming and time periods are available to regional and local advertisers?
- If certain time periods are not available, why are they unavailable?
- What new legislation would help small business in the field of broadcast advertising?
- What has the FCC done to enhance competition and provide greater opportunities for small business?

Rep. Alford suggested no date for the hearings, but told subcommittee members he would like to hold them "at an early date."

The subcommittee announced plans for hearings on the same subject two years ago, but they were never held.

Senate would restore FCC budget cut

The FCC's total budget request of $12,525,000 was approved by the Senate last week in passing the $9,098,769,-500 Independent Offices Appropriations bill.

The final say on the matter will not be heard, however, until the bill comes out of a Senate-House conference that began work Friday (Aug. 4) to resolve differences between the Senate bill and an $8,49 billion appropriation passed earlier by the House.

It appeared unlikely that the House conferees would go along with the Senate in restoring the entire $125,000 cut.

FCC revamp passes House in 198-150 vote

The House of Representatives last week approved the FCC-reorganization bill (HR 7856), but not without a fight.

Rep. Walter Rogers (D-Tex.) waged a one-man floor battle against the bill, and forced a roll-call vote. The final tally was 198-150.

The reorganization legislation, which permits the commission to delegate adjudicatory functions to its staff and gives it the power to choose among the cases it will review en banc, now goes to a House-Senate conference. The House bill differs in several minor respects from the Senate bill (S 2034) on FCC reorganization passed two weeks ago (Broadcasting, July 31).

Rep. Rogers vigorously opposed the bill on the grounds it would give civil service employees the power to make final decisions in review cases. He said this had been the intent of the President's FCC-reorganization plan, which the House rejected (Broadcasting, June 19).

Rep. Oren Harris (D-Ark.), author of the reorganization bill and chairman of the House Commerce Committee, and Rep. J. Arthur Younger (R-Calif.), ranking minority member of the committee, introduced four amendments to tighten up the bill and allay Rep Rogers' fears. But he remained unconvinced.
TV BIBLE SCHOOL The overwhelming response to her bible instruction for parents and children brings us infinite gratification . . . one of the many significant rewards of this unique television experience.

Maine Broadcasting System

WCSH-TV • Portland / WLBZ-TV • Bangor

THE KATZ AGENCY, INC.
National Representatives
WITT HEARING IGNORED
Main Street shows apathy to station's plight;
little concern over whether license renewed

Local interest in the Lewisburg, Pa., license-renewal hearing last week of WITT, that city, was non-existent—both within the hearing room and on the streets of the community of 5,523 people.

The hearing was held on charges that Wireline Radio Inc., the licensee, had transferred control of WITT without prior FCC approval.

"We are guilty of two sins—not making any money and being dumb," a WITT official said in describing the difficulties of the station and its 44 stockholders with the FCC.

During all sessions of the hearing, Monday and Tuesday, the hearing room was empty except for parties to the proceeding, witnesses, area broadcasters and two reporters.

The one exception to the above was a short visit by the wife of a Bucknell U. (located in Lewisburg) professor. She said that she had heard about the hearing on WITT and was mildly curious about what was happening. The housewife disclaimed any knowledge of the issues involved but expressed the hope that WITT would remain on the air.

Up and Down the Street • Well over half of some four dozen Lewisburg residents interviewed on the street did not know that the WITT hearing was in progress. And, a surprising number of the local citizens did not even know that the radio station was having difficulty with the federal government—despite announcements over WITT Sunday (July 30) that its renewal hearing would be held the next day and front-page coverage for the past several months by the Sunbury (Pa.) Daily Item, the principal daily newspaper serving Lewisburg. (Sunbury is 10 miles from Lewisburg).

None of the area radio stations, including WITT, reported the hearing in their newscasts. WITT, however, carried periodical announcements July 30 that the hearing would begin the next day.

Except for those directly involved, the WITT hearing just was not a topic of conversation or interest in Lewisburg. Among most residents there was a general apathy toward the local radio station with no feeling one way or the other whether WITT retained its license.

An exception to this general feeling was Karl Purnell, publisher of the Union County Record, Lewisburg's weekly newspaper. Mr. Purnell just purchased the Record a month ago and formerly was assistant to ex-Rep. Douglas Elliott (R-Pa.). He said WITT is a valuable asset to Lewisburg as its signal is heard throughout several Pennsylvania counties.

The Record did not report in advance that the hearing would be held in Lewisburg. The paper's Thursday issue, however, printed a front-page story on the testimony. Six weeks ago when WITT returned to the air after going dark for 10 days, the Record carried a page-one story with picture of the station's return to the air. This article included a plea by the WITT manager for advertiser support.

Merchants, Too • Most of the businessmen, while expressing a knowledge of the WITT hearing, were little concerned over the station's fate. Here are some of their reactions:

"I know they are in some kind of trouble but I'm too busy to care."

"I haven't talked to anybody about WITT."

"What is the FCC . . . Minow, who's that?"

"I didn't know the station had been
You roll it...let ASC ride it!

RCA Vidicon Chain, with Automatic Sensitivity Control, Assures Uniform Picture Quality...Automatically

To show the "Film of the Day" at its very best, use the RCA Vidicon Camera Chain, Type TK-21C—now with Automatic Sensitivity Control. By electronically controlling sensitivity of the camera tube, the TK-21C automatically rides gain for you... assuring superior reproduction of films with little or no operator attention. The operating convenience and uniform picture quality will add new spark to your film programming... give better service to your clients.

This improved camera chain with Automatic Sensitivity Control senses variations in camera output level, and compensates for wide transitions in highlight density. Reaction time is rapid—less than 1/2 second for a 10 to 1 change in highlight brightness. Even under the worst conditions, a transition from extremely dense to very light film (100 to 1 change) can be accomplished in less than one second. Automatic Sensitivity Control is supplied as part of new RCA TK-21C Vidicon Film Chains. Previous TK-21 models can be converted.

An integral part of a matched line of RCA TV equipment, the vidicon film system has been established as the standard of the industry. Continued improvements, such as automatic sensitivity control, make RCA vidicon chains one of your best equipment buys. Remember when you buy RCA you get the most advanced equipment... plus the kind of service before and after the sale that only RCA with its broad background in broadcasting can provide.

Get the full facts on the new RCA TK-21C Vidicon Film Chain: See your RCA Representative or write to RCA, Broadcast and Television Equipment, Dept. Y-22, Building 13-5, Camden, N. J.

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

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA
An open letter to Newton N. Minow

NORTH DAKOTANS' QUESTIONS POSE 'SECOND VIEWPOINT' ON ISSUES

The North Dakota Broadcasters Assn. has asserted broadcasting deserves the same freedoms accorded the press and has taken issue with many of FCC Chairman Newton Minow's views. The association's position was stated in a letter sent to Mr. Minow July 28 and signed by Leslie E. Maupin, secretary-treasurer of the association and commercial manager of KLPM Minot, N. D. Here is the text:

The North Dakota Broadcasters Assn., through majority approval, submit the following questions on certain viewpoints and contentions we feel were expressed in your recent speech [May 9] before the NAB. We submit these questions to point out a possible "second viewpoint" on some issues; in some cases, to point out a possible opposite viewpoint. Please believe we do not question your sincerity nor the "public benefit" of your motives. We only question the ultimate result of certain practices or procedures we feel were intimate or expressed in your speech.

1. "The airwaves belong to the public."
   
   We certainly agree accessibility to the airwaves does belong to the public; but, in that broadcasting is entirely independent of government subsidy or support, we question whether "public ownership" actually applies. We surely agree the public owns the right to tune in or turn off their sets and select which programs they prefer. We question a government agency having a greater right to "dictate" broadcast programming than a right to dictate newspaper content or format; types of movies to be made and shown; types of stage plays to be produced, and so forth.

2. "Mere popularity should not be the test of what to broadcast."
   
   Assuming, of course, that programming satisfies moral and decency principles, we wonder if the public should be denied free choice in broadcasting, as they have in all other forms of entertainment? And from the standpoint of listener-viewer acceptance, we question the public's likeness to watch or listen to programming they may not like, in preference to not watching or listening at all.

3. "It is not enough to cater to the nation's whims—you must also serve the nation's needs."
   
   We agree "serving the nation's needs" is obviously vital and necessary. And we are honestly doing our individual best to our own abilities and time availabilities. We believe a check of all radio and television stations will show a greater percentage of time (value) devoted to "public service" than by any other media.

4. "Commercial messages should be limited."
   
   (Radio's present 18 commercials per hour regulation) This is not from your NAB speech, other than your reference to televising the air until I read it in the paper."

   "WITT got off on the wrong foot four years ago and has never recovered. It has had poor publicity and bad management."

   "Nobody seems to care one way or the other."

   "I depend on WITT. We need the station and it has been persecuted by the government."

   While WITT has lost money every month it has operated, the license renewal problems have compounded a lack of revenue. Many past and potential clients have told the station they would not advertise "until your government problem is settled," station personnel reported.

   This was verified by at least one businessman who said that he and others have been repeatedly told that WITT would be taken off the air by the government "the first of the month."

   Among those Lewisburg citizens who knew that the hearing would begin last Monday, there was a general feeling that the station would be taken off the air that night. Without an understanding of FCC procedures, they expected an immediate order from "the government people."

   The Official Proceeding
   
   - The hearing itself, before Examiner Asher Ende, was fairly routine. The commission alleged that an unauthorized transfer took place in December 1959 when Robert L. Wilson, owner of WKVA Lewistown, Pa., contracted to purchase the station for $26,100. As part of that contract, which was reported to the FCC, Mr. Wilson took over operation of WITT immediately and loaned the station operating funds. This fact was freely testified to by Mr. Wilson and WITT witnesses and it was shown that no attempt to hide the operation from the FCC was made.

   Arthur Stambler, Washington attorney for WITT, called only three witnesses—Harold E. Pray, WITT stockholder and treasurer, William Nesbit, chief engineer, and Peter Ferrell, stockholder and former general manager. Mr. Pray said that WITT is insolvent to the tune of over $35,000 in debts, including approximately $18,000 to former and present employees who worked without pay. The station went off the air June 1 for 10 days when the telephone company disconnected service for non-payment of bills.

   Mr. Nesbit and Mr. Farrell testified on technical violations for which WITT was cited by the commission. Testimony by these two and Carolus Spencer, FCC engineer in charge of the Buffalo office who issued the citations, brought out that many of the violations were not personally seen by Mr. Spencer but were admitted to him by the station. Mr. Spencer inspected WITT again July 29 and stated that the station's technical operations now conform with commission regulations.

   Mr. Wilson stated that he cancelled his contract to purchase WITT after the deal was questioned by the commission. All concerned said that they did not know FCC rules were being violated and stressed that the entire deal was spelled out for the agency.

   Mr. Pray told of numerous other negotiations for the purchase of WITT after the Wilson deal fell through. One offer of $1.50 per share with 4,000 shares outstanding ($6,000) was received from Sam Booth, at that time owner of WMPL Milton, Pa., according to Mr. Pray. Milton is only five miles from Lewisburg and Mr. Pray said that WMLP planned to take WITT off the air.

   Commission counsel Ernest Nash and Donald Rushford questioned Joseph Pelletier, presently general manager and assistant general manager, respectively, of WITT, on whether they now exercise control over the station in violation of FCC rules. Both of the station officers assumed their part-time jobs when the station returned to the

BROADCASTING, August 7, 1961

78 (GOVERNMENT)
vision’s “endless commercials.”

We honestly question whether the ability of the people to tune in or turn off their sets shouldn’t be the prevailing right. We think the public, through program acceptance, proves they like commercials—perhaps because commercials are actually news; news about products and services in which they are generally interested.

5. (The idea) that the public must be given what is “best” for them, rather than what they (merely) prefer.

Couldn’t this often result in the sometimes disappointing result of “leading a horse to water”? . . . ? We question the public’s acceptance of controlled programming over the uncontrolled “programming” of competing entertainment and news media.

6. (The idea) stations must have “balanced programming” according to standards which are (or will be) set by the FCC.

Couldn’t this be likened to forcing all restaurants and hamburger stands to serve only balanced meals? No sandwiches. No quick snacks. Balanced meals only! We wonder if such a restriction, even though in the “public interest,” would actually prove to be of public benefit. This again raises broadcasting’s singular responsibility “to the public” in being the only entertainment media required to give the people what they want, but what someone else states they should have.

7. Finally, the present right of the FCC to dangle license renewal as a weapon to force broadcasters to “get in line” with FCC programming requirements and/or preferences, regardless of apparent public preferences.

We wonder if this situation is not only undemocratic, but if an additional moral principle isn’t involved. We wonder if the FCC should be considered more representative of the people than the people themselves? We also wonder if the FCC isn’t taking the stand that “the majority is wrong,” and that the commission, not the people, knows what is best for the people. Isn’t the FCC an agency of the people; not an agency to represent, promulgate and instill (only) the tastes of a minority?

We submit these questions and contentions in the interest of better broadcasting, and to request “freedom of the press” for the broadcasting industry as a whole.

PLUGOLA COMMENTS
General disapproval voiced to FCC

Networks, stations and communications attorneys were unanimous in their disapproval of the FCC’s proposed “plugola” rules in comments submitted to the commission last week.

The rule would require stations to make an announcement on the air whenever a product or service is promoted in which a licensee or any of his employees has 10% or more interest, beyond such promotion as is “ordinarily necessary” in program presentation.

Almost all comments said such a rule is unnecessary. Many pointed out that such plugs represent advertising for which the licensee is not paid and therefore undesirable to him. All four networks and the NAB suggested that since the FCC is primarily interested in full disclosure of such interests, periodic reports to the commission should be substituted for on-air announcements.

Many comments pointed out that announcements of station interests in products would constitute “undesirable program interruptions” and would annoy broadcast audiences. Also, it was generally agreed, making a list of the financial interests of all employees (including janitors, secretaries and other non-programming personnel) would constitute a great burden on the station and be further burden on announcers to memorize or keep constant surveillance.

The FCC rule was frequently characterized as “too broad, too ambiguous, too difficult to observe.”

Several parties questioned the legality of the FCC instituting such a rulemaking. These held that if it were the intent of Congress or of the Dept. of Justice to pass such restrictions, Congress would have done so in the payola and quiz-rigging laws or the Attorney General would have recommended such steps in his 1960 report on broadcasting.

In branding the rule unnecessary, petitioners pointed out that hidden broadcast plugs were unfair trade practices and could be dealt with by the Federal Trade Commission. If a licensee willfully persists in inserting plugs, one comment said, the FCC can consider this as a reflection on his character qualifications at license renewal time.

Among the counterproposals it was suggested: that an announcement be made only when the financial interest of licensee or employees is “substantial”; that the announcement be made at any time (such as at all sign-off or in any form making the broadcaster’s financial interest apparent to the public; that an announcement of an employee’s interest be made only if that employee is concerned with the selection of the particular program material to be broadcast.

Opponents desperate, says favored Moline Tv

Charging three competing applicants for ch. 8 Moline, Ill., with “a desperate attempt to get in one more argument,” Moline Tv Corp. last week asked the FCC to strike their joint petition seeking reargument (BROADCASTING, July 24).

Moline Tv, favored for ch. 8 in commission instructions to its staff (BROADCASTING, July 3), said it “will not engage in a polemic with material contained in a pleading of this character.” Community Telecasting Inc., Illiway Tv Inc. and Midland Broadcasting Co. asked for a reargument on the grounds Moline Tv is the only ch. 8 applicant which did not survey local program needs. They also held the FCC could not grant ch. 8 to Moline if it fully understood the record.

Moline Tv replied that none of the three petitioners could receive a ch. 8 grant “under the oldest and most basic criteria of all—character. Each of them bears the mark of Cain of gross character deficiencies bordering on absolute disqualification.”

BROADCASTING, August 7, 1961
THREE SHOTS FROM A SHOOTING SCRIPT:

"CAMERA MOVES UP AND OVER JAR AND LID SO WE LOOK DIRECTLY DOWN ON THEM FROM OVERHEAD AND SEE THEM AS TWO CIRCLES. SUPER: 'DOUBLE CIRCLE OF PROTECTION.'

"DISSOLVE TO GIRL IN SLIP, REACHING AS IN FIRST SCENE. FLOAT IN ONE WHITE CIRCLE OUTLINE WHICH MOVES IN SYNC. WITH AUDIO.

"HOLD CIRCLE AND DISSOLVE TO GIRL AT TABLE AS IN SECOND SCENE. FLOAT IN SECOND CIRCLE. NOW BOTH CIRCLES MOVE IN SYNC. WITH AUDIO."
FCC SATELLITE PLAN TAKES BEATING

Smythe, Brophy, Loevinger see flaws; defense this week

The FCC's proposal to permit private companies to form a private consortium of international common carriers to own and operate U.S. communications satellites under government regulation came under heavy fire on Capitol Hill last week.

The Senate Small Business Committee's Monopoly Subcommittee, the latest congressional unit to hold hearings on U.S. space communications policy, provided the forum, and a former FCC official, Dallas W. Smythe, provided most of the fire. Mr. Smythe, a professor of communications at the U. of Illinois who was chief economist at the commission from 1943 to 1948, raked the FCC plan from stem to stern.

He said a satellite cannot be "owned" since, in space, "no law exists as to ownership," and he challenged the FCC's assumption that "the first practical application of space satellites must be restricted" to private interests.

He denied also that communications satellites are analogous to cables or wireless circuits between stations, or that private companies offer the best hope of the U.S. being first with space communications system. Both assumptions are cited by the FCC in defense of its plan.

Unlike conventional communications systems, he said, satellites require government aid for launching and tracking. And "the amount of time wasted by private corporations fighting among themselves for their spheres of influence in the process of creating the consortia will also be enormous," he said.

As the 10 Gathered Mr. Smythe, who testified on Thursday as the 10 companies chosen by the FCC began gathering in Washington to open negotiations for the joint venture operation, added that private companies would be unable to deal with the many international problems that space communications will entail.

He said there is a need for negotiations with the Soviet Union to keep communications satellites out of the cold war. In this connection he noted that Russia has announced it is developing a cosmic transmitter capable of color television broadcasting.

He said communications satellites should be operated by a government authority and ultimately by a United Nations agency.

Disagreement with Mr. Smythe's proposal as well as with the FCC was voiced by officials of General Telephone & Electronics Corp., domestic common carrier excluded from the joint venture plan under the rules laid down by the commission.

Theodore F. Brophy, GT&E's vice president and general counsel, said ownership of the satellite should be open to all domestic and international common carriers, and should not be restricted to international carriers.

He added that a private enterprise system would be the least costly to the public, the most efficient, and would best demonstrate to the world "that a capitalistic, democratic republic" can lead the world in peaceful uses of space.

Loevinger's Surprise Early in the hearing, the Justice Dept.'s antitrust chief, Lee Loevinger, repeated his view, already given to several congressional committees, that ownership of the satellite system should be broadened. One new twist to his testimony, given in response to questions, was the disclosure that AT&T, one of the companies in the FCC's joint-venture scheme, is under scrutiny by the Justice Dept. for alleged antitrust violations.

The FCC will have a chance to defend its position against the criticisms leveled at its plan when it testifies before the subcommittee on Thursday.

The line of questioning pursued by Subcommittee Chairman Russell B. Long (D-La.) indicated the commission would have a lot of explaining to do. Sen. Long appeared concerned that the commission's proposal for the joint-venture plan fails to provide sufficient safeguards against monopolistic practices.

FCC on Spectrum Study At an earlier hearing on space communications last week, the commission endorsed the objectives of a proposed study of the manner in which spectrum space is allocated. But it suggested that the proposal be completely revamped.

As called for in S. Res. 32, the study would be conducted by a five-member commission, last six months and be expected to lead to recommendations for changes in the administration of the spectrum. The resolution was introduced by Sen. Vance Hartke (D-Ind.).

The commission, in a statement presented by Chairman Newton N. Minow, said the study should be conducted by the FCC, which has "plenary authority" regarding non-government frequencies, and an "adequate counterpart" on the government side. The commission added, however, that it doesn't know if such a government counterpart exists.

The commission said the study should last at least a year and that the FCC and its counterpart "should stand ready to implement the results . . ."
Radio has been dealt a stiff blow by the 1960 U. S. Census.
Or has it?
A statistical tussle was brewing at the weekend to determine if:
- Radio home saturation really dropped from 95.7% in the 1950 census to 91.3% in 1960, or
- Hasn't changed much during tv's growth.

Principals are the U. S. Census Bureau, which compiled the figures, Radio Advertising Bureau, which doesn't like them, and NAB, which has called for a re-check.

Both NAB and RAB question the authenticity of the 1960 figure and the way it was compiled.

They argue that 91.3% is a sample figure obtained by a quick bite at a mountain of uncompiled census data that eventually will show complete results of the 1960 radio-tv count.

A Broadcasting check into the way the 1950 and 1960 radio set counts were obtained raises serious doubts that the figures are comparable (see box this page). Auto sets aren't involved in the dispute.

By the time the feeding is settled it's possible the difference in the methods that were used may account for the decline in the saturation rate. And there already is contention the 91.3% figure in the 1960 census may reflect about the same saturation as the 95.7% figure in 1950.

In any case, it's obvious there has been a significant increase in the total number of radio homes.

Here are controverted points:
- The definition of a household was broadened, adding 300,000 to 500,000 homes to the 1960 statistical base.
- Of critical importance—the 1950 census included homes with radio sets temporarily out of order or at a service shop; in 1960 only homes with sets in working order were counted.
- The 1950 census was conducted personally by enumerators who pressed for answers; the 1960 figures were part of a formidable 12-page housing questionnaire left at one out of 20 homes for someone in the home to fill out and mail.

That raised another basic question: Are the personally gathered results of 1950 comparable with the mailed results of 1960?

Conrad Taueber, assistant director of the Census Bureau, told Broadcasting the 91.3% figure was based on a sampling of the national statistics and was subject to a sampling error. He said the preliminary figures were made public to meet industry demands for nationwide radio and tv saturation figures gathered in the April 1960 census.

Tv's saturation in 1960 was placed at 86.7% (see story page 83).

Industry Questions Figures = Richard M. Allerton, NAB research manager, said NAB has "challenged the 91.3% figure." He told Broadcasting, "The generally accepted industry figure is 96%. This new Census Bureau figure is preliminary and based on sample data. I have asked the Census Bureau to re-check the figure and am keeping in close touch with bureau officials."

Miles David, RAB vice president, said, "The results coming out of the Census Bureau this week are based on a fragmentary sample and, as we understand it from the Advertising Research Foundation, were the results of a test run made to check the programming of the computer. The 91% figure therefore could be far too low, as is also borne out by other indicators showing audience growth."

Mr. David also said that "RAB, when it learned about the questioning technique to be used in the 1960 census, protested vigorously to the Census Bureau.

Based on numerous research projects of its own and on a project done in conjunction with the Census Bureau and ARF, RAB knew that the census technique could not faithfully reflect U. S. radio homes. As a result of this protest, the Census Bureau agreed to add a separate study of radio in 1960.

"This was done apart from the census but specifically as a check on the census results. If used personal interviews in a sample of about 5,000 homes and employed more effective questioning techniques to measure radio homes than were used in the census itself. This will be available simultaneously with

Different questions, different answers

Are the 1950 and 1960 U. S. Census figures for radio sets directly comparable or is it another apples vs. oranges situation?

Here are the official instructions and questions:

1950 census instruction: "Check 'Yes' for radio even if temporarily out of order or being repaired elsewhere." The question: "Is there a radio in this unit?"

1960 instruction: "Count only sets in working order. Count floor, table and portable radios as well as radio combinations. Do not count automobile radios." The question: "Do you have any radios?"

The definition of a housing unit was changed. In 1960 a housing unit was redefined to include places without cooking facilities or a separate entrance. This broadened the census base by adding from 300,000 to 500,000 households, mainly small or one-room housing units that were combined with a main household in 1950.

A third point of major significance: Sets temporarily out of order or at a repair shop were counted in 1950; only sets "in working order" were counted in 1960.

The working-order requirement could mean a difference of several percentage points in the saturation rate, according to a basic Politz study conducted in 1954. In that study Politz found 96.3% of homes had one or more radios. But when each home was checked to see if radio sets were in working order, the saturation figure was cut to 92.5%.

Another factor: The Census Bureau's 1950 radio-tv data were personally gathered at households by enumerators. The 1960 radio-tv figures were included in a legal-like 12-page form containing literally dozens of complicated questions about household equipment and the status of occupants. These forms were left in one out of every 20 households and had to be filled out by the occupants and mailed.

According to the Census Bureau, about 80% of the homes sampled mailed back their questionnaires. Of these, two out of three were "completely acceptable." The unacceptable questionnaires were rechecked personally by enumerators as were the 20% that didn't return the forms.
TV NEARING SATURATION

Census sample finds video in 89.4% of homes and multiple sets in 13.4% of video homes

Nearly nine out of every 10 homes (89.4% or 47.7 million homes) have one or more tv sets, according to a nationwide sample survey conducted last May by the U. S. Census Bureau. The study was conducted for Advertising Research Foundation and financed by ARF, the Research Bureau of Advertising and the networks.

The 89.4% tv saturation compares with 87.5% in May 1961 when a similar sample study was made. The U. S. decennial census taken in April showed that 86.7% of homes had tv sets in working order, according to a preliminary estimate by the Census Bureau (story page 85).

Since ARF U.S. sample studies were started through the bureau, tv saturation has grown this way: June 1955, 67.2% (32.1 million tv homes); Feb.-March 1956, 72.8% (35.5 million tv homes); Aug. 1956, 76.1% (37.4 million tv homes); April 1957, 80.2% (39.8 million tv homes); Jan. 1958, 83.2% (41.9 million tv homes); May 1959, 86.3% (44.46 million tv homes); May 1960, 87.5% (46.2 million tv homes); May 1961, 89.4% (47.72 million tv homes).

The ARF-Census Bureau study for May 1961 shows 13.4% of tv homes have more than one set, with the total number of tv sets in some places at 54.67 million.

Standard metropolitan areas show a tv home saturation of 92.2% compared to 85.3% for areas outside cities, according to the study. An urban-farm breakdown shows 90.3% saturation in urban areas, 90% in rural nonfarm and 79.8% saturation in rural farm areas. Four-person households have the highest tv saturation, 96.2%.

New England has the highest tv saturation followed by Middle Atlantic. Lowest saturation was found in the East South Central region. The regional figures follow: New England, 95.1%; Middle Atlantic, 93.2%; East North Central and Pacific, 90.8%; West North Central, 90%; Mountain, 86.7%; South Atlantic, 85.9%; West South Central, 84.5%; East South Central, 82%.

The percentage of multi-set homes was highest, 16.9%, in standard metropolitan areas.

The 1960 and 1961 surveys included Alaska and Hawaii and were based on the new definition of households, which includes many small housing units formerly not separately tabulated.

For the first time the number of multi-set tv households exceeded the number that had no television.

The fact that one out of 20 households was checked for radio-tv and other household data in the 1960 census compared to one out of five in 1950, according to Mr. Taeuber and industry research people.

The only state whose radio-tv results have been compiled is Vermont. Mr. Taeuber said Vermont's final tabulation showed 92.8% radio household saturation in 1960 compared to 96.8% in 1950 though there was a gain of 3,881 in the number of radio households because of the larger gain in total households. He suggested this paralleled the trend shown by the nationwide census (91.3% compared to 95.7%), even though it represented only one state.

As to the change of definition of a housing unit, Mr. Taeuber said, "The new definition probably added 300,000 to 500,000 households though we originally had estimated it might add a million homes."

Iv Figures Accepted • No disagreement had appeared at the weekend over the results of the Census Bureau's television house count in 1960 although the figure is under the Advertising Research Foundation-Census Bureau saturation based on one of the bureau's monthly sampling surveys. The 1960 preliminary tv census saturation (April) of 86.7% is close to the May 1960 ARF sampling figure of 87.5%. The technique used in developing the preliminary decennial census figure is subject to sampling error.

Some Other Facts • Over 100 million home radios (including clock and portable models) have been produced by U. S. manufacturers since the 1950 U. S. Census was taken. The total does not include uncounted millions of imported sets, radio-phono combinations, tuners or kits.

Using the 1950 total households figure of 42,343,311, the census saturation figure that year shows a total of over 40 million radio homes.

Eight million radio homes were added in the 1950-60 decade, the 1960 census saturation of 91.3% (preliminary) indicating a total of 48.4 million radio homes when the census was taken in April 1960.

Just to keep everybody happy, the official government economic encyclopedia Statistical Abstract of the United States shows 49.95 million radio homes in 1960. This is attributed to Census Bureau surveys and industry sources.
AFTRA strikes back with $5,000 fines

The strike of the Los Angeles local of the American Federation of Television & Radio Artists against KFWB Los Angeles was hotter last week than the August sun beating down on the pickets. As the strike entered its fourth week, both sides were trying to knock out the other, with no conciliatory gestures from either.

AFTRA threw the hardest punch—fines of $5,000 each, levied by the local union’s board of directors against Chuck Blore, Jim Hawthorne and Don French, who were found guilty of “conduct prejudicial to the welfare of AFTRA” after a hearing Wednesday (Aug. 2). The trio was convicted of crossing the AFTRA picket line and entering the KFWB studios after the strike had been called “knowingly and with intent to act as strikebreakers.” They were also found guilty of acting as strikebreakers on each day since the start of the strike.

The defense presented by the trio at the hearing was that Mr. Blore is vice president in charge programming for Crowell-Collier Broadcasting Corp. (KFWB, KEWB Oakland-San Francisco and KDWB Minneapolis-St. Paul); Mr. Hawthorne is program director of KFWB and Mr. French is program director of KEWB. As members of management, they stated, they have a primary responsibility to management to keep KFWB in operation.

Resignations Ignored As the union’s charges against them were based on their membership in AFTRA, the trio submitted their resignations to the AFTRA tribunal before the end of the hearing, they reported. The AFTRA board, however, ignored this in its statement of findings. In addition to the fines, the board ordered the three to “cease and desist” from strike-breaking activities by midnight Aug. 4, or be expelled from the union.

KFWB’s attack was the filing of charges against Mr. McCue and AFTRA with the National Labor Relations Board. First charge filed Monday, was that the union had attempted to threaten KFWB employees to leave their posts through intimidation and coercion. NLRB assigned Floyd Brewer to investigate this charge.

Later in the week, KFWB filed another charge against the union with NLRB. “We’ve claimed that [Mr.] McCue is failing to bargain in good faith and has failed to meet with us despite the fact that there is a strike in progress,” Jim Simons KFWB station manager, stated.

This charge was based on two incidents: On Friday (July 28) at a meeting called by Jules Medoff, federal medi- diator, AFTRA had presented a new wage demand for the newscasters at KFWB. These were for wages of $200 a week the first year, $212.50 the second and $225 the third of a three-year contract. KFWB rejected these and made a counter-proposal of $170, $177.50 and $185, with the further provision that all employees now on strike would be paid a minimum of $185 starting immediately. This was not acceptable to AFTRA. The meeting adjourned and no further get-together has been held or called since then.

On Monday (July 31), AFTRA representatives refused to join a negotiating session with a group of Los Angeles independent radio stations when representatives of KFWB were also present.

“KFWB claims that by these and other actions,” Mr. Simons said, “Mr. McCue and AFTRA are restraining and coercing radio stations of the multi-employer group in the selection of their representatives in collective bargaining as well as KFWB. AFTRA’s refusal to meet in negotiations with KFWB, its refusal to discuss wage offers, plus refusal to participate in meetings with KFWB is, in our opinion, a failure to bargain in good faith, and we have so charged.”

KCOP (TV), RRTEA sign three-year pact

KCOP (TV) Los Angeles has signed a three-year contract with the Radio, Recording & Television Employees Assn., an independent union which represents 75 members of the station’s production and technical staff. RRTEA was organized by a group which pulled out of the International Brotherhood of Electrical Workers after a lengthy battle against KCOP two years ago.

The contract contains several unusual provisions, such as one permitting the 40-hour work week to be scheduled so an employee may do the stint in four 10-hour days rather than five eight-hour days, giving him a three-day weekend on a regular basis. Another enables the station management to make layoffs, when necessary, on the basis of ability, with seniority as a factor to be considered, rather than seniority as the only factor. The station also agrees to provide fully-paid major medical insurance for the employees.

The pact includes as a basic principle the right of management to run the station as it sees fit and management on its part agrees to maintain high standards of working conditions. The top wage scale is now $218 for engineering technicians, up from $207.50. Employes are entitled to vacations of up to five weeks.

State proxy conference

NAB’s seventh annual Conference of Presidents of State Broadcasters Associations will be held Feb. 28-March 1, at the Shoreham Hotel, Washington, according to Howard H. Bell, NAB vice president for industry affairs. The conference provides a forum at which administrative officers of the state groups discuss their area problems and national issues affecting the industry.

Metromedia reports net down

Metromedia Inc., New York, reports gross revenues for the first 26 weeks of 1961, ended July 2, rose by more than $4 million over the first half of 1960. This year’s first-half total was $23,397,580 compared with $19,177,893 grossed a year ago.

Metromedia announced Friday (Aug. 4) that net income, after taxes, amounted to $396,537 for the 26-week period, or 23 cents a share, as compared with $738,970, or 43 cents a share, for the same period in 1960.

Net income, after taxes, for the 13-week period ended July 2, amounted to $409,203, or 24 cents a share. The 1960 net income for the same period was $592,471, or 35 cents a share.


New fm stereo services

Three more fm stations have reported start of stereo service.

WSFA-FM Spartanburg, S. C., began stereophonic broadcasting tests July 11 and went on the air Aug. 1 with a complete fm program featuring stereophonic sound.

WDTM (FM) Detroit began fm stereo broadcasting July 16 with the presentation of a Philadelphia Orchestra concert.

KCFM (FM) St. Louis held an open house to exhibit its new quarters and herald its inauguration of fm stereo. The new facility was built following a fire last year which nearly put the station out of commission. President-General Manager Harry Eideleman hosted the affair which drew 250 advertisers, agency personnel, civic leaders and members of the St. Louis press.
BUT... WKZO Radio Gets Results Day and Night in Greater Western Michigan!

You needn’t be a clock watcher to find lots of top-rated segments on WKZO Radio for Kalamazoo-Battle Creek and Greater Western Michigan. WKZO Radio consistently reaches the largest share of the area’s radio audience. Pulse (see left) gives WKZO Radio an average of 73% more listeners than Station ‘B’ during 360 quarter hours surveyed, 6 a.m.-Midnight, Monday through Friday.

Take advantage of WKZO Radio’s superior around-the-clock coverage of the fast-growing Kalamazoo-Battle Creek and Greater Western Michigan area. Avery-Knodel can give you all the facts.
TEATRES TO FIGHT
Arkansas okay of pay tv test to be opposed, says TOA unit

International Telemeter has won an important victory in the U.S. for its wired pay tv system, but members of the opposition—various film exhibitors—promise further legal battles before conceding pay tv is here to stay.

This was made apparent in the wake of the July 28 ruling of the three-man Arkansas Public Service Commission granting Telemeter, through its local franchiser, Midwest Video Corp., a clear mandate to conduct a wired pay tv test in Little Rock (At Deadline, July 31). In a unanimous decision, the commission found the proposed test to be “in the public interest,” directed Southwestern Bell Telephone Co. to establish rates and facilities for the pay tv system and dismissed a petition by intervening theatre owners—Independent Theatre Owners of Arkansas (an affiliate of Theatre Owners of America), Rowley United Theatres and United Theatres Corp.—which contended the commission lacked authority to rule on the matter because pay tv programs will be produced outside the state.

After studying the ruling, TOA’s Joint Committee Against Toll tv said late last week it will definitely fight the decision through legal channels. Dissenters have 30 days to file an appeal in Arkansas state courts, and may eventually take the appeal to the state supreme court.

An initial hearing was held in Little Rock May 15, and subsequently continued June 19 and 20 on a petition filed last January by Midwest Video to obtain facilities for its pay tv test from Southwestern Bell.

The commission ruling of July 28 is seen by some as a precedent for other affiliates of the American Telephone & Telegraph Co. to follow if and when Telemeter moves into other areas of the country. A spokesman for Telemeter, the pay tv subsidiary of Paramount Pictures, reiterated last week that a community on Long Island (New York) and another at an unnamed location on the west coast are Telemeter’s next targets for pay tv experiments. (The company, through Trans-Canada Telemeter, has been conducting a pay tv test in Etobicoke, a suburb of Toronto, Canada, since February 1960).

At Least a Year * Telemeter also believes that, barring unforeseen legal difficulties, it will be at least a year before its programming will go over the Little Rock lines. It would take that much time for tv coin boxes and cables to be put into operation.

Louis A. Novins, Telemeter’s president, hailed the Arkansas decision as “an important and basic victory,” and saw it as “clearing away of a major roadblock” to the introduction of cable pay tv elsewhere in the U.S. He said that “it should now be apparent” that the forces of pay tv cannot be stopped by “self-serving groups,” like movie exhibitors and cautioned “average” exhibitors to wake up “and stop being suckers for the ‘big boys’ with tv and other interests.”

Major movie theatre circuits will be the first ones to hop on the pay tv bandwagon once it starts rolling, Mr. Novins predicted, and he indicated some exhibitors who publicly are the most vehement against pay tv, are already amenable to deals.

Mr. Novins singled out for attack the chairman of the Committee Against Toll tv, who he said is associated with a company which will sponsor movies on tv on Saturday night this fall. “The chairman,” he said, “would serve exhibitor interests far better if he headed a committee against free movies on Saturday nights. . . . At least pay tv charges an admission, for viewing a current motion picture.”

Mr. Novins was obviously referring to Philip Harling, chairman of TOA’s Joint Committee Against Toll tv. Mr. Harling is vice president and executive secretary of Fabian Theatre Corp., whose president, Sy Fabian, is also president of Stanley Warner Corp., a non-affiliated company. International Latex Corp., a subsidiary of Stanley Warner Corp., will sponsor minutes on NBC-TV’s Saturday Night at the Movies (9-11 p.m.) program in the fall.

Neither Mr. Harling nor a representative of TOA cared to comment on Mr. Novins’ statements.

ABC Radio schedules regional affiliate meets

A series of four ABC Radio regional meetings with affiliates will be held Aug. 21-30 by a team of officials including Leonard H. Goldenson, president of ABC-PT; Robert Pauley, ABC’s vice president in charge of radio, and James Hagerty, ABC vice president in charge of news, special events and public affairs.

They will address station owners and managers (eastern regional district) on Aug. 21 at the Sheraton-East Hotel in New York and then proceed to regional sessions as follows: Mark Hopkins Hotel in San Francisco (Aug. 25), the Sheraton-Chicago Hotel in Chicago (Aug. 28) and Sheraton-Charles Hotel in New Orleans (Aug. 30). Reviewed will be sales report details with emphasis on the third-quarter report which ABC said last week indicates a 30% rise over that period last year.

Other ABC Radio officials taking part are Jim Duffy, national sales director; William Rafael, national program-director; and Earl Mullin, national director, stations department. Attendance of network executives in each of the regional areas also is planned.

NT&T gross income up 7%

National Theaters & Television reports a 7% increase in gross income for the third quarter of its fiscal year ended June 27. The gross for the quarter was $10,722,509, compared to $10,028,325 for the like quarter of last year. Net income rose to $114,306 or four cents a share, from a loss of $2,235,293 or 79 cents a share in the 1960 quarter.

These results “confirm the restoration of the business to a profit-making status,” NT&T President Eugene V. Klein said in his message to stockholders. “The earnings are modest, but truly significant. . . . While $1,521,396 of the loss a year ago was a special provision for a decline in value of the company’s investment in National Television Assoc., the remainder of the loss came through regular operations and amounted to $713,897. The contrast between 1960 and current profits from operations thus further emphasize the progress made.”

EASTMAN KODAK BUYS COLOR TV

Eastman Kodak certainly knows color. This Fall they will be sponsoring the new color TV show, Walt Disney’s “Wonderful World of Color,” Sunday nights. The agency is J Walter Thompson. Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N.Y. Tel: CO 5-5900

BROADCASTING, August 7, 1961
"Here's A Vertical Switcher That Really Does the Job"

"We noticed an immediate improvement in quality of program transmission and video tape recording when we installed our new Sarkes Tarzian solid state Vertical Interval Switcher. The unusual flexibility of the VIS-88 has substantially expanded our production capabilities. We're really quite proud of it," says R. F. Kinard, chief engineer of WLBT, Jackson, Mississippi.

Check these specs and see for yourself why the new Tarzian Switcher has won such immediate and enthusiastic acceptance in the industry. And remember, we will engineer your switching system requirements at no cost or obligation to you.

For immediate delivery, call or write:

SARKES TARZIAN, INC.
Broadcast Equipment Division
Bloomington, Ind. • EDison 2-7261

<table>
<thead>
<tr>
<th>MAJOR PERFORMANCE SPECIFICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 SWITCHING TRANSIENT</td>
</tr>
<tr>
<td>None</td>
</tr>
<tr>
<td>2 Phase Delay</td>
</tr>
<tr>
<td>.02 microseconds @ 3.58</td>
</tr>
<tr>
<td>(Ref. to 200 kc)</td>
</tr>
<tr>
<td>3 SWITCHING TIME</td>
</tr>
<tr>
<td>Less than .1 microseconds</td>
</tr>
<tr>
<td>4 Differential Gain</td>
</tr>
<tr>
<td>.2% max.</td>
</tr>
<tr>
<td>5 DIFFERENTIAL PHASE</td>
</tr>
<tr>
<td>.5° max @ 3.58 mc</td>
</tr>
<tr>
<td>6 Isolation (between any 2 channels)</td>
</tr>
<tr>
<td>60 db @ 3.58</td>
</tr>
</tbody>
</table>

This performance is engineered into a compact package less than half as big as other switchers, and it's priced lower.
Negro-Spanish division organized by Pearson

A group of Negro and Spanish stations represented by John E. Pearson Co. are being organized into a separate department at the representative firm, Mr. Pearson announced last week.

Key Broadcast Management Inc., New York consultancy operated by Ralph Weil and Arnold Hartley, has been named to set up the special division.

Mr. Pearson said the specialized broadcast field has now "come into its own" and that the Negro consumer is assuming "growing importance in our total economy."

He said proposals made to him by Key would result in a sharpening-up of the entire Pearson operation.

Senators fm network reaches into Georgia

An fm network reaching down to Tennessee and Georgia is being added for play-by-plays of the Washington Senators baseball club. A club spokesman said that as of last Wednesday (Aug. 2) networking arrangements were completed with 25 fm outlets and the number is expected to reach 40 by the first fm network broadcast, scheduled Aug. 11.

The baseball club invites other fm stations interested in joining the network to direct inquiries to the Senators headquarters, 7th & Florida Ave., N.W., Washington, D. C. Telephone: Dupont 7-6333.

The Senators earlier (July 28) had announced expansion of its entire radio network to 64 stations in eight Middle Atlantic and Southern states. Senators baseball originates through WTOP-AM-FM-TV Washington.

Colorado chief justice defends radio-tv access

Public response to radio-tv coverage of court trials in Colorado has been good, Chief Justice Frank H. Hall of the Colorado Supreme Court said Aug. 2 in an address to the conference of Chief Justices of the American Bar Assn.  

Chief Justice Hall spoke in St. Louis at a session which precedes the main ABA convention this week. "Our judicial processes are better understood," he said in commenting on ABA's Canon 35 (banning radio, tv and photographers from courtrooms). The canon has been adopted by 21 states and the District of Columbia.

The Colorado judiciary decided over five years ago to allow broad coverage of trials unless the trial judge rules otherwise. Chief Justice Hall said he has heard no protests since the state rejected Canon 35.

Frank P. Fogarty, Meredith Stations, speaking as chairman of NAB's Freedom of Information Committee, declared last week the banning of broadcast coverage from the courts of Kansas would penalize the public in its right to full freedom of information.

Writing Justice Clair E. Robb. of the Kansas Supreme Court, Mr. Fogarty said, "The public relies on radio and tv to keep informed. Broadcasting presents to the public exactly what is happening, not what some other person says is happening." His comment followed a ruling by the Kansas State Supreme Court banning radio-tv equipment in any courtroom in the state.

Media reports...

New affiliate = WMFM Westport, Conn., joined MBS July 31 as the 428th affiliate. The station, on 1260 kc with 1 kw, is owned by Westport Broadcasting Co., of which Sidney J. Flamm is vice president and general manager.

FHN appointed = Taft Broadcasting Co., Cincinnati, appoints Farson, Huff & Northlich, Inc., as its agency. Taft stations are: WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham and WKYT (TV) Lexington, Ky.

Advisory committee formed = KHOL-TV Kearney-Holdrege, Neb., announced the formation of a permanent eight-member advisory committee consisting of leading citizens within the two channel area. The committee will meet periodically with executives of the station to advise on current needs of the communities.

September on 103.5 mc with 20 kw power. Described as the nation's first three-way sound center, the building will house WTMF, recording studios and a luxury sound salon (a retail outlet which will offer limited editions of custom hi-fi and stereo music systems, fine furniture, paintings, sculpture and art objects.)

Capped by a 20-story transmitting tower, the wrapped-in-glass structure is located at 173rd St. on the Long Island Expressway in Fresh Meadows, N. Y. Glass partitions will connect the radio station and sound salon allowing visitors to watch the station in operation. The entire center will be visible to some 120,000 cars which pass the location daily.

WTMF will be under the supervision of David H. Polinger, director of Friendly Frost Broadcast Div., who formerly was general manager of NTA Spot Sales and manager of NBC's San Juan, Puerto Rico affiliate, WAPA-TV. Friendly Frost also operates WGLI and WQMF (FM) Babylon. The broadcast division will be headquartered in the new building.

Fm showcase studio building

Friendly Frost Inc., Westbury, N. Y., expects its new WTMF(FM) Lake Success, N. Y., outlet to be the first metropolitan New York station to program stereo fm broadcasts when the station starts operations in

THE MEDIA
CHANNEL 10
Carries The Weight*
In Rochester, N.Y.
From 6:00 P.M. to Midnight Daily

1 OF TOP 10 TV FAVORITES
58,100 HOMES REACHED
122,010 VIEWERS

62,700 HOMES REACHED
131,670 VIEWERS

CHANNEL 10
BASIC CBS AFFILIATE ABC
ROCHESTER, N.Y.

*NIELSEN 4-WEEK SURVEY MAR. 6-APRIL 2, 1961

CHANNEL 10
WHEC-TV
EVERETT MCKINNEY INC.

WVET-TV
THE BOLLING CO. INC.

BROADCASTING, August 7, 1961
FCC okays $30 million in station sales
CAPITAL CITIES' BUY OF WKBW, WPAT OUTLETS IS THIRD LARGEST

More than $30 million in station sales were approved by the FCC last week at its final meeting before the August summer recess, among them the third largest sale in broadcast history.

Among the approved transactions were two acquisitions by Capital Cities Broadcasting Corp. (Lowell Thomas-Frank Smith), totaling $19.35 million: WKBW-AM-FM-TV Buffalo, N. Y., for $14 million, and WPAT-AM-FM Paterson, N. J., for $5,350,000.

The Buffalo sale is the third highest in broadcast annals. CBS paid $20 million in 1958 for WCAU-AM-FM-TV Philadelphia plus real estate ($15.6 million for the station property and $4.4 million for the real estate). Time Inc. paid $15.75 million for the Binter radio-TV properties in 1957, including stations in Indianapolis, Minnesota-St. Paul and Grand Rapids.

The 50-kw WKBW (on 1520 kc) was founded in 1925 by the Rev. Clinton H. Churchill, who is the sole owner. The tv adjunct, on ch. 7 with ABC primary affiliation, went on the air in 1958; it is owned 51% by Dr. Churchill.

Under the terms of the sale agreement, Dr. Churchill becomes a member of the Capital Cities board; Clinton D. Churchill, son of the pioneer Buffalo broadcaster, remains as vice president and general manager of Capital Cities' Buffalo stations.

Capital Cities bought the Paterson, N. J., stations—which in recent years have become a New York area top-rated audience-getter with a good music format—from Dickens J. Wright and associates. Mr. Wright remains as chief of the WPAT stations, which he and his group bought in 1954 for $300,000. WPAT has 5 kw on 930 kc.

New Lineup = Capital Cities, which got its start in tv in 1953 when it acquired what is now WTEN (TV) Albany, N. Y., now has six tv, three am and two fm stations. They include in addition to WKBW-AM-FM-TV and WTEN, satellites WCDA (TV) in Albany and WCDC (TV) in Adams, Mass.; WROW Albany; WPRO-AM-TV Providence, R. I., WTVD (TV) Durham, N. C.

Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented to both Capital Cities acquisitions on the issue of concentration.

Among the major transactions approved by the FCC last week was the realignment of tv ownership in Rochester, N. Y.—WROC-TV (ch. 5) going to WVET-TV and WVET-TV's interest in ch. 10 going to the other shareholder, WHEC-TV (CLOSED CIRCUIT, July 31).

The Rochester actions are being worked out this way:
Veterans Broadcasting Co. (WVET-TV) and WHEC Inc. (WHEC-TV-Gannett) are paying Transcontinent Television Corp. (licensee of WROC-TV) $6.5 million for the real estate and equipment used in the operation of that station. This includes network affiliation contracts with NBC and ABC and an agreement not to compete for five years within 35 miles of Rochester.

Of this amount, WHEC Inc. is paying $3,692,500 for 58.7% of TTC's Rochester assets, and Veterans is paying $2,432,500 for 41.3% of these facilities. After this, Veterans will turn over to WHEC Inc. its license for sharing ch. 10 in exchange for WHEC's interest in the WROC-TV property. This leaves Veterans owning 100% of WROC-TV and WHEC-TV owning 100% of ch. 10.

Ifs and Buts = The FCC approval of the sale includes several conditions: that Veterans must agree to use ch. 8 instead of ch. 5 and go through various steps before beginning operation on ch. 5. Ch. 8 has been substituted for ch. 5 in Rochester as part of the FCC's rule-making to add another channel in Syracuse, N. Y. (BROADCASTING, July 31).

In the order approving the Rochester transfer the commission denied objections by WSAY Rochester and the AFTRA and NABET locals.

Chairman Minow dissented to the entire transaction; Commissioner Bartley to that part which involved WVET-TV turning over its license to WHEC-TV. Both dissents involved concentration issues.

Changing hands
ANNOUNCED = The following sales of station interests were reported last week subject to FCC approval:
KAPR Douglas, Ariz.: Sold by David V. Harman (Copper State Enterprises) to William and Katherine Mende for

avoid the hazards of selling on your own

Why take the risks involved in negotiating without our knowledge of markets, of actual sales, of responsible contacts? In speaking to any buyer, Blackburn's experience and reputation for reliability naturally lend greater weight to our opinion than any seller can reasonably expect to be given to his own.

BLACKBURN & Company, Inc.
RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS
WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Shortick
RCA Building
Federal 3-9270

CHICAGO
H. W. Castell
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
John G. Williams
Jackson 5-1516

BEVERLY HILLS
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.

(Continued on page 91)
$60,000. Mr. Mende is news and program manager of WESO Southbridge, Mass. KAPR is 1 kw daytime on 930 kc. Broker was Wilt Gunzendorfer & Assoc.

APPROVED • The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 98).


• WROC-TV Rochester, N. Y.: Sold by Transcontinent Television Corp. to WVET-TV and WHEC-TV, both Rochester, for $6.5 million. After intermediate steps, the WROC-TV facility will be owned by WVET-TV, with WHEC-TV remaining sole occupant of ch. 10 there (see separate story, opposite page).

• WPAT-AM-FM Paterson, N. J.: Sold by Dickens J. Wright and associates to Capital Cities Broadcasting Corp. for $5,350,000 (see separate story, opposite page).


• KUDI Great Falls, Mont.: Sold by D. Gene Williams and associates to James F. Hadlock for $300,000. Mr. Hadlock is majority owner of KBUC Corona and KDAN Eureka, both California.

• WZOK-AM-FM Jacksonville, Fla.: Sold by Carmen Macri to Peninsula Life Broadcasting Co. for $300,000. Peninsula Life Broadcasting is 80% owned by Peninsula Life Insurance Co. and 20% by Mr. Macri.


Pease forms own rep firm

Bernard P. Pease, for 14 years manager of Weed's Detroit office, has announced the formation of his own representative firm, Pease Sales, effective Aug. 1, with headquarters in that city. Mr. Pease will continue to represent the full list of Weed radio and television properties in addition to selected other stations in markets not in conflict with Weed.

AB-PT profits rise for first half-year

A favorable and record profit level for American Broadcasting-Paramount Theatres Inc. was reported last week for the first six months of this year by Leonard H. Goldenson, AB-PT president.

Estimated net operating profits in the period totaled $5,694,000, or $1.34 a share compared with $5,653,000 or $1.33 a share in the six months of last year; net profits (including capital gains) were up to $11,843,000 ($2.79 a share) from $9,811,000 (or $1.64 per share). Second quarter net operating profits: 2,269,000 (53 cents a share) compared to last year's $2,317,000 (55 cents per share), and net profits (including capital gains): $4,504,000 ($1.06 a share) compared to $3,601,000 (85 cents a share) in 1960. (Second quarter capital gains came principally from the sale of half of AB-PT's stock holdings of Microwave Assoc. and reduced by a $2 million provision for reserve against foreign investments.)

Revenues from the broadcast operation (ABC-TV and ABC Radio) were up in the first half of the year, while revenues from the theatre operation (AB-Films) were up 13% to $5,350,000.

Out for a quick one?

Either KBON's announcers are mighty persuasive or radio, per se, doesn't realize its own power. It started July 4 when the Omaha station aired an intensive schedule for a local auto dealer. The first announcer advised, "At Ed Mitchell's used car lot, ask for Ken." A second announcer countered, "If Ken is out, see Hans." Back came the first announcer, "If Hans is out, see Marvin." And announcer No. 2 had the topper, "If Marvin's out, steal it!"

Boxscore: Five cars were sold. And evidently Ken, Hans, and Marvin stepped out together. One car was stolen.

Theatres also showed a gain in business. Mr. Goldenson reported continued advances in foreign tv, noting an agreement to affiliate with a new tv station to be constructed in Panama City (as part of the Central American tv network which AB-PT helped establish last year). Panama is the 11th foreign country where AB-PT has interests in or agreements with tv stations.

Warren J. Boorum, Director of Advertising & Promotion for Metropolitan Broadcasting (Metro-Media Inc.), is resigning from that position to join the Washington Office of Hamilton-Landis and Associates, Inc., effective September 15th.
RKO General sales group replaces reps

RKO General’s radio and tv stations in seven markets will be represented as of Oct. 1 by its own national sales organization in place of the four national reps now servicing the stations (CLOSED CIRCUIT, July 31).

Hathaway Watson, vice president in charge of broadcasting of the wholly-owned subsidiary of the General Tire & Rubber Co., is to announce the move today (Aug. 7), said: “It is our objective to improve our service to advertisers and their agencies. With four fully-staffed offices selling only RKO General stations, we can work more closely with buyers, understand their requirements, and provide detailed information and service to fulfill these requirements.”

Offices of the RKO General sales group will be located in the offices of its stations in New York, Chicago, Los Angeles and San Francisco. Additional sales offices may be added later.

Mr. Watson observed that the company’s decision to go ahead with plans for its own national sales operation did not stem from dissatisfaction with the existing national rep firms.

The affected companies are: H-R Representatives, Young Television Corp., Robert E. Eastman Co., and Avery-Knodel Inc.

The stations which will be represented by RKO General’s national sales arm (no official name has been designated) are: WOR-AM-FM-TV New York; WNAC-AM-TV and WRKO (FM) Boston; KJH-AM-FM-TV Los Angeles; CKLW-AM-FM-TV Windsor-Detroit; WHBQ-AM-TV Memphis; KFRC-AM-FM San Francisco, and WGMS-AM-FM Washington, D. C.

NABET loses WBT-WBTV poll

Technicians employed by Jefferson Standard Broadcasting Co. at WBT-WBTV (TV) Charlotte, N. C., voted July 27 against representation by the National Assn. of Broadcast Employees & Technicians. The official vote was 23 to 6 against the union (30 eligible to vote). NABET had notified the company April 19 that it represented the WBT-WBTV technicians and asked immediate negotiations. The Charlotte election was conducted by the Winston-Salem, N. C., regional office of the National Labor Relations Board.

EMI/US acquires General Communications

PRODUCTS WILL BE INCORPORATED INTO BROADCAST DIV.

EMI/US, electronics subsidiary of Capitol Records, formally took over the manufacturing facilities of General Communications Inc. last Tuesday (Aug. 1). Capitol’s expansion in the electronics field through purchase of the Fort Atkinson, Wis., firm for $500,000 had been announced July 28 by Glenn E. Wallicks, Capitol Records president.

Newly acquired company, specializing in solid-state system engineering, becomes the General Communications Div. of EMI/US and will incorporate the products and personnel of the former EMI/US Broadcast Div.

E. D. Peterson, president of General Communications during its 12 years in broadcasting, has accepted a long term management contract with EMI/US.

Among the General Communications products to be integrated into the EMI/US line of tv cameras and associated broadcast equipment are fully-transistorized tv switching equipment, mechanical and electro-mechanical switching devices, solid-state video and pulse distribution equipment, special effects generators, dial monitor systems, picture monitors, custom studio consoles, solid-state power supplies and automation systems.

EMI/US was activated last March for the manufacturing and marketing of a complete line of electronic products in the general communications field, many of which are provided by EMI Ltd. of England, the principal stockholder in Capitol Records. The British firm is one of the world’s largest electronics companies and a pioneer in commercial tv.

EMI/US, with manufacturing facilities in Los Angeles and Fort Atkinson, now comprises four divisions: General Communications (formerly Broadcast Div.), Electron Tube, Magnetic Tape and Consumer Products. Executive offices are in Los Angeles and New York.

Vice president in charge of Capitol’s electronics activities is Daniel C. Bonbright.

Washington firm plans $120,000 stock sale

A Washington, D. C., firm which plans varied electronic and broadcasting projects filed with the Securities & Exchange Commission to offer 30,000 shares of common stock to the public at $4 per share.

International Telecommunications Consultants Inc. revealed in its registration statement that the company is interested in purchasing and operating radio and tv properties, particularly uhf tv stations, “when the trend toward the use of these frequencies is more discernible and commercially profitable.”

In a news release, the company said it is also about to start research on a new low-cost video recording system intended to complement the home tape recorder and expected to sell for under $1,000.

Muntz to export to Japan

Japanese imports may have become a competitive problem for some U. S. radio set manufacturers, but not Muntz Tv Inc., Evanston, Ill. President Wallace A. Kell last week said that for a switch Muntz is going to invade the Japanese market soon with a $100 19-inch set which Muntz will produce in the U. S.
WFBC-TV DOMINATES 42nd* MARKET

Greenville - Spartanburg - Asheville

In this Giant 42nd Market* . . . with more than 2-million people, $2.8-billion incomes, and $1.8-billion retail sales, WFBC-TV continues its dominance of the television audience, according to A.R.B. for June 1961.

* According to Television Magazine, Dec. 1960
BROADCAST ADVERTISING

William P. Gordon, account executive, Dancer-Fitzgerald-Sample, N. Y., elected vp. Mr. Gordon joined agency in 1956 as assistant account executive and before that was marketing analyst for Grocery Mfrs. of America.

Harold H. Webber, vp and director of Cowles Magazines & Broadcasting Inc., and formerly executive vp of Foote, Cone & Belding, elected consumer relations vp of Lever Bros. Mr. Webber will take over duties of Henry Schachte, who is resigning as executive vp to join parent Unilever Ltd., London, as member of management committee of Unilever Marketing Div.


John Herdegen, member of special creative unit, Geyer, Morey, Madden & Ballard, New York, elected vp.

Jaye S. Niefeld, marketing director of Clinton E. Frank agency, Chicago, since last November, elected vp. He formerly was director of research and media at Keyes, Madden & Jones there.


Seaborn C. Langley Jr., formerly southeastern trade relations representative, Saturday Evening Post, Atlanta, appointed account executive, Harvey-Massengale, that city, division of Street & Finney, New York, advertising agency.

Richard J. Maylander, formerly account executive, Benton & Bowles, New York, joins BBDO, that city, in same capacity and on Pepsi-Cola Co. account.

George W. T. Mingels, traffic department, Young & Rubicam, New York, named assistant manager.

Robert H. Wesson and Roger Bye appointed vps of Miller, Mackay, Hoeck & Hartung, Seattle, Wash., advertising agency. Mr. Wesson, who has been media director is newly assigned as vp-media director. Mr. Bye, who was copy chief, was named vp-copy director.

Cliff Brown, head of Palm Springs, Calif., office of McFadden & Eddy Assoc., pr firm, elected vp.

G. B. Work Jr., joins Zimmer, Keller & Calvert, Detroit advertising agency, as media coordinator.

James V. Ficco Jr., advertising editor for West Penn Power Co., Greensburg, Pa., joins Bachman, Kelly & Trautman, Pittsburgh pr and advertising agency, as account supervisor.

Thomas A. Casey, formerly executive vp and director of marketing services of Lile- enfeld & Co., to Need- ham, Louis & Broidy, Chicago, as vp and director of marketing department replacing Walter W. Stumpe, who has become account executive. Mr. Casey also will be member of N&L&N plans board. Earlier he was with Tatham-Laird, Chicago, and Knox- Reves, Minneapolis. Mr. Stumpe was elected vp in 1959.

John L. Grayhurst, formerly account executive for Donahue & Coe, N. Y., joins Lambert & Feasley, that city, in same capacity.

David Carew, formerly with West Bend Outboard Motors, joins Aubrey, Finlay, Marley & Hodgson, Chicago advertising agency as copywriter. Charles Calkins, creative director of Beals Adv., Lennart Carlson, assistant retail ad manager of John Plain & Co., and Donald Wink, copywriter at Buchen Adv., also named copywriters.


Richard Feldman joins Doyle Dane Bernbach, New York, as tv producer. He formerly was director of NBC's Bell Telephone Hour, and also directed CBS-TV special Art Carney Meets Peter and the Wolf.

Max Glandbard, formerly tv producer, Kenyon & Eckhardt, New York, joins North Adv., that city, as tv producer-writer.


Jon Ross, account supervisor at Tilds & Cantz, Los Angeles, and Joe Seideman, account executive at KXTV (TV), that city, are opening their own advertising agency, Ross & Seideman, Aug. 1 at 17000 Ventura Blvd., Los Angeles.

THE MEDIA


Douglas P. Collins appointed general manager of WCMW Canton, Ohio. Clark Dozer, who has been manager of station for past 12 years, named station manager under new ownership. Mr. Collins, executive vp of Douglas Properties Corp., now licensee of station, has served with stations in Youngstown, Ohio, and Syracuse, N. Y.

Dick Barrett, sales manager of WMFT Terre Haute, Ind., appointed general manager replacing Dick Beiser, resigned.

Richard K. Fife, manager of KLIX Twin Falls, Idaho, appointed station manager of KGKH Pueblo, Colo.

CHEVROLET BUYS MORE COLOR TV

This Fall Chevrolet through Campbell-Ewald will sponsor 'Bonanza' on Sunday nights. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

FATES & FORTUNES

94
Yes...six announcers—or as many announcers and other program personnel as you have on your staff—all available from sign-on to sign-off with an absolute minimum of effort and expense. The secret is the AUTOMATIC TAPE CONTROL system shown at right. Formerly distributed exclusively by Collins Radio Company, there are more than 4,000 units being used daily in over 600 radio and TV stations and the major networks. The ATC system gives you maximum use of staff voices with only one man on duty. It records spots, programs, special effects, music...anything up to 31 minutes in length...on pre-set tape magazines. Staff members record while on duty. Then your operator simply slips the magazine into the playback slot, presses a button and the message is on the air instantly. When the message is completed, the tape rewinds automatically, ready for a repeat performance or storage. On all ATC units, there is a provision for a second auxiliary control tone which can be used to automatically start other equipment. And, ATC gives you true fidelity in reproduction with a frequency response of \( \pm 2 \) db from 70 to 12,000 cps; \( \pm 4 \) db from 50 to 15,000 cps. Signal-to-noise ratio is 55 db, and wow and flutter under 0.2% rms.

NOW COMPLETE AUTOMATION AVAILABLE

ATC 55, our newest development, permits the automatic use of 55 consecutive magazines without reloading or resetting. Used in sets of two or more, ATC 55 allows completely automated broadcasting twenty-four hours a day.

ATC is made by the originator and largest manufacturer of automatic tape control equipment...more than 4,000 units in use in over 600 radio and TV stations.

Recording amplifier

Playback unit

made by broadcasters for broadcasters
Harold W. Gore, sales manager of WNYW Watertown, appointed station manager of WVRM Rochester, both New York. Gerald Irvine, announcer with WOTT Watertown, named program director of WVRM.

Catherine Peden, vp and general manager of WHOP Hopkinsville, Ky., elected president of National Federation of Business & Professional Women’s Clubs.

Art Reuben, commercial manager and assistant general manager of KPLC-TV Lake Charles, La., named national advertising manager of T. B. Lankford Stations which include KALBM-AM TV Alexandria; KPLC-AM-TV Lake Charles, and KRMD Shreveport, all Louisiana.

Otis Dodge, commercial manager of WILD Homewood, Ala., appointed general manager of Johnston Broadcasting Co., owners and operators of WILD as well as WILN Birmingham, Ala., and WDEB Pensacola, Fla.

Charles Dwyer, formerly general sales manager, WKRC-TV Cincinnati, appointed sales manager, ABC International TV, New York.

Martin S. Pollins, account executive for NBC Spot Sales, joins newly-formed ABC-TV National Station Sales, in New York office in similar capacity.

Keith Miller, station relations representative of SESAC in Pacific Northwest, appointed general sales manager of KTNT-TV Seattle-Tacoma, Wash.

Herchel Carey, with KTNT for past two years, promoted to national sales manager.

Kenneth H. Goldblatt appointed sales manager of WQXI Atlanta, Ga. Mr. Goldblatt had previously been associated with Headley-Reed (now Bolling) in radio sales department.

Fred Webb, manager of WNOO Chattanooga, Tenn., appointed national sales manager for Walton radio chain which includes KJET Beaumont, Tex., KMLB Monroe, La., and WNOO.

Jack Havey, promotion manager for WGAN-TV Portland, Me., appointed national sales manager. Robert W. Jennings, manager of local sales department, named regional sales manager and Richard E. Bates, director of sales, assigned to manage new marketing and sales development department.

Richard Holloway, general sales manager of WMFY-TV Greensboro, N. C., appointed regional sales manager of WLOS-TV Asheville, N. C. He succeeds Tom Burkhart who joins WTVJ (TV) Miami as assistant national sales manager. WLOS-TV and WTVJ (TV) are owned by Wometco Enterprises.

Francis H. Conway appointed director of sales for WGBI and WDAU-TV Scranton, Pa. Thomas J. Jones named sales service and merchandising manager for WGBI. He will continue as sales service manager for tv outlet.

Dwight L. Case, sales manager of KQBY San Francisco, named sales manager of The Gordon Group of stations (KBZU-AM-FM Phoenix, KSDO San Diego and KQBY-AM-FM San Francisco which has gone off air pending FCC approval of its sale to Atlass Broadcasting [BROADCASTING, July 24]). He will headquarter at KBZU. Richard Venturino, national program director of The Gordon Stations, moved from KQBY to KSDO San Diego and John Miles, announcer, from KQBY to KBZU. Roy Gadenby, returned to this country from his native England, has rejoined The Gordon Group as comptroller.

Paul A. Minor, account executive, Transfilm-Caravel, N. Y., elected vp.

Andrew Potos appointed account executive of WITI-TV Milwaukee, Wis.

Ron Beaton, account executive for KDAY Santa Monica, Calif., joins KIEV Glendale, Calif., in similar position.

Leonard C. Feldman, member of NBC research department, joins New York office of Harrington, Righter & Parsons, as research director. Willis W. Ingersoll, formerly with The Katz Agency, appointed account executive.

George Harper appointed vp and general manager of NBC-Canada Ltd. Mr. Harper was network and regional representative for California National Productions, Chicago, for last five years. He was formerly resident export representative for Libby, McNeil & Libby, food products, in Bermuda and Puerto Rico from 1950 to 1956. NBC-Canada Ltd. is subsidiary of NBC, with headquarters in Toronto. It serves as distributor and producer of tv programs in Canada.

Ronald P. Hoss, member of sales service department of Hawaiian Broadcasting System Ltd., appointed director of promotion and merchandising for system. HBS stations include KGMB-AM TV Honolulu; KHBC-AM TV Hilo; KMAU-TV Wailuku and K70BW Limue.

Donald W. Craig, sales promotion manager of WJR Detroit since 1959 and before that sales promotion manager of DeSoto Div. of Chrysler Corp., promoted to new combined post of pr and promotion manager of WJR effective Aug. 7. George R. Kendall, pr director, earlier was named news editor replacing William Sheehan, who resigned to join news staff of ABC-TV in New York (FATES & FORTUNES, July 24). Robert A. Habermas, formerly sales promotion manager of Walker & Co., joins WJR sales staff.

Sheldon Saltman, assistant promotion manager of WBZ-TV Boston, appointed promotion manager of WJW-TV Cleveland.

Arthur Elliott, production manager for KXTV (TV) Sacramento, appointed program and operations director of KOTV (TV) Tulsa, Okla.

Eugene W. Wilkin, account executive, tv sales department, WGAN-TV Portland, Me., named assistant program director.

Ed Moser, assistant in continuity department of WICS (TV) Springfield, Ill., appointed traffic manager.
Eleanor B. Machia, account executive and special accounts consultant of KJIM Ft. Worth, Tex., appointed commercial manager.

Louis Bryant, member of sales staff of WSAZ Huntington, W. Va., appointed commercial manager.

Jess Meltzer appointed music director of WTCN Minneapolis, Minn.

Ken Warren, member of news staff of KPHO-AM-TV Phoenix, Ariz., named automotive editor for stations. He will replace Earl Clayton who resigned. Richard S. Vick joins announcing staff of KPHO (AM).

Vince Lindner, member of news staff of WNTA-AM-FM Newark, N. J., appointed director of news and public affairs.

Jack Ware, returns to KOOL-TV Phoenix, Ariz., as news director. For past 18 months he operated his own advertising agency.

Frank Kinsman, news editor of WCOL Columbus, Ohio, appointed newswriter of WKMH Dearborn, Mich.

Frank Bourgholtzer, since 1958 NBC News correspondent at State Dept. in Washington, assigned to Moscow as correspondent. He will replace John Chancellor, who has become host of NBC-TV's Today show.

John Madigan, assistant managing editor and city editor of Chicago American joins WBBM-TV Chicago as news commentator-analyst. For many years he was regular panelist on CBS-TV's Face the Nation.

Donald Heath, Mutual network's San Francisco bureau chief and former news director for KQBY, that city, joins KRON-TV San Francisco as news caster.


Thomas J. Brown, formerly tv sales account executive, Headley-Reed (now Bolling), New York, joins radio sales staff, Avery-Knodel, that city.

Phillips Clark, formerly of Kenyon & Eckhardt, New York, joins WVOX New Rochelle, N. Y., sales staff. Other WVOX additions: Priscilla Ball, formerly executive director, United Cerebral Palsy Fund, Tampa, Fla., named traffic manager; William Johnston, formerly with WPEG Winston-Salem, N. C., as announcer, and Henry Lienau, WVIP Mt. Kisco, N. Y., as news director.

Ray Lane joins announcing staff of WJBK-TV Detroit.

Richard B. Hammer, formerly with KBOX Dallas and WBBM Chicago, to sales staff of WGN Chicago.

PROGRAMMING

Mr. Gerber Mr. Estey

Dave Gerter appointed vp of GAC-TV, newly re-formed broadcast packaging and creative programming division of General Artists Corp. (Broadcasting, July 31), nation's third largest talent agency. Mr. Gerber resigned as tv director in New York branch of another talent agency, Famous Artists Corp., to take his new assignment. While at Famous Artists, he helped develop Tightrope (CBS), The Tab Hunter Show (NBC), and next season's Straightaway (ABC).

GAC-TV also appointed Don Estey as executive assistant to Don W. Sharpe, senior executive director of GAC and president of GAC-TV. Mr. Estey, who formerly was vp and producer for Jack Denove Productions, Hollywood, will work directly with Mr. Sharpe in creation and development of tv series, packages and special programs.

James H. Knox, formerly executive assistant to board chairman, National Telefilm Assoc., New York, named director of program sales, Greenwich Productions, that city, producers of packages and syndicate programs as well as tv industrial commercials.

Joseph B. Rodriguez, art director for Ed Bearden Studio in Dallas, appointed assistant art director of Keitz & Henderson, Dallas, producer of business motion pictures and tv commercials.

Norman Cooke, RCA Victor engineer in charge of installation and maintenance of recording and mastering facilities in Los Angeles studio, joins The Pacific Network, as chief engineer. His duties will include project engineering and development work on Muzak sound distribution systems in Los Angeles area.

Raymond W. Van Steen, production supervisor for Station Services Ltd., Peoria, Ill., resigns. Firm produces programming, promotional and sales aids for radio stations.

William Persky and Sam Denoff, formerly of WNEW New York, join Steve Allen Show as staff writers.

EQUIPMENT & ENGINEERING

John Graham, division vp and general manager, communications & controls division, Industrial Electronic Products, New York, appointed to newly-created post of division vp, operations, RCA electronic data processing division. Mr. Graham will be responsible for commercial systems operations, data communications, custom projects and industrial computer systems.

Lowell R. Day, secretary-treasurer and member, board of directors, Packard Bell Electronics, Los Angeles, manufacturers of radio-tv and high fidelity equipment, appointed to newly-created post of executive vp. Leroy E. Lattin, president, General Telephone Co. of California, elected member, board of directors.

George A. Bradford, consultant, advertising and sales promotion in marketing services, General Electric Co., Syracuse, N. Y., named director of newly-established marketing operation, radio & television division, GE, that city. Mr. Bradford will be responsible for five functions including division advertising, distribution planning (both domestic and international), export sales project, and industrial design and press relations. In 1950 he was appointed advertising manager, tube department, GE, Schenectady, in 1955 he joined

"TALES OF WELLS FARGO" JOINS THE RANKS OF COLOR TV

Last year's black-and-white hit moves up to color TV. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900
Compton Adv., New York, as vp. Mr. Bradford rejoined GE in 1956 as consultant on advertising and sales promotion in marketing services. Three product departments are organized as General Electric's radio & television division: audio products section, Decatur; radio receiver department, Utica, and television receiver department, Syracuse.


Richard F. O'Brien, supervisor of eastern sales for Ampex Corp., appointed to new post of manager of audio equipment sales for company. He will continue to headquarter in New York.


Elmer Thomas, manager of research and development laboratory for Page Communications Engineers, Washington, appointed assistant director of research and development.

Hugh Christian, chief engineer and assistant to general manager of Diamond Power Specialty Corp., appointed administrative engineering assistant of Electron Corp., subsidiary of Ling-Temco Electronics, Richardson, Tex. Electron manufactures low-cost TV systems.


William H. Smith, Allied Film Lab, Detroit, elected chairman, newly-organized Detroit section, Society of Motion Picture & Television Engineers. James W. Bostwick, manager, Motion Picture & Slide Films, General Motors Corp., named secretary-treasurer.

INTERNATIONAL


W. Gordon Tiffin, advertising manager for Current Publications Ltd., appointed account executive for CTV Television Network Ltd., Toronto, E. H. Hausmann, associate editor of Canadian Sponsor, appointed to network's advertising department.

Jacques Brunelle, formerly with Weekend magazine, named sales manager of CKTM-TV Three Rivers, Que.

Melanie Paul, formerly with creative writing department of CFCF-TV Montreal, joins creative department of CKGM, that city. Martin Sullivan, previously with Time magazine, appointed to special events department of CKGM. Weldon Glaser, previously named with CFCF, named to sports department.

Allied Fields


Deaths

Lewis M. Glassner, 48, president of Glassner Assoc., Chicago pr firm, died July 29 during trip to New York.

Mike Wren, 50, former radio news writer in New York City and London drowned in Kanawha River in Charleston, W. Va. He was victim of flash flood which in past week had taken 22 other lives.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting July 26 through Aug. 2. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna cp—construction permit. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—auroral. vis.—visual. kw—kilowatts. w—at-watts. mc—megacycles. d-day—a day. n-night—a night. l—local. xs—x-section. mod.—modification. trans.—transmitter. unl.—unlimited. hrs.—hours. kc—kilocycles. SCA—subsidiary communications authorization. SCA—special service authorization. ETA—emergency temporary authorization. SE—specified hours. A—private. Ann.—Announced.

的动作 BY FCC


San Bernardino, Calif.—Norman H. Roges. Granted uhf ch. 18 (494.000 mc); ERP 600 kw vis., 480 kw aur.; ant. height above average terrain 313 ft., above ground 162.5 ft. Estimated construction cost $39,500, first year operating cost $120,000, revenue $125,000. P.O. address 646 N. D St. Studio location 13035 La Cadera Drive, Calif. Trans. location La Loma Hill, Colton. Geographic coordinates 34° 0' 51" N. Lat.,
New amendments

**APPLICATIONS BY FCC**


Salem, Ore.—Salem Rests. Granted 1220 kc, 250 w D. P. O. address Box 261, estimated construction cost $7,420. First year operating cost $2,500, revenue $5,000. Principals are W. T. Diers, W. G. Diers, and others. Messrs. Bean, Dierdorfer are in development of business, and Mr. Pike is manager of loan business. Action July 28.

**APPLICATIONS**

Springdale, Ark.—Autus Johnson. 1500 kc; 500 w D. P. O. address Route 2, Springdale. Estimated construction cost $42,600, first year operating cost $25,704; revenue $34,600. Mr. Johnson is manufacturer, owning controlling interest in general contracting business. Ann. July 7.


**NEW FM STATIONS**


Tuscumbia, Ala.—Elton H. Darby. Granted 103.3 mc; 10 kw Ant. height above average terrain 84 ft. Estimated construction cost $10,000, first year operating cost $5,000; revenue $20,000. Mr. Darby, sole owner, is licensee of WVNA Tuscumbia. Action July 28.


**APPLICATIONS BY BROADCAST BUREAUX**

[Editors note: For new stations granted by Broadcast Bureau under Rule 752, any application upon uncontested applications not involving departures from rules (BROAD-CASTING, Aug. 22, 1957), are scheduled for action in the future.]

Charles, N. C.—WIST Inc. Granted 95.1 mc; 25 kw Ant. height above average terrain 325 ft. P. O. address 126 State St, Stryon. Estimated construction cost $22,419; first year operating cost $13,000; revenue $25,000. Mr. Bankhead, sole owner of WIST Inc., is licensed to WCLV Cleveland, Ohio, and has owned WCUS North Augusta, both South Carolina stations, since 1954.

Westport, Conn.—Westport Bestg. Co. Granted 107.9 mc; 5,223 kw Ant. height above average terrain 75 ft. P. O. address Box 511, Westport. Estimated construction cost $18,290; first year operating cost $10,000; revenue $10,000. Sole stockholder is Donald D. Fluck, who is sole owner of license of WMMW Westport. Action July 28.

Whiteville, N. C.—Whiteville Bestg. Co., Granted 96.1 mc; 25 kw Ant. height above average terrain 158 ft. P. O. address Box 790, Whiteville. Estimated construction cost $11,800; first year operating cost $5,472; revenue $8,000. Mr. Traxler, 80% owner, is licensed to KJUA Sumter, S. C., and has owned WSNV North Augusta, both South Carolina stations, since 1954.

Richmond, Va.—Professional Bestg. Inc. Granted 103.7 mc; 74 kw Ant. height above average terrain 440 ft. P. O. address 100 Electric Bldg, 7th & Franklin Sts., Richmond. Estimated construction cost $49,200, first year operating cost $41,700, revenue $48,000. Principals are Joseph T. Byrne (25%), Wm. H. Moore (25%), Charles A. Bosher (15%), and James H. Bond (25%). Messrs. Byrne, Grogg, and Moore are doctors. Mr. Moore owns two farms and has stock in two medical advertising magazines. Action July 28.

**APPLICATIONS**

WKTP South Paris, Me.—Cp to increase daytime power from 250 w to 1 kw, and install new trans. Ann. July 31.

**CALL LETTERS ASSIGNED**

WSFF Sheffield, Ala.—Sheffield Bestg. Co. Gained control of WCBM, 97.5 mc; 1 kw Cal—Sanit. Mississippi Bestg. Co.: changed from XJNA.

WUNE Baton Rouge, La.—W. A. Noe, W. A. Noe, Real Bestg. Co.—changed to WLBK.

WZPH New Orleans, La.—Northwest Mississippi Bestg. Co.


DENIED motion by William P. Mcary, for immediate stay of hearing pending completion of petition on rulings and particular of alleged violations in proceeding on application by ABC Broadcasting Co. for license to WTTW Lewisburg, Pa. (724) Action July 27.

GRANTED request by Burlington Bestg. Co. and extended to July 31 time to file opposition to initial decision for reconsideration and extraordinary list. Petition by Broadcasting Co. for new station in Burlington, N. J., (39) Action July 27.

GRANTED petition by Broadcast Bureau and extended to Aug. 1 time to file reply to petitions by KICD Spencer, Iowa, et al. (39) Action July 28.


By Commissioner Reesl H. Hyde The time to file opposition to initial decision to establish stations by WORC West Orange, N. J., is consolidated for hearing. Action July 27.

By Commissioner Reesl H. Hyde By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde

By Commissioner Reesl H. Hyde
tions of Big Horn County Musicians for new station in Hardin, Mont., et al. Action July 25.


By Hearing Examiner Thomas H. Donahue


By Hearing Examiner Ashford H. Ende

6. After further hearing on July 25, post-poned any further hearings without date pending report of joint petition for joint proceeding on application of Charles W. Johbs and Sons for new station in Gordo, Ala. for proposed hearing on July 26.

7. Granted petition by Broadcast Bureau and extended from July 27 to Aug. 3 time to file proposed findings in proceeding on application of WKKD Kingsville, S. Dak., and for license to cover Op. July 27.


By Hearing Examiner Charles J. Frederick


11. Granted petition by Broadcast Bureau and extended from July 27 to Aug. 3 time to file proposed findings in proceeding on application of Robert B. Brown for new station in Taylorsville, N. C. Action July 29.

By Hearing Examiner Millard F. French


13. By Hearing Examiner Isadora A. Honig

14. Issued memorandum formalizing ruling made at July 25 hearing, denying, for reasons which will appear in official transcript, petition by George S. McAllister for permission to continue his application for new station in Victoria, Calif., due to the receipt of 800 w. Action July 31.

15. Granted own motion, afforded Western Bestg. Co. and R. L. McAllister, applicants for new station in Odessa, Texas, additional time to Aug. 10 to file joint request for approval of application for dismissal of Western Bestg. application and examiner will withhold further consideration on Mr. McAllister's application during this period and such further time, if any, as may be required by the examiner on any joint request filed. Action July 27.

By Hearing Examiner Annie Neal Hunting

16. By request of Portage County Bestg. Corp., Kent-Ravenna, Ohio, and extended to Aug. 3 date to file opposition to petition by Joseph F. Wardlaw Jr., Canton, Ohio, to add an issue, in proceeding on their applications which are consolidated, Action July 28.


18. Granted petition by Broadcast Bureau and extended to July 26 to Aug. 1, time to file proposed findings in proceeding on applications of Berkshire Bestg. Corp. and Great East Inc. for new stations in Hartford and West Hartford, Conn. Action July 26.


By Hearing Examiner H. Gifford Iron


By Hearing Examiner David I. Kraushaar


23. On own motion, ordered that Marietta Bestg. Co. for new station in Bakersfield, Calif., shall not take deposition of Mr. Robert Hammett; that if Marietta desires to produce engineering evidence in Washington, D. C., it shall file appropriate motion specifying purpose, then on July 1 requesting that record be reopened for this purpose and that an amendment may be adduced beginning on Sept. 1 and, further, that Marietta shall provide copy of any exhibit material to present in evidence to Broadcast Bureau and examiner not later than Sept. 15, and ordered further, that unless modified by subsequent order on motion duly made by either party, memorandum opinion and order of hearing examiner released July 19 is reaffirmed and shall remain in full force and effect. Action July 27.

By Hearing Examiner Forest L. McClenning


By Hearing Examiner Herbert Sharzman

26. On request by Broadcast Bureau and without objection of parties. extended from July 28 to Aug. 15 and from Aug. 4 to Aug. 21, the time to file proposed findings and replies in proceeding on applications of Robert F. Neathery for new station in Fredonia, N. Y., et al. Action July 29.


By Hearing Examiner Elizabeth C. Smith


BROADCASTING ACTS

By Broadcast Bureau

30. Actions of Aug. 1

KCIN Victorville, Calif.—Granted assignment of cp. to Victor Valley Beatrixs. Inc. KDBI Twenty-Nine Palms, Calif.—Granted license for new station.

WRAL Raleigh, N. C.—Granted covering use of old main trans. (old main trans. location) as auxiliary trans. and alternate main trans. nighttime and remote control operation.

WINF Manchester, Conn.—Granted license covering use of old main trans. (main trans. location) as auxiliary trans. daytime and alternate main trans. nighttime.

WRH Rock Hill, S. C.—Licensed covering increase in daytime power and

By Judy Anderson

Judy Anderson can’t see us for beans. Yet, we do so much like to help her advertise those cars she buys media for.

Judy knows that the Tidewater area is growing 2½ times faster than the nation as a whole. She knows, too, that WHII has the hottest format and the best darn news shows in Virginia. But what stations do you think she buys? (We won’t tell you).

Judy, you’re a hard-hearted Han-nah, but we love you and we’ll keep plugging. Same goes for any others who don’t yet share your view that the sun rises and sets on WHII.

WHII FORMERLY WLO
TIDEWATER, VIRGINIA
AN ELLIOT STATION
Representatives: Avery-Knodell

ON THE SPOT RECORDING

*pcm rec

FULLY TRANSTERIZED
LIFETIME BATTERY
FLAT TO 10,000 CYCLES

STANCL-HOFFMAN CORP.
921 N. Highland Ave. • Hollywood 38, Calif.

ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications
installation of new trans. (daytime) and special license trans. for night use (two main trans.).

- Granted licenses covering increase in daytime power and installation of new trans. for following stations: WRAL Raleigh, N.C.-WFNC/Tv Raleigh, N.C.; KLBS/Miss; and specify trans. type.

South Shore Best, Co., Quincy, Mass.—Granted pop and license for new low power station.

WLBC Muncie, Ind.—Granted cp to install new trans.

WKEI Kewanee, Ill.—Granted cp to change antenna location and location and type trans.; condition.


South Shore Best, Co., Quincy, Mass.—Granted pop and license for new low power station.

WJFR Troy, N. C.—Granted mod. of cp to change trans. location, studio location and change type trans.

WDLJ-FM Memphis, Tenn.—Granted cp to increase ERP to 11 kw; decrease ant. height to 110 ft.; change trans and ant. (in same sys. to increase ant. height); conditions.

KHOY-FM Dallas, Tex.—Granted mod. of cp to change type trans. and operate trans. by remote control.

- Following stations were granted extensions of completion dates as shown: WBOB-FM Lakeland, Fla., to Sept. 15, 1962; WDEE-FM Hamden, Conn., to Jan. 23, 1962.

Actions of July 11

WJCM Sebring, Fla.—Granted change of remote control authority.

KCHI Delano, Calif.—Granted extension of completion date to Jan. 1, 1963.

- Following stations were granted extensions of completion dates as shown: WQXG Richmond, Va., to Sept. 10; WMCL FM Milwaukee, Wis., to Oct. 1; KGCA Rugby, Wis., to Sept. 20; WBZ Waterbury, Conn., to Jan. 20, 1962; KTAF (FM) Anchorage, Alaska, to Feb. 1; WJRS Detroit, Mich., to Oct. 31; KTVI (FM) Oklahoma City, Okla., to Jan. 18, 1962; WJJF-FM Winston-Salem, N. C.—Granted authority to remain silent for period beginning July 31 and ending Sept. 30.

WAFW(FM) Fort Atkinson, Wis.—Granted authority to remain silent for period beginning July 16 and ending October 2.

KURQ Phoenix, Ariz.—Granted authority to remain silent for period ending Nov. 17.

KFDA-TV Amarillo, Tex.—Granted assignment of licenses to Texas State Network Inc.

KFXJ-AM-FM Fort Worth, Tex.—Granted assignment of licenses to Texas State Network Inc.

KROI McAllen, Tex.—Granted assignment of licenses to Texas State Network Inc.

- Granted licenses covering increase in daytime power and installation of new trans. by commission; and specify type trans. and specify trans. as night trans. (two main trans.).

KHUG Springfield, Mo.—Granted license to use old main trans. (main trans. location and auxiliary trans. with remote control (daytime).

WFJN Findlay, Ohio—Granted license coverage of new trans.

KBOE Butte, Mont.—Granted license coverage of old main trans. (main trans. location and auxiliary trans.).

KINK Phoenix, Ariz.—Granted involuntary assignment of cp to Harold Lampel.

KBEV Portland, Ore.—Granted involuntary assignment to R. K. Airline receiver.

KFOO Armore, Okla.—Granted involuntary assignment of licenses to Albert Riesen Jr., of F. Easley, deceased.

WDBG Waukegan, Ill.—Granted acquisition of control of WIP Radio Inc., parent corporation of licensee corporation by Whitney Communications Corp., through purchase of additional stock from WIP Radio Inc.

WFYI Minoa, N. Y.—Granted acquisition of positive control of WIP Radio Inc., parent corporation of licensee corporation by Whitney Communications Corp., through purchase of additional stock from WIP Radio Inc.

BROADCASTING, August 7, 1961

KGW Portland, Ore.—Granted involuntary assignment of cp to Eugene T. Golden, trustee in bankruptcy.

WJHL Johnson City, Tenn.—Granted license covering ownership, operation and location by remote control.

WKII Tillamook, Ore.—Granted involuntary assignment of cp to Eugene T. Golden, trustee in bankruptcy.

WKBW New Orleans, La.—Granted voluntary assignment of ownership by W. H. Lancaster Jr., through purchase of stock by the corporation from Evelyn L. Lancaster.

WKBZ Richmond, Va.—Granted license covering ownership, operation and location by remote control.

WKBW New Orleans, La.—Granted voluntary assignment of ownership by W. H. Lancaster Jr., through purchase of stock by the corporation from Evelyn L. Lancaster.


WKBW New Orleans, La.—Granted voluntary assignment of ownership by W. H. Lancaster Jr., through purchase of stock by the corporation from Evelyn L. Lancaster.


WKBW New Orleans, La.—Granted voluntary assignment of ownership by W. H. Lancaster Jr., through purchase of stock by the corporation from Evelyn L. Lancaster.

WKBZ Richmond, Va.—Granted license covering ownership, operation and location by remote control.

WKBW New Orleans, La.—Granted voluntary assignment of ownership by W. H. Lancaster Jr., through purchase of stock by the corporation from Evelyn L. Lancaster.
AMENDED RULES ON LOCAL NOTICIES

* The amended text of Secs. 1.359 and 1.362 of FCC's rules concerning local notice requirements (BROADCASTING, July 31):

1. In § 1.359, paragraph (c) is amended, paragraph (d) is redesignated as paragraph (g), paragraph (e) is amended and redesignated as paragraph (h), paragraphs (f), (g), and (h) are redesignated as paragraphs (i), (j), and (k), and paragraphs (e), (f), and (g) are added, as follows:

§ 1.359 Pre-grant procedures

(c) Exception. Paragraph (e) of this section, an applicant filing any application for or an amendment to which is subject to the provisions of this section (except for applications for stations in the international broadcast services for television translator stations) shall cause to be published a notice following the tendering for filing of such application or amendment, or at least twice a week for the two weeks following publication of the notice by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.359.

Further, in the case of an application for a permit pursuant to Section 255(b) of the Communications Act, the notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice a week for the two weeks following publication of the notice by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.359.

The notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice a week for the two weeks following publication of the notice by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.359.

The notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice a week for the two weeks following publication of the notice by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.359.

The notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice a week for the two weeks following publication of the notice by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.359.

The notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice a week for the two weeks following publication of the notice by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.359.

The notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice a week for the two weeks following publication of the notice by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.359.

The notice shall be published at least twice a week for the two weeks immediately following the filing of such application or amendment, or at least twice a week for the two weeks following publication of the notice by the commission pursuant to SS 1.354, 1.355, 1.356, and 1.359.
BROADCASTING, August 7, 1961
**RADIO**

**Help Wanted—Management**

General manager, Pennsylvania station. State past employment and references. Personal interview required. Sales manager, Baltimore. Salary $8500, $6500. Send replies to Box 446G, BROADCASTING.

For medium to small market. Must be able to purchase minority interest. Box 518G, BROADCASTING.

**Sales**

Detroit—Good money and top future for selling upward, multiple chain. Box 795E, BROADCASTING.

Baltimore—excellent opportunity for good prospect if reliable career-minded sales executive with radio experience. Box 265F, BROADCASTING.

Dominant No. 1 station in metropolitan 300,000-midwest market opening for aggressive salesman. Send complete resume to Box 952F, BROADCASTING.

Opportunity in large Texas market for energetic, aggressive radio salesman. The station is interested in interviewing top sales personnel. Box 275G, BROADCASTING.


Help wanted, salesman. Minimum five years experience in Midwest. Order takers do not apply. Position offers immediate commission on average $3,500, billing. Has gone as high as $12,000. This is a very active spot in a growing market. In business 38 years. Sickness and health insurance, vacations, credit union, and retirement plan. Open September 15, 1961. Box 411G, BROADCASTING.

Sales manager for go-on-guy on the go. Modern format on major facility in one of America's top markets east of the Mississippi. Get your pitch in right away. Box 422G, BROADCASTING.

Experienced time salesman from Texas, Louisiana, or Oklahoma area for growing market. Liberal draw against Mississippi. Get station. Box 596G, BROADCASTING.

Unusual opportunity for a man who can sell in a competitive market. Salary plus commission. Top rated Virginia 5000 watt. If you are manager, job is open to you. Box 456G, BROADCASTING.

It's cool in Colorado. Sales job open at KCOL, Number 1 in Pulse for Larimer County. Reply direct to commission. Address: Ellis Atteberry, P. O. Box 374, Fort Collins, Colorado. In beautiful National Forest just 45 miles from Rocky Mountain National Park.

Salesman preferably with announcing background for small market. Limited experience accepted. Contact Bill Bigley, KVMA, Magnolia, Arkansas.

Time 'idea' salesman. WACE, Box 3007, Springfield, Massachusetts. Rush resume to Bill Gallagher, Sales manager. State minimum draw. After you prove you are a salesman, we will talk 'real money.' No phone calls accepted.

**Help Wanted—(Cont'd)**

**Sales**

Experienced salesman, some announcing, needed at once. Apply by letter with snapshot to Bob Ray, WBBB, Burlington, North Carolina.

Manager for fm station in connection with successful am. Excellent opportunity with assured income. Primarily sales in sales and promotion. WISM, Madison, Wisconsin.

In Michigan's leading market for business daytime, daytime net affiliate adding sales—25% of gross. Send resume to Dick Doty, WXYZ, Detroit.


Executive type radio salesman to join OK Group. Openings in Dayton, Baton Rouge, or Mobile. Aggressive man with experience in television, radio, and newspaper advertising preferred. Opportunity to advance to assistant manager. OK Group station and earn $7500 to $12,000. Good starting salary, commission, incentive bonus, insurance. Send complete details including amount of billing handled, photo, history to: The OK Group, 505 Baronne St., New Orleans, La.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

**Announcers**

Talented personality jocks needed for top chain. Must be able to deliver top job in our top markets. To be considered send air-check and resume today to Box 518F, BROADCASTING.

Alert first phone personality for adult program. Top market. Good station and equipment, including cartridge tapes. Pleasure in southeastern city with good climate. Excellent schools and hospitals. Living accommodations available if desired. Salary plus commission, $7500, resume to Box 258G, BROADCASTING.

Combo Spanish announcer—radio operator with first class license for metropolitan New York station. Send audition tape. Write Box 368G, BROADCASTING.

Announcer—1st class phone. Personality man with adult ideas. Start at $150.00 Central states, medium market. Box 440G, BROADCASTING.

Announcer with limited experience learn while you earn, we'll teach you. Station located in western North Carolina near beautiful Smoky Mountains. Air conditioned studios, modern equipment and mobile unit. Box 457G, BROADCASTING.

Staff man; sports, other broadcasting, news and corresp. writing. Excellent school, no experience necessary. Box 507G, BROADCASTING.

Young announcer with plenty of zip for fast moving Texas station and situation ideal for a man with an eye for the future. Send tape today and get first letter. Box 582G, BROADCASTING.

Ambitious, young combo announcer for resort area in Maryland. Potential more important than experience. Opportunity to sell time, all the better. Chain operation, excellent future. Send resume, tape and photo immediately. Box 546G, BROADCASTING.

**Announcers**


Announcer-salman September 1 for sparkling sound station forty miles north of Fort Worth, D. C. Salary and commission. Send tape, resume and recent photo to Dick Lee, WAGE, Lasburg, Virginia. All references will be checked.

Kilowatt fulltimer needs first-phone announcer, pop or country. Send tape, resume to Woonsocket Broadcasting Co., Rt. 3, Cranston, R. I.

New station needs staff. Announcers with first phone experience in installation. First phone with news, copy announcing experience. Salesmen that can produce. Send complete resume and reference to WEEJ. State Street, Albany, N. Y.


Permanent position for combo man with first class ticket. Some experience expected. Excellent salary. Write Mr. Bill, WIMS, Michigan City, Indiana.

Two eager top jocks needed. Full of swing and personality. Rush resume and tape to Johnny Canton, WHAF, Reading, Pa.


Leading radio-television has opening for announcer of proven professional ability. Some television if qualified. WSAS Radio-Television, Savannah, Georgia.

Rand Broadcasting Company—WINZ, Miami, WING, Tampa, WEAT, WEAT-TV, West Palm Beach, Florida. Looking for the best music man and news, copy announcers. Good picture and background to Dick Dolly, Vice President, Rand Broadcasting Co., Biscayne Terrace Hotel, Miami, Florida.

Announcer (experienced only) new daytimer Sheldon, Iowa. Ideal hours. Pay $80 weekly, rapid advance. Write and tape to E. C. Stangeland, 1701 E. 26th St., Sioux Falls, S. D.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

**Technical**

Chief engineer capable of some announcing, a strong Independent, excellent community, salary open. Send tape, past experiences and schooling information to Box 426G, BROADCASTING.

5 kw—Virginia—1st. Ticket—give full details and references. Box 458G, BROADCASTING.

Help Wanted—(Cont’d)

Technical

Needed immediately. Chief engineer, heavy on announcing for progressive daytime. Salary and management qualifications. Reply WFAG, Farmville, N. C.

Chief engineer, some announcing, WRJW, 5 kw, Pascagoula, Miss.

Radio television Jobs. Over 320 stations. All markets, all positions. Sunset. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Production—Programming, Others

Top-flight chain needs seasoned newsmen with abilities at creative, dramatic rewrite and ferreting out local news. Send sample of rewrite, air-check, and resume to Box 516F, BROADCASTING.

Trame director, large, midwestern network station. Must be mature, very professional. Write with complete resume, references, photo to Box 515G, BROADCASTING.

Experienced fm programmer needed for newly formed format station in large midwest market. Must be creative and take charge type individual. Rare opportunity to join aggressive top flight management team. Willing to relocate. Apply in person. Send resume and photo in confidence. Box 533G, BROADCASTING.

Newsmen with copywriting experience, $400 per month start, KBBR, Freeport, Texas.

WLKU-TV, Green Bay seeking experienced newsmen to build news department. Send application N. W. Grandis, Box 549, Green Bay, Wisconsin.

Full tuition in exchange for 20 hours weekly office work. Wisconsin Academy of Broadcasting. Washington 10, D. C.

RADIO

Situations Wanted—Management

Going up? Ass’t or sales management—and operations manager—4 years in Broadcasting—experience—all phases young, aggressive, university graduate radio-tv—486G, Box 256G, BROADCASTING.

Assistant manager, knows traffic, copy, program director. Best detail in the business. 15 years experience. Box 375G, BROADCASTING.

Availabe, manager for small station. Veteran in radio only. Experienced in all phases. Married, children, honest, reliable, successful. Write Box 405G, BROADCASTING.

Program director of one of New York state’s most successful operations, desires change . . . 15 years in radio, as dj, newscaster, and now program director. . . . Box 486G, BROADCASTING.

Station manager—Sales manager with fifteen years experience in radio and tv in large and medium sized markets. Strong on national and local sales. Thoroughly qualified in all phases of station operation. Excellent references from present employer, national reps, and leading agencies. Willing to relocate any of stations. Box 488G, BROADCASTING.

Final move for general manager. 16 years success sales and management; mature, experienced. Solid organization or medium market. Picture, resume available. Box 518G, BROADCASTING.

Assistant Manager—Small or medium market. Emphasis on programming, station and sales promotion, 26, B.S. degree. Three years in radio, two in consumer product advertising. Looking for eventual management. Consider stock as part of salary. Prefer Va., N. C., Maryland. Box 519G, BROADCASTING.

Manager—strong on sales wishes to relocate to Washington, D. C. Maryland, Virginia, willing to invest. Box 517G, BROADCASTING.

Situtios Wanted—(Cont’d)

Management

Background includes commercial management, sales representative for multiple ownership, programming. Twelve years radio experience, management. Seeking general manager’s position with well established organization in either U. S. or abroad. Box 545G, BROADCASTING.

Efficiently consultant—expert on problem or new station, will present your position to market and sell it as an efficient, well-organized operation. 12 years experience in radio programming, sales, effective administration. Period of consulting will be mutually decided upon evaluation. Available Sept. 10. Write James P. Houlihan, Managing Consultant, P. S. Broadcasting Corp., 3113 Grant Building, Pittsburgh, Pennsylvania.

Late on top pop records? Does your competition seem to have you beat? Then be first really first in your market with all the latest top pop artists—all labels—mailings three times a week—no obligation—call/write T. R. Productions, 830 Market, San Francisco, California. EXX 2-1755.

Sales

Man, 31, now selling in ten-station market, seeks move to smaller market. “Can do any spot that have you?” Call 298-3090—write R. H., 8979 Cordova, N. E., Albuquerque, New Mexico.

Sales department: Beginner, currently employed as sales manager with small radio station. Would like job with larger station that will further train him for permanent position with them. Write Travis Jackson, Box 87, Washington, Georgia.

Announcers

Staffer-combo experience in large northeastern market, now a student, seeking weekend employment within 200 miles of Boston. Box 352G, BROADCASTING.

Negro announcer available soon. Desires major market. However will consider smaller market with opportunity. Box 468G, BROADCASTING.

Deep voice—deejay-newman currently top-rated midwest market I’m looking! Box 415G, BROADCASTING.

Ayem dj—Long wearing variety. Top competitor, sales interest. San Diego. Box 322G, BROADCASTING.

Help! I’m stuck in a dead and Lombardo mill. I need to swing on your top 45 station. 4 years experience. Box 428G, BROADCASTING.

Announcer, disc jockey, I’ll be honest we all had to start somewhere, and this is mine. Have extensive school training. Right, willing to work to box. 440G, BROADCASTING.

8 years experience, 3 years present position, college and radio and family. Seek management position, immediate. Box 494G, BROADCASTING.

Announcer—Experienced, vet, family, Sales, news, country pop. Good morning man. Texas only. Box 505G, BROADCASTING.

Single girl wanted as partner. Comedy-dj show. Box 471G, BROADCASTING.

Sports caster. Varied experience play-by-play, special events. Veteran, 22. Presently employed supervised news director, assistant sports director, pd, board work. Box 474G, BROADCASTING.

Announcer-disc jockey-newspaper, experienced, tight board, bright sound, informative, married. Box 475G, BROADCASTING.

Announcers

Real no talent, with personality. Have little experience. Needs employment. Box 481G, BROADCASTING.

Pleasant, relaxed for adult audience. 4 years experience. Must be able to sell beautiful music. Box 482G, BROADCASTING.


Top jock for top market. Box 499G, BROADCASTING.

Have worked announcer, copywriter at 5 stations, in at 85 kw, first phone, extensive (non-broadcast) management experience, deep voice, want job northeast, $125 minimum. Box 500G, BROADCASTING.

Slingin’ top 40 jock seeks slingin’ top-rated station. Personality, plus pleasing sound. Reply: Box 501G, BROADCASTING.

Top 48 music man desires major market location. Experienced in radio. Past pd and nd. Reply: Box 502G, BROADCASTING.

Top rate major market adult personality. Tape, resume upon request. Box 510G, BROADCASTING.

Experience? 13 years, announcing, production, sales, radio; television; family. $135.00. Box 512G, BROADCASTING.

Young veteran, seeks start small station. Some college, resume, tape available. Box 522G, BROADCASTING.

Mature, modern dj, 2 years experience, college graduate. 29, desires position with progressive station. Box 554G, BROADCASTING.

Sports announcer football, basketball, baseball—play-by-play. Finest references. Box 576G, BROADCASTING.

Young announcer—not screaming R&R man, seeks staff job in New York State or Connecticut, tape, resume on request. Box 590G, BROADCASTING.

Experienced “quality announcer dj 5 years” experience good market—good pay man, i’ll sell it. Box 532G, BROADCASTING.

AM disc jockey, experienced, seek permanent position in south, can adjust to your format. Box 533G, BROADCASTING.

Showman-disc jockey (only) with teenage appeal (only) with plans witty, exciting, original (show), and presents it with personality. Experienced, married, presently employed. Wants to relocate to permanent position. Prefers new station, or small low rating (legging) station in Alabama, Tenn., Miss. Tape on request. Box 536G, BROADCASTING.

Broadcasting school graduate wants position. One year experience, Good on news and music. Emphasis on jazz, big band. Box 541G, BROADCASTING.

Serious music stations: 7 years experience music pd—announcer strong on languages. News fore. Locate east coast. Tired vacuous west. Box 544G, BROADCASTING.
ANNOUNCERS

$5,600—plus earned increments. Basic working newsman. Capable in performance of writing, editing, researching, completing copy, washing, field work—tape and mobile. Staff secondary. Box 549G, BROADCASTING.

Announcer—Experience. Would like prime time show but will consider others. Contact: Jim Davis, Box 121, Milan, Ohio.

Announcer, some experience, own board, bright, very positive business college in sales—copywriting. Musician, family, car, vet. Steve Roberts, 601 West 163rd St., New York 33, N. Y., 8-5859.

TECHNICAL

First phone—dependable, 37, single, good maintenance, SRT grad, sober, seeks Virginia, Kentucky area, available immediately. Box 509F, BROADCASTING.

Summer replacement till September 10, first class license, experienced, commercial license, West Virginia College graduate. Box 487G, BROADCASTING.

FCC 1st class license thorough background in most current broadcasting techniques. Box 539G, BROADCASTING.


First phone, desires west coast. George Warner, 484 W. 10th, Eugene, Ore.

PRODUCTION—PROGRAMMING, OTHERS


Top-rated morning man-program manager, with top phone, offers present position. 15 years total experience, including 50,000. College degree in journalism, news experience includes network assignments. Warm, friendly, sincere on-the-air personality. Radio supervisor and programmer. Experienced. Box 296G, BROADCASTING, or call Atlanta 794-5564.

Top notch newsman—likes the Minnesota, Wisconsin area; Four years experience. Seeks position with news conscious station. Tape, resume Box 438G, BROADCASTING.

Newman—Mature, competent, experienced, good references. Seeks position with news conscious station. Tape, resume Box 438G, BROADCASTING.

Twenty-two (22) years same network affiliated station. Relocating Denver November. Operational experience—all programming, production, promotions, news, and talent management. Complete detailed material. Box 484G, BROADCASTING.

Production firm producer recently fired by nicest, most creative broadcaster in nation. Reason: My creative ideas not saleable. Too theoretical and unrealistic for present day radio. Let’s talk about your views regarding future of radio programming. Been in industry for 25 years and very young. Box 478G, BROADCASTING.

Sports caster, newsman, top-notch play by play. College, high school football, basketball, baseball. Sharp news, Young, married, world permanence. pleasently dresses. Midwest contact: all. Box 486G, BROADCASTING.

Newman, 23, college graduate, 5 years experience at radio, 100,000 watt television. Resume, tape, photo, excellent references. Will consider all areas. Box 496G, BROADCASTING.

SALES

General manager—sales manager. Unusual opportunity; capable sales manager television experience to become general manager vhf station. Write Box 355G, BROADCASTING.


Energetic, aggressive tv salesman must be ambitious and a worker. Radio salesmen who are top producers will be considered. Good money, big incentive in nation’s tenth market, Washington, D. C. Station is independent and on the go. Here’s your opportunity to get into Metropolitan Broadcasting. Send background, photo and detailed information to Mr. Gustason, WTTG, Raleigh Hotel, Washington, D. C.

TELEVISION

HELP WANTED—MANAGEMENT

Sales manager—vhf station. Opportunity to become general manager. Fine chance for young, active to go forward with multi-owned station. Sales effectiveness important. Write Box 357G, BROADCASTING.

Announcer for major midwest radio tv. Outstanding opportunity for experienced man with mature approach on mike and on camera. Full information first letter. Box 546G, BROADCASTING.

TECHNICAL

Wanted—Experienced transmitter supervising for New England tv station. RCAneeds experienced #1 man. Box 511G, BROADCASTING.

Studio technician. Experienced. Scale to negotiate. Send references to Chief Engineer, WTTW, 1761 E. Museum Drive, Chicago 37.

Production—Programming, Others

Directors—If you get a thrill out of live, vital programming and want to be part of an aggressive, "head's-up" organization. If you want to be part of America's outstanding broadcast firm . . . apply Box 474G, BROADCASTING.

Attention film directors! Large market presents interesting opportunities. Young, aggressive, experienced film director. Must have television experience in organization, editing and management of film department. Apply Box 478G, BROADCASTING.

Newsmen—photographer experienced in gathering and writing news. Box 509G, BROADCASTING.

Opportunity for alert newsmen who can gather, write and voice news. Box 510G, BROADCASTING.

Chief photographer to take over news film department in major mid-west market. Please send samples of work. Box 539G, BROADCASTING.

News director KIP-TV, Idaho Falls, Idaho. Prefer someone with 16mm experience, would like someone who serves as newscaster as well as director.

HELP WANTED—ANNOUNCERS

Major market radio announcer seeking television. For tape, photo contact Box 520G, BROADCASTING.

Sports director, 14 years radio-television. Excellent play-by-play football, basketball, baseball. Top interviews. Special events. Tapes, S.O.F. Box 522G, BROADCASTING.

"Strong tv announcer, versatile, university graduate 37, needs greater challenge. Made chief announcer after 1 year. Specialty—"on-camera" work. Box 528G, BROADCASTING.

TELEVISION

ANNOUNCERS

Chief engineer, age 38, available for am, fm or tv operation. Twenty years experience all phases of design, construction, maintenance and management. Seeking permanent position in stable operation. Box 364G, BROADCASTING.

Two years exp, 15 months control room, 9 months transmitter engineer, tech school grad, vet, seeking permanent position. Box 472G, BROADCASTING.

Man available end of September for either a chief engineer's or assistant chief's position. Most prime requirement is the ability to operate the engineering department smoothly on the least possible 20 years of television and radio engineering, Salary open. Box 514G, BROADCASTING.

108 BROADCASTING, August 7, 1961
Situations Wanted—(Cont’d)

Technical

One of the top engineers in the tv industry. Years of experience in all phases of technical operation. Good leader, ad-
m. If you need top technical ad-
ministrator write Box 516G, BROADCAST-

Production—Programming, Others

Director, producer, program director, program di-
rector or operations manager. Eight years radio-television. Excellent references. Min-
imum $140. Write Box 264C, BROADCAST-

Youth news director in one station market seeking opportunities. 26 years of news staff of larger operation. Married, 24,
college grad, 4 years in broadcasting, 2½ in present position. Box 311G, BROAD-

Award-winning tv promoter for top 30 market. Fine background in promotion and sales. Experience in planning and execution of audience and sales promotion. 30 years old; 7 years in agency and advertising sales. Law graduate; sales and audience oriented; knowledge of all media makes num-
talk. Contact Box 4545, BROADCAST-

Producer-director available for immediate employment. Havesevered with station after 7 years. Do all phases of operation. Would like to work at a station where all phases of operation can do air if needed. Box 318G, BROADCAST-

Experienced television director—also inter-
-preter. Willing to relocate anywhere. Degree, service com-
pleted, will locate anywhere. Each inquiry brings immediate reply. Box 466G, BROAD-

Eleven years all phases of sports broadcast-
ing emphasis on play-by-play, desire first or second position in major sports opera-
tion. Married, 24, college student. Box 479G, BROAD-

Would 11 years radio experience—including 4 years sales, 2 years sales management, 3 years general management—be of value to your station? Fully experienced all phases: air, copy, sales administration, presentation. No covetous eye for the manager’s office—I’ve been there. Want to do what I enjoy the most: do the best: programming and produc-
tion. Long on and successful with interviews, commentaries, panels—any pro-
gramming with people. Communicator not pitch-man. References. Box 4812G, BROAD-

Producer-director with eight years tele-
vision experience. Emphasis on top 10 market. Desire-
 oportunty production manager, program director. Be in Speech. Age 34. References. Box 521G, BROAD-

Director—Experienced, degree in broadcast-
ing. Commercial or educational station con-
idered. Married, military complete. Re-
sume on request. Box 117, Marion, Ohio.

Children’s personality and recording star available, with a proven successful show with radio and TV and with sponsors national and local. My show is a live audience participatory kids program that pro-
vides wholesome entertainment for all the family. WNOH, Canton, Ohio, (transmit-
tion of daily shows at 5 p.m. on channel 11, Cadil-
illac, Michigan. Did same 4 years on WHIO-
TV in Dayton, Ohio and 2 years on the Croisy TV Network at WLW in Cincinnati. Air time acting as m.c. for your cartoon packages or a country music adult show. Married, family man, age 34 with ex-
wous wife and home. Make a success of the place where, any size market. For more informa-

FOR SALE

Equipment—(Cont’d)

Clean G. K., 3kw fm transmitter ready to go on air, bargain at $3000, Box 298G, BROAD-

Used broadcast equipment. Comwarks. Been replaced before. Write Box 468, Spartanburg, South Carolina.

Gates ST101 spot tape used less than one year, excellent condition $700.00. 92E for con-
sider. Box 5G, GN. Presto recorder $160.00 KGBC, Galveston, Texas.

Used-Gates 250GY transmitter 6 years old, excellent condition. Maximum capacity 5000 watts. 
Parts and tubes. Will deliver and install 250 mile radius or ship FOB WDSK, Lake City, Florida.

WLUK-TV, Green Bay now constructing tallest tower in state, and as result offers for sale present tower two years old, excellent condition. 800 ft. plus, de-
signed to go to 1500 ft. if necessary. Con-
tact John Granville, Box 549, Green Bay, Wisconsin.

Used component phasing equipment parts for four- tower directional antenna. E. F. Johnson max cap. 570 
cf. original cost excess five thousand dol-
lars, you can have the lot delivered our plant five hundred dollars. Itemized list avail-
able. Contact William, WKBX, Youngstown, Ohio, S.TELE 1-1145.

"News wagon"—1939 Chevrolet—complete with fm two-way Motorola 60 watt base station and crystal con-
trolled police radio, revolving domeight, speakers, many extras, excellent condition. Price $5750.00, WYMC, Rochester, New York."

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 560-D and WP-33 power supplies all at half price. WSM-TV, Nash-
ville, Tennessee.

Attention: Brand new, unopened fm equip-
ment priced 25% off for immediate sale. All or any part of the following items: One Jumpro 3 bay antenna. One relay rack, Bud RR 1248. One Conrel receiver. One 14' Spiraline #21652, One #582-1250 (trans-
mission from Spiralire to antenna), One #2154-1525 fitting at transmitter end of transmission line. One #18x2 to EIA flax. One #500-825, 1½" Gas Barrier. One RC-1A remote control RCA-RFM-1A amplifier. One Elbow #2494-813. One Reel. Call or write Box 450. Amar-
illo Bldg, Amarillo, Texas. Telephone: Dikate 4-1017.

Commercial crystals and new or replace-
crystals, J and J-K holders, regrinding, repair, etc.
BC-654 crystals and Conrel. Also A.M. 
monitor service. Nationwide unsolicited testi-
momials praise our products and fast 
service. Eldon Electronic Company, Box 31, Temple, Texas.

Thermometer, remote, electrical; enables 
announcer to read the correct outside tem-
perature from his mike position. Range 0-120 
deg F. Installed in less than one hour. Send 
for brochure, Electra-Temp., Co., Box 6111,
San Diego 6, California.

Am, fm, tv equipment including monitors, 
S320, 1850, p.a. tubes. Electrofond, $40 Colum-
bus Ave, N.Y.C.

Will buy or sell broadcasting equipment. 
Contact Thomas, 507 W. 54th Suppy 
Co., Supply Station 1411 Iurbide St., Laredo, Texas.

Television transmitter, RCA type TT-11AI, 
Channels 7-13, latest model, Hammett & 
Consulting Engineers, 2571 Colfax, Box 
66, International Airport, San Fran-
sisco 26, California.

Transmission line, styroflex, helix, rigid 
2mm with splices, 3000 feet and priced as prices. Write for stock list. Sierra Western 
Supply, 4163 Middle Harbor Road, Oakland 20, California.

FOR SALE

Stations

Small full or daytime a.m. station wanted to buy or lease in Midwest or South. Box 486G, BROAD-
CASTING.

Western States. Non-metro areas. AM or fm. All bids answered. Box 694G, BROAD-
CASTING.

Financially responsible, seeks small owner
—operator. Property in expanding medium sized market—Nevada confidential Box 506G, BROAD-
CASTING.

Equipment

Western Electric 1120 limiter amplifier. Must be in first-class condition Write Box 469G, BROAD-
CASTING.

Wanted: Cine voice Auricon camera with 
variable area galvo—any condition. 
Send details to: Gene Williams, WQAN-TV, 
Portland, Maine.

Gates Sta-Level or equivalent in good con-
dition. WJAG, Norfolk, Nebraska.

FM frequency and modulation monitor must be in excellent condition. WOTW, 
Nashua, New Hampshire.

Will buy or trade used tape and disc rec-
ording equipment—Amplex, Concertone, Magne-
Festo, etc. Aidus equipment for sale. 
Boynton Studio, 16B Pennsylvania, Tucka-
son, N. Y.

“Complete line videotape studio and mobile equipment. List items and prices per 
mail to Keith Price, 7115 Hillcrest Road, Alex-
andria, Va.”

58 kw transmitter perfect condition. Write 
or wire ROBO Radio Inc. Mr. Romero Rios D, 109 Bucarrell St., Mexi-
co D. F.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. 
Grantham Schools are located in Hollywood, 
Seattle, Kansas City and Washington. Write for 
our free 46-page brochure. Grantham 
Schools, Electronic Division, 1132 Gilman Road, 
Kansas City 5, Missouri.

Be prepared. First class F.C.C. license in 
six weeks. Top quality theory and labora-
tory methods and theory leading to the F.C.C. 
First Class License. 14 East Jackson St., 
Chicago 4, Illinois.

Elkins Radio License School of Chicago— 
six weeks quality instruction in laboratory 
methods and theory leading to the F.C.C. 
First Class License. 14 East Jackson St., 
Chicago 4, Illinois.

Since 1946. The original course for FCC 1st 
phone license, 5 to 8 weeks. Reservations 
required. Enrolling now for classes starting 
(August 30-Closed) October 11 January 9, 
February 2, March 23, April 2, May 2, June 
3, July 1, August 25. For information, refer-
ences and reservations write Eliks Radio License School, 
Chicago 1332 Spring St., N.W., Atlanta, 
Georgia.

FCC first class license in six weeks or less. Top quality theory and labora-
tory methods and theory leading to the F.C.C. 
Instruction eight hours a day, five days a 
week. License guaranteed for tuition of 
$1000.00. No added charge for added time if 
needed. Pathfinder, 5504 Hollywood Blvd., 
Hollywood, California. Classes September 18 and October 3.

Elkins Radio License School of Chicago— 
six weeks quality instruction in laboratory 
methods and theory leading to the F.C.C. 
First Class License. 14 East Jackson St., 
Chicago 4, Illinois.
INSTRUCTIONS
Announcing: Correspondence certificate course with live, written voice and writing lessons, recording and tape. Also self-study unit. America’s pioneer broadcasting school. National Academy of Broadcasting, Washington 10, D. C.

MISCELLANEOUS
Proof of performance made easy! 10 year supply of forms for recording FCC required data for $5 postage paid. Check or money order to Box 496G, BROADCASTING.

For those seeking a challenging and rewarding career in broadcasting, consider a position with Countrywestern Talent, Inc. We are looking for experienced, talented individuals who can contribute to the success of our company. Please submit your resume to our office.

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, 8, year contracts available. Low rates. Call/write TU 6-4429, P.O. Box 602, Waterbury, So. Dak.

RADIO
Help Wanted—Management

GENERAL MANAGER
New owner of long established fulltime radio station in well-known midwestern market seeking management, preferably now with first or second rated station in competitive area. Must have demonstrated experience in modern radio operation and able to revamp programming, ratings and billings of present old fashioned operation. Owner will provide adequate promotion and operational budget to do the job. Can only consider proven radio expert who can take complete responsibility for absence owner and expect to compensate accordingly. Apply in complete confidence to:

Box 542G, BROADCASTING

Help Wanted—(Cont’d)

Announcers

AIR PERSONALITY
Major eastern market station, group operation, seeks exceptional, versatile talent for key drive-time program segment. Excellent opportunity with one of nation’s pioneer facilities. Submit tape and resume to:

Box 204G, BROADCASTING

Production—Programming, Others

TOP 10 MARKET
RADIO STATION
PROMOTION MANAGER
If you are an aggressive, quick-thinking idea promotion guy or gal, we are interested in talking to you. We have a position at one of America’s great radio stations that is challenging as well as rewarding. Promotion experience absolutely necessary; should be familiar with on and off the air promotions, contests, etc. Send resume, picture and, if possible, some samples to:

Box 493G, BROADCASTING

MISCELLANEOUS

FOR SALE

Attention TV Engineers
Add reliable control circuits to your existing STL. Equipment compatible with RCA diplexers.

Write for details.

MOSELEY ASSOCIATES
4416 Holly Ave., P. O. Box 3192
Santa Barbara, California

MISCELLANEOUS

Colorful
RADIO MARKET SHEETS
and
COVERAGE MAPS
Address Radio Dept. on your letterhead for FREE information and samples.

EVEREADY ADVERTISING
1817 Broadway • Nashville 4, Tenn.

STATIONS FOR SALE

MIDWEST STATION

Box 934F, BROADCASTING

CALIFORNIA 5Kw FULLTIME
Serving highly prosperous and heavily populated growth area. Fine small city ideal for California family living. Billing in excess of $180,000 with good owner earnings. Asking $250,000 on very favorable terms with real estate included.

Box 972F, BROADCASTING

CHOOSE ROCKY MOUNTAIN
An outstanding fulltime regional facility in small exclusive market. Excellent gross and very profitable. Valuable real estate and $50,000 in cash and receivables included in price of slightly over $200,000 on terms.

Box 973F, BROADCASTING

FLORIDA OWNER
With family in North Carolina wants to sell 250-watt fulltimer in growing area . . . and would consider trade for North Carolina . . . or possibly South Carolina or Virginia. Write:

Box 437G, BROADCASTING

BROADCASTING, August 7, 1951
For Sale

Broadcasting, August 7, 1961

CONSTRUCTION PERMIT
Small market, West.

Box 492G, BROADCASTING

Absecon owns will lease with option to buy, long established 250 kW full time in good solid southwest market serving quar- terly and secondary areas. Only station in city. Can go to 1 kW day with small investment. Excellent service record with good profit history. Twenty five thousand will handle by qualified responsible person. No brokers. Box 497G, BROADCASTING

SANFORD


Wilt Gurnendorfer and Associates
6500 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

7 TV stations $150,000 to $5,000,000—34 Radio stations $5,000 to $500,000—2 more FM stations $55,000 to $45,000.

PATT Mcdonald Co.
Box 626
GL 3-8080
AUSTIN 17, TEXAS

stations for sale

North Central. Doing $90,000. Asking $90,000. $20,000 down.

East. Top Market. Asking $120,000. 20% down.

California. Exclusive. Asking $110,000. Terms.

South. $20,000 full price. Terms.

JACK L. STOLL
& ASSCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7277

 Continued from page 104

In addition to publishing a notice of such filing as provided in paragraphs (c) and (d) of this section, cause the same notice to be broadcast over that station at least once daily for four days in the week immediately following the tendering for filing of such application, or in the following notification by the Commission pursuant to § 1.359, 1960. Such notice shall be broadcast during the following periods:

1. For television broadcast stations, between 7 P.M. and 10 P.M.

2. For standard broadcast television and FM broadcast stations, between 7 A.M. and 10 A.M.

(e) If the station in question is the only operating station in its broadcast service which is located in the community involved, publication of the notice, as provided in paragraph (c), is not required, and publication of the notice that such station is to be assigned shall be deemed satisfied by the publication of the notice in the following: paragraphs (c) and (d) of this section.

(f) The notice required by paragraphs (c) and (d) of this section shall contain the following:

1. The name of the applicant, if the applicant is a corporation or an unincorporated association, the names of all officers and directors of such corporation or association, the names of those persons holding 10% or more of the capital stock of such corporation, or the names of such corporation, or of an unincorporated association, the names of those persons holding 10% or more of the capital stock of such corporation, and the fact that the applicant is a corporation or an unincorporated association, the names of all officers and directors of such corporation, or an unincorporated association, the names of those persons holding 10% or more of the capital stock of such corporation.

2. The purpose for which the application was filed, and the proposed use of the station, including the nature and purpose of the services to be provided by the station.

3. The date when the application was filed.

4. The time the application is to be considered.

5. If the application is a modification of a construction or a certificate to operate, the exact nature of the modification sought.

6. If the station is located in a community, to the extent that the public interest, convenience, or necessity is involved, publication of the notice, as provided in paragraph (b) of this section, shall be deemed sufficient to meet the requirements of paragraphs (b) and (c) of this section.

7. In the case of applications for assignment of rights, the exact nature of the modification sought.

8. In the case of applications for a permit pursuant to section 325(b) of the Communications Act, the call letters and location of the foreign radio station, the frequency or character of which to be broadcast over the station or stations are proposed to be assigned shall be transmitted over the station.

9. In the case of an application for renewal of license for a broadcasting station, the public interest was filed with the Federal Communications Commission on or about.

(g) Members of the public who desire to bring to the Commission's attention facts concerning the operation of the station may file with the Federal Communications Commission, Washington 25, D.C., before the giving of notice, complaint letters should set forth in detail the specific facts which the writer wishes the Commission to consider in passing on this application.

(h) Within five days of the last day of publication of the notice required by paragraphs (c) and (g) of this section, the applicant shall file a statement in triplicate with the Commission, setting forth the dates on which the notice was published, the newspaper in which the notice was published, the facts of the notice, and, or, where applicable, the dates and times at which the notice was broadcast over the public notice is given by other means, as provided in paragraph (f) of this section, the fact that the applicant shall file, within five days of the giving of such notice, a statement to the effect that the notice was published in a manner satisfactory to the Commission, or the time and place of the commencement of the hearing in a daily newspaper of general circulation published in the community in which the station is located or proposed to be located; provided, however, that if there is no such daily newspaper having the greatest general circulation in the community in which the station is located or proposed to be located, notice shall be published at least twice for the two weeks immediately following the release of the Commission's order specifying the time and place of the commencement of the hearing.

(i) If a weekly newspaper of general circulation is published in the community in which the station is located or proposed to be located, notice shall be published at least twice for the two weeks immediately following the release of the Commission's order specifying the time and place of the commencement of the hearing.

(j) If a daily newspaper having the greatest general circulation in the city in which the station is located or proposed to be located, and provided further, that in the case of an application for a permit pursuant to Section 325(b) of the Communications Act, the notice shall be published at least twice for the two weeks immediately following the publication by the Commission's order specifying the time and place of the commencement of the hearing.

(k) The notice required by paragraphs (b) and (c) of this section shall contain the following:

1. The name of the applicant, if the application was filed.

2. The purpose for which the application was filed, and the proposed use of the station, including the nature and purpose of the services to be provided by the station.

3. The date when the application was filed.

4. The time the application is to be considered.

5. If the application is a modification of a construction or a certificate to operate, the exact nature of the modification sought.

6. If the station is located in a community, to the extent that the public interest, convenience, or necessity is involved, publication of the notice, as provided in paragraph (b) of this section, shall be deemed sufficient to meet the requirements of paragraphs (b) and (c) of this section.

7. In the case of applications for assignment of rights, the exact nature of the modification sought.

8. In the case of applications for a permit pursuant to section 325(b) of the Communications Act, the call letters and location of the foreign radio station, the frequency or character of which to be broadcast over the station or stations are proposed to be assigned shall be transmitted over the station.

9. In the case of an application for renewal of license for a broadcasting station, the public interest was filed with the Federal Communications Commission on or about.

(h) Members of the public who desire to bring to the Commission's attention facts concerning the operation of the station may file with the Federal Communications Commission, Washington 25, D.C., before the giving of notice, complaint letters should set forth in detail the specific facts which the writer wishes the Commission to consider in passing on this application.

(i) Within five days of the last day of publication of the notice required by paragraphs (b) and (g) of this section, the applicant shall file a statement in triplicate with the Commission, setting forth the dates on which the notice was published, the newspaper in which the notice was published, the facts of the notice, and, or, where applicable, the dates and times at which the notice was broadcast over the public notice is given by other means, as provided in paragraph (f) of this section, the fact that the applicant shall file, within five days of the giving of such notice, a statement to the effect that the notice was published in a manner satisfactory to the Commission, or the time and place of the commencement of the hearing in a daily newspaper of general circulation published in the community in which the station is located or proposed to be located; provided, however, that if there is no such daily newspaper having the greatest general circulation in the community in which the station is located or proposed to be located, notice shall be published at least twice for the two weeks immediately following the release of the Commission's order specifying the time and place of the commencement of the hearing.

(j) If a weekly newspaper of general circulation is published in the community in which the station is located or proposed to be located, notice shall be published at least twice for the two weeks immediately following the release of the Commission's order specifying the time and place of the commencement of the hearing.

(k) If a daily newspaper having the greatest general circulation in the city in which the station is located or proposed to be located, and provided further, that in the case of an application for a permit pursuant to Section 325(b) of the Communications Act, the notice shall be published at least twice for the two weeks immediately following the publication by the Commission's order specifying the time and place of the commencement of the hearing.
Weight Controllers Need Sound Advice—Not More Fads!

Obesity Usually Is Symptomatic Of Disease That Needs Treatment

400 Million Pounds Of Excess Weight

If Americans sometimes look tired to you, just consider that we are carrying around some 400 million pounds of weight (a conservative estimate!) that we not only don’t need but which, life insurance company statistics suggest, is unnecessarily shortening our life span.

Obesity, often the symptom of psychological distress, is certainly one of the major health problems facing Americans, and it is pitiful to note how the faddists and quacks, as well as many otherwise respectable purveyors of foods and drugs, have jumped onto the bandwagon with nostrums and gadgets that do an amazingly successful job of lightening pocketbooks but seldom accomplish much in actual body weight loss.

There is no doubt that we must give more attention to the problem of weight control, but this concern should be based on understanding of the problem and what medical and nutrition scientists have been able to determine as being proper approaches to solving the situation.

Weight Control Is A Lifetime Task

It seems quite likely that the food habits we develop as small children are as important to future weight control as almost any other factor. If food becomes a substitute for the kind of personal interaction the child needs with members of his family, then he is acquiring the type of food habits that may very easily lead him into the obese category throughout life. It will be doubly difficult for him to beat the weight problem later in life also.

Food, of course, is much more than stoking the furnace to provide immediate energy. In all societies certain rituals develop around food consumption. There have been societies, too, in which obesity was a symbol of high status and affluence, and doctors in this country still find some traces of this kind of thinking when they must treat infants who have been overstuffed with food to make them fat.

Mass Media Play A Key Information Role

In a study of consumer attitudes conducted for the American Dairy Association in the spring of 1959, Alfred Politz Research, Inc., reported that newspapers and magazines, and to a lesser extent radio and television, play a very important role in providing information about diets, usually for weight reduction. About 46% of the total national sample of adults interviewed indicated they had obtained diet information from non-professional sources. Of this group 37% reported they found their information in newspapers and magazines and that 22% of them actually took some diet action.

In the case of radio and television 28% of the group who obtained information got it from these media, and 14% took some action.

This, of course, reinforces the importance of the mass media as sources of health and food information. This also stresses the tremendous responsibility which the media must assume and practice in disseminating health and diet information.

Faddists And Quacks Don’t Help Health

Much too often the food faddists and health quacks, making sensational charges of one kind or another, seem to be far more successful in gaining attention than do the professionals in health and medicine and nutrition whose advice is much more cautious and not nearly so dramatic. The mass media can help the American people avoid the oftentimes dangerous advice offered by the quacks and faddists by checking sources of information more closely.

Weight control is not a simple matter of going on a crash diet. It is a lifetime project and should be one that is carefully planned with the obese person’s physician or a well qualified nutritionist. Frequently the psychological problems of which the obesity is a symptom must be solved first. People who eat to satisfy other than food needs will not be helped, may, indeed, be harmed, if they adopt the on-again, off-again crash diets which are so popular in the mass media.

Building Health Is Everyone’s Job

Good health is a precious possession which is available to most of us if we will follow certain rather simple rules. Eating a well balanced diet that contains only enough calories to supply daily energy needs is one of these rather simple rules that is so easily violated. However, it is entirely possible that more people could be influenced to eat properly if all of us—the food industry, the medical profession, and the mass media—work together to explain the facts and avoid the temptation to profit from temporary fads.

Providing people unsound diet information may attract attention, and it is no crime in most circumstances. However, all of us certainly should let our consciences be our guide and ask: will this promote good health, or is this merely another passing fad or fancy that will probably do more harm than good?

american dairy association

The Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive Chicago, 6, Illinois

BROADCASTING, August 7, 1961
OUR RESPECTS to Senator Warren Grant Magnuson (D-Wash.)

All is not bleak on the ‘New Frontier’

To broadcasters across the country who may feel they have few friends in Washington these days, the presence there of Sen. Warren Grant Magnuson (D-Wash.), chairman of the Senate Commerce Committee, offers some reassurance that all is not bleak on the New Frontier.

One network vice president headquartered in Washington described the veteran legislator recently as a “reasonable, easy to get along with. You can talk to him,” he added, indicating by his tone of voice that he regarded this as a rare and commendable quality.

Other industry people echo these sentiments. All agree that the senator from the Far West isn’t after any broadcasting scalps.

Technically, at least, Sen. Magnuson, generally referred to as “Maggie,” is a broadcaster himself. He owns about 4% of KIRO-AM-FM-TV Seattle, his home town. And although he doesn’t participate in the management of the properties, he is a member of the Washington State Broadcasters Assn., and attends their meetings regularly. In addition, the Broadcast Pioneers awarded him a life membership, and gave him membership card No. 1, during the NAB convention last May.

Magnuson On Minow: This doesn’t mean that Sen. Magnuson has become a secret lobbyist for the broadcast industry. On the contrary, he has publicly backed Newton N. Minow, the controversial FCC chairman, arguing he may be just what the broadcasting industry needs—someone who will stir things up, or, as he more graphically expressed it, “a pike in a carp pond.”

But his long experience with legislation affecting the broadcasting industry—In 1922, while a member of the House, he was appointed to the first special committee created to study the FCC—and his many friendships among broadcaster groups have given him considerable insight into the problems of the individual broadcaster and the industry. He isn’t likely to be stampeded into approving any of the various repressive legislative proposals pending.

Strict regulation of the networks, for instance, is unnecessary, in his view. “The objectives of those who advocate regulation can be accomplished by persuasion and public opinion,” he said recently. “At times, networks have not been as responsible as they should be, but they’ve done a better job in the past two years than they have in the prior 10.”

Taking a leaf from his own experience, Sen. Magnuson feels the FCC commissioners would do a better job if they “climbed down out of their ivory tower” and maintained closer contacts with the networks and the licensees.

Scaring Bureaucrats: This is a pretty radical notion, coming, as it does, at a time when the merest hint of conflict-of-interest or ex-parte contact is enough to send a Washington bureaucrat running for the woods. Nevertheless, the senator feels the commissioners could maintain their integrity and still become better acquainted with broadcasters. “By knowing them well,” he said, “they could do a better job than they can by staying aloof. In this industry, there are as many opinions as there are licensees and networks.”

At the moment, Sen. Magnuson has two pet projects affecting broadcasting in the legislative mill. One bill (S-204) would amend the Communications Act to enable broadcasters to make free time available to future majority party presidential candidates. Like just about every other legislator, Sen. Magnuson feels the Kennedy-Nixon debates last year constituted a tremendous service to the public.

His other project is educational television. Although a bachelor with no children of his own to educate, he has been working for eight years for legislation that would enable states to use federal funds to establish or expand educational television facilities. And his chances of seeing his efforts crowned with success this year are better than ever.

His own etv bill (S-205) has passed the Senate, and a companion bill (HR 132), backed by the administration, is pending in a House committee.

A Senate Veteran: Sen. Magnuson, a stocky, russet-haired individual whose well-tailored figure is often wreathed in clouds of smoke from his inevitable cigar, has become one of the most prominent members of the Senate in his 16 years in that chamber. He has had considerable success in pushing through Congress power- and other re-source-development projects for his home state, and has initiated a number of important social welfare measures. He has also made a name for himself in foreign affairs; a decade ago he worked with the late John Foster Dulles in drafting the Japanese Peace Treaty.

Sen. Magnuson, who ranks eighth among Senate Democrats and 11th in Senatorial service, has come a long way in his 56 years. Born in Moorehead, Minn., on April 12, 1905, he was orphaned at an early age. He grew up in Moorehead, and helped earn his keep during his high-school years by running a YMCA camp.

In 1922, he worked the wheat harvest westward, and got his first glimpse of Seattle from the open door of a Great Northern freight train car.

He apparently liked the view, for he settled down in Seattle. With the money he had earned in the wheat fields and, with the money he subsequently earned at a variety of jobs, including driving an ice wagon, he put himself through the U. of Washington and its law school.

He lost no time plunging into politics, and in 1932, when he was 27, he was elected to the state legislature. Two years later, he was elected prosecuting attorney for King County and, finally, made it to Washington in 1937 as a member of the House of Representatives. He made his first Senate race in 1942, and has been reelected twice.

Another Campaign. He will be seeking his fourth Senate term next year, and will be going home to do some preliminary campaigning when the current session ends. One message that he can be expected to deliver to the folks back home—and one that could be well heeded by broadcasters in general—is that he has, over the years, developed a considerable bank of goodwill in the Senate, on which he can draw to assure support for the bills he backs.

In addition, he has developed a set of delicate political antennae that tip him off as to the chances of a particular proposal.

For these reasons, he seldom makes a speech on the floor. It’s his view that “if you need the speech, you don’t have the votes; if you have the votes, you don’t need the speech.”

And “Maggie,” his friends say, “almost always has the votes.”

Sen. Magnuson
Always has the votes

BROADCASTING, August 7, 1961

113
EDITORIALS

The problems of print

B ESET by the criticism of bureaucrats, the self-serving attacks of print media and the well-publicized scorn of professional snobs, television broadcasters might be forgiven if they sometimes felt that things could not be worse. But they would be wrong. They could be in the newspaper or magazine business, for instance.

Just imagine: If you are engaged in the publication of a mass magazine or daily newspaper, nobody is sounding off in Congress about what a lousy job you're doing or running investigations to prove that point with hand-picked witnesses. You haven't been accused of creating a "waste-land" lately (and the accusation isn't apt to get much circulation even if it is made, because you control the headlines).

The only thing you have to worry about is your P&L statement. But unless you're the New Yorker or one of a handful of other unusually fortunate magazines and newspapers, that's enough. For your revenues, sir, are sliding. And in your heart you know this slippage is no freak mishap, for you are in a business where the trend is down.

This can be demonstrated statistically. Figures for the first half of 1961, for instance, showed that only television's revenues moved upward. But for graphic summary we have seen none better than Dick Pinkham's speech to the magazine promotion people a couple weeks ago (Broadcasting, July 31). Mr. Pinkham, who is senior vice president in charge of broadcast operations for Ted Bates & Co., did not of course suggest that magazines are doomed. But what he did tell the magazine men was only slightly more encouraging. For instance:

"You think you've got competition now? It's going to get worse. And I would suggest that if you have lured yourself into a trance of comfortable security because of the heavy barrage of criticism that has been leveled at television lately, you need psychiatric help."

Television programming, as Mr. Pinkham predicted, is going to get better. That has been its history and—with or without the goading of critics—the evolutionary process will continue. Even in the face of the heaviest attacks, television's attraction to people—the same people who "own" the air, to borrow a doubtful phrase—remains such that its revenues are still rising. No print medium can make that statement.

Newspapers and magazines have long been major investors in the broadcast media, and it seems likely as a matter of economic logic that the trend will continue and perhaps accelerate. In this summer of widely headlined discontent, television is fighting for its good name and its freedom. Its print competitors, whose name and freedom are not in issue, are fighting for their lives.

Too much too late?

I T WAS just as well that the FCC waited until its prerecess meeting to unload its deintermixture and drop-in omnibus TV package. The repercussions will resound long after it returns from its August hiatus and inevitably will wind up in Congress and the courts.

The stated objective is to create greater competition in underserved markets and at the same time give impetus to development of UHF as possibly the ultimate exclusive TV service (a development we cannot foresee in this lifetime). The objective is expedient from the regulatory standpoint, and the desire to accommodate at least three new broadcast outlets in all major markets is laudable. But there are countervailing considerations of whether the public will lose more than it gains.

Eight markets that now have two VHF's each are ear-marked for a third VHF through the device of shorter separations. The FCC obviously selected the least extreme cases and committed itself to no additional drop-ins in derogation of existing mileage separations. The question here is whether these drop-ins will deprive substantial segments of the public of existing service through curtailed coverage of other stations on these channels. And, despite the promise, would this be the first step in a series of "break-downs" in TV that would follow the pattern that developed in am broadcasting during the past two decades?

The deintermixture proposals in eight markets present equally perplexing problems. Additionally there is to be considered the heavy investments made by the public in VHF receivers that would have to be replaced or converted as well as the substitution of clusters of UHF stations to replace each existing VHF in these single-station markets. Several of the VHF stations that the FCC proposes to remove are pre-freeze and in good faith should receive "grandfather" consideration.

All these arguments and many others will be developed in the weeks ahead and in response to the rulemaking notices due on Oct. 2. There is, for example, the potent argument that in inducing Congress to appropriate 52 million-plus last year for the New York City UHF experiments, on the theory that if UHF station clusters can cover the greater metropolitan area with its shadows, canyons and skyscrapers, UHF probably will work anywhere, the FCC committed itself to stand by on deintermixture until it knew the results two years hence.

What gives us greatest pause, however, is that the deintermixture rulemaking notice was approved by the margin of a single vote. And who were the three who voted against the package plan? The FCC's two engineering members—T. A. Craven and John S. Cross—and the dean of the commission, Rosel H. Hyde, who was the chairman after the freeze was thawed in 1952 and when TV allocations were given greatest impetus.

There was a time—before the new VHF stations were built in single station markets—when deintermixture would have been workable with minimal injury to the public and broadcasters. Any change now may be a major wrench and we have the notion that the public will make itself heard.

"I don't give a damn what the waves are saying. I want a radio and some news!"
For two in love, particularly a client and an agency who are in love with sales, there's a television station in Houston, Texas to light their way until eternity... KPRC-TV, the starlit station that lights the way, forever.

KPRC-TV, HOUSTON, IS FOREVER

FACTS ABOUT KPRC-TV DIAMONDS
Choose any one of the four basic gems in television's gamut, I.D., Chainbreak, Minute, or Program, you'll get clarity, brilliance and value on KPRC-TV. A trusted station representative is your best adviser.
ZOOMING OUT
OF THE SKIES...

A NEW BREED
OF HEROES IN
ZIV-UA's
SENSATIONAL
NEW SERIES...

CREATED BY
IVAN TORS
TV's MASTER
OF THE UNUSUAL!

ALREADY BOUGHT BY:
KABC-TV Los Angeles
WSB-TV Atlanta
WDSU-TV New Orleans
KPIX-TV San Francisco
WTOP-TV Washington, D.C.
WWJ-TV Detroit
WAFB-TV Baton Rouge
KERO-TV Bakersfield
KERO-TV Bakersfield
KGHL-TV Billings
WSOC-TV Charlotte, N.C.
WTVN-TV Columbus, Ohio
WTAE-TV Pittsburgh
WCPO-TV Cincinnati
KJZ-TV Denver
WTJ-TV Miami
KMTV-TV Omaha
KPRB-TV San Diego
WKRK-TV Mobile
WLOF-TV Orlando
WTVH-TV Peoria
KTVK-TV Phoenix
KGLZ-TV Phila.-Colo., S. Dak.
WGAR-TV Portage, Me.
KLOD-TV Reno
KXTV-TV Salt Lake City
KIRO-TV Seattle
WNEP-TV Scrtn. Wilkes Bar.
WRGB-TV Schenectady, Albany
KXLY-TV Spokane
WCTV-TV Tallahassee
WMAC-TV Macon
KGIN-TV Tucson
WRCA-TV New York City
WHAS-TV Louisville
KCTV San Angelo
KHRC-TV El Paso
KGBD-TV Lubbock

WTAE-TV Pittsburgh
WCPO-TV Cincinnati
KJZ-TV Denver
WTJ-TV Miami
KMTV-TV Omaha
KPRB-TV San Diego
WKRK-TV Mobile
WLOF-TV Orlando
WTVH-TV Peoria
KTVK-TV Phoenix
KGLZ-TV Phila.-Colo., S. Dak.
WGAR-TV Portage, Me.
KLOD-TV Reno
KXTV-TV Salt Lake City
KIRO-TV Seattle
WNEP-TV Scrtn. Wilkes Bar.
WRGB-TV Schenectady, Albany
KXLY-TV Spokane
WCTV-TV Tallahassee
WMAC-TV Macon
KGIN-TV Tucson
WRCA-TV New York City
WHAS-TV Louisville
KCTV San Angelo
KHRC-TV El Paso
KGBD-TV Lubbock

KVOS-TV Bellingham
KGNU-TV Amarillo
KMA-TV Midland
KDBC-TV Abilene, Tex.
KSYD-TV Wichita Falls
KTVW Oklahoma City
WSJS-TV Grnsb.-Winston-Salem
WTEN-TV Greenville, Wash.
WTVT-TV Tampa
KQGT-TV Albuquerque
KSKS-TV Rosebud, N.M.
WLS-TV Chicago, Ill.
KZLO-AM Chico, Redding
KXLY-TV Pullman
KCTV San Angelo
KHRC-TV El Paso
KGBD-TV Lubbock

DRAMATIC STORIES OF
MEN WHO PLUNGE
THOUSANDS OF FEET
IN FREE FALL...
TO LAND "ON TARGET"
ANYWHERE
READY FOR ACTION!

starring
LARRY PENNELL
with
KEN CURTIS

United Artists

and many more