How much will automakers depend on radio-tv to promote new models? A preview .... 27
Gridcasts to involve big advertiser spending, despite that court order .......... 40
In listeners' hearts there's still a big beat for radio, Politz study finds .......... 48
Tv bloodletting to be toned down this fall, program plans indicate .......... 74

COMPLETE INDEX PAGE 7
And Sioux Citians are accustomed to KVTV’s leadership on the local scene. The men of the KVTV Public Affairs team are well-known, as a result of their active participation in community affairs. They are listened to with respect. Above, Newsman Charles Powell, Dick Compton, Bob Billman and Program Director Clark Pollock discuss with City Manager Connie Bodine (center) a model of the new $18 million dollar Floyd River flood control project. The project, now under construction, will eliminate future flood problems in the Floyd River basin. This team produces KVTV’s award-winning monthly documentary “Channel Nine Reports,” one of many News and Public Affairs programs that has earned the continuing attention of Siouxland.
Buffalo listens in the daytime

**Hooper**

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*June-July, Share of Audience Mon.-Fri., 7:00 A.M.—6:00 P.M.

Buffalo watches in the evening

**Arb**

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*June, Share of Audience Mon.-Fri., 6:00 P.M.—12:00 MID.

**Pulse**

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*May-June, Share of Audience Mon.-Fri., 6:00 A.M.—6:00 P.M.

**Nielsen**

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*April-May, Share of Audience Mon.-Sun., 6:00 P.M.—12:00 MID.

**WKBW • WKBW-TV**

Buffalo, New York

Represented by Avery-KnodeL
Pioneers in public service

Dr. Vladimir K. Zworykin spent long years of research that resulted in major television developments; among them the camera tube he named the iconoscope, for which he filed patent application in 1923, and the cathode ray or picture tube called the kinescope, which he first demonstrated in 1929.

WGAL - WGAL-FM - WGAL-TV have pioneered in the development of mass communications. Established in 1922, 1944, and 1949, respectively, these stations have been and are dedicated to serving all listeners in the cities and communities throughout their coverage areas.
CLOSED CIRCUIT

Collins won't be there

Despite elimination of date conflict, NAB President LeRoy Collins won't participate in seven-state seminar on broadcast regulation in Atlanta, September 15, under auspices of Georgia Assn. of Broadcasters. Reason is his Advisory Committee recommended against it because he would be pre-occupied in Washington with other matters including plans for his own high-level government-broadcaster conference on same subject. Seminar will be moderated by James L. Howe, WIBA Fort Pierce, Fla., District 5 NAB Radio Board member (Ga., Fla., Ala., Puerto Rico).

Credit clean-up

Television's "clean-up campaign" (see page 74) isn't being aimed at "violence" alone. NBC-TV, for instance, plans to simplify credit-crawls by eliminating wardrobe credits altogether. Target date for this policy—applied gradually for some time now—is October, start of new fall season. It's not that wardrobe credits are considered improper, but that crawls will look "cleaner" without them. Policy means more money will have to be spent to buy or rent wardrobes, but NBC obviously figures it's worth money to get rid of that much "clutter."

NAB executives in

Despite some grumbling about method, NAB joint board of directors is headed toward almost unanimous approval of appointments of Vincent T. Wasilewski, as executive vice president, and of Robert D. Swezey, as chief administrator of radio and tv codes. As of last week, 36 of 43-member board had given endorsement. Those who had not yet voted, it's understood, either had not voted because of absence from city or illness.

Several directors reported they were not pleased with method used in selecting officers and expressed misgivings over failure to select "practical broadcaster" for executive vice presidency. All felt, however, they had no alternative. Mr. Wasilewski is now on job. Mr. Swezey is in Europe until after Labor Day. (Story page 70).

No food, no foolin'

Agencies and sales-representation firms concerned about need for "serious" training course for new buyers and new rep-firm traffic personnel may find answer this fall in "radical change" being considered for Radio & Television Executives Society's 1961-62 timebuying and selling seminars in New York. They're being sounded out quietly, reportedly are enthusiastic. Result may be abandonment of "potted meat and a talk" luncheon approach in favor of no-food, no-fooling "classroom" sessions with set instructors, probably in late afternoons. At least four agencies and three rep firms reportedly have already pledged help in getting project rolling.

Free dishes, anyone?

Can stations counter network motion picture programming? Test case might be developing with premiere this fall of NBC-TV's Saturday Night at the Movies (9-11 p.m.). WCBS-TV New York, for example, plans to promote its own Late Show movies (after prime time) with dual purpose: (1) persuade movie fans to "wait" for Late Show (and not defect to NBC), or (2) if they watch NBC-TV movies, to switch to Late Show afterward.

Sponsor for VOD

There's still some work to be done but it appears reasonably certain Veterans of Foreign Wars will adopt Voice of Democracy contest which NAB and Electronic Industries Assn. dumped early in summer. VFW is seeking sponsors such as hotels to help share expense of sending 50 state winners to capital. Contest was discussed last week by VFW council during national convention at Miami Beach, Fla. but was not brought to convention floor.

Educators miffed

Educational tv interests greatly upset over FCC refusal to reserve new Rochester, N. Y., and Johnstown, Pa., vhf channels for etv, as they requested. Feeling is FCC failed to back talk boosting etv with action. Educators are talking of going over commission's head to courts.

No room

Despite list of willing sports spon- sors, new American Basketball League is facing problem of clearances on radio-ty outlets. With schedules already jammed with pro and college football games this fall in addition to National Basketball League schedule, new loop reportedly is exploring a video tape solution before its November debut.

Published every Monday, 53rd issue (Yearbook Number) published in September, by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.
The programming standards of a television station are always on view. All you need do is watch to see that wpix-11, New York's Prestige Independent, has the “network look”—an array of network proven and network caliber programs night after night. Groucho Marx, Wyatt Earp, One Step Beyond, World of Giants, Troubleshooters, It's a Wonderful World, Wanted, Dead or Alive are some of the new fall shows joining the best looking and top-rated* independent in New York—and the only one qualified to display the NAB Seal of Good Practice. Only wpix gives you minutes in prime time in such a network atmosphere. A client list that is 98% national advertisers is the clincher. *where are your 60 second commercials tonight?* 

*During every month of this year ARI reports wpix-11 has the largest share of audience among the independents, 6 PM to Midnight, seven nights.*

**NEW YORK'S PRESTIGE INDEPENDENT**
The parade starts earlier this fall. Detroit's auto makers are already unveiling their bright, new models and they're planning intensive promotion to sell them. Media plans of big auto firms—a comprehensive preview. See...

ARE AUTOS RADIO-TV ACTIVE? 27

Radio's firm hold on the American home is shown by a new Politz study. For example, 98% to 99% of homes are found to have radio. Two-thirds of people listen every day, 97% to 98% during an average week.

RADIO HOLDS ITS PLACE 48

A Philadelphia court ruling has garbled football advertising plans for autumn but the sport will still be a major revenue source for radio and tv. A checkup of professional sponsorship plans. See...

AUTUMN FOOTBALL PLANS 40

Gather round, kiddies, and get a load of this. Pop and mom are taking Pogo lessons so they'll know how to cope with television and its perils. Cartoon book lays out rules of responsibility for parents. See...

PLAYING POSSUM WITH TV 68

The two key appointments for NAB's top-drawer jobs have been confirmed by the board. They are—Vincent T. Wasilewski, executive vice president, and Robert D. Swezey, radio and tv code administrator. See...

WASILEWSKI, SWEZEY OK 70

Violence and brutality are due for de-emphasis, judging by a careful check of networks, agencies and production companies. This self-imposed policy has already led to easing of shock violence on tv programs. See...

LET'S YOU AND HIM FIGHT 74

That baffling problem of the electronic era—what's the military doing with all those frequencies?—has Sen. Pastore annoyed. He wants to find out if there are unused bands non-government services might use. See...

SECRECY PEEVES PASTORE 58

Plain talk on liquor advertising came last week from Capitol Hill. Sens. Magnuson and Pastore warn that use of radio-tv for liquor commercials could bring laws barring alcoholic beverages from the air. See...

WARNING ON HARD LIQUOR 56

One of NAB's next projects, instigated by President LeRoy Collins, will be a broadcast research center. Don McGannon, of Westinghouse, is head of a committee that's making a study of this major project. See...

NAB'S NEW RESEARCH PLAN 66

Just how tough will these new FCC station forms be? A good idea will come out of field tests that are now underway at several stations in Georgia. Stop-watch checks will be made during these tests. See...

DRY RUN ON FCC FORMS 67

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BROADCASTING, August 28, 1961
QUALITY BROADCASTING SELLS
RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN SEAMANSHIP IS EXEMPLIFIED BY THE TRAINING RECEIVED BY CADETS OF
THE UNITED STATES COAST GUARD ACADEMY, NEW LONDON, ON SUMMER CRUISE ABOARD
THE USCG EAGLE.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN BROADCASTING IS THE HALLMARK
OF WTIC-TV AND WTIC RADIO WHOSE FIRST CONSIDERATION IS ALWAYS THE VIEWER
AND LISTENER.

WTIC-TV 3  CBS Affiliate
REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.
WTIC 50,000 watts  NBC Affiliate
REPRESENTED BY THE HENRY I. CHRISTAL COMPANY
NAB plans to be firm on liquor violations

NAB will take “prompt and decisive” action against any subscriber violating radio and tv code bans against acceptance of hard liquor advertising.

President LeRoy Collins, in letters to Sens. Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I.), said NAB agrees with letters sent him by two Senators in which they suggested self-regulation in tradition of free enterprise is preferable to legislative straitjackets (early story page 56).

Gov. Collins asked legislators to advise association if they receive any specific information that stations are violating NAB codes.

“We were the total industry behind our efforts in these delicate areas, such problems would not arise,” Gov. Collins added. “I am hopeful that the strengthening of our code operations and their greatly-stepped-up activity in the coming weeks will enable us to impress more clearly on broadcasters the folly of carrying this advertising.”

Two legislators were commended Aug. 24 by Robert W. Coyne, president of Distilled Spirits Institute, for initiating inquiry into reports broadcasters are considering acceptance of liquor advertising.

“It is interesting to note that the two Senators stressed the point ‘self-regulation,’” Mr. Coyne said. “Also interesting is the fact that members of the Distilled Spirits Institute, by self-regulation, have barred broadcast advertising of spirits for more than 25 years. This self-imposed discipline antedated the NAB codes. No member of the institute ever breached this industry rule. This self-government by the industry has been adequate and the broadcasters’ code restriction at a later date merely reflected the attitude of the organized distilling industry.”

Mr. Coyne said institute is in accord with Senators’ statement that public interest is not being served by broadcasting and televising of liquor advertising into the American home.

USIA relates Berlin to world situation

U. S. Information Agency is making heavy use of television and radio to inform people around globe that Soviet threat to Berlin endangers freedom everywhere.

Agency has been aware that peoples of Africa, Asia, and Latin America regard Berlin crisis as none of their affair.

USIA projects include 30-minute tv documentary, “Anatomy of Aggression,” produced in 30 languages; three-part series prepared by Voice of America on tape for use by radio stations abroad; and VOA short-wave broadcast documentary on Berlin, based mainly on interviews with refugees.

USIA campaign portrays Berlin crisis as brought on by bankruptcy of Communist system. It underlines unity and resolve of Western allies, and their desire to settle dispute through negotiation.

Senate unit approves three tv-related bills

Senate Antitrust and Monopoly Subcommittee, unable to decide among three sports bills involving television, on Friday approved all three without recommendation and sent them on to parent Judiciary Committee.

Two (S 2427 and S 1856) would permit type of package tv contract negotiated by National Football League and CBS-TV but voided by court on antitrust grounds (BROADCASTING, July 31).

S 2427 was introduced by Subcommittee Chairman Estes Kefauver (D-Tenn.) as direct result of that decision. Bill (HR 8375) similar to Kefauver proposal is subject of hearing today (Monday) by House Antitrust Subcommittee (see story, page 60).

Third bill approved by Senate group (S 168), also (introduced by Sen. Kefauver), would provide for tv blackouts of major league baseball and professional football games within 75 miles of minor league baseball and Saturday college football games, respectively. Similar provisions are in two other bills approved Friday.

Congressmen ask hedge on satellites

Thirty-five members of Congress, in letter to President Kennedy, have urged that creation of satellite communications system be achieved through government research and development contracts.

They also asked that decision of ultimate ownership and control of system be deferred until plan is completely operational.

Letter is being released today (Monday) by one of its signers, Rep. Emanuel Celler (D-N.Y.), chairman of House Judiciary Committee and its Antitrust Subcommittee. Other signers were New Frontier Senate stalwarts Hubert Humphrey (D-Minn.), Senate Whip; Estes Kefauver (D-Tenn.), chairman of Senate Antitrust and Monopoly Subcommittee; and Wayne Morse (D-Ore.).

Letter, which stressed importance of U. S. being first to put space communications system in operation, said “present commitments of any kind as to the control of this system may hinder its rapid development and prejudice vital questions of public interest and international relations.”

It said if private ownership is finally decided upon, safeguards must be adopted to avoid monopoly of system’s ownership and use. These would include, letter said, opening ownership to domestic communications carriers and manufacturers, as well as international carriers.

New ABC-TV series set

New daytime audience participation series titled Make a Face will bow on ABC-TV Oct. 2 (Mon.-Fri. 12:30-1 p.m.).

Other changes in daytime schedule, also effective Oct. 2: Number Please moves to 2-2:30 p.m., Day in Court to 1-1:25 p.m. and American Bandstand to 4-4:30 p.m.

Chiquita back to tv

Vermont in Census: 88% tv; 92.6% radio

First radio-tv returns from 1960 U.S. Census show 88% of homes in Vermont have one or more tv sets: 92.6% have one or more radio sets. Vermont radio figure is close to 91.3% saturation for entire U.S., based on sample of national radio data (Broadcasting, Aug. 7).

Bureau's data show number of television homes (110,732 occupied homes in state) with sets in working order as follows (one-set homes, two-or-more set homes and total circulation):

State: 90,019 one-set tv homes, 7,325 two-or-more, total 97,344.

Counties:
Addison, 4,075; 414; total 4,489.
Bennington, 5,995; 507; total 6,502.
Caledonia, 5,645; 404; total 6,049.
Chittenden, 16,027; 2,203; total 18,230.
Essex, 1,448; 104; total 1,552.
Franklin, 7,173; 487; total 7,660.
Grand Isle, 760; 58; total 818.
Lamoille, 2,550; 249; total 2,799.
Orange, 3,625; 220; total 3,845.
Orleans, 4,928; 205; total 5,133.
Rutland, 10,985; 737; total 11,722.
Washington, 10,223; 913; total 11,136.
Windham, 6,315; 362; total 6,677.
Windsor, 10,270; 462; total 10,732.
Radio circulation (one-set homes, two-or-more, total for state and by counties):
State: 60,322 one-set homes, 42,412 two-or-more, total 102,736.
Addison, 2,487; 2,024; total 4,511.
Bennington, 4,036; 2,850; total 6,886.
Caledonia, 3,427; 2,799; total 6,226.
Chittenden, 10,207; 8,663; total 18,870.
Essex, 953; 585; total 1,538.
Franklin, 4,535; 3,019; total 7,554.
Grand Isle, 614; 232; total 846 (100% saturation).
Lamoille, 2,023; 872; total 2,895.
Orange, 2,761; 1,360; total 4,121.
Orleans, 3,278; 2,019; total 5,297.
Rutland, 7,775; 4,566; total 12,341.
Washington, 6,829; 4,736; total 11,565.
Windham, 4,707; 3,620; total 8,327.
Windsor, 6,690; 5,069; total 11,759.

Better NBC news film role

Upgrading of role played by NBC new film in over-all NBC News operation was underscored Friday (Aug. 25) in new executive appointments.

Lefferts A. McClelland, director of operations, WRC-AM-FM-TV Washington, was named manager, news film. He fills post vacated by Eugene Juster, who becomes director, news film. David Klein was appointed manager, film procurement.

Grim humor

Perhaps one approach to countering charges of violence leveled at network tv programs (see story, page 74) is to inject humor into action shows. Initial program on NBC-TV's Thriller series on Sept. 18 (10-11 p.m.) will be "Masquerade," humorous drama about vampire-infested, haunted house. Story line centers around married couple who seek refuge during rainstorm in dilapidated southern mansion inhabited by three deranged human beings who act like vampires.

D.J.'s arraignment set on tax evasion charge

Hunter D. Hancock, disc jockey indicted last week (Aug. 23) by federal grand jury in Los Angeles on charges he evaded income tax payments on $18,000, including payola reportedly received from record companies, has been released on $250 bail pending arraignment in federal Judge Harry C. Westover's court Sept. 18. Period involved covers 1956-58, while Mr. Hancock was disc jockey at KPOP, KGFJ and KFOX, all Los Angeles, and KSON, San Diego, according to allegations by IRS official Virgil C. Crabtree, who revealed that three other disc jockeys are currently being investigated.

Downyflake radio-tv plans

Downyflake Foods Inc., frozen bakery products, will spend 85% of its $1 million budget in spot radio and tv campaign. Radio will be used only in New York; tv agreements have been reached in eight markets and more will be scheduled. Agency: Smith/Greenland Inc., N.Y.

Lincoln-Mercury news buy

Lincoln-Mercury Division, Ford Motor Co., Dearborn, Mich., will sponsor six-hour-long NBC News special programs over NBC-TV starting in September. Dates are indefinite but casts will include two "JFK Report" programs in September and December; two "Nation's Future" shows in October and January, and single programs on Japan in November, and on heart disease in December. Agency: Kenyon & Eckhardt, New York and Detroit. (Also see auto buying story, page 27.)

NAB to oppose Celler bill

NAB is scheduled to testify today in opposition to bill (HR 8757) authorizing package radio-tv contracts by professional football leagues. Association will take position bill would deprive public of some football programming but it will admit subject is controversial within broadcasting industry. Hearing will be held before House subcommittee headed by Rep. Emanuel Celler (D-N.Y.). (Early story page 60.) Networks are not expected to testify.

WOOD-TV asks reopening of record on site move

WOOD-TV Grand Rapids Friday asked FCC to reopen record on its request to change transmitter site (Broadcasting, July 17). Original FCC permission was reversed by U.S. Court of Appeals last month following protest by WILX-TV Lansing-Jackson, Mich.

Court found station moved from under-served area to more adequately served area and directed FCC reconsideration. WOOD-TV Friday said whole record should be reopened in light of subsequent FCC grants to stations in that area which now provide coverage for under-served area about which court was concerned.

RKO, Crowell-Collier call off WGMS transfer

RKO General Inc. and Crowell-Collier Broadcasting Corp. on Friday (Aug. 25) announced agreement for sale of WGMS-AM-FM Washington has been called off.

Robert M. Purcell, C-C president, issued following statement: "This mutual termination was agreed upon because of the legal complications including those of the other participants in this omnibus situation which could not be resolved sufficiently soon to allow Crowell-Collier...to forward in timely fashion its program of radio-tv expansion."

C-C was to pay $1.5 million for Washington "good music" stations as part of deal whereby RKO General and NBC were to exchange radio-tv properties in Boston and Philadelphia, respectively, NBC buying KTVU (TV) San Francisco and RKO buying network's WRC-AM-FM-TV Washington. Because of latter contract, RKO General had arranged to sell its WGMS stations to C-C.

Grove opposes program form

William C. Grove, owner of KRAL Rawlins, Wy., and KSID Sidney, Neb., added his voice Friday to other small station operators criticizing bookkeeping burden FCC proposed program forms would levy on them (story page 56). Mr. Grove suggested in comments to FCC that stations billing less than $150,000 annually and/or with less than 20 fulltime employees be allowed to continue under existing program reporting rules.
“60 color commercials a month prove the quality of RCA TV Tape!”
—says Roy Bacus, Station Manager, WBAP-TV, Fort Worth

“How did we ever get along without RCA TV Tape!” he adds. It makes possible special telecasts which can be done at the convenience of clients and talent. It facilitates special promotions, program intros and closes. And it helps us do a better overall production job.

“Besides all this, color really impresses our advertisers. Color sets are on the increase and our advertisers like the extra impact they get from color. This is especially true of food, toy and department stores. We’ve jumped from 17 to about 60 color commercials a month. This proves we get the finest performance from our two RCA Color Recorders!”

RCA TV Tape Recorders are ideal for station use. They are designed for color and part of a completely matched line of equipment. Unique RCA features include multiple monitoring checks for the very best picture... unequalled in sharpness and color realism. And precision headwheel interchangeability makes it possible to get uniform quality time after time.

Incidentally, it’s these color design features that make the RCA Tape Recorder best for monochrome.

If you’re looking for this performance plus in your commercials, you’ll find the answer in RCA tape equipment. Call your nearest RCA Representative, with complete assurance, for the finest in equipment and service. Or write to RCA, Broadcast and Television Equipment, Dept. YD-22, Building 15-5, Camden, N. J.
Fascinating figures

Some of Florida's most fascinating figures are one-sided . . . such as the 65 counties in Northeast Florida and South Georgia covered by WJXT vs only 39 for the other station . . . such as the top 35 shows in homes delivered according to Nielsen all appearing on WJXT. No matter what figures interest you, WJXT consistently offers a one-sided picture with thundering leads in this booming, bustling regional market!

WJXT
JACKSONVILLE, FLORIDA
Represented by TvAR

POST-NEWSWEEK STATIONS a division of THE WASHINGTON POST COMPANY
DATEBOOK

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

*Indicates first or revised listing.

AUGUST

Aug. 27-28—Atlantic Assn. of Broadcasters, annual meeting, Algonquin Hotel, St. Andrews-by-the-Sea, New Brunswick, Canada.

Aug. 28—ABC Radio Affiliates Meeting, Sheraton-Chicago Hotel, Chicago.


SEPTEMBER


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

Sept. 8-10—Fall meeting of West Virginia Broadcasting Assn. Speakers and panelists include Elmo Ellis, Cox stations; Eula Reggin, Ralph Jones Agency; Thomas H. Wall, Dow, Lohnes & Albertson, Washington; Franklin Snyder, WTA(TV) Pittsburgh. Dinner speaker: Sol Taishoff, editor & publisher, Broadcasting Publications Inc. Greenbrier Hotel, White Sulphur Springs


Sept. 11—Space communications panel by Washington sections, Institute of Radio Engineers and American Institute of Electrical Engineers. Dr. John Pierce, Bell Labs.; Dr. Eimer W. Engstrom, RCA; Dr. Herbert Trotter Jr., General Telephone & Electronics Labs., and Richard P. Gilford, GE. Moderator: Edward W. Allen, FCC, National History Museum, Washington, D. C., 8 p.m.

Sept. 15—South East Radio-Tv Seminar, sponsored by Georgia Assn. of Broadcasters, to discuss various problems facing broadcasters, including program form proposals, government encroachment, NAB leadership, etc. Biltmore Hotel, Atlanta.

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


Sept. 15—Reply comments due on FCC

RAB management conferences

Sept. 7-8 Haddonfield, N. J.

Sept. 11-12 White Sulphur Springs, W. Va.

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.

New for you—a more useful telephone number!

You may already have a telephone number like this. If you don’t, here’s how it will look.

The first three digits are your Area Code. They tell the telephone system what part of the country you live in. The next three digits designate your particular telephone office, and the last four pinpoint your particular phone.

It’s your phone number. Unique. Not another like it anywhere.

This new kind of number helps others reach you—and helps you reach others—faster.

Area Codes here now—
All-Number Calling on the rise

Today the majority of our customers already dial their Long Distance calls directly by means of Area Codes. Eventually everyone will be able to. Until then, if you call through the Operator, you can save time by giving her the Area Code of the telephone you are calling when it is different from yours.

And already, in many parts of the country, letters have been replaced by numerals in telephone numbers. Before this change, we were running out of usable telephone numbers containing letters, while phones were steadily increasing. All-Number Calling, however, will give us enough numbers to meet our needs into the next century.

Telephone progress like this benefits everyone. Your new personal telephone number is another step in our effort to anticipate the needs of a growing America.

BELL TELEPHONE SYSTEM

All-Number Calling may permit you to use simple, tiny number-buttons on portable phones of the future.
rule change requiring broadcast announce-
ment of financial interest held by station
management or employees in products or
services provided on air (plugola).
Sept. 15—Deadline for comments on FCC
proposal to grant rate increases to AT&T
and Western Union for leased-tele-
graph services.
Sept. 15—Comments due on proposed FCC
rulemaking limiting grants of uhf translator
stations only to those which would cover
unserved areas rather than simply extend
an existing station's coverage area.
Sept. 15-17—American Women in Radio &
Television, southern area conference. Dink-
ler-Tutwiler Hotel, Birmingham, Ala.
Sept. 16—UPI Broadcasters Assn. of North
Carolina, annual meeting and news seminar.
Sept. 16—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. 18-19—CBS Radio Affiliates Assn.,
annual convention. Waldorf-Astoria Hotel,
New York.
Sept. 22—Radio & Television Executives So-
ociety, newsmaker luncheon, Hotel Roose-
velt, N. Y. FCC Chairman Newton N.
Minow is speaker.
Sept. 22-24—Advertising Federation of
America, 10th district convention. Hotel
Mayo, Tulsa.
Sept. 24-25—Louisiana Assn. of Broadcasters,
annual convention. Buena Vista Beach Hotel
& Motel, Biloxi, Miss.
Sept. 29—Resumption of FCC hearing on
network programming practices, Federal
Court House, Foley Square, New York City.
Sept. 29—23-24—Advertising Federation of
America, 15th international convention.
Statler-Hilton Hotel, Washington, D. C.
Sept. 28—Assn. of National Advertisers,
new products workshop. Waldorf-Astoria
Hotel, New York City.
Sept. 28-Oct. 1—National Federation of Ad-
vertising Agencies, central states group.
Lake Tower Hotel, Chicago.
Sept. 29—Minnesota Broadcasters Assn.,
annual convention. Speakers include NAB
President LeRoy Collins and FCC Commis-
sioner Robert T. Bartley, Leamington Hotel,
Minneapolis.
Sept. 29-30—American Women in Radio &
Television, east central area conference.
Claypool Hotel, Indianapolis.
Sept. 29-Oct. 1—American Women in Radio &
Television, New England conference.
Equinox House, Manchester, N.H.

**OCTOBER**

Oct. 2.—Deadline for comments on FCC’s
proposals to delete single uhf and sub-
stitute vhf channel to make community
all-uhf in following cities: Binghamton,
N. Y. (Doc. 14238); Charleston, West Vir-
ginia; Urbana, Ill. (Doc. 14244); Columbia,
S. C. (Doc. 14245); Erie, Pa. (Doc. 14242);
Hartford, Conn. (Doc. 14241); Madison,
Wis. (Doc. 14239); Montgomery, Ala.
(Doc. 14246); Rockford, Ill. (Doc. 14246).
Oct. 2—Deadline for comments on FCC’s
proposal to add additional uhf channel at
below minimum mileage spacing to follow-
ing cities: Baton Rouge, La. (Doc. 14233);
Birmingham, Ala. (Doc. 14236); Charlotte,
N. C. (Doc. 14238); Dayton, Ohio (Doc.
14234); Jacksonville, Fla. (Doc. 14235);
Johnstown, Pa. (Doc. 14223); Knoxville,
Tenn. (Doc. 14237); Oklahoma City, Okla.
(Doc. 14231).
Oct. 2—Deadline for comments on FCC’s
proposals to expand use of uhf band, in-
cluding dual uhf-uhf operation, reserved
mills of uhf channels for existing operat-
ing uhf stations, abolition of uhf allocation.
relaxation of technical rules for uhf sta-
tions, uhf grants without a hearing, etc.
(Doc. 14236).

*Oct. 3—New deadline for comments in
FCC rulemaking on new program reporting
forms and logging requirements, extended
from Sept. 7.

Oct. 2-5—Society of Motion Picture & Tele-
vision Engineers, 90th convention. Theme
will be "Integration of Motion Picture and
Electronic Systems." President, Eastman-Kodak, is program chairman. Among topics to be discussed: Subscription 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 in-
quiry and notice of proposed rulemaking
changing fmp 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. 7-8—National Federation of Advertising
Agencies, eastern states group. Statler-
Hilton Hotel, Washington, D. C.

Oct. 8-10—Advertising Federation of Amer-
ica, 7th district convention. Jackson, Miss.
Oct. 8-18—International seminar on instruc-
tional television, sponsored by Purdue U.
In cooperation with UNESCO and the U.S.
National Commission for UNESCO. Dr.
Warren F. Seibert, Purdue professor, is
seminar director; James S. Miles, Purdue
Television Unit, is associate director. Purdue
U., Lafayette, Ind.

Oct. 9-10—Virginia AP Broadcasters Assn.,
Oct. 9-11—National Electronics Conference,
International, Pittsburgh, Chicago.

Oct. 9-13—Audio Engineering Society, an-
nual fall conference and technical exhibit.
Hotel New Yorker, New York.

Oct. 12—Seventh Wisconsin Fm Station
Clinic. Center Building, U. of Wisconsin,
Madison.

Oct. 12-13—American Assn. of Advertising
Agencies, central region, annual meeting.
Ambassador West Hotel, Chicago.

meeting. Kentwood Arms Hotel, Springfield,
MO.

Oct. 12-15—American Assn. of Advertising
Agencies, board of directors’ meeting.
Sheraton-Chicago Hotel, Chicago.

Oct. 15-18—American Assn. of Advertising
Agencies, western region convention. Hotel
del Coronado, Coronado, Calif.

Oct. 19-21—Advertising Federation of
America, 3rd district convention. Jack Tar
Hotel, Durham, N. C.

Oct. 20-22—American Women in Radio &
Television, Pennsylvania conference. Penn-
Sheraton Hotel, Pittsburgh.

NAB fall conferences

Oct. 13—Hotel Jefferson, St. Louis
Oct. 16—Sheraton-Dallas, Dallas
Oct. 18—Hotel Utah, Salt Lake City
Oct. 20—Sheraton Palace, San Fran-
sisco
Nov. 10—Somerset Hotel, Boston
Nov. 13—Pittsburgh Hilton, Pittsburgh
Nov. 15—Hotel Leamington, Minnea-
polis
Nov. 20—Robert Meyer Hotel, Jack-
sonville, Fla.
Why WTAE, Pittsburgh bought Seven Arts’ Volumes I and II

Says Franklin C. Snyder:

"The decision to purchase the Seven Arts features—Volumes I & II—was reached after thorough analysis of the various ‘post-48’ film packages currently available.

"The Warner’s ‘Films of the 50’s’ add balance, freshness, quality and prestige to our film library. This new and exciting product will make it possible for WTAE to continue to program consistently high quality features and to maintain our position as Pittsburgh’s dominant movie station."

FRANKLIN C. SNYDER
Vice President and General Manager
WTAE—Channel 4—Pittsburgh

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

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
Motion Pictures—“Gigot”, starring Jackie Gleason, completed shooting in Paris... Gene Kelly directing...
Theatre—“Gone with the Wind” in preparation...
Television—Distribution of films for T.V., Warner’s “Films of the 50’s”...
Literary Properties—“Romancero” by Jacques Deval...
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction...

NEW YORK: 270 Park Avenue YUkon 6 1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4 5105
DALLAS: 5641 Charlestown Drive ADams 9 2855
BEVERLY HILLS: 232 So. Reeves Drive GRanite 6 1564

For list of TV stations programming Warner Bros. “Films of the 50’s” see Third Cover SRDS (Spot TV Rates and Data)
WMCT/MEMPHIS features more local interest programs than all other Memphis TV stations combined!

In fact, locally-produced programs that serve the community's needs and interests have been a major effort of WMCT for over twelve years. Here are a few.

1. Mid-South Today... the area's only daily television farm information program.
2. Your Esso Reporter... Memphis' top rated television newscast for over nine years.
3. Looney Zoo... the most popular children's show in the Memphis market.
4. News Specials... the largest TV news staff in the Mid-South prepares special programs on local events.
5. News Picture... News Director Norm Brewer's popular evening regional and local news.
6. Weather... three daily weather programs. Complete in every detail.
7. Sports... golf, bowling, and other leading sports action is covered by WMCT's mobile unit.
8. Pride of the Southland... amateur talent show seen every Saturday morning.
9. TV Chapel (Religion) ... live religious program featuring a different church each week.
10. Remotes... on-the-scene live coverage of important Mid-South events.

If it's of interest to the Mid-South, it's of interest to WMCT

WMCT 5 MEMPHIS
FULL POWER • NATIONAL REPRESENTATIVE: BLAIR-TV

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OPEN MIKE *

Texas market story

EDITOR: The special article on Texas [SPECIAL REPORT, Aug. 21] is most impressive.—J. W. McLean, President, Texas National Bank of Houston.

EDITOR: Your series on Texas was tremendous and I enjoyed reading... it. —Leonard H. Marks, Cohn & Marks, Washington.

EDITOR: . . . A beautiful job and done in real Texas style. . . . Your story made me homesick.—J. P. Taylor, Manager, Market Administration, Broadcast & Television Equipment Division, RCA, Camden, N. J.

[Reprints of BROADCASTING's special Texas market story are available at 20 cents per copy or $2 per hundred. plus express or mailing charges.]

New correspondent

EDITOR: . . . I realized your publication was powerful, but I had no idea I would hear from so many old friends as a result of the article [MONDAY MEMO, Aug. 7].

You have a fine publication and I am delighted to be one of your correspondents.—Sherman J. (Jack) McQueen, Vice President and Director of Broadcast, Foote, Cone & Belding, Los Angeles.

New approach

EDITOR: We were delighted with the article, “A fresh, clean approach to sex” [BROADCAST ADVERTISING, Aug. 14] and we very much appreciate your taking the space to describe our efforts. . . .—Morris L. Levinson, President, 5-Day Labs, New York.

Death Valley Days

EDITOR: . . . Many thanks for your splendid cooperation and the most wonderful article, “Death Valley Days, U. S. Borax’s big gun for 31 years” [BROADCAST ADVERTISING, July 31]. It is greatly appreciated.—Robert Werden, Publicity Manager, U. S. Borax, Los Angeles.

Editorial's reader

EDITOR: . . . I want to express my gratitude for the many fine articles you have published—all so fair, so down to earth and so true.

The one “Which Collins comments d’ya read” [GOVERNMENT, Aug. 7] was especially fine. I celebrated my 25th year in radio in June 1960 and it would seem to me that with a leader like BROADCASTING radio stations should not only marshal their forces when you suggest it in emergencies, but should...
COMPLETE MOBILITY PUTS WTVT FIRST ON THE SPOT!

WITH LOCAL—REGIONAL—NATIONAL NEWS AND ENTERTAINMENT

WTVT ORIGINATES CBS NETWORK PROGRAMS
WTVT originated "The Garry Moore Show" and two "I’ve Got a Secret" programs at the Florida Citrus Exposition for the CBS Television Network. All three shows were recorded with the ultra-modern facilities provided in WTVT's mobile videotape unit.

KEY WEST, FLORIDA, April 17-21, 1961.
WTVT COVERS CUBAN INVASION
Since all communications between Cuba and the United States were cut off during the recent rebel invasion, CBS Television News dispatched WTVT's mobile videotape unit to Key West in order to record news from the Cuban Government television station CMQ in Havana.

WTVT COVERS ALBATROSS SURVIVORS
After the brigantine Albatross sank in the Gulf of Mexico, taking the lives of six of its nineteen crew members, WTVT provided the only live coverage of the arrival of the survivors in Tampa. CBS Television News used the WTVT mobile videotape unit to record the memorable scenes.

WTVT ORIGINATES NBC NETWORK PROGRAMS
The NBC Television Network chose WTVT to originate a portion of their "Here's Hollywood" program in Savannah. One outstanding reason for their choice was WTVT's mobile generator which allows the videotape unit to record while in motion.

SHARE OF AUDIENCE 44.4%
Latest ARB 9:00 AM-Midnight
CHECK THE TOP 50 SHOWS!

<table>
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<th>Station</th>
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FOR QUALITY TAPE PRODUCTION NEARLY EVERYONE TURNS TO

WTVT

STATION ON THE MOVE IN THE MARKET ON THE MOVE

TAMPA-ST. PETERSBURG
Take TAE and see how to get more sales tonnage in the port of Pittsburgh, PA.

According to the U. S. Army Engineers, the Port of Pittsburgh handled 6,872,194 tons last year. The greater Pittsburgh marketing area is even bigger when it comes to sales tonnage. Last year retail sales totaled $2,883,162,000. How to tap that market? Buy WTAES. Need proof? Just look at the record. In the past year, 46 major local Pittsburgh advertisers have switched to WTAES. They know the market. They demand sales. You can get more sales for your clients' money on WTAES, too. See your KATZ representative for the story of the overwhelming local and national trend to WTAES in Pittsburgh.

BASIC ABC IN PITTSBURGH

WTAES

Big Television

In Pittsburgh

CHANNEL 4

---

take extra precautions to put their houses in order.

Then, too, there's more truth than poetry to the article, "An open letter to Newton N. Minow" [GOVERNMENT, Aug. 7]. . . . —Nat L. Royster, Sales Executive, WINA Charlottesville, Va.

Well-wishers

EDITOR: A belated thanks for the picture and story BROADCASTING ran on my appointment to the post of station manager [FATES & FORTUNES, July 31].

If clips have the market value that box tops have, I'd like to send them in for a free subscription. It seems everyone read it in BROADCASTING and sent me the clipping. . . . —Peter M. Afe, Station Manager, WNBC-TV New York.

Drug Fair story

EDITOR: The article, "Radio has made Drug Fair a 'buy' word" [BROADCAST ADVERTISING, Aug. 14] does a fine service for the senior medium. This case of Drug Fair is by no means an isolated, exceptional success story for radio. There are countless others like it, but all too infrequently do trade publications print such articles. . . . —Lloyd W. Dennis Jr., Vice President and General Manager, WTOP Washington.

EDITOR: Congratulations on the fine article about Drug Fair . . . (and) . . . of the tremendous job that has been done by Kal, Ehrlich & Merrick. . . .

WMAL is very proud to have been a part of this success story.—A. M. Ockershausen, Station Manager, WMAL Washington.

A bouquet for tv

EDITOR: At a time when television stations are getting a lot of brickbats, I feel impelled to send a bouquet.

Three years ago my husband and I started a "do-it-yourself" international good will project. We had been in the Far East and saw how rare and expensive were American magazines and how plentiful and cheap were the Russian ones (printed in English and full of lies about us).

I wrote to a newspaper in Indonesia offering their readers contact with Americans who would send them magazines they had enjoyed. I expected about 50 answers. We received about 2,500. It was overwhelming until KNXT (TV) Los Angeles heard about it and arranged to have our story told on one of their programs. The response was quite wonderful. . . . Since then we have arranged for over 75,000 Asians to have magazine contacts in America. Although Mr. Austin Heywood, promotion director of KNXT, has given us every facility of his station, he feels the idea is larger than one station and so we have used all the other stations in town and in various parts of the country tv stations have taken up the message.

Without this help we never would have gotten off the ground. . . . —Sophie Meyers, Volunteer Chairman, Magazines for Asians, Los Angeles.

Real first radio code

EDITOR: As the Greeks used to say, "Even Homer nods once in a while."

So many people refer to BROADCASTING as the gospel truth, I thought I would call to your attention one of the few mistakes [CLOSED CIRCUIT, July 31] I have ever seen in your magazine.

The first code was drafted in March 1939 and presented to the NAB at Atlantic City in July or August 1939. It was adopted in spite of Ed Craney (then KGIR Butte, Mont.) and his mimeograph machine. The committee was: Edgar Bill (now deceased; former president, WMWD Peoria); Walter Damm (now Ed, formerly WTMJ Milwaukee); John Elmer (president, WCBM Baltimore); Edward Klauber (now deceased, former executive vice president, CBS); Niles Trammell (former president, NBC, now president, WCKT (TV)-WCKR Miami); Neville Miller, chairman (former president, NAB), and Edward Kirby, secretary (now director of public relations, USA New York).

Bob Swezey was not active in NAB affairs in those days.

Your inexperienced newsmen were not born back then so there is no reason why they should know.—Neville Miller, Esq., Centerville, Mass. (vacationing).

(Mr. Miller refers to the item's mention of Robert D. Swezey's chairmanship of the committee which drafted the radio code in 1947. Technically, Mr. Miller is correct. The first code, described by Mr. Miller, had fallen into disuse by the time the 1947 code was adopted.)

Wanted: good manners

EDITOR: Are everyday common manners entirely lacking among broadcasting station executives? For months I have been trying to find work in radio, but although I have ability and training and even some experience, no one is willing to give me a chance. Even worse, most stations ignore letters of application without so much as an acknowledgement. Those that request tapes never return them, nor even acknowledge receipt.

. . . I feel that these people do not realize the bad impression they make on those aspiring to employment in the industry, nor do they realize how they are contributing to the discouragement of possible future hopefuls.—Paul A. Daly, New Haven, Conn.
Take TAE and see
how to get more sales tonnage in the port of
PITTSBURGH, PA.
‘Television can and is doing the job’

Criticism is the endeavor to find the best—GEORGE SAINTSBURY.

Can anyone truly say that this definition is being applied to the critique of television programming today?

As Mark Antony said in his obituary to Caesar, “The good is oft interred.” It’s happened to TV, too.

Television occasionally inspires the “noblest instincts” in its diversified practitioners, from the ablest of admen to the most vocal of broadcasters. Rarely, however, is there a consistency in their accolades. Why not?

Look at Record • For some strange reason, I have not been able to find anyone inclined to research and recount the really good television fare which has been exposed to the American public during recent years.

It would certainly be revealing if broadcasters, both station and network, were to document the superlative educational and entertainment accomplishments since the genesis of commercials in the U.S.

The job, however, would probably be so time-consuming and the lists in each program category so lengthy that it would be impossible to truly represent the medium’s performance. Television should be interested in its accomplishments and should use its own medium to tell the world about it.

During this period of TV’s history the American public has seen firsts of all kinds: glowing historical documentaries; widely diversified educational programs by entire series; beautiful, sensitive, emotionally-stimulating dramatic endeavors; laugh-evoking, tension-relieving comedy sequences, and on and on. These have been composed of contributions on the part of the many parties that comprise the teams of sponsors, producers, actors, technicians, broadcasters, agencies, all those who really are sincerely dedicated to continue to provide and constantly improve the video fare which has become such an important part of the American way of life.

Critics and ‘Critics’ • Do not misunderstand me. I have no dispute with those who earn their daily beans as professional critics, though a good number of this group are rarely successful “crystal-ballers”; more often they are “hindsight-Handus.”

I refer primarily to the non-professional critic “who decries but knows not why.” Take some politicians for example—not necessarily typical of most of the dedicated men who are earnestly striving to lead us somewhere in this day of uncertainty—but the ones who know the trick of exploitation of public opinion. They know well that a caustic comment today regarding alleged abuses in TV—violence, sex, blue material, etc.—will evoke the same public reactions that their predecessors were able to arouse by crying “for shame” at Hollywood and its sinful ways during moviedom’s heyday.

We might also examine the motives of certain prideful individuals associated with our own fine industry. Let’s take certain producers for example, those whose fur may have been ruffled by a network or station, or group of stations or sponsor or advertising agency. They may become vocal, quite articulate and convincing “Don Quixotes,” zealously testifying before a congressional committee, purportedly in the public interest but really airing a personal grudge. Move them back to their former pinnacles and they would abhor the thought of such criticism.

Next we find well-known talent who have lost their sponsors and ratings. They sometimes are willing to vilify the industry’s methods and policies without taking into consideration the many complexities of program scheduling and the overwhelming desire of the broadcaster to give his public the best balance of programs possible.

The Inside Job • Then there’s the occasional disgruntled ex-broadcaster who is grudging his own bludgeon. He points to what he thinks are the Machiavellian motivations behind program-plans and decisions of the different broadcasting interests. And last, but equally as opportunistic, is the professional advertising man who decries, sometimes from the hallowed halls of the client.

In the main, I think the various mass media strive manfully to adhere to the American principle of fair play. But there is room for improvement.

Why don’t all truly representative media band together for a common goal: to establish a better understanding among ourselves so that we might better convey to the public a clearer representation of our culture, not only via entertainment, but via news, public affairs, education, etc.

To this end, why not establish a so-called “National Inter-Communications Committee”? It could function as an added arm of public service in this critical time, supported by all media and composed of leaders from each area of endeavor. There can be competition and still be cooperation.

Sell the Positive • Despite the loud wails of questionably-motivated critics, who is there who can say that TV has not already contributed tremendously towards elevating our cultural level? It would be impossible to list here every program from every station and network which in some way has contributed to the public welfare during the past ten years. And by welfare, I define the word not only in an educational and informative vein, but as an entertainment contribution as well.

Television can and is doing the job.

So let’s talk about the good it has done and is doing. Let’s give it the opportunity to do more good by providing it with the tools to do so. Let’s keep government controls to a minimum. The glaring light of public opinion and the alertness of American journalists are the best controls we have. Broadcasters’ sincere dedication is the best insurance of improvement.

Let’s not apologize. Let’s weigh what we are getting in qualitative video fare against that of the rest of the world and, unlike Mark Antony, say, “Bury the evil and brag about the good.”

Jim Beach for three decades has been well known on Chicago’s broadcast and agency scene. Until his recent move to F&B as a broadcast supervisor, Mr. Beach was vp in charge of ABC’s central division. At F&B he is working on Red Skelton and other top programs. Midwestern by birth, he attended Northwestern U. and started his career with Hearst Newspapers. He is past president of Chicago’s Broadcast Ad Club, is active in other clubs, too.
News with emphasis on local and regional events. News in depth where news occurs. News with reach across 36 Kentucky and a full 50 Tennessee counties, plus the northern rim of Alabama and a slice of Illinois. Way ahead with all the news that's fit to see. That's WLAC-TV, winner of 4 out of 5 top area news awards in the past 4 years.

Way ahead with news feeds to the network, too. © of course.
Pardon Us . . . We’re on the Grow!

A hole in the ground, a super-structure climbing skyward, new expressway complexes, ribbon cutting ceremonies...these are familiar scenes in Kansas City today. Not since early days has the Kansas City skyline undergone such vast alterations. In the Country Club Plaza alone, five new luxury apartment buildings are currently under construction. This is the largest building volume of its kind at any one time in Kansas City history.

Now, let’s take a broader look at the market, from Sales Management’s projections for metropolitan Kansas City in 1961:

| POPULATION | 1,100,400 (UP 49,700) |
| HOUSEHOLDS | 360,600 (UP 15,900) |
| EFFECTIVE BUYING INCOME | $2,513,767,000 (UP $215,359,000) |
| RETAIL SALES | $1,611,791,000 (UP $51,454,000) |

Keeping pace with this bustling market are Transcontinent Television Corporation’s WDAF AM-FM-TV. Ask your Petry men how the sights and sounds from Signal Hill can be your most effective tools in reaching this booming Heartland.
North Carolina's Grade A World

where only one station provides Grade A Coverage of 14 cities ranging in population from 11,000 to over 120,000, and City Grade Service exclusively to the state's top metropolitan market—Winston-Salem, Greensboro, High Point

Call Peters, Griffin, Woodward, Inc.
WILL '62 CARS BE RADIO-TV ACTIVE?

- Acceptance of new models will determine broadcasting volume
- Automakers feel total sales may exceed 1961 by 1.5 million
- Strike threat tends to hold advance radio-tv contracts down

The 1962 model year for U.S. auto makers—starting off unusually early with a fast parade of introductions led by Pontiac and Tempest Sept. 21—may turn out to be one of broadcasting's brightest in automotive revenues.

This is the long-range view of the optimists among Detroit's auto and advertising authorities. It is based on expectations of passenger car sales of 7 million units or more, a healthy jump over 1961's poor showing of only 5.4 million cars.

Routine Buying • For the moment, however broadcast buying by the auto brands is conservative and routine. This follows the industry's classic pattern of budgeting on the basis of current sales, with increased spending to come only after new sales catch fire and a small portion is ploughed back to stimulate the sales curve higher. For this reason, automotive billing increases in both spot and network are not expected until later in the fall and after the first of the year.

The auto makers' long-range view is premised on the theory that there will be no long strike by labor when contracts expire Thursday night and that the Berlin dispute will be contained.

Detroit is openly bullish about the sales potential of the new car offerings. Public introductions of the brand regulars have been advanced a week or more over last year. Introductions of the new "senior compacts" next month and various luxury-sports models and the new "compact compact" cars later are calculated to stimulate keen interest early on the part of the consumer and sustain and renew that interest during the year. The chief communicator: Advertising.

Safety Features • Most lines of cars this year will get only exterior trim changes and chief emphasis apart from style apparently will be placed on maintenance-free operation and safety features. The European look will be stronger in some lines.

With the enlarged range of compact offerings and the luxury-sport model or "personal" car trend, Detroit's fundamental marketing strategy seems to be to have something attractive in style or price for almost anyone who is in the slightest buying mood.

Here is the short-range look at the auto picture:

- During August the media-planning and buying patterns for both print and broadcast have been running almost routine. There will be the usual all-media big-splash promotions for new model introductions in late September-early October (see check list summary page 32) and radio-tv will get their usual strong supporting share of national budgets but not the major share that still goes to print. For the moment all media budgets are tight and there are distinct signs of frugal paring here and there.

- Network and spot spending, both radio and tv, are generally along the lines of the same formulas used last year, but there is slight trimming and shifts of strategy in some cases because of budget restrictions. Network tv gets the major share. Radio spot at the moment shows up much stronger than tv spot for the traditional showroom traffic buildup.

- General Motors and its five car divisions as usual is expected to outspend its next two competitors com-

Last week Detroit production lines were turning out new models at top speed to stock dealers' showrooms for the early announcement dates set this year by nearly all companies. Here's a view of new Plymouths undergoing final inspection as they come off the line at the company's huge assembly plant in the motor city.
bined, Chrysler and Ford. GM's plans appear the most settled; Ford is next, but with considerable secrecy over its spot plans. Chrysler is undergoing an internal executive and basic-policy shakedown for its strong come-back bid and may continue somewhat unsettled until early next year when additional spending is predicted, particularly for network TV. Prospects among the independents are mixed.

Part of the auto industry's conservatism in media and budget planning is attributed to the wait-and-see attitude about the labor agreements which expire Thursday night. Expectations on the outcome have cycled between gloom and glow with each daily development but as of late last week the outlook appeared favorable again for settlement without a long strike although a short one was considered possible. Government representatives have been talking quietly with both sides because of Berlin and the economic situation.

The shutdown, if it comes, would leave the industry with only a bare handful of new 1962 cars and a fast-diminishing supply of 1961 leftovers, mostly high-priced models. If there is a long strike, probably only the major TV network buys would survive and this year even some of these are said to contain short-run escape hatches because of the labor talks. Radio-TV's flexibility would be to its advantage at the end of a short strike as makers rushed to firm up their promotion.

Where does the bright outlook for the long-range trend come from? Here are the principal factors:

- Detroit executives on the whole are unusually enthusiastic about the prospects for the 1962 line and there is a general optimism in the motor city that 1962 could turn out to be the best year since the 7.9 million passenger car record of 1955. One GM estimate last week predicted 1962 sales of 7.25 million cars, including imports. A Ford estimate: At least 6.5 million domestic, possibly 7 million.

- No one in the auto business will dispute the view that 1962 will probably be the most competitive model year to date, a factor advertising media men consider is distinctly to their advantage. Compacts now have a one-third share of the market, a strong gain over the previous year's quarter share.

As one Detroit advertising executive noted: The average man with $2,500 to spend on a new car 2½ years ago could pick from about four. This year he will be able to choose among 50 different models that are expected to fall in that price range. Advertising could become the most influential factor in helping him to make that choice.

- Detroit is encouraged by the selling cleanup of the 1961 line and its production pacing which closed out the assembly lines in early August with less than a million surplus cars. Although the first quarter slumped badly, second quarter sales ended up strong. Assembly lines are pouring out new models.

- There are reports from the dealer level that although traffic is slow moving at the high end of the 1961 leftovers, shortages are beginning to show up among 1961 compacts, some standards and certain popular luxury-sports models and wagons. This means Detroit's early introductions of the 1962 cars will come just in time to satisfy not only the whetted appetite of the consumer but also a hungry dealer team that has run short of something to sell. Added plus: Used car stocks last week also were at a three-year low.

- The optimists also draw their strength from the general upbeat of the entire economy, a recession recovery that has enough of its own to be significant even before the extra impact of the new defense spending is mixed in. The most recent gross national product estimate is of $316 billion exceeds earlier predictions.

There is one viewpoint that the Berlin crisis could drive consumers into a wave of hard-goods buying, particularly cars, a motivation based on World

Present radio and television plans of major motor companies for

Here's a company-by-company summary of the present broadcast plans of the major auto brands:

American Motors Co. • The first to be successful with the compact, American this season will get even heavier competition from the big three of Detroit than it has in the past two model years. As a result it is expected to review its strategy and launch a counter-offensive. Factory sources reported Rambler is negotiating for additional newcasts on ABC Radio to augment its sixth-year renewal of participation on weekend Monitor on NBC Radio. Television spot and TV network participation are also being weighed carefully. They have been used before. Rambler already has ordered participations during December on the new CBS-TV Frontier Circus. Geyer, Morey, Madden & Ballard, New York, is agency. Rambler and Ambassador dealers also have been users of radio-TV on the local scene.

Checker Motors Corp • The CAB maker that now is in the consumer market with its Checker Superba and Marathon models is getting its taste of broadcast success as a result of dealer use of radio in Cleveland. Checker Universal Sales, Cleveland, has been using local stations for about three months and response has been good, according to the firm's Chicago agency, Herbert Baker Adv. Checker is considering a test in Miami.

Chrysler Corp. • Under the new presidency of 42-year-old Lynn A. Townsend, the No. 3 of Detroit's big three is working hard to get into battle trim for the fall marketing season after a poor 1961 showing. All Chrysler Corp. models will bow Sept. 29 with exposure on World Series coverage by the NBC radio and TV networks. The World Series buy is part of a $3.5 million sports package which Chrysler picked up after it was dropped by General Motors. It is a co-sponsorship with Gillette. Other parts include all-star baseball games, Blue-Grey, Sugar Bowl and Rose Bowl football games. Chrysler's corporate agency is Leo Burnett Co.

Because of the internal reorganization, a lot of the company's advertising plans may be delayed. Some of the major buys in network TV won't be settled until after the first of the year when a healthy $6 million more is expected to be invested in TV to give Chrysler's sales curve a boost. The company's car divisions, especially Plymouth and Dodge, have been heavy radio users too. Under the new corporate organization, the Plymouth-Valiant division has been merged into the Chrysler division, leaving the company with but two, Chrysler-Plymouth and Dodge.

Plymouth dropped the CBS-TV Garry Moore Show and Dodge gave up ABC-TV Lawrence Welk after many years, feeling the selling impact had worn thin. N. W. Ayer, Philadelphia, has ordered radio spot for Plymouth-Valiant in about 50 markets for three weeks around Sept. 29 announcement time plus another two weeks in November. No TV is planned. Dodge-Dart, through BBDO, plans no radio spot but will use TV ID spots for two weeks around Sept. 29 in possibly 100 markets although it may use only 40 or 50. In previous years Chrysler has spent as much as $4.2 million in national radio spot. Last year the firm spent almost $9 million in TV, all in network except for about $320,000 spent on 1 spot.

Ford Motor Co. • National billings of this auto major go heavily into network TV, about $11 million worth, with some radio spot. The rest of the spot advertising in both radio and TV is bought by the highly-organized Ford dealer advertising fund and by the Lin...
Making advertising plans to sell an estimated seven million cars next season is keeping Detroit executives busy. At left W. E. Hazan (l), tv and radio director of the Detroit office of J. Walter Thompson talks with John R. Bowers, car advertising manager, Ford Division of Ford. In right photograph Carl Uren (r.) Chevrolet's assistant advertising manager, reviews billing figures with Colin Campbell, executive vice president of Campbell-Ewald Co., Detroit, Chevrolet's agency. General Motors Chevrolet division last year spent $8 million in tv.

War II scarcity. Another view, based wholly on the premise of prosperity, cites the growing proportion of American families who now own two cars, hence a good second-car market.

- Another good omen for a rising auto market is the improved auto credit picture. For the past two months the volume of auto credit has continued to increase after a seven-month decline.

- Last but not least, the Detroit experts point out that as far as radio-tv or any advertising is concerned, budgeting is based on previous sale and not expectation. This accounts for the current conservatism, they note, and supports the long-range prospect. If the new cars catch on, budgets will blossom and so will broadcast billings.

While Detroit still may be basically print-oriented many dealers and their

colin-Mercury dealer groups. They spend some $7 million in radio alone.

At the network level this year in tv, GM expects to use another Danny Kaye Special on CBS-TV this fall but has dropped its $3.5 million sports package shared with Gillette (picked up by Chrysler) and redistributed the funds to the divisions. D. P. Brother & Co. places GM institutional, but some corporate billings flow through divisional agencies too.

Chevrolet (Chevrolet, Corvair, Chevy 11) tears itself away from NBC-TV's Dinah Shore to find new fortunes in the Bonanza color hour on the same network. Chevrolet, through Campbell-Ewald, also continues with Route 66 on CBS-TV and My Three Sons on ABC-TV.

Radio network by GM divisions includes the full 1,100-station network of Keystone. It also has renewed heavy news schedules on both CBS (Lowell Thomas) and NBC. Cadillac through MacManus, John & Adams bought 335 Keystone stations for the showroom introduction period. Oldsmobile uses Keystone all year but varies the market list.

Television spot business for GM cars

introduction of their 1962 models

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Ford institutional has renewed its previous buys of Leonard Bernstein and the New York Philharmonic on CBS-TV and this season will present three Bernstein specials on dates to be set. Ford division (Ford, Falcon, Fairlane, Thunderbird) has renewed quarter sponsorship of NBC-TV Wagon Train, dropped NBC-TV's Ernie Ford and picked up new NBC-TV's Hazel, a Screen Gems package based on the Saturday Evening Post cartoon character. Ford also is quarter sponsor of the National Football League tv package. Both Ford and Ford Tractor are Keystone sponsors.

Lincoln-Mercury Division (Comet, Mercury, Meteor, Continental) has renewed NBC-TV Alfred Hitchcock Presents and is shopping for an alternate sponsor. If it finds one, the budget saving is to go into spot or network specials, according to agency sources.

Station representatives in New York were a bit confused last week as to just what the Ford division plans to do in spot. JWT asked for availabilities for Ford division for a five-week campaign in radio running mid-September through October, to be selected on a market by market basis, but plans were still up in the air at the end of the week. K&E sent out spot availability inquiries for Lincoln-Mercury but then recalled them. K&E said it has plans but isn't quite ready to disclose them.

General Motors Corp. - The nation's No. 1 advertiser in total all-media billings, GM this year will again place more national broadcast business through its five car divisions than any other auto maker. Only Ford comes close. GM will spend nearly $25 million in tv, mostly network, plus several million in radio network and spot. All GM dealer groups are heavy spenders in broadcast, especially Chevrolet.

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Among division network tv plans, Buick (Buick and Special) instead of Bob Hope will Sing Along with Mitch on NBC-TV, placing through McCann-Erickson. Oldsmobile (Oldsmobile and F-85) has dropped Hawaiian Eye and Michael Shayne for CBS-TV's Garry Moore Show which Plymouth gave up at season's end. Olds' agency is D. P. Brother. Pontiac (Pontiac and Tempest) continues with ABC-TV's Surfside Six through MacManus, John & Adams.

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Television spot business for GM cars
WILL '62 CARS BE RADIO-TV

Group associations are very heavy broadcast advertisers and except for the recent recession are the principal local accounts for most stations, both radio and tv. If the 1962 cars sell, dealer buying will expand too and just how much local stations get will depend on how aggressively they go after it.

Broadcasting Busy • National Broadcaster groups will not be idle on the sidelines this fall just waiting for nature to take her course. They are going to fight harder for a bigger share of the Detroit auto dollar.

The Station Representatives Assn. has organized a new Detroit Chapter and two major spot presentations are planned, one for radio and another for tv.

The Radio Advertising Bureau is continuing its company-by-company campaign of personal presentations and will step up dealer level pitches before introductions in the next few weeks.

Television Bureau of Advertising has scheduled its annual meeting for Detroit this year, Nov. 15-17, and expects otherwise-hard-to-see auto chieftains will turn out to listen to speakers such as John Hay Whitney, whose interests include the Corinthian group of radio-tv stations and the New York Herald Tribune.

Other Problems • But advertising campaigns and their planning are only a part of Detroit's basic problem. With a product to move each year that values out to perhaps $14 billion at wholesale, Detroit's concern about how to spend nearly $250 million in advertising hinges almost entirely on the strategy of a total-marketing concept, this year perhaps more than ever. For 1962 the total-market strategy appears to be to offer Mr. & Mrs. Consumer the most complete price-and-style choice possible within each car line.

Chevrolet is no longer competing just with Ford or Plymouth. Its expanded and diversified range of compact and standard models is competing with itself. Or rather, as auto observers feel, it is expanding its sales opportunity by keeping the prospect and his choice within the Chevy family and preventing him from wandering afield to shop another company's line or to another General Motors division for that matter.

As a result, 1962 may be remembered best for the battle of the compacts. Virtually every standard label in the industry will have its compact cousin this year.

Compact Fairlane • Ford Motor will introduce the senior compact Fairlane between the compact Falcon and the standard Ford. Ford also will have the Meteor to slide in between the Comet and Mercury. GM's new senior compact, first dubbed the Corsair, then called the Nova and now Chevy II to avoid confusion with the compact Corvette, will go in between the Corvair and Chevrolet.

Ford also will come out sometime during the season with a "compact compact" called the Cardinal to compete with Volkswagen and the other "small smals." But Ford has been having trouble getting its tooling dies made in Europe (Ford plans to make foreign versions of the Cardinal abroad for those markets) and has shifted its orders to U.S. diemakers. Ford could be forced to delay introduction until the 1963 model year.

Detroiters feel that whenever Ford's little car markets and finds any acceptance, GM won't be far behind with its junior version and a prototype has been reported on the proving ground.

Beat the Imports • Auto men are confident the U. S. compacts will continue to beat off the foreign competition. They feel that the strongest selling point for American compacts is the vast domestic dealer-service organization. And this is the kind of selling point advertising can best get its teeth into, agency spokesmen say. It's a copy theme that's certainly a lot more understandable to the consumer than attempting to explain to him the differences

Present radio and tv plans of major motor companies

will be mostly at the dealer level. Only Oldsmobile is presently buying nationally. Its effort is a limited 1D campaign Sept. 20-21 in about 33 markets.

In spot radio the GM buying picture is much brighter. Buick will use 83 markets for a radio spot drive two to three weeks around announcement date and may buy more later. Cadillac is a traditional big spender at introduction time and this year will buy spot on some 1,230 stations for three weeks. Chevrolet plans a heavy spot drive in 150 markets Sept. 18-Oct. 11 and continues year-round campaigns on a few selected key-market stations.

Oldsmobile's radio spot drive will run Sept. 18-Oct. 7 in 27 markets, according to present plans. Pontiac will use a brief four-day saturation flurry in 80-100 markets around its Sept. 21 announcement date.

International-Harvester • This farm and industrial equipment giant is scoring successfully in spot radio with a quarter-hour dealer co-op program in some 100 markets. Young & Rubicam, Chicago, is agency.

Renault Inc. • This French small-car import used the PGA Tournament coverage on CBS-TV this past summer to make a national impression but fall plans have not been set apart from continuing dealer group regional radio buys in major marketing areas such as New England, Chicago and California. Renault made strong impact in radio with its Renault "beep beep" horn, Needham, Louis & Brorby, New York, handles both national account and some regional accounts. National Peugeot account is handled by Papert, Koenig, Lois Inc., New York.

Rootes Motors Inc. • Typical of some of the strong regional use of radio-tv by foreign car importers, the Rootes group on the west coast has budgeted $400,000 for advertising this year of which 40 percent will go into broadcast. Rootes' cars include Hillman, Sunbeam, standard-Triumph and luxury compact Humber.

Studebaker-Packard Corp. • Company officials last week said they were so enthusiastic about the response for the small cars and the luxury Hawk from the talking horse situation comedy program Mr. Ed that they will co-sponsor the half-hour tv show again this next season. Program moves from NBC-TV to new Sunday 5:30 p.m. time on CBS-TV. Some radio spot also is planned.

Volkswagen of America Inc. • This highly successful German import is considering network television for 1962 as a result of its dealer experience in local radio-tv and the $225,000 national spot tv splurge VW itself placed in 1960-61. The national campaign in tv won agency Doyle Dane Bernbach the New York Art Directors Club special award earlier this year for the VW Karmann Ghia commercial. VW's 16 regional dealer groups are spending about $5 million a year in broadcast. They are especially strong in tv in the greater Los Angeles and San Francisco markets. Doyle Dane Bernbach buys for six of these dealer groups.

Volvo Import Inc. • Sweden's successful import gets an 85 percent share of budget plunked into broadcast this year. About $450,000 is going into radio-tv this year in 21 major markets.

Willys Motors Inc. • This Kaiser industries subsidiary intends to increase its network television spending this fall and is putting 95% of its corporate budget into the medium. Family and sports models and the four-wheel drive models, have been advertised on ABC-TV's Maverick and Hong Kong this season, will get exposure on the new ABC-TV Follow the Sun this fall. Young & Rubicam places for Kaiser.
Radio listeners will be glad to know that at 9:30 A.M. today WINS, New York's outstanding independent station, joined the Mutual Radio Network. This means the big, wide, wonderful world of WINS will now have a Mutual feeling. WINSland's own Lonny Starr, Jack Lacy, Stan Z. Burns, Murray Kaufman, Les Keiter, Jack Lazare, Jim Gordon, Lou Fisher, Brad Phillips and Paul Sherman now share the air with Mutual's famous news personalities such as Bess Myerson, Tony Marvin, Bill Stern, Westbrook Van Voorhis, Leo Durocher, Fulton Lewis, Jr., Bill Costello and many, many more. Now you'll hear everything when you stay tuned to WINS, 1010.

WIN'S IS YOUR NO. 1 MEDIA BUY IN THE NO. 1 MARKET IN THE U. S.
WILL '62 CARS BE RADIO-TV ACTIVE? continued

among the cars themselves, they note. The burden on advertising this season
will be as great to educate as to sell, Detroit experts say, considering the
variety of car brands being offered and the range of custom options possible
even after a model choice. Thinking
varies on how radio and tv can best
meet this challenge. But there does
seem to be agreement on the need for
sound evaluation of ratings and a de-
mand for qualitative analysis of audi-
ence composition.

For instance, Gail Smith, director of
tv advertising for General Motors and
former Proctor & Gamble broadcast
executive, expresses himself very force-
fully when anyone appears to be talk-
ing down the importance of ratings. He
feels they are basically honest, reason-
ably accurate and the best tool
available that must be used until the
industry comes up with something
better.

Mr. Smith also is firm about the
marketing significance of audience com-
position apart from rating quantity. He
finds it hard, for example, to be sold
on using a station with a high income
white collar audience for battery spots
although he would place new-car busi-
tness there. Most batteries are bought
by blue collar used car owners, he notes,
and from his own personal observations
this group generally tunes top forty out-
lets, not quality music stations.

W. D. (Pete) Moore, advertising di-
rector of the Dodge division of Chrys-
ler, hopes that media analysts will de-
vote more attention to the specific
marketing needs of the manufacturer
instead of vague box-car audience
figures.

Robert J. Fisher, director of adver-
tising and sales promotion, Ford Motor
Co.'s central office at Dearborn, is aware of how much the increased model
diversification "increases the necessity
for reaching all degrees of public taste
and demand with clarity." He said it
requires "sharp commercial focus for
clearly positioning each of our entries
in the market place. We think we have
met the issue, at least in part, by diversi-
fying our television programming and
increasing the frequency of our com-
mercials."

Richard E. Forbes, director of cor-
porate advertising for Chrysler, said his
company is meeting the diversification
challenge by introducing all lines at the
same time Sept. 29. Chrysler is co-
sponsoring with Gillette the NBC radio
tv network coverage of the World Series. He felt this big splash technique
"will be most effective in registering a
keen awareness of Chrysler Corp. cars"
and in getting prospective customers
into showrooms to inspect them.

26 American lines include 400 models
MOST NEW CARS WILL BE UNVEILED THIS YEAR IN LATE SEPTEMBER

More than 400 models of some 26
brands of American-made passenger
cars will be fighting for consumer at-
tention in the marketplace this fall and
another couple of dozen models of pop-
ular foreign imports will be in there
pitching too. Only three years ago there
were just 18 American-made brands.

Detroit quips that the prospective
buyer will need a scorecard to know
what he is shopping for this season.

But it's no joke to the time salesman
working overtime to get his share of
the automotive billing. In the next few
weeks he's expected to brighten up the
luncheon chatter with a prospective
auto account by rattling off authorita-
tively his instant knowledge of each
car's version, every styling change
and the key selling features of the 1962
line.

Top Secret ★ It's not easy when
Detroit traditionally clutches such high-
ly competitive secrets close to its cor-
porate bosom right up to announce-
ment date. Agencies servicing the ac-
counts often are kept in the dark on
key model data and timing of introduc-
tions until the last possible moment.

Based on the best information avail-
able in late August, here's a checklist of
the principal models, their corporate
genesis, the announcement dates (in
parentheses) set or predicted for show-
room unveiling to the public and a
brief summary of what the experts
guess will be done to the cars this year:

New compact compact car

Cardinal ★ (late 1961 at earliest; prob-
ably not until spring 1962 and possibly
not until 1963 model line comes out
in fall of 1962). Ford Motor Co. has
been having trouble in getting its tool-
ing orders filled abroad and has shifted
to American diemakers. Ford's new
little car is slated to fight Volkswagen
in both size and price. Front-wheel
drive, V-4 engine up front, 97½ inch
wheelbase. Ford will produce the
Cardinal in U. S. and at its plant in
Cologne, Germany, for import to U. S.
and export to world market. Ford also
will make a Cardinal at its plant in

Chrysler advertising executives dis-
cuss strategy with Leo Burnett Co.
officials. Shown left to right are
Draper Daniels, executive vice presi-
dent, creative services, for the agency;
Richard E. Forbes, director of cor-
porate advertising for Chrysler; F.
Strother Cary, agency vp and account
supervisor on the Chrysler account
and Leo Burnett, agency chairman.
"Charlotte's WSOC-TV... results keep us going back for more"
—Tabberer, LNB&L

"Effective TV spot schedules for our fine clients such as Colonial Stores, H. W. Lay & Co., Bev-Rich Co., and Carling Brewing Co., keep us going back for more. We like the results we get on WSOC-TV."

PAMELA TABBERER,
Media Director
Liller, Neal, Battle and Lindsey, Inc., Atlanta

Picture-shy Miss Tabberer says the nicest things. Spot schedules do produce exceptional results on WSOC-TV. This station programs the choice offerings of two major networks. Strong local and regional services, a terrific film library, round out a structure that's made to order for spot. Big audiences, a wide range of audience compositions. Get what you want—get on WSOC-TV, a great area station of the nation.

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

Corvair * (Introduction date Sept. 29). GM Chevrolet division's original 1960 entry into the compact field broke U.S. tradition with its rear-end flat engine, rear-mounted transmission and individually sprung rear wheels. Has been second in sales only to Ford's Falcon in its field. Luxury-sport model Monza with bucket seats, introduced last May, has been surprisingly popular. Biggest news for 1962 is line of convertibles, including one hand-operated job with low price tag, but the soft-tops may not be introduced until next spring. Otherwise Corvair will look much the same except for front-end cosmetics.

Falcon * (Sept. 28). Sales leader in its field, Ford Motor Co.'s compact was a record-breaker in its initial introduction year 1960. Ford too has been thinking out convertible models for Falcon and might spring them this fall. Bold front-end changes hinting of Thunderbird are predicted, plus some of the low-maintenance features of the standard 1961 Fords.

Lark * (Sept. 22). Studebaker-Packard's compact is expected to get rid of its stubby look this year by minor styling changes that include a front-end hint of Mercedes-Benz, the foreign-import which S-P markets here, and an overall continental look. Lark also will have a fully-instrumented dashboard, hot selling point of the company's luxury Hawk, plus semi-bucket seats.

Rambler American * (late in first week of October). American Motors' President George Romney last year said not to expect any major changes in the American for three seasons. So the exterior look won't change much for 1962 except for modification of the much-criticized split-screen grille. Interior passenger convenience improvements are expected (seating, driver vision, luggage room, weather conditioning) plus a new optional automatic clutch.

Valiant * (Sept. 29). Although the compact cousin of Plymouth, this sporty Chrysler Corp. car has been noted for its high-styling relation to the luxury Chrysler 300 line. For 1962, Valiant's third year, it will be even more so styled and overall very European. Full panel instrumentation is planned. Sturdy slant-six engine will be retained, although it may go aluminum.

Large compacts

Buick Special * (Sept. 27). General Motors Buick division's Special is not to be confused with pre-1958 Buicks of that name, it was a new entry last year as a compact. Although GM doesn't like to call it a compact, the trade does; its overall length is under 200 inches. For a look today at the 1962 Special, the experts say go to the nearest dealer and examine the Skylark, the luxury version introduced several months ago which for 1962 will get a facelift. The new Special will also offer a new cast iron V-6 engine. Last year's aluminum V-8 continues as optional. Convertible models are due this fall too, including low-priced manual. GM seems intent on making the Special a hot contender as the low-price utility family car, thereby possibly making up some of its losses on its big cars.

Comet * (Sept. 29). Ford Motor Co.'s Lincoln-Mercury division for a long time appeared to be hiding the fact that the Comet was the Mercury compact, but this fall it will be clearly called the Mercury Comet, according to informed sources. Minor style changes are in store, including more distinctive grille. Comet has been popular ever since its midseason introduction on St. Patrick's Day 1960, so any future major innovations could come in that manner as a Ford strategy to renew consumer interest later in the usual model year, but this is trade speculation.

Lancer * (Sept. 29). This Chrysler Corp. Dodge compact, sort of a luxury Valiant, suffered some during its introductory period last year because of lack of consumer identification with Dodge, but the tie-in will be much stronger this season. Changes will be limited to new front-end sparkle and more luxurious interiors, including semi-bucket seats up front. All new instrument panel is planned, plus lube-free suspension feature of big Dodge. Lancer sport coupe hardtop offering may give sporty Corvair Monza run for its money.

Lark Cruiser * (Sept. 22). This not-so-compact compact is Studebaker-Packard's luxury version of the smaller Lark. It offers a range of luxury options. Not much change is expected for 1962 apart from following facelifting trend of the Lark toward the continental.

Olds F-85 (Sept. 22). Going into its second year, the F-85 will be the top luxury compact of the General Motors family. Only minor trim changes are predicted, although the sporty Cutlass version introduced last April will possibly get increased emphasis. The F-85 Cutlass, according to reports, may get an exhaust-driven turbo-supercharger to hop its V-8 engine up to nearly 250 horsepower, plus the Borg-Warner four-
John Davenport, WFAA-820's own Aerospace Reporter was sent to Cape Canaveral to cover our astronauts' historic space rides. Within minutes after the network reports, Davenport was giving a Texan's "eye witness account" that delved into many interesting aspects not heretofore reported. But that's the way "Southwest Central" covers the news...specialists for special stories, and on-the-spot whenever possible.

It is just another reason why more of the great news-conscious public stay with WFAA-820 all day! In most instances there are 3 to 4 special reports hourly, in addition to regularly scheduled newscasts. Just imagine what such an audience could mean to you!
speed transmission now featured in the Corvette.

Rambl er Classic * (late in first week of October). Major front and rear-end styling changes are in prospect for this American Motors' car and all semblance of tailfins is gone. Roof style will be sculptured too. New automatic transmission and stronger suspension system to improve the ride also are reported.

Tempest * (Sept. 21). You have to look at the grille to distinguish between the 1961 Tempest and its new 1962 version. That's about the most distinctive change in this General Motors Pontiac compact introduced last year and featuring unique four-cylinder front engine with rear transmission. Plushy deluxe convertible called the LeMans will be added to the line. New six cylinder and V-8 engine options are understood in the works but these may not be ready until 1963.

New senior compacts

Chevy II * (Sept. 29). This new General Motors' car, to be available in a range of models, will fall between the compact Corvair and the new standard Chevrolet Biscayne. It will not be a radical design. Instead it will be quite conservative with soft rounded lines and a front end that looks much like the 1957 Ford. It will have only two headlights, vertical rectangular tail lights. The name has gone through an evolution from Corsair, dropped because of possible confusion with Corvair, to Nova to Chevy II and Chev II. Wheelbase estimates range from 110 inches to 115 inches but overall length of 190 inches appears consistent. Weight: about 2,800 pounds. With comparative extra height and interior spaciousness the total image impact will be similar to that of the 1949-50 Fords and Chevys. New engines will be straight four and six cylinder jobs with a small V-8 possible power option. Major innovation will be a single-leaf spring for rear suspension. A top-of-the-line luxury sport model Chevy II is expected to be brought out later as General Motors' answer to Ford's personal Thunderbird.

Fairlane * (Sept. 28). Ford Motor Co.'s senior compact entry into the family-utility market will drop in between the compact Falcon and standard Ford Galaxie. Reports are that the new Fairlane, on 115-inch wheelbase, bears a strong affinity for the present Comet. Although styling is conservative, lines of the Fairlane also are said to resemble pioneer Thunderbird look. Engines expected are the 170-cubic inch six now optional on Falcon and Comet plus a new lightweight 221-cubic-inch cast iron V-8. Both standard and automatic transmissions will be available. Overall size and weight are expected to be just a bit more than Chevy II, but initially it is believed Fairlane's model diversity will be less than its GM counterpart.

Meteor * (Nov. 20, earlier if possible). This is the senior-compact for Mercury and will fall between the latter and the compact Comet. Ford Motor Co.'s second senior-compact entry will be virtually a repeat of the Ford Fairlane senior compact except for exterior trim and length. Meteor will be a bit longer. The grille will look like the Mercury's and side trim will shadow some earlier Mercurys. Tail lights will have the same jet-pod appearance as those expected on the standard 1962 Mercury Monterey. Meteor engines will be the same six as Falcon and Comet and the same new V-8 of the Fairlane.

Low-price standard cars

Chevrolet * (Sept. 29). Despite some predictions that the new senior compact utilities will eventually replace the old low-price standards, there is no evidence of it now at General Motors. The new Chevy II senior compact however might nose out Chevrolet's low-end Biscayne line and force upgraded emphasis on Bel-Air and Impala models. The 1962 Chevrolet will be based on last-year's body shell, without fins. Grille will be rectangular, high, with heavy horizontal-vertical lines. Rear will be clean, boxy, slanting down. Simple round tail lights are predicted. Chevrolet is dropping its complex and costly Turbo-glide automatic transmission in favor of a new two-speed Powerglide. Chevrolet engines will include regular standard six and a big 409-cubic inch V-8 that is expected to soup up to top 400 horsepower.

Dart * (Sept. 29). A major facelifting in basic style is reported for this economy-standard model which Chrysler Corp.'s Dodge division introduced first in 1960 and which has been stealing business from the bigger Dodge. Dart will share a 116-inch wheelbase and body shell with Plymouth but trim out a bit longer. Dart will feature a strikingly-individual grille design with twin sets of headlights centered in separate grille cavities. Rear fender fins are being softened. There will be three Dart model series this year. Engines will be same basic power plants used in Plymouth.

Ford * (Sept. 28). About all that is left for this standard to do is concentrate on its Galaxie series and there will be two versions for 1962. Both Ford and Chevrolet standards appear destined to become low-price luxury cars, instead of family utilities, with introduction of the new senior compacts. Ford's low-end Fairlane and Fairlane 500 names go over to the company's new entry in that category. New Galaxie styling is reported to be cleaner, simpler, with de-emphasis on fins. Roof contours have Thunderbird overtones. Big range of luxury and sport options are expected in the new Ford series plus still-additional low-maintenance features such as 30,000-mile wheel bear-
NEVER!

Never... never... never... do you hear that kind of music on WJR.

You don't hear gimmick contests, noisy announcers or singing, swinging station breaks, either.

You hear Complete-Range Programming.

Pleasant music—live and recorded, classical and pops, show tunes, folk tunes, choral.

Nine 15-minute newscasts daily, news analyses, discussions, editorials.

Complete sports coverage—two 15-minute sportscasts every day, interviews, play-by-play of Tiger night baseball, college and professional football.

And there's humor, variety, women's programs, farm news, fine arts and... well, the list could go on and on.

On WJR you hear programming that, in the mass, appeals to a lot more people. People who buy soap and soup, and new cars and used cars, and pianos and grass seed. All kinds of people with definite ideas about what constitutes good radio.

That's why they listen to WJR. That's why they'll listen and respond to your advertising message on WJR. That's why you'd be wise to make WJR your medium in the Great Lakes area.

WJR DETROIT
760 KC 50,000 WATTS

Represented by Henry L. Christel Co., U.S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco

Rock 'n' roll on WJR—never in a million years!
ing packing and possibly permanent coolant. Wide range of engine power options are reported for the 1962 Ford, including a four-speed manual transmission and a big 400-plus horsepower engine.

**Plymouth** *(Sept. 29).* Because of slow 1961 sales for this standard, Chrysler Corp. reportedly is gambling on a major style change, whittling Plymout’s own trim Valiant-European look on a 116-inch wheelbase. The all-new car (except engines) will feature a concave mesh grille with two sets of twin headlights seated in deep chrome wells. Engine choices will be the well-established 225-cubic inch slant six, 318-cubic inch V-8 and big 361-cubic inch V-8.

**Medium-price cars**

**Ambassador** *(first week of October).* Top end of American Motors’ Rambler family will be redesigned for 1962 on a shorter wheelbase of 108 inches (formerly 117 inches), same as the Rambler Classic, but it will be longer overall as a result of styling. The Ambassador in a sense becomes a deluxe compact. With the same big 327-cubic inch V-8 engine in the lighter car the experts predict the Ambassador will become a “hot” performer popular with the drag strip crowd.

**Buick** *(Sept. 27).* This basic General Motors line will get only minor changes this year in style (grille and tail variations, bit more chrome) plus some small mechanical innovations. Electra 225 becomes the basic long wheelbase series, four V-8 engines available up to 401-cubic inch 325 horsepower plant.

**Chrysler** *(Sept. 29).* Conservative styling but with plenty of power seems to be the emphasis for 1962. Taillfins are gone. Front end is almost unchanged. Chrysler’s low-end Newport series, some models selling under $3,000, have been strong sellers during the past year and should be pushed even harder this next year. Entirely new lower-priced 300 series will be introduced as replacement for Windsor line between Newport and more luxurious New Yorker, but the big performance 300-H series at the top of the line also continues.

**Dodge Polara** *(Sept. 29).* This Chrysler Corp. luxury version of the big Dodge is moving out of the medium-price category and becoming a personal luxury car that can compete in the Thunderbird field. In fact its new side profile is said to have the T-bird flair although the “wild” front end will be much like the 1962 Dart, Dodge’s compact. Polara will have a 116-inch wheelbase, same as Dart and Plymouth. Polara power plant will be souped up version of Dodge’s big 361-cubic inch engine.

**DeSoto** *Believe it or not, this now-deceased Chrysler Corp. car is rumored to be reborn as the name for a new line of Chrysler cars being developed under top secrecy.*

**Mercury** *(first week of October).* With its compact Comet and new senior compact Meteor in the market this year, Ford Motor Co.’s Mercury will undergo only slight exterior styling variations this year on its basic 120-inch Monterey wheelbase. Mercury is reported in many respects becoming a glorified Ford, sharing basic Ford chassis and body shell and adding exterior Mercury trim. Last year Mercury assembly was moved onto Ford lines. In 1962 Mercury line canted fins are gone. Three big V-8 engines are available, plus the six cylinder plant introduced last year.

**Oldsmobile** *(Sept. 22).* With its smaller F-85 making a dent in the economy minded portion of its market, GM’s Oldsmobile can’t look anywhere but up. That’s just where it is going in 1962 with sporty roof contours in the 88 and 98 series plus new squared-off Fisher bodies which are a cross between the fully unitized body and the separate frame-body construction. Difference is that the frame will be welded instead of bolted to the body during assembly. Dramatic new grille design is expected. No major mechanical changes are reported for Olds this year.

**Pontiac** *(Sept. 21).* Recent sales improvement in the younger market for this General Motors car is said to have spurred Pontiac designers to push even emphasis on power and performance with a new 428-cubic inch engine. No radical exterior style changes are expected other than a new grille pattern that may be an attention-getter. It’s said to be a horizontal-bar version of the oval Edsel design. A new plusher Grand Prix hardtop model is expected to be a competitor in the sports-luxury class.

**High-price cars**

**Cadillac** *(Sept. 22).* The experts had a hard time agreeing on what will happen to the image of General Motors’ top luxury car when it is unveiled just a few weeks from now. One school had predicted extensive engineering changes and another saw only minor exterior fact lifting for 1962. Most accurate guessers appear to be the latter. A super-luxury Brougham type model is expected in the line.

**Continental** *(Sept. 27).* Unlike Cadillac speculation, there seems to be more agreement that few changes over the basic 1961 style will be made in the top luxury offering of Ford Motor. Continental’s unusual 24,000-mile warranty and well-promoted handcraft assembly and testing procedure appear to be winning sales in the quality class.

**Corvette** *(early October).* There has been some speculation that the new sport-luxury model at the top end of the new senior compact Chevy II might replace Chevrolet’s Corvette, but it’s not expected for the present. Some features of the Corvette are being introduced in the new Chevy II sportster. For the time being Corvette will introduce only minor cosmetic change in its fiberglass body but a big new 327-cubic inch V-8 engine will top the present line of five power plants. Horsepower range now runs from 230 to 315 with the present engines.

**Hawk** *(mid-October).* Studebaker-Packard believes it may have the surprise car of the year with its completely redesigned semi-sport coupe. Described in the trade as a “Continental Thunderbird” with tail end that looks like the European Hawk, it will continue to feature its fully-instrumented dash and big V-8 engines. Automatic, three-speed manual and fourspeed floor mounted manual transmissions also are featured.

**Imperial** *(Sept. 29).* Top Chrysler Corp. officials believe there will always be people who want a big luxury car with all the quality refinements possible. So they intend to continue offering them the Imperial even though as assembly is being moved onto regular Chrysler lines for economy. Separate body frame construction will be continued however, despite fact other Chrysler lines employ unit construction.

**Thunderbird** *(Sept. 29).* Last year’s major style change in this highly successful personal luxury car by Ford Motor Co. will undergo only slight alteration for 1962. Slight grille and trim switches and that’s about it. Plans to convert to front-wheel drive apparently have been postponed.

**Other cars**

International Harvester’s new multipurpose family Scout, Willys’ family and sports model Jeeps and Checker Motor Co.’s Checker passenger cars are increasing their bids for the consumer market this year. There also are the “affiliated imports” of the American companies: Anglia (Ford), Mercedes-Benz (Studebaker-Packard), Metropolitan (Rambler), Opel (Buick), Simca (Dodge-Dart), Taunus (Lincoln-Mercury) and Vauxhall (Pontiac). Leading imports: Volkswagen, Renault, Volvo, Triumph, Hillman, Sunbeam, Singer, Fiat, Saab, Morris, Austin, To- yo-pet, Porsche, Jaguar, Borgward, Rolls Royce, Alfa-Romeo, Morgan, BMW, NSU Prinz, MG.
WHERE'S GEORGE?

Three name droppers lunch at the Three Seasons. Each orders the same thing, paying $10 apiece in advance. After lunch, however, they complain that the chilled artichoke hearts stuffed with blanched truffle whip were rather tepid. The maître d' cuts the check to $25, sends the waiter back with a $5 refund.

The waiter, fearing he might not get a tip after the truffle rebuffal, gives each man only $1 and pockets the other $2. Thus each man has paid $9, making a total of $27. Add this to the waiter's $2, and the grand total is only $29. What happened to the other dollar?*

If you can explain this money dilemma, we'll send you an exciting new prize. We're offering several so tell us what you've already won.

*If number dropping has you confused, check ARB, which stoutly maintains WMAL-TV is first in the Washington, D.C. market, 6 PM - Midnight, Monday - Friday. (June '61)
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<tr>
<td>Boston Patriots</td>
<td>118,260</td>
<td>$223,000</td>
<td>$200,000</td>
<td>Pabst Beer; Phillips Petroleum; Carlings Brewing; Sinclair Oil, all 1/4 regional with Carlings all or mostly in Texas. Autolite, Mobil Oil and Keystone Camera have minutes on most of the telecasts.</td>
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<td>San Diego Chargers(^1)</td>
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<td>198,000</td>
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<td>Baltimore Colts</td>
<td>342,858</td>
<td>$235,000</td>
<td>220,000</td>
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<td>WBAL-TV 6-6</td>
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<td>278,943</td>
<td>320,000</td>
<td>300,000</td>
<td>Ford, Marlboro, American Oil, Falstaff</td>
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<td>KMPC 4-7</td>
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<td>—</td>
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<td>WCCO-AM-TV</td>
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<td>235,000</td>
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<td>WIIC(TV) 5-6-1</td>
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<td>San Francisco 49ers</td>
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<td>270,000</td>
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<td>Ford, Marlboro, Falstaff, 1/4 open</td>
<td>KP1X(TV) 7-5</td>
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<td>St. Louis Cardinals</td>
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<td>190,000</td>
<td>170,000</td>
<td>Ford, Marlboro, Falstaff, American Oil</td>
<td>KMOX-AM-TV 6-5-1</td>
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<td>Washington Redskins</td>
<td>144,621</td>
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<td>WTOP-AM-TV 1-9-2</td>
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<td><strong>TOTALS</strong></td>
<td><strong>3,383,298(^2)</strong></td>
<td><strong>$3,510,000</strong></td>
<td><strong>$3,100,000</strong></td>
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\(^1\)Played in Los Angeles in 1960.
\(^2\)Announced figures only. League's official paid attendance.

**PLAYOFF DATA:** Rights to the National Football League championship game and Runners-up Bowl (second place finishers in East and West Divs.) were purchased by NBC-TV earlier this year for $1.23 million, divided over two years. NBC-TV also has rights to the Pro Bowl Game estimated at about $400,000. Rights to the American Football League championship game are included in its package with ABC-TV.

for 78 games was 3,188,296.
\(^\text{Denotes league champion.}\)
Football gets $12 million from radio-tv

SPONSORS SPEND $20 MILLION FOR RIGHTS TO PRO, COLLEGE GAMES

Football, which recently saw one of its most electrifying financial plays (the NFL-CBS $9.3 million package deal) nullified because of a downfield penalty (violation of the antitrust laws), still figures to make 1961 a banner financial year. But the banner won’t be flying as high as some had hoped and others expected.

Payment for radio-tv rights in 1961 amounts to an estimated $12 million in football team coffers with advertisers shelling out about $20 million to pick up the tab.

Broadcasting will parcel out to the National League some $5 million for its games, including the championship, runnerup and all-star games; miscellaneous highlights and pre and post game shows. The American League brings in about $2 million for similar activities from a smaller schedule (eight teams as compared to 14 in the NFL). (See table, page 40). Also being dealt in for a solid share is the National Collegiate Athletic Assn. (college football) with $3 million and various additional attractions (bowls games, minor leagues, tv specials) dividing about $2 million.

It amounts to an all-time record season, both in rights and in billings, eclipsing both records established last year, but seemingly far off the total anticipated in 1962 when both broadcaster and football officials expect an even higher total.

Judge’s Ruling • The National League’s midsummer night’s dream—each owner fondling a hunk of the $9.3 million pot of gold which was to be provided by CBS—ended abruptly (Broadcasting, July 24) with a federal judge’s ruling slicing the league’s overall television take about $1.2 million in one fell swoop.

The NFL-CBS agreement called for $4,650,000 per season this year and next, with each of the 14 clubs getting about $332,000, a healthy increase for all, save the New York Giants. Last year, it was estimated, the 13 teams averaged about $172,000 for television rights. Green Bay stood to gain the most—about $257,000—but reverting back to last year’s agreement will receive only about $120,000 for combined radio-tv rights, lowest in all pro football.

As one football spokesman put it, “No matter where you turn in that neck of the woods, there’s always the same number of eyes and ears—and not many of each. And that’s what those advertisers are paying for.”

Regional Telecasts • The proposed CBS pact called for the network to telecast the NFL’s 98-game schedule on a regional basis with each league city being permitted to view its team on away games only. The blanking out of home games within a 75-mile radius was an idea first formulated by the late Bert Bell, former NFL commissioner, in the early 1950’s when football and television became inseparable partners and the NFL’s yearly attendance began to swell.

The verdict to void the contract, following questioning of its legality by the Justice Dept., came late last month in a decision by Federal Judge Allan K. Grim. “By this agreement” (selling of the pooled television rights in a package), the ruling said, “the member clubs . . . have eliminated competition among themselves in the sale of television rights to their games.”

“Clearly, this restricts the individual clubs from determining from which areas the telecasts of their games may be made, since the defendants [the NFL] have by their contract given to CBS the power to determine which games shall be telecast and where.”

1960 Plan • Last year CBS televised the contests of 10 of the 13 teams (Pittsburgh and Baltimore had agreements with NBC and Cleveland with Sports Network Inc.). This year, with all teams reverting to last year’s agreements (most getting slight increases), CBS will telescast some 90 games, including those of the new Minnesota Vikings. The other three contracts remain intact.

Ford Motor Co. (through J. Walter Thompson Co.) spearheads the advertisers with a 25% national purchase on CBS, 25% regional purchases on the Pittsburgh, Baltimore and Cleveland games and a similar slice of the championship game. Marlboro cigarettes (through Leo Burnett) is close behind with an equal national buy on CBS and the Cleveland Browns. Other big buyers are Ballantine, Falstaff and Hamm’s beer and American Oil. Most clubs are sold out; those still with time available expect to be by next week.

Behind the quick sales of sponsorships all over the league are these interesting speculations:

* Downfall of the champion Philadelphia (as predicted on all fronts).
* A new fight for power.
* The new team (Minnesota).
* A peak balance in the league with only three teams (Washington, Dallas and Minnesota) not conceded much of a chance to rank in the first division.
* Consistently high viewership promising top advertising exposure. (Nielsen figures showed the NFL title game had a 33.8% total audience and the AFL 32.8).

AFL Returns • Meanwhile, the rival American League comes out for a second round, groggy after a costly “setting-up” year, but keenly fortified with cash provided by its 5-year, $11-million contract with ABC. While the league suffered heavy (but expected) financial setbacks in 1960, the $185,000 paid to each of the eight teams softened their respective deficits. In fact, AFL Commissioner Joe Foss says, they are doing business in 1961 solely by virtue of their television money.

But ABC has been more than a financial ally to the American Football League. The network has proved a masterful sales tool for the fledgling loop, selling it to the American public through heavy promotion, new wrinkles and a united effort. Its efforts were successful as AFL ratings climbed noticeably during the second half of the season. In 1961, 39 regular season games and the championship tilt will be televised by ABC which will experiment with later starting times for the games.

On 15 Sunday afternoons (Sept. 10 to Dec. 17) two games will be telecast.

Pro football consistently wins high ratings on television. High degree of skill of players, unpredictability of outcome and team loyalty all contribute to winning record audiences for the contests. Satisfied sponsors often stand in line for the privilege of presenting the games.
ONLY 1 KW AM TRANSMITTER

- FULL ACCESSIBILITY
  All tubes and components accessible through interlocked front and rear doors. No rear or side panels to remove. All components mounted on vertical panels.

- REMOTE CONTROL
  All required meter and control functions terminated at board to the rear. Motors built-in. Relays included for switching crystals, monitoring levels, and power cut-back.

- AUTOMATIC RECYCLING
  Circuit automatically recycles transmitter in event of overload or fault. Assures continuity for remote control operation!

- HEAVY DUTY COMPONENTS
  All components rated well below maximum capability. Modulation transformer designed for distortion-free 30 cycle operation without affecting high frequency response.

FREE INSTALLATION SUPERVISION

No matter how you look at it ... from its clean-cut exterior styling to the smallest, carefully engineered detail ... ITA's AM-1000-A offers unique advantages. This 1000 watt transmitter has regulated filament and plate power supplies and uses silicon rectifiers throughout. Single control operation and the need for only three tube types make it easy to operate and maintain. What's more ... these features are basic to the unit, not options added at extra charge!

Before you buy ... think first of the ITA AM-1000-A. No other transmitter compares for long-life and dependable operation at low cost. Call your nearest ITA representative today. Or write directly to our main offices in Lansdowne, Pennsylvania.
WITH ALL THESE FEATURES

- **REGULATED POWER SUPPLIES**
  Transformer regulated power supplies can operate with a 15% line variation. Filament regulation extends tube life.

- **SILICON POWER SUPPLIES**
  All power supplies use silicon rectifiers. Silicon rectifiers are included at no extra cost.

- **DUMMY LOAD**
  Built-in load permits pre-turning before connection to antenna. Separately cooled, it safely dissipates full transmitter output in excess of 100% modulation continuously.

- **ONLY THREE TUBE TYPES**
  With only three tube types needed...inventories are reduced. Modern, field proven, economical 4-400A tetrodes are used in both PA and modulator stages.

ITA ELECTRONICS CORPORATION
BROADCAST DIVISION • LANSDOWNE, PENNSYLVANIA

Chicago, Ill. AN 3-3797
Cincinnati, Ohio CH 1-6386
Dallas, Texas FL 7-9607
Jacksonville, Fla. EL 6-0121
Kansas City, Mo. GR 1-2838
Lansdowne, Pa. CL 9-8200
Los Angeles, Cal. MA 2-8552

New York City, N.Y. CH 2-1999
Portland, Ore. CA 2-2651
Washington, D.C. 337-2884
vised, one in the East and one in the West. Buffalo and New York meet on Thanksgiving Day. Last year 118 stations carried the AFL schedule, but ABC-TV is hopeful of increasing that figure this year to 135. The league will black out the four home games each Sunday and in addition will beam its games into 11 of the 14 NFL cities where it has no teams.

**ABC Regional Plan** - Not adhering to its 1960 pattern of selling strictly national schedules, ABC is accepting regional buys. The sponsorship picture shapes up like this: Pabst Beer (through Kenyon & Eckhardt); Phillips Petroleum (through Lambert & Feasley); Carling Brewing (through Lil- ler, Neale, Battle & Lindsay); Sinclair Oil (through Geyer, Morey, Madden & Ballard)—all have one-quarter regional sponsorships with Carling believed to be all or mostly in Texas. Autolite (through BBDO); Keystone Camera (through The Bresnick Co.) and Mobil Oil (through Ted Bates) all have purchased minutes on most of the telecasts. Pabst, Phillips, Carling and Sinclair Oil are repeaters from last year.

The later starting times will reduce by 25% direct competition with the NFL games on CBS. This year 12 games will begin after 3:30 p.m. EST, and six will run between 4:30 and 7:30. In 1960 about 25% of the games lasted until 7 p.m., none after 7:30.

Ignoring possible legal problems, ABC-TV two weeks ago signed a two-year $6-million package contract with the NCAA to televise 23 contests on 13 dates starting Sept. 16. (BROADCASTING, Aug. 14). NBC previously had held the rights to the NCAA games. Some 211 stations will carry the games with Gillette, American Oil, Humble Oil and R. J. Reynolds paying the tab.

NBC keeps in head in the football picture with most of the football plums—seven bowl games, the Pro Bowl Game, The National League Championship and Runnup Games.

**Beech-Nut NBC-TV buys**

Beech-Nut Life Savers Inc., New York, has placed nearly $8 million worth of business with NBC-TV for the 1961-62 season. Young & Rubicam, Beech-Nut's agency, reported last week that the campaign will be the biggest in the company's history, embracing 931 commercial minutes for baby foods, fruit Stripe gum and Beech-Nut gums. Tree runs for four some games each Go, Bullwinkle, National Velvet; Thriller; Laramie, Dick Powell Mystery Theatre; Cain's 100; Bob Newhart; Outlaws; International Showtime; Detectives; Wells Fargo; Tall Man; Saturday Night at the Movies; and Jack Paar Show.

Also included in the saturation campaign are eight daytime shows.

**Networks, AAAA, SAG discussing 'wild spots'**

Representatives of television networks and a committee of the American Assn. of Advertising Agencies have been meeting with officials of the Screen Actors Guild to try to find a solution to a growing problem relating to performers' commercial fees on network programs which offer time for local sales.

During the past few months, SAG has been insisting that since such a spot commercial is carried within the body of program, even though it is a local cut-away, it merits classification as a local program spot. The performers' rate on local programs is generally higher than for the so-called "wild spot," which is carried during station breaks between programs. SAG claims this rule has been in its contracts since 1955 but concedest it has not been enforced effectively.

The networks and agencies say these commercials are not an integral part of the show and should not carry the local program rate.

It was learned by BROADCASTING last week that at least two of the top advertising agencies have instructed their media buyers for the time being not to purchase time on network programs sold locally.

**Four still in running for citrus ad account**

The number of agencies in the running for the Florida Citrus Commission account has been reduced to four of the original seven with the withdrawal of BBDO and Gardner Adv. (BROADCASTING, Aug. 21).

Still retaining their candidacy in the competition for the $3 million account are Campbell-Ewald Co., Grant Adv., Lennen & Newell and Benton & Bowles, which has held the account for the past six years. J. Walter Thompson Co. was the first agency to drop out because of company policy.

The competitive presentation to the commission by the remaining agencies takes place Oct. 11-12. Chairman Key Scales Jr. called a special meeting of the 12-man group for Aug. 25 to discuss plans. He promised a "thorough and frank" discussion of ground rules and other matters pertaining to the presentation.

**Business briefly...**

Nuti-Bio Corp., through Stammco Inc., Los Angeles, will sponsor the first 15 minutes of Love that Bob (reruns of the Bob Cummings show) on ABC-TV Mon.-Fri., 11:30 a.m.-12 noon, starting Sept. 4. Budget of approximately $500,000 will be spent for the tv promotion of the company's line of vitamins, minerals and proteins.

Martinson Coffee Co., Div. of Beech-Nut Life Savers Inc., New York, will use spot tv this fall in one of the New York area's most concentrated advertising campaigns for a regular coffee. It was announced Wednesday (Aug. 23) that Martinson will have approximately 40 one-minute and 20-second spots per week on four New York City tv stations, plus print ad schedules. Agency: Grey Adv., New York.


**Rayco Mfg. Co., New York, will launch a 52-market spot tv drive next month, with frequency ranging from 5-25 announcements per week in each market, for its new line of tires, batteries, brakes and wheel alignments. All Rayco products will be promoted on radio, with 73 stations in 59 markets airing a saturation spot schedule. Agency: Mogul Williams & Saylor, New York.**

**General Electric Educational Projects, Utica, N. Y., has bought one minute per week of NBC-TV's Watch Mr. Wizard (Sat., 12:30-1 p.m. EDT) from Sept. 30 to Christmas week. Agency: Young & Rubicam, New York.**

**Motorola Inc. and John H. Breck Inc. will co-sponsor a CBS-TV two-hour special, The Power and the Glory, Oct. 29 (9-11 p.m., EST). Agencies: Leo Burnett Co. and Keach, McClinton & Co., respectively. [CLOSED CIRCUIT, Aug. 21].**

**Dutch Masters Cigar Co., New York, will sponsor seven Ernie Kovacs specials on ABC-TV next season, first one to be presented Sept. 21, (10:30-11 p.m. EDT). Agency: Erwin Wasye, Ruthrauff & Ryan Inc., New York.**

W. A. Sheaffer Pen Co., Chicago, has purchased participations in NBC-TV's Jack Paar Show and The Today Show with heaviest concentration in September, November and December. Agency: BBDO, Chicago.

**Agency appointments...**

- Aarben Pharmacal Co., Chicago, has renamed Geyer, Morey, Madden & Ballard, western division, Chicago, as its agency for new product developments to be announced shortly. Norman J. Phelps was appointed creative supervisor of the account and John H. Stillwell, account executive and supervisor. Aarben Pharmacal is a division of The Wander Co., Chicago.

- United Tours Inc. has appointed Grant Adv., New York. Media plans
BE A PENNY PINCHER OF DISTINCTION!

Look at KTVU!

You get a lot more—for a lot less—when you buy this San Francisco Bay Area station. The lowest rates.

Excellent availabilities in prime time, or in high-rated shows that are just right for your sales message.

A clean run for your money with no forced combinations—no triple spotting.

The most attractive discounts in the Bay Area.

Phone KTVU or H-R Television Inc. and tell us what you want. Then make your own comparison.

SAN FRANCISCO BAY AREA
Spotmaster Cartridge Tape Equipment—the most field tested, most field proven cartridge equipment available to the industry. This is why our 500 series equipment is becoming the recognized standard for precision, performance and extended reliability. Bill Grumbler, President of WHHM in Memphis says, "Its versatility and low maintenance requirements make it the most reliable of all cartridge tape machines." With a new heavy duty deck and hysteresis synchronous motor (at no increase in price) it is the simple, straight forward, competent key to pushbutton broadcasting. Its low cost puts it within reach of all stations.

Spots, themes, I.D.'s, news inserts and sound effects are controlled with the touch of a button. No more scratchy transcriptions, no more wrong speeds. The operator simply slips the cartridge into the playback slot, presses a button and the message is on the air instantly—on cue, on time, every time with no fluffs, no Donald Ducks—only the highest quality sound for every client for the run of the contract. When the message is completed, the tape automatically re-cues, ready for a repeat performance or storage.

Spotmaster is available in the BE500 combination recorder-playback model and BE505 companion playback model. Both guaranteed for one year.

New Product
The all new Spotmaster, Model TP-1, Tape Cartridge Winder makes rewinding of old cartridges easy. Old tape is easily replaced with any length you wish. Save money on new cartridges, too! Wind your own with the TP-1! $95.50. Blank cartridges and lubricated tape available at Broadcast Electronics. For further information call, wire or write today.

Spotmaster
BROADCAST ELECTRONICS, INC.
8800 Brookville Rd., Silver Spring, Maryland, Dial 11B-4363


are not yet definite.
- Gordon Baking Co., Detroit (Silvercrown bread), appoints Grant Adv., Chicago, effective Nov. 10, to handle its advertising and public relations. Principal markets are in Detroit, New York and Chicago. Approximate budget of $500,000 will be aimed primarily at radio, television, trade publications and newspapers.

Rep appointments...
- WQXQ Daytona Beach, Fla.; WTID Norfolk, WHBG Harrisonburg, and WELK Charlottesville, all Virginia; and the Radio Alabama Network: Hal Walton Assoc., New York.
- WECT-TV Wilmington, N. C.; Select Station Representatives, New York. Select also reports it will become exclusive national rep on or before Nov. 1, of four stations it has previously represented only regionally. The stations are WXEX-TV and WLEE Richmond, Va.; WHS-AM-TV Bluefield, W. Va., and WTH Baltimore. Select has opened an office in Chicago under Erwin W. Unger. Address is 333 N. Michigan Ave.

C&W recovers some with new account
Cunningham & Walsh Inc., New York, troubled by client defections in recent months, reversed the trend last week and bounced up as the new agency for Salada-Junket Div. of Salada-Shirreff Horsey, an international food company headquartered in Toronto. The switch is effective Sept. 26. The account, estimated at $2 million, has been with Doyle Dane Bernbach, New York, for the last two years.

Salada-Junket produces Salada Tea and Junket Rennet-Custards, Quick Fudge Mix, Freezing Mix, Sherbet Mix and Danish Desserts. C&W is also the agency for a number of other food accounts, including College Inn Food products, Conadina Foods, Kitchens of Sara Lee (cakes), Sun- shine Biscuits and Grocery Store Products Co.

Ad plans for Salada-Junket have not been established. C&W had its first orientation meetings with the client last week. The Salada-Junket Div. is located in Woburn, Mass. John W. Col- pitts, is advertising manager.

Between January and June of this year, C&W's losses included Texaco, Sears Roebuck, Revell Inc. and Smith Corona, which billed a total of more than $20 million.
Beginning September 3, KTBS-TV, Shreveport, Louisiana becomes an exclusive affiliate of the American Broadcasting Company. KTBS-TV is proud to join the ALL-AMERICAN ABC family which sets the trend for programs Americans prefer.

With this new association, KTBS delivers unduplicated network coverage in America's 68th TV market and the only exclusive ABC programming in its coverage area of 326,500 TV homes with 1,504,369 people in 58 counties covering the four states of Louisiana, Texas, Oklahoma and Arkansas.

Stay with KTBS-TV FOR THE ALL-AMERICAN HABIT of successful sales.
Radio’s still indomitable, study finds

POLITZ-CHRISTAL SURVEYS ADD PROFILE TO AUDIENCE MEASUREMENT

One of the most solid boosts radio has received from audience research in almost a decade is beginning to emerge from a series of surveys which themselves set new patterns for audience measurement.

The surveys were conducted by Alfred Politz Media Studies, a widely recognized independent research organization, on behalf of five stations represented by the Henry I. Christal Co. They steer clear of the conventional ratings approach to audience measurement and undertake to (1) document the size and nature of radio audiences generally and (2) provide a qualitative as well as quantitative analysis of the audiences of the underwriter-stations.

Although detailed breakdowns were still in tabulation last week, these highlights were already evident (respondents in all cases were 15 years of age or older):

- From 98% to 99% of the persons interviewed said they have working radio sets in their homes (CLOSED CIRCUIT, Aug. 14; for further details also see box on this page). This is approximately 10% more than the much-challenged preliminary estimates given out by the U. S. Census Bureau a month ago (BROADCASTING, Aug. 7).

- From 97% to 98% of the people said they listen at some time during an average week, and the majority listen day in and day out. Approximately two-thirds said they listen in seven days a week, and another 15% to 20% listen at least six days out of seven.

- Tune-in is constant from one day to the next. More than nine out of ten listen on any given weekday; on Saturday day the figure is about nine out of ten and on Sunday a little more than eight out of ten.

- Not surprisingly, so-called "morning drive time," from 7 to 9 a.m., gets the biggest tune-in. At least three out of four persons said they listen at some time during this period. But subsequent day-parts—set up to conform to those generally used by advertisers and agencies—also attract audiences whose size and constancy may surprise buyers who insist that their commercials be slotted within the drive-time span.

- In each of the 3 three-hour segments following 7-9 a.m., tune-in was found to be at least on a par with that recorded in this peak two-hour period—that is, within any subsequent three-hour daytime period the audience is equal to and in most cases greater than the total for the two hours between 7 and 9. There is some drop-off after 6 p.m. and more after 8 p.m.; even so, almost one-half said they listen between 8 and 10 p.m. at some time during the week, and one-third reported listening between 10 p.m. and midnight.

- Listening outside the home—in cars and other places—is considerably higher than past research has indicated. The home is still No. 1: more than nine out of ten listen there. But half of the people said they also listen in cars and one-fourth said they listen in other out-of-home locations.

- By sex and age group, listening appears to be closely related to general population patterns. Females dominated by 1% or 2% among the listeners just as they do in the general population in the markets involved; similarly, different age groups were represented among the listeners in approximately the same proportion that they are represented within the total population.

- Respondents’ music preferences run heavily to the popular category, with full orchestrations of the Kostelanetz-Mantovani type getting a slight edge over the limited orchestrations of the Shearing Quintet-Three Sons type. Folk music (country, western, etc.), classical-concert and rock-and-roll followed in that order in most markets.

- In response to the frequently used “rumor of war” research question, seven out of 10 persons said they would turn on their radio sets to verify a report that war had broken out. This figure compares with less than one out of ten designating the second most preferred source (television).

Although the studies relate primarily to radio and radio audiences, television received a secondary benefit: from 94% to 98% of the people said their homes were tv-equipped and 14% to 21% said their homes have two or more sets—figures indicating a considerably higher degree of tv accessibility than those issued a few weeks ago by the Census Bureau, which pegged tv saturation at about 89% of all homes.

Fm Data - Fm did not fare quite so well. From 23% to 33% of the respondents said their homes have fm. This compares with unofficial but widely accepted general industry estimates that one-third of the nation’s homes are fm-equipped.

The Politz-Christal studies are based on more than 1,000 personal interviews in each of the five markets where the sponsoring stations are located. The stations and markets are WGY Schenectady, WBEN Buffalo, WJR Detroit, WTIC Hartford and WTMJ Milwaukee.

The interviews—with one person in each household—were supplemented by listening diaries kept by the individual to show when, where and to what stations he listened throughout one week. The diaries, like the interviews, dealt only with the listening habits of the individual, not those of other members of the household. The individuals were all at least 15 years of age. The survey sample was drawn by generally accepted research techniques to represent the entire coverage area of each station (except coverage areas outside the continental U. S.).

In announcing the study, Christal company officials stressed that it represents a departure from conventional program ratings research in several

CHARACTERISTICS OF AREAS MEASURED (by markets)

<table>
<thead>
<tr>
<th>Total adult population</th>
<th>Detroit %</th>
<th>Hartford %</th>
<th>Milwaukee %</th>
<th>Schenectady %</th>
<th>Buffalo %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population living in households with at least one radio</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Population living in households with at least two radios</td>
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<td>99</td>
<td>98</td>
<td>99</td>
<td>93</td>
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<tr>
<td>Population living in households with more than two radios</td>
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<td>60</td>
<td>65</td>
<td>67</td>
<td>67</td>
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<tr>
<td>Population living in households with FM radio</td>
<td>28</td>
<td>26</td>
<td>32</td>
<td>28</td>
<td>38</td>
</tr>
<tr>
<td>Population living in households with at least one automobile</td>
<td>31</td>
<td>31</td>
<td>33</td>
<td>23</td>
<td>28</td>
</tr>
<tr>
<td>Population living in households with at least one automobile</td>
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<td>87</td>
<td>85</td>
<td>82</td>
</tr>
<tr>
<td>Population living in households with more than one automobile</td>
<td>62</td>
<td>26</td>
<td>21</td>
<td>19</td>
<td>18</td>
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<td>Population living in households with at least one car equipped with radio</td>
<td>73</td>
<td>72</td>
<td>70</td>
<td>66</td>
<td>69</td>
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<tr>
<td>Population living in households which have at least one television set</td>
<td>96</td>
<td>95</td>
<td>96</td>
<td>94</td>
<td>97</td>
</tr>
<tr>
<td>Population living in households which have at least two television sets</td>
<td>21</td>
<td>14</td>
<td>16</td>
<td>20</td>
<td>18</td>
</tr>
</tbody>
</table>
4 OUT OF 40 REASONS WHY the GATES BC-1T is chosen by more Class IV stations than any other one kilowatt transmitter manufactured today. ■ Convenience. Flip one switch to change power and audio level for either local or remote control. ■ Efficiency. You efficiently reduce power to 250 watts by changing the primary voltage of the plate transformer. No power consuming voltage dropping resistors are used. ■ Economy. Longer tube life by hundreds of hours as plate voltage for 250 watts is reduced at both power amplifier and modulator tubes. Saves on utility bills too. ■ Accurate in-built dummy antenna that will not change characteristics at 100% modulation permits FCC required performance proofs without burning midnight oil. Also quick problem isolation when transmission line or antenna loading problems occur.

Let us give you the 36 other reasons why this is the best selling 1KW transmitter in America. Write today for Brochure No. 99 – yours for the asking.
ways and is comparable to ratings systems in none. Among the distinguishing features they cited:

1. The survey's "universe" is the subscribing station's comprehensive coverage area, not a city or limited metropolitan area.

2. The study deals with individuals, not households, and hence can be used to develop "reliable breakdowns by sex, age and socio-economic status" which are "vital for a medium as personalized as 1961 radio, particularly with the growth of multiple sets and out-of-home listening."

3. Listening is measured "wherever it occurs," to get "the true dimensions of the 'companion medium.'"

4. The survey samples were far larger than those normally employed for program ratings.

5. Listening data is cumulated for the entire week, with each day divided into nine specific time periods designed to be most useful for advertisers and agencies.

6. The interview-plus-diary technique makes it possible to get qualitative attitude information as well as quantitative data on listening.

Audience 'Profiles' = Instead of ratings, the studies will be used to develop "profiles" of the audience of each of the subscribing stations. This information—now being compiled and expected to be ready for distribution shortly—will include for each market details on the kinds and numbers of people who listen to radio generally and to the subscribing station in particular in the course of an average week; places and times of day that this listening occurs, and audience awareness of the qualitative attributes of the subscribing station in terms of programming and service to listeners and to the community at large.

Nor will the information be used as ratings are used: it will be designed to give advertisers and agencies a clearer picture of radio generally and of the subscribing stations specifically, but presentations based on it will not include competitive data directed against other stations.

This preoccupation with de-emphasis of ratings stems from the stations'—and the Cristal Company's—long-standing policies against the use of ratings in presentations to agencies and advertisers. It thus pre-dates the recent wave of criticism, led by FCC Chairman Newton Minow and NAB President LeRoy Collins, of so-called over-emphasis on ratings.

Cristal officials also said that although the study was planned before the issuance of the so-called Madow Report to Congress on audience-research techniques, its concept was such that most of the major recommendations of the Madow Report could be incorporated in the final report to be issued on the surveys.

The Politz and Christal organizations have been associated in a number of major radio research studies. Probably the best known is one conducted in 1953 which pioneered in the large-scale measurement of "people" rather than "houses" and found that, even in the areas of heaviest tv saturation, radio was regarded as an "indispensable medium." (Broadcasting, July 27, 1953, et seq.)

Nighttime radio has 45 million, RAB says

A new Radio Advertising Bureau nighttime radio study reveals an average audience of 45 million adults, and, the bureau declares, "The figure would be far higher if projected to cover the average week."

The RAB report, called "An In-depth Study of Nighttime Radio," is termed the most comprehensive study of nighttime radio in recent years. It is based upon some 2,500 personal interviews among adults of both sexes in 125 U. S. locations.

Among the differences between nighttime radio listeners and non-listeners, noted out in the report:

Adult listeners of nighttime radio have a higher income than non-listeners; the audience is more heavily male than female, and listeners spend less time with nighttime tv than non-listeners—making them a more difficult target for the nighttime tv advertiser.

The research project showed that 20% of all Americans spend more time at night with radio than with tv—an average of two hours, 22 minutes with radio against one hour, 49 minutes with tv.

The report includes a special set of tables, analyzing age, income, area of residence, sex, family size, employment and the amount of time spent listening to nighttime radio.

TvQ raises fees Oct. 1

TvQ, Port Washington, N. Y., qualitative rating service, is increasing its agency-subscriber fees effective Oct. 1. Agencies which sign contracts before that date, however, will enjoy current rates.

Agency clients billing over $20 million annually in network tv time and talent will pay $9,850 if they sign after Oct. 1, as against the present rate of $7,850 for the first year; agencies with $15-$20 million billings will pay $9,850 (against $7,850); those with $10-$15 million billings, $8,850 (against $7,350); agencies with $7.5-$10 million, $8,350 (old rate, $6,850); $5-$7.5 million, $6,850 (against $5,350); and under $5 million, $4,850 (old rate, $3,350).
All these cigarettes and cigars are spotted on the Channel 11 air. Result: Pittsburghers are smoking up a storm. How does your brand stack up?

BEL AIR
EL PRODUCTO
KENT
KOOK
MARLBORO
MURIEL
NEWPORT
OLD GOLD
PARLIAMENT
PHILIP MORRIS
RALEIGH
VICEROY

The eyes of Pittsburgh
Represented nationally by Blair-TV
Video tape expanding to triple capacity

Video tape Productions of New York Inc. is implementing an expansion program involving an expenditure of more than $1 million and covering the tripling of studio facilities, a 50 percent increase in personnel, and the purchase of new equipment.

John Lanigan, vice president and general manager of the company, released details of the expansion project today (Aug. 28) and attributed the move to an upswing in business during the past two years. He said that the number of national spot TV advertisers producing taped commercials at the company's facilities had doubled during the past year and now includes more than 50 top advertisers.

The Big Move - The first step in Video Tape Productions' expansion efforts, Mr. Lanigan said, will be the move to new studios at 67th St. and Columbus Ave. during the weekend of Sept. 15-18. The company has leased the new facilities from NBC and they will provide the organization with 300 percent more space than at its present space at 208 W. 58th St., he reported.

The company's new Videotape Center will have three completely equipped TV studios, each with its own control room. Mr. Lanigan noted that the largest, measuring 70 by 80 feet, has a balcony seating 199 persons. Four of the latest Ampex videotape recorders will be installed at the new plant, he said. Other equipment available to Videotape Productions includes improved Marconi Mark IV camera chains and devices enabling the company to utilize Intersync, an electronic technique which permits instantaneous optical mixing of unrelated pieces of tape.

Personnel will be increased by 50 percent from 45 to 65 employees, according to Mr. Lanigan. He said most additions will be in production and creative areas.

Busy Year - The decision to expand, he said, was made after "a complete study of the potential of the tape industry." In the past year, he pointed out, videotape productions had serviced many national spot clients in tape, the latest of which include Westinghouse Electric Co., Smith-Corona, Marchant Inc., Lever Bros. Liebmann Breweries, Pan American Coffee Bureau, Bristol-Myers Co., Fedders Corp., Gerber Products Co., Lestoil, Thomas J. Lipton Inc., Goodman's Noodles and Elite Cigar Co.

The company's study, he added, indicated there would be a large volume of business in tape commercials this year and for the future, and prompted Videotape Productions to launch the move involving additional capital expenditures and increased overhead.

NBC News sales 'best ever' - Durgin

All of the regularly scheduled NBC News programs for the 1961-62 season will be sponsored, and the sponsorship position of the unit's special program is the "best ever," Don Durgin, vice president of NBC-TV network sales, reported last week.

Purchasers of news specials include: Gulf Oil, Purex, the Bell System, Westinghouse, Du Pont, Elgin and Lincoln-Mercury. The list of regularly-scheduled NBC news programs and sponsors:


Sunday - Chet Huntley Reporting (5:30-6 p.m.), Mutual of Omaha; 1,2,3-Go (6:30-7 p.m.), Quaker Oats and Beech-Nut Life Savers.

Wednesday - David Brinkley's Journal (10:11-11 p.m.), Douglas Fir Plywood Assn. and Pittsburgh Plate Glass.

Friday - Frank McGee's Here and Now (10:30-11 p.m.), Gulf Oil.

Saturday - Update (12-12:30 p.m.), Helena Rubenstein.

Lanin's legacy

"There is no hour of the day and no corner of the land in which these spirited messages cannot be heard," say the notes for a new record album, 'Lester Lanin Plays the Madison Avenue Beat.'

Mr. Lanin has arranged 58 commercials as fox trots, rhumbas and sambas for big band music, making it possible to cha-cha while hearing the virtues of Newport cigarettes, Dust 'n Wax and Barbasol.

Minute Maid, Snow Crop appoint McCann agencies

The Minute Maid Division of Coca-Cola Co., New York, last week named McCann-Erickson Inc., New York, as agency for its line of frozen, concentrated juices. The billing is estimated at $4 million, of which 75 percent is in network and spot television.

Minute Maid also announced that McCann-Marschalk has been appointed to handle advertising for its Snow Crop brand of frozen juices, which bills approximately $2 million. Approximately 40 percent of the budget is in spot television.


Del Wood gets Monarch

Monarch Wine Co., Brooklyn (Manischewitz table wines and other wines under the Monarch label), has appointed Del Wood Assoc. of New York and Hollywood as advertising agency. The barter account was previously with Grant Adv., New York.

In announcing acquisition of the new account, Charles J. Weigert, executive vice president of Del Wood, noted the appointment of Harold Balk, formerly with Guild, Bascom & Bonfigli Inc., New York, to handle the Manischewitz and Monarch business.

Del Wood's billings now are near $6 million, representing both print and broadcast barter advertising for a dozen clients.

Del Wood is reported to have an inventory of several million dollars worth of time, and Monarch expects to buy as much time as possible out of this inventory. Del Wood gives TV stations films or merchandise in exchange for air time which in turn is sold to advertisers.
Broadcast-quality pickup at light levels never before possible with supersensitive RCA-4401V1 image orthicon

"Amazing" is the way broadcasters describe the sensitivity of the RCA-4401V1! This is the image orthicon that enabled many stations to move into profitable new fields of evening programming—such as outdoor pickup of sports, concerts, special events—that previously required costly, complex special lighting! Truly the solution to remote nighttime pickup problems, the 4401V1 actually produces a normal broadcast quality picture with illumination of only 10 footcandles on the subject itself with a lens opening of f/8.

NOW... Night TV Pickup Without Special Lighting

The 4401V1 is but one of the broad RCA family of specialized image orthicons. Others include:

B & W TELECASTING (3" CAMERA TUBES)
5820A New version of the 5820 for B & W studio and outdoor pickup is destined to be the "standard" of broadcasting.
7293A A field-mesh image orthicon having an image section designed to prevent highlight ghosts. Field mesh design to improve corner focus and prevent porthole effects.

COLOR TELECASTING (3" CAMERA TUBES)
7513 Features special precision construction and RCA field-mesh design for high quality color and B & W pickup.
4415 For studio pickup of color at B & W light level.
4416 Set of three tubes consists of two 4415's and one 4416. The 4416 has increased blue sensitivity. Both types have advantages offered by precision construction and field-mesh design. Primarily for studio application at light levels from 50 to 200 footcandles.

TAPE RECORDING (4 1/2" CAMERA TUBES)
7295A A field-mesh image orthicon with high resolution and very high signal-to-noise ratio. For tape and B & W studio use.
7389A A superior-quality field-mesh design image orthicon, with extremely high signal-to-noise ratio, for tape and exceptionally high-quality B & W studio pickup.

Whatever your station's requirements or special problems, there's an RCA image Orthicon designed to meet them. For information on specific types, see your local RCA Industrial Tube Distributor.
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.

National Videotape Productions Inc., 36 W. 44th St., NYC 36


Robert Lawrence Productions, 418 W. 54th St., NYC 19


Kimberly-Clark (Kleenex, Delsey), four 60s, live, film. Otto Reichbart prod. mgr. Agency: Foote, Cone & Belding; Barney Palmer prod. mgr. Ward Baking Co. (Trib Top Bread), one 60.

P&G plans TV 'salute' to dental profession

The Procter & Gamble Co., Cincinnati, has purchased an hour show on CBS-TV Feb. 6 (8:30-9:30 p.m.) through its agency, Benton & Bowles, New York. Commercial time on the show (about six minutes) will be used for messages about Dental Health Week and the program itself will be turned over by P&G to the American Dental Assn.

It's reported the show in terms of purchase is worth some $150,000 in

GOVERNMENT

WARNING ON HARD LIQUOR

Magnuson, Pastore say radio-tv must reject such ads or Congress will take remedial steps

Broadcasters were bluntly warned last week to reject hard-liquor advertising or face the consequences of "appropriate legislation."

The warning came from two senators who have as much to say about broadcasting legislation as anyone on Capitol Hill—Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, and John O. Pastore (D-R.I.), chairman of the Communications Subcommitte.

Their views were expressed in a letter to NAB President LeRoy Collins. They said the broadcast industry had abdicated its responsibility to prevent the acceptance of hard-liquor advertising.

"We applauded the industry for this approach because it was consistent with our view that self regulation is more desirable than legislation."

"Legislation Will Be Ready" But, they added, "We stand ready to move ahead with appropriate legislation in the event self-regulation proves to be ineffective."

They also said they will ask the FCC to consider the type of advertising broadcast by a licensee at renewal time.

The letter called on Gov. Collins to relate what steps the industry is taking to abide by its code and to give his view on whether there is any "substance" to the liquor-advertising reports.

There may be, however, little NAB can do, at least as far as the Publiccists are concerned.

American home, they said, adding: "While we are well aware that broadcast licensees are all anxiously looking for new sources of revenue, we never believed that they would be so lacking in their sense of public responsibility as to even consider the broadcast of liquor advertising."

CBA calls program forms 'unnecessary burden'

The Community Broadcasters Assn. has told the FCC that the agency's proposed new programming forms will place an "unnatural and unnecessary burden" upon CBA members, who operate primarily in small markets with restricted income and personnel.

Robert T. Mason of WMRN Marion, Ohio, president of the association, sent a CBA resolution to the FCC asking that the comment deadline, presently Sept. 7, be extended so that "appropriate negotiations" can be held. CBA said that a modernized renewal form, which will provide the commission with adequate information, can be adopted through the cooperation of the industry and the FCC.

"There is debatable value, debatable legality and substantial question as to the implications involved in the proposed intercogatories . . . " as presently drafted, CBA said. Community Broadcasters numbers among its members over 200 Class IV stations throughout the country.

Rep. Michel snipes again at Minow over ch.8 Moline

Rep. Robert H. Michel (R-III.) returned to the attack last week against the FCC's action in the Moline, Ill., ch. 8 case.

The commission voted to instruct the staff to prepare documents making the vhf grant to Moline TV Corp. This has been attacked by other applicants on the grounds that Moline TV Corp. made no study of the needs of the community. Rep. Michel blasted FCC Chairman Newton N. Minow last month for holding that such a study is a requirement in one case, but not in the Moline case (BROADCASTING, July 31). He claimed that Mr. Minow was swung to favoring Moline TV Corp. because of past political association with one of that applicant's principals.

Mr. Minow replied by revealing he abstained from voting in this case.

Mr. Michel charged that Mr. Minow should not have even sat on the oral argument.

As part of his statement, Mr. Michel had printed in the Congressional Record the speech of W. Theodore Pierson at the Northwestern U. Law School seminar in Chicago earlier this month (BROADCASTING, Aug. 7). The Illinois congressman pointed out that Mr. Pierson attacked Mr. Minow for his views on the FCC's jurisdiction on programming, even through Thomas N. Dowd, Mr. Pierson's law firm, was the attorney for Moline TV Corp.

Mr. Pierson's speech was also reprinted in the Congressional Record by Sen. Jack Miller (R-Iowa).

Fuqua drops litigation over bid for WNCT (TV)

A $1 million breach of contract suit by J. B. Fuqua against Carolina Broadcasting System Inc. was withdrawn last week.

Mr. Fuqua claimed he had a contract to buy Carolina Broadcasting's WNCT (TV) Greenville, N. C., and its 30% interest in WECT (TV) Wilmington, N. C., for $2,445,000. Mr. Fuqua originally asked $500,000 damages on the ground that the directors of Carolina Broadcasting failed to submit his offer to their stockholders; when the stockholders rejected this bid, Mr. Fuqua doubled his claim of damages.

A federal judge in Washington, N. C., allowed the suit to be withdrawn with prejudice. This means the action would be barred from any further litigation.
This Fall in Birmingham

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

THE CREAM OF NBC AND CBS TV NETWORKS

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

*ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.
Mr. deWolf, who is chief of the department's telecommunications division, said an overall planning unit, with authority over both the government and non-government aspects of the spectrum, would be helpful.

He also thought the resolution introduced by Sen. Vance Hartke (D-Ind.) to create a five-man commission to make a six-month study of spectrum problems "would not be a bad approach" to the creation of the super unit.

Additional support for the creation of an overall spectrum authority came from Donald C. Beeler, counsel for Aeronautical Radio, Inc., a communications agency of the aviation industry.

Lamb's Share • He estimated that the FCC's share of the spectrum "has dwindled to less than 30%," with the remaining 70% government-controlled. And about 40% of the spectrum, he said, is "exclusively government and totally withdrawn from citizen use."

He blamed the FCC for not standing up to the demands of the government agencies for spectrum space.

There exists no authority, no agency, and no procedure for determining claims between a government agency and industry for access to the radio spectrum, or for determining the feasibility of shared access to any portion of the radio spectrum, he said.

The aviation industry is bitter over the FCC's action, taken at the request of the OCDM and its Interdepartmental Radio Advisory Committee, denying the airlines permanent use of the 8800 mc band for dopplers, a new aircraft navigational aid. The decision was announced after the FCC had already begun issuing licenses for airborne dopplers on the 8800 frequency.

Ready for Geneva • Although the various government witnesses generally steered clear of direct comment on Sen. Pastore's proposal for a spectrum watchdog committee, all agreed unequivocally that the U.S. will be fully prepared for the proposed special International Telecommunications Union conference in Geneva in 1963. The purpose of the conference will be to allocate frequency bands for space activities.

Admiral M. E. Curtis, director of telecommunications for the Defense Dept., said he feels the U.S. will be better prepared for the 1963 conference than for any previous international telecommunications meeting.

Philip J. Farley, a special assistant
to the Secretary of State, said the government has not yet decided whether 1963 should be confirmed as the date for the ITU conference. The determining factor will be how well prepared the administration feels it is to make "useful proposals," he said. The subcommittee, which is also looking into the U. S. space satellite policy, heard a Defense Dept. official urge that all communications systems, including satellites, be considered as instruments of national policy.

Modern Concepts Needed • Dr. Harold Brown, department director of defense research and engineering, said the government should formulate communications policies in the light of 1961 developments.

He also said the Defense Dept. expects to conduct its Project Westford test within the next few weeks. The test involves placing a belt of 500 million tiny metal reflectors in orbit around the earth. Radio signals will be bounced off the reflectors, each one-third the thickness of a human hair and about three quarters of an inch long.

James E. Webb, administrator of the National Aeronautics and Space Administration, outlined the agency's future space communications plans, including the launching of an experimental satellite that will probably be the forerunner of the ultimate space system.

The satellite, being built by Hughes Aircraft Corp. of Culver City, Calif., will be placed in an equatorial orbit 22,300 miles above the earth. The satellite would travel at the same speed as the earth's rotation and, therefore, would appear to hover in one spot. Three such satellites, it is believed, would be able to relay television, telegraph and telephone signals to most of the inhabited regions of the globe.

Negotiating • Mr. Webb said NASA is negotiating a $4 million contract with Hughes to construct three of the satellites.

The Justice Dept. assured the subcommittee, as it has a number of other congressional committees, that it would guard against the domination of the coming space communications system by any one company.

ABC, AMST tangle on comments deadline

ABC suggested to the FCC last week that the Assn. of Maximum Service Telecasters had requested a six-month extension of the deadline for comments on deintermixture and drop-ins in selected markets for the sole purpose of delay. ABC asked the agency to deny the request.

ABC said it could understand AMST's concern with the overall proceeding on the utilization of uhf and...
agreed that perhaps preparing comments on that docket would require more than two months. But the network said it thought two months was enough time for the cases of individual deintermixed markets or those to receive a third vhf channel. ABC said it was "by no means clear" why AMST should concern itself with the individual cases. The network claimed that AMST had given its views on sub-standard-mileage drop-ins and deintermixture in other proceedings.

AMST responded that the network's opposition should not be considered because it was not filed in time. Aside from that, the opposition is without merit, the association said. ABC failed to refute AMST's reasons for requesting the extension, AMST charged, calling the network filing "an unjustifiable attack" which AMST "will not dignify with a point-by-point rebuttal." Two months is inadequate time to prepare comments on such complicated problems as deintermixture and drop-ins though these questions were studied under other circumstances in the past, AMST maintained.

WISC-TV Madison, Wis., ch. 3, which has been marked by the FCC proposal to move to a uhf channel, last week asked the FCC to extend deadline for comments to Jan. 15, 1962 with replies due 60 days thereafter.

**HILL SHOWS APATHY AT FTC PLIGHT**

Congress seems unlikely to give agency injunction power

Legislation to give the Federal Trade Commission new temporary cease-and-desist powers appears doomed for this session of Congress, at least.

The House Commerce Committee last week held two days of hearings on the proposal, took testimony from only three of the 20 witnesses scheduled to appear, then adjourned the proceedings indefinitely.

And indications were the committee, headed by Rep. Oren Harris (D-Ark.), will not resume the hearings until January. The committee has a heavy schedule for the remainder of this session, and the attitude of the members indicated they were not eager to give the legislation special consideration.

The proposal would empower the FTC to issue temporary cease and desist orders pending completion of proceedings against a company accused of violating federal trade laws. The orders could not be issued until a hearing had been held, but would be backed up by the courts, which would direct compliance. Violators would be subject to contempt of court penalties.

The witnesses who testified were authors of similar bills giving the FTC the temporary cease and desist authority—Reps. Wright Patman (D-Tex.), chairman of the House Select Small Business Committee, James Roosevelt (D-Calif.) and Tom Steed (D-Okla.).

**Time Important** They argued that unless the FTC is permitted to issue stop orders without waiting for the completion of lengthy proceedings, the "survival" of small business would be jeopardized. The damage of some illegal practices, such as fraudulent advertising campaigns, would be done before the FTC could act, they said.

"A large number of FTC cases are pending from six to ten years," Rep. Roosevelt said. "Small business cannot afford these delays." He said the FTC should have the power to stop clear violations pending final disposition of a complaint.

Committee members, however, while praising the objectives of the legislation, expressed reservations. Rep. John Flynn Jr. (D-Ga.) felt the proposals lacked sufficient safeguards for those against whom the FTC might act. And Rep. Samuel L. Devine (R-Ohio) said the FTC, under the legislation, would become "the judge, jury and prosecutor."

One of the witnesses on whom time range out was FTC Chairman Paul Rand Dixon, who has said the commission needs the new authority to do its job of promoting competition and curbing unfair practices.

Opponents of the legislation, such as the Advertising Federation of America, regard the legislation as unconstitutional and unnecessary. The AFA view is that the FTC already has all the weapons it needs to combat unfair practices. The AFA's general counsel, John J. Ryan, was also on the committee's witness list.

**Electoral legislation approved by Senate**

The Senate Committee on Rules and Administration has approved two pieces of legislation affecting federal political campaigns. One would require fuller disclosure of campaign financing, raise the legal spending ceiling and grant tax credits of up to $10 for political contributions. The other

**Grid officials on Hill today**

Four top sports officials will testify before the House Antitrust Subcommittee today (Monday) on legislation that would authorize professional teams to negotiate package tv contracts with the networks.

Witnesses are not expected from the networks, according to a subcommittee aide. NAB will be represented, however, by Vincent T. Wasilewski, executive vice president-elect. The Justice Dept. is expected to submit a statement.

The witnesses who will testify are Commissioners Pete Rozelle and Joe Foss, of the National and American Football Leagues, respectively; Ford Frick, baseball commissioner; and Walter Byers, executive director of the National Collegiate Athletic Assn.

The bill (HR 8757) was introduced by Subcommittee chairman Emanuel Celler (D-N.Y.), in the aftermath of a court decision voiding the two-year contract the NFL had negotiated with CBS-TV (Broadcasting, July 24).

It would permit professional football, baseball, hockey and basketball leagues to negotiate group contracts without fear of violating the antitrust laws.

A similar bill has been introduced in the Senate by Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Antitrust and Monopoly Subcommittee. According to a report late last week, the Kefauver subcommittee might act on the bill (S 2427) without holding any hearings.
The sun produces energy through nuclear fusion—a gigantic hydrogen explosion that has been going on for more than 500 million years. We may duplicate it. Scientists at Princeton University are experimenting with a Stellerator to attain controlled nuclear fusion that will produce endless energy from the hydrogen in sea water. The Stellerator is supported by 17 USS Quality Forgings that could be made from only one material—a new, non-magnetic Stainless Steel called Tenelon, developed by United States Steel.

Although the Stellerator is strictly experimental, there would be no nuclear programs of any type without steel. The very heart of an atomic generating plant—the reactor vessel—must be steel, whether it's the power plant of a nuclear submarine or a commercial generating station. In addition to the reactor, the power station literally bristles with tons of special steels developed in the laboratories and produced in the mills of United States Steel. If nuclear power is the door to America's future, the key is steel. America grows with steel.

USS and Tenelon are registered trademarks.
THE RURT AT FEDERAL TROUGH

Broadcasters feel bypassed after defense meeting

Broadcasters who attended the annual Defense Communications Seminar in Washington last week are at home now, still bemused by a couple of federal government projects that leave them feeling they're holding the dirty end of the stick.

Item: The U.S. is planning to spend up to $60 million to subsidize electric power companies in the purchase and installation of tone generators and associated equipment in the NEAR program. NEAR stands for National Emergency Alert Repeater, a device which is plugged into an electric power outlet in the home, factory or office. It is triggered into a loud buzz by a subaudible tone transmitted from electric power stations over power lines.

Item: The Department of Defense has authorized $125,000 for a study of the feasibility of using the telephone alerting system, now used by the civil defense organization, into other areas of civilian life, including radio and tv stations.

What miffs broadcasters is that they have been spending their own money in the Conelrad and defense emergency network projects, with no financial assistance from any government agency. Broadcasters, it is estimated, have laid out $10 million in the last decade for these projects.

Several suggestions were offered during the meeting of the National Industry Advisory Committee (NIAC) that some plan be inaugurated to permit broadcasters to borrow money at low-interest, long-term financing to purchase needed equipment for the defense programs—including such items as stand-by generators and bomb shelters.

Other problems brought up at the sessions involved accreditation for key station employees so they can reach their transmitter or studio assignments in the event of an emergency, and arrangements for broadcasters to acquire surplus government equipment, available and needed in the Conelrad and defense network activities.

No Censorship • White House News Secretary Pierre Salinger told the broadcasters there was no intent to invoke censorship when President Kennedy suggested that editors weigh more carefully the publication of news affecting the national security. The President made these statements last April in speaking to the American Society of Newspaper Editors and the American Newspaper Publishers Assn. conventions.

The meeting also heard reports on transmission standards for the Conelrad attention signal, the national teletype alerting system, a stand-by script for broadcasting stations, use of standard radio stations for simultaneous broadcast and point-to-point teletype channels.

Other reports were made on the activities of the North American Air Defense Command, Strategic Air Command, Defense Communications Agency, weather warnings to the public, guided missiles, and computer-controlled communication systems.

The two-day meeting was sponsored by NIAC and the FCC. FCC Commissioner Robert T. Bartley, defense commissioner, presided, alternate defense commissioner Robert E. Lee was the second day moderator.

Amateur scholarship

Commissioner Robert T. Bartley presented the first John Gore Memorial Scholarship, a $250 grant sponsored by members of 17 amateur radio clubs in the Washington-Baltimore area, to Alexander F. Burr in a ceremony at the FCC Aug. 21. The FCC said it is the first award of the kind.

Mr. Burr holds three FCC licenses—a general class amateur license (K3NKK), a second class commercial license and a citizen's band license. He is a student at Johns Hopkins U., Baltimore, where he is working toward a doctorate in physics. During the summer he instructs in physics at Drexel Institute of Philadelphia.

The award was named for a past president of the Foundation for Amateur Radio who died last year.

Government briefs

Anti-destruction measure • The House Judiciary Committee has approved a bill already passed by the Senate to broaden the federal law against destruction of communications facilities. The bill ($1900) provides penalties of up to $10,000 fine, 10 years imprisonment, or both. The legislation was introduced following the dynamiting of several microwave relay stations in the West earlier this year.

English taught by tv • The U.S. Information Agency will use television to teach English in Latin America, the Near East, Far East and Africa. The agency will start the program, consisting of a series of 26-minute shows, in September. It said the areas selected contain 11 million television sets.
Your daily newspaper is a tribute to Air Express priority service

If tomorrow every syndicated cartoon, column and ad in which AIR EXPRESS played a part were missing from your morning paper, you'd know it instantly. The graphic arts, printing, publishing and advertising industries rank high among AIR EXPRESS users. Their engravers' plates, photos and illustrations—even entire newspapers—get top priority on all 10,000 daily scheduled U.S. airlines flights—first on, first off, first there. And they get door-to-door pickup and delivery, too, by a special 13,000-truck fleet—plus kid-glove handling. And just one phone call arranges everything, at amazingly low cost. So always ... think AIR EXPRESS first!

CALL AIR EXPRESS DIVISION OF R E A EXPRESS • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES
FCC reorganization plan goes to Kennedy

Two months after the House resoundingly rejected President Kennedy's FCC reorganization plan (BROADCASTING, June 19), Congress last week completed action on its version of how revamping should be done. The measure, which now goes to the President for his signature, is designed to accomplish the President's objectives of streamlining the FCC but is tailored to meet the objections of the plan's opponents.

Final action came on Tuesday (Aug. 22). Without further discussion, the House approved the bill (S 2034) first, then sent it to the Senate, which cleared it for the White House. The legislation is a compromise, worked out by a House-Senate conference committee (BROADCASTING, Aug. 21), between slightly different versions passed earlier by the two chambers (BROADCASTING, July 31 and Aug. 7).

It will permit the commission to delegate adjudicatory functions to an individual commissioner or a panel, or to lease employees, and to exercise discretion in granting reviews. As a result, say the bill's backers, the commission's work will be speeded up and the commissioners will be able to devote more time to important policy matters.

Missing from the bill is the additional power the President's plan would have given the FCC chairman. The bill was drafted by the FCC itself after being prodded into action by Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee (BROADCASTING, May 29).

Sen. Pastore introduced the bill in the Senate, and later a similar measure was sponsored in the House by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee.

Court backs commission ruling on am grant

The U. S. Court of Appeals last week in a 2-1 decision upheld an FCC grant on grounds that the court felt it should not substitute its judgment for that of the commission. Dissenting, Judge Warren E. Burger asked the FCC had not given sufficient weight to certain factors.

Three companies sought 1320 kc in the same locality—WFMD Frederick, Md., for unlimited time at Gettysburg, Pa.; WGET Gettysburg to shift from 1450 kc unlimited to 1320; Price Broadcasters Inc. for a new daytime station in Frederick.

The FCC reversed the hearing examiner's initial decision that the need for a second service in Frederick exceeded the need for either a second station at Gettysburg or for improving WGET's facilities. The commission decided it was more important that even a comparatively small number of persons in the Gettysburg area receive a primary nighttime and supplemental daytime service than that a larger number of Frederick residents get additional daytime service. It further found that WGET was superior to WFMD "in virtually every area of standard comparative consideration."

Judges John A. Danaher and Walter M. Bastian felt the FCC had shown "ample basis" for its decision. Judge Burger held that since the FCC chose WGET over WFMD because of the latter's "present inadequacies... to provide adequate service to [Frederick]," the FCC exposed the need for another service in Frederick, which was conceded to have a more rapidly expanding population than Gettysburg.

Rep. Walter gives Murrow clean bill

In the book of Rep. Francis E. Walter (D-Pa.), chairman of the House Un-American Activities Committee, there's nothing to link Edward R. Murrow, former CBS newsmen and current U. S. Information Agency director, with Communism.


Rep. Walter said that a check of the records, files and publications of his committee reveals no records on Mr. Murrow. He also said that he does not believe there are sufficient grounds to impeach Chief Justice Warren and that Mrs. Roosevelt, though "sincere and patriotic," had given unwitting aid to "Communist-dominated organizations."

New interest-conflict questioned in Boston

Massachusetts Bay Telecasters last week suggested that the FCC investigate conflict-of-interest questions involving a second stockholder in Greater Boston TV Corp., rival applicant with MBT for Boston's ch. 5.

MBT said Dan Huntington Fenn has gone to work for the executive branch of the government and that Mr. Fenn is public affairs and special events director for Greater Boston and has agreed to buy 2,500 shares of the applicant for $2,500 down plus $22,500 in installments. MBT said Mr. Fenn's activities should be checked in view of the President's conflict-of-interest order.
At last you have a choice when you buy video recording tape. The new one is called Emitape. It was developed in the United Kingdom by EMI, pioneer and developer of the world's first public TV system. It has been proven in tens of thousands of actual televising hours. It was most enthusiastically received at the recent NAB Show. The rigid quality control maintained throughout the Emitape manufacturing process assures you of excellent wearing qualities, edge straightness, signal-to-noise ratio and recording performance.

Dropouts average no more than 20 per minute, including defects of less than 6db amplitude modulation depth, and a time duration of under a few microseconds. Head wear is considerably reduced with Emitape. With most equipment a minimum head life of 150 hours can be expected. Audio head stacks show negligible wear after 500 hours of service. Tape life is also long. The average figure is 100-150 passes.

But get all the facts. Write, wire or call EMI/US Magnetic Tape Division. Los Angeles: 1750 North Vine Street, Hollywood 2-4909. New York City: 317 West 44th Street, Circle 5-3400. (Also available, from the new General Communications Division of EMI/US: a complete line of TV cameras, solid state distribution and switching equipment.)
McGannon sold on research center idea

BUT HEAD OF PLANNED NAB STUDY UNIT SEES LOTS OF Complications

Where have we been, where are we now and where do we go from here? This epitomizes the approach toward a broadcasting industry research center taken by Donald H. McGannon, president of Westinghouse Broadcasting Co., tapped to be chairman of the NAB's committee to study the feasibility of such an idea.

Mr. McGannon's appointment, announced earlier this month (At Dead- line, Aug. 14), will be followed this week or next by the names of top flight broadcasters who will serve with him. A meeting of the committee early in September is already scheduled.

Enthusiastic about the idea, Mr. McGannon feels that with the proper cooperation the very essence of radio and TV's potential can be captured—to the benefit of all broadcasters.

But the approach and details must be worked out carefully and with full understanding of all the implications, Mr. McGannon observed recently. "It's real ticklish in some respects. We've got to have the right, objective, unbiased study on a number of questions about broadcasting, and we've got to be prepared to do something if the studies show we've been operating on an erroneous basis."

Collins' Idea • The idea of an NAB research center was first broached by NAB President LeRoy Collins in his maiden speech to the association last May.

In calling for a research center, he suggested it be commissioned to looking into ratings, the influence of editorializing, the broadcasting of judicial proceedings, the maintenance of freedom and responsibility for broadcasters, new techniques in public service programming, the relationship of the broadcaster to the community, the impact of programs on the public, the radio spectrum and the future of radio.

Gov. Collins suggested that the research center be located "in close proximity" to both outstanding research specialists and practical broadcasters, possibly on or near one of the nation's major university campuses."

The idea was amplified at the NAB board meeting in June, and it was after the board's okay that Mr. McGannon was asked by Gov. Collins to head the NAB committee to study its feasibility and implement its establishment if found desirable.

Re-thinking • Some of the problems of the program are not insurmountable, but they will require a shift in industry thinking, it was apparent from Mr. McGannon's remarks.

For one, most universities and colleges which undertake research for private industry require the right of publication. This can involve a delicate public relations problem unless broadcasters are prepared and understand they are going to get some bad with the good.

Many universities and colleges specialize in certain types of research. This means that the potential of institutions interested in this type of research may be limited, although this may not be particularly difficult.


Dry Run • Before accepting Gov. Collins' offer to lead the committee, Mr. McGannon spent almost a month discussing the idea with broadcasters and a few research specialists. He spoke to about 15 broadcasters, the presidents of the three television networks, and a couple of university professors.

One of those he spoke to agreed to serve the committee as a consultant; he is Dr. Paul Lazarfeld of Columbia U., New York. Dr. Lazarfeld is already a key figure in a number of basic research findings concerning radio and TV and other media.

A survey of possible financing leads Mr. McGannon to believe that the best way is by assessments—either quarterly or annually. NAB members' dues should not be used for this type of project, he feels.

One of the first projects will be on the methodology of rating services. This has virtually everyone's agreement, Mr. McGannon indicated. Care must be taken to make sure that the project is not considered an attack on ratings. The WBC president feels that the purpose of the research investigation should be to upgrade the validity of rating services through an improvement in their methods.

Other possible areas for exploration, according to Mr. McGannon, are the image of the industry, the public's attitude toward programs (children's, news, public affairs), television's exact impact on children and what the public truly wants from radio and TV?

New WNBC-TV rate card realigns rates Sept. 1

A realignment of WNBC-TV New York's rate structure, effective Sept. 1, has been announced.

The new rate card offers choices that range from a prime nighttime minute for $2,500 to a 10-second 1D priced at $25 when purchased on a 25-plan with a consecutive week discount.

The new rate card, No. 22, effective Sept. 1, features (1) A new volume discount plan whereby weekly continuous
discounts can be earned by purchase of announcements in multiples of 6, 12, 18 and 24; (2) A 10% discount on 52-week continuous schedules; (3) a new “Class E” time classification from sign-on to 7:59 a.m. daily and until 5 p.m. Saturdays and Sundays, and from 1:01 a.m. to sign-off daily; (4) reduced cost of daytime local participations, and (5) slightly increased rates for announcements 11 p.m. to midnight.

Taft asks to withdraw public stock offering

Taft Broadcasting Co., Cincinnati, last week asked the Securities & Exchange Commission for permission to withdraw registration of 376,369 shares of common stock (Broadcasting, June 5).

The shares belonged to stockholders, mostly trusts within the Taft and Ingalls families. When the offering was filed at the SEC in May the stock was selling around 24. It has declined to 18 and the stockholders do not want to sell at that price, according to President Hubert Taft Jr. Offering included about 25% of 1,527,960 shares outstanding.

The Taft stations are WKRC-AM-FM-TV Cincinnati and WTVM-AM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky.

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DRY RUN ON FCC’S FORMS

Proposed program and logging procedures undergoing tests at Georgia radio-tv stations

Field tests of the proposed new FCC program and logging forms will start this week under auspices of the Georgia Assn. of Broadcasters.

The practical side of this new approach to paper work at stations is being tested under GAB auspices by WDEC Americus, Ga., daytimer, which has developed a proposed form designed to meet the requirements laid out in tentative FCC regulations.

Other Georgia stations are conducting similar tests. WCON Cornelia, operating fulltime, will test the WDEC form over the week on a 24-hour basis. WDEC is owned and managed by Charles Smith, GAB treasurer. Tests are being conducted individually by WGAU Athens, operated by H. Randolph Holder, GAB president; WWGS Tifton; WROM Rome; WSFT Thomas-ton; two television stations, WSB-TV Atlanta, and WTVM (TV) Columbus.

Results of these experiments will be submitted to the South East Radio-TV Seminar Sept. 15 at the Biltmore Hotel, Atlanta (Broadcasting, Aug. 21).

In addition NAB is planning sponsor-ship of a series of tests covering different station categories but its list had not been announced at the weekend.

Mr. Smith said WDEC will conduct a stop-watch test for a full seven days. The special program form is 11½ inches wide, split into parallel program and announcement sections with numerical and alphabetical symbols for types of programs and rendition. GAB is paying printing costs plus salaries of extra people used in the test.

Normally his log could be typed in one hour each day, Mr. Smith said, but he estimated the new form would require at least two hours a day. Two sets of logs will be kept to provide basis for comparison.

Presidents of seven state broadcast groups will be represented at the Sept. 15 conference. Vincent T. Wasilewski, executive vice president-elect of NAB, will attend. It was not certain at the weekend whether NAB President LeRoy Collins would be present. North Carolina, Kentucky, Tennessee, South Carolina, Alabama, Mississippi, Georgia and Florida will be represented. James L.

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

San Diego County, California, ranks 4th in Restaurant Sales on the West Coast, 22nd in the nation.* What the market’s appetite through the advertising columns of The San Diego Union and Evening Tribune. Coverage is solid (228,437 ABC 9/30/60) and family readership is high (83% for evening and Sunday combination, according to Facts Consolidated.)

*ABC Sales Management Survey of Radio Power

"The Ring of Truth" Copley Newspapers


The San Diego Union

Evening Tribune

Broadcasting, August 28, 1961 67
A possum puts tv bugbear into perspective

Coming like a cool summer breeze after the hot blasts of the Senate's Juvenile Delinquency Subcommittee headed by Sen. Thomas Dodd (D-Conn.), a booklet on children and tv suggests the real solution to guiding children from the perils of television lies in parental guidance.

The booklet, published by the Department of Health, Education & Welfare's U. S. Children's Bureau, concludes that the parent's hand on the tuning knob can do more than program censorship or blackouts of the family tv set.

Pogo's Primer for Parents (Tv Division), drawn and written by newspaper cartoonist Walt Kelly, treats the subject humorously and lightly. It chides parents who abdicate responsibility by using the tv set as a babysitter and who permit their offspring to pass the saturation point of unsupervised viewing. If parents would share children's viewing and by explaining programs set them in perspective, they would have no reason to fear the effect of television on their children, the booklet concludes.

HEW Secretary Abraham Ribicoff, who introduced the booklet at a news conference Thursday declared: "Tv viewing comes down to the responsibility of parents."

The personable possum Pogo, Albert Alligot and the rest of the comic strip crew caper through the booklet's pages, sugarcrrating the philosophical pill to the point where it can be digested by even the most outraged congressman.

Comments the booklet: "It is not necessary to censor. It is necessary to guide. Strong interest in the bizarre by any child deserves a few questions to find out why. The child needs someone to talk to. The overload of some features, monsters, etc., needs relief, not the bigger jolt each time. This prevents the creation of

Howe, WIRA Fort Pierce, Fla., will moderate the meeting. He is NAB director for the association's fifth district. Other NAB board members in the region have been invited.

NAB and FCC executives met informally Aug. 21 to discuss problems created by the new forms. Taking part in the conference for the FCC were Kenneth A. Cox, chairman, Broadcast Bureau; James Juntilla, assistant chief of Broadcast Bureau, and Hy Golden, chairman of the bureau's economics division. NAB was represented by John F. Meagher, radio vice president; Mr. Wasilewski and Douglas A. Anello, general counsel.

Six join IMN

Intermountain Network, Salt Lake City, has announced the addition of six new affiliates. They are KBOL, Boulder, KFTM Fort Morgan, KVFC Cortez, KDGO Durango, all Colorado; KUTA Blanding-Monticello, Utah; KBRV Soda Springs, Idaho. IMN now has 55 affiliates.

Anthony estate left in confidential trust

Will and seven codicils of the late Earl C. Anthony, owner-president of KFI Los Angeles, filed for probate in that city Aug. 21, left the bulk of his estate in a trust fund, with details confidential.

Personal property, valued at about $100,000, was bequeathed to his only son, Earle Kelly Anthony, under a codicil signed May 6, 1955. Mr. Anthony created a trust fund into which he placed all other assets. This codicil, accordingly, made terms of the will and of all other codicils inoperative.

Signed May 16, 1950, the will had provided not only for his son, but for several friends, relatives and employees. Included, according to the Superior Court probate petition, was Miss Georgiana Williams, his San Francisco secretary who had been left $200 a month providing she did not marry.

After provisions for the other individuals, most of the remainder of the estate had been placed in trust for the benefit of the son. Upon his death the proceeds were to be divided equally between the University of California at Berkeley and California Institute of Technology (Caltech). Mr. Anthony, 80, died in San Francisco on Aug. 6.

WQXR-FM begins stereo during early morning

WQXR-FM New York began multiplex stereo broadcasting at 1 a.m. Aug. 24. The station said it is first in the New York area to offer the new service. The early morning programming is a test run to be broadcast weekdays 1-2 a.m. EDT, until Sept. 7. After that date, the first fm stereo multiplex evening program will be transmitted on WQXR's new Adventures in Sound series to be presented under the sponsorship of Fisher Radio Corp. every Thursday, 10:05-11 p.m.

WLIR (FM) Garden City, N. Y., will begin fm multiplex stereo broad-
an addict. Other child activities siphon off energy, but this energy can be used badly after bad tv exposure. Above all, love the child."

Mrs. Katherine B. Oettinger, chief of the Children’s Bureau, states in the preface, “We believe, with Mr. Kelly, that parental selectivity of television fare for children can be a means of broadening their understanding of the world we live in and the culture which is our heritage.”

The bureau reports that broadcasters have shown pre-publication interest in obtaining copies of the 28-page pamphlet to distribute as a public service. Copies are available from the Government Printing Office, 20 cents per copy, with a 25% discount on orders of 100 or more.

full-page paid advertisements were bought in the Washington Post and New York Times to start the campaign. Mr. Ver Standig said his letter, sent to all U. S. stations, offered to return a third of contributions collected by stations in the form of time purchases but only two stations have asked this payment. He said his agency is handling the project for a rather nominal fee because of its public service aspects.

Putnam calls rally of uhf operators

A rally of uhf television broadcasters is scheduled today (Monday) in Springfield, Mass., with the host, William L. Putnam, who is director of four uhf stations in Massachusetts.

Mr. Putnam, acknowledging he sent invitations to all uhf operators east of the Mississippi River, said last week his purpose is to “capitalize on the FCC’s proposals regarding deintermixture.” These are the rulemaking notices issued by the FCC early this month proposing to delete the single vhf channel in eight communities (Broadcasting, Aug. 7).

Alluding to the activities of the Assn. of Maximum Service Telecasters, which is firmly against deintermixture, Mr. Putnam pointedly referred to the AMST meeting in Florida shortly after the FCC announcements. At this meeting the AMST board discussed the commission’s proposals—including plans to drop in vhf channels in eight cities at short mileage separations (Broadcasting, Aug. 14). Mr. Putnam also offered a few trenchant remarks about the congressional activities of vhf operators whose channels are in jeopardy. “We’ve got to get busy to counter these ex parte pressures of politicians on the FCC,” Mr. Putnam remarked.

In the last few weeks, the Connecticut congressional delegation, Rep. Carroll W. Kearns (R-Pa.) and Rep. Peter F. Mack Jr. (D-Ill.) have expressed opposition to the FCC’s proposed vhf deletions in their states.

Mr. Putnam was uncertain how many uhf broadcasters would attend the meeting, but said he had received about a dozen responses by the middle of last week. Mr. Putnam at one time was chairman of the Committee for Competitive Tv, a uhf organization, but the group has not been active in recent years. Mr. Putnam said last week the Springfield meeting has no connection with CCT.

The Putnam stations, under the corporate umbrella of Springfield Television Broadcasting Co., are WWLP (TV) Springfield, WRLP (TV) Greenfield, WWOR-TV Worcester and a permittee in Pittsfield, all Massachusetts.

Media notes...

TPT expands = TelePrompTer Corp., New York, announced last week that it has bought community antenna tv systems in Houghton, Mich., and Johns-town, Pa., for the combined price of approximately $775,000. The number of catv systems owned by TelePrompTer is now 11, according to Irving B. Kahn, TPT president.

New office = Hal Walton Assoc., New York, radio station representative, has opened a West Coast office under the management of Guy Biddick. The branch office is at 1046 S. Olive St., Los Angeles. A. J. Polley has been appointed new midwest manager in the Chicago office.

Esquire okay = Esquire Inc., New York, reports it will gross about $23 million in the fiscal year ending March 31, 1962, despite losses resulting from the recent suspension of its Coronet magazine. A. L. Binder, Esquire president, said last week at a gathering of New York security analysts that the Coronet losses are expected to be made up by gains in the company’s other operating divisions, which includes ownership of WQXI Atlanta.

Setting up shop = WOKW Brockton, Mass., began broadcasting July 17 on 1410 kc with 1 kw. President of the new station is Alan C. Tindal and its operating personnel include: Guy B. Parnsworth, general manager; Curtis Hahn, program director; Jack Gibson, news director and Arthur Downer, chief engineer.

News bureau = A second news bureau has been established in Canada by MBS via a news and special programming arrangement with CKWX Vancouver, B. C. This agreement, similar to one made June 1 with CHUM Toronto, also provides for airing of MBS commercials.

Goal exceeded = The Southland Industries Inc. donated use of WOAI-AM-TV San Antonio for a simulcast which raised $134,000 through pledges for an addition to the Cerebral Palsy Center in San Antonio. Such personalities as Johnny Andrews, Peggy King, Jayne Mansfield and her husband, Mickey Hargitay, participated in the campaign. Dennis James acted as master of ceremonies.

KPAL joins ABC Radio

KPAL Palm Springs, Calif., became the 388th affiliate of ABC Radio at its recent network affiliates meeting in New York (see story, page 73). Harry Mazielski owns KPAL, 1450 kc with 250 w.
MICHIGAN'S UPPPER PENINSULA IS EASILY AVAILABLE NOW

The New $100,000,000 BIG-MAC Bridge carries thousands to the U. P. daily!

Paul Bunyan Television
WPBN-TV - WTOM-TV Traverse City Cheboygan
One Rate Card Covers all Northern Michigan Counties INCLUDING a big chunk of the U. P., and parts of Canada

Offering the Only Principal City Grade and Grade A coverage to Traverse City, Cheboygan, and much of Resort-Rich Northern Michigan

Reach the MOST homes with P B N *
7000 MORE Homes Reached Than Sta. B (M-F, Noon-6 P.M.)
1900 MORE Homes Reached Than Sta. B (M-F, 5 PM-Mid.)
2800 MORE Homes Reached Than Sta. B, (Sat. 6 PM-Mid.)
1900 MORE Homes Reached Than Sta. B (Sun. 6 PM-Mid.)

*ARB (March, 1960)

Paul Bunyan Network
Los Blankenship General Manager
Network Representative Elisabeth Beckjorden

WASILEWSKI, SWEZEY OK'D NAB board votes to accept Collins choices; code trouble brewing in tv liquor campaign plan

Two appointments of top NAB staff executives have been confirmed by the NAB board of directors, according to an unofficial tally. They are:
- Vincent T. Wasilewski, now government relations vice president, to be executive vice president and ranking operations head of the association, and
- Robert D. Swezey, a network and station executive of long experience, to be administrator of the NAB radio and television codes.

The appointments for these newly created offices were submitted to the board for confirmation Aug. 14 (BROADCASTING, Aug. 14) but no announcement was made at that time by the association. NAB President LeRoy Collins proposed the appointments Aug. 10 to the NAB Advisory Committee, which voiced its approval.

While NAB said officially it would have no statement for some time, it was learned the board tally at the weekend was heavily in favor of the appointments. Some of the votes were said to have included explanatory comments such as that the new executive vice president is not a broadcaster as originally contemplated by the board.

It was believed both new executives would take office after the Labor Day holiday. Mr. Wasilewski has remained in Washington most of August during the vacation absence of Gov. Collins. John F. Meagher, radio vice president, has been in charge during this interval.

Incomplete • Final planning for code administration will not be complete for some time. At present two executives are in charge of the tv code structure—Edward H. Bronson is director at Washington headquarters, and Stockton Helfrich is director at the New York office. The staff includes Harry Ward, assistant director in Washington, and Frank Morris, assistant director at the West Coast office in Los Angeles. Jim Gillis is executive assistant in the Hollywood office, which reports to Mr. Bronson. Warren Braren is assistant director in New York. Peter Friend, administrative assistant in Washington, is in charge of monitoring.

Mr. Swezey has indicated his willingness to take the NAB code post. He is in Europe now and could not be reached, but there was not believed to be any uncertainty about his acceptance of the assignment.

E. J. Hartenbower, KCWO-TV Kansas City, is chairman of the NAB Television Code Review Board.

Charles M. Stone is radio code director, stationed in Washington. This code structure is just a little over a year old; it went into operation July 1, 1960, when the old Radio Standards of Practice setup was converted from a voluntary pledge format to the new Radio Code which has a fee system and provision for enforcement. It was then opened to non-NAB members. Cliff Gill, KEZY Anaheim, Calif., is chairman of the Radio Code Review Board.

Ups and Downs • The radio and tv codes have operated independently. Television code enforcement has dealt sternly with such matters as triple-spotting, indecent costuming, excessive violence, beer drinking in commercials and intimate personal products. At one time a score of stations dropped off the tv code because they insisted on accepting a hemorrhoid account. The tv code rode out this crisis and now subscriptions are at an all-time peak of 390 stations, the three networks and 22 film affiliates. The radio code has 1,344 subscribers of which 117 are non-NAB members.

Currently the radio and tv codes are both confronted with an advertising campaign by Publicker, a large independent distiller (BROADCASTING, Aug. 21). NAB has found no instances in which code-subscribing stations have accepted the business. Last week a stern warning came from Capitol Hill on the possibility that liquor advertising on the air could lead to restrictive legislation.

Appointment of Messrs. Wasilewski and Swezey leaves one major opening at the NAB—the tv vice presidency formerly occupied by Charles H. Tower, who resigned to accept a top executive post with Cosmopolitan Stations. When NAB's new research project is set up there will be the problem of selecting a director.

NBC birthday meet Dec. 6-8

NBC will hold its 35th anniversary celebration Dec. 6-8 in conjunction with the annual convention of its tv and radio affiliates in Hollywood.

A highlight of the three-day meeting will be what is described as a major address by NBC Board Chairman Robert W. Sarnoff. The program also will include tv and radio meetings and convention headquarters in the Beverly Hilton Hotel. Affiliates will visit Disneyland and key production centers where programs for NBC-TV’s 1961-62 schedule are being filmed. Overseas affiliates and associates of NBC International also will attend.

The NBC anniversary dinner will be held Dec. 7 at the Beverly Hilton.
The new executive vp: a straight thinker with straight approach

The softest-spoken executive around NAB headquarters the last dozen years has been deeply involved in most of the regulatory and intra-industry crises that have confronted the association.

Vince Wasilewski was fresh out of U. of Illinois law school when he joined NAB in 1949. At first he was mostly a book lawyer. But this boyish-looking counsellor began to attract attention through his thoughtful briefs and reports.

Within four years he had become chief attorney of NAB. This job not only brought him in contact with broadcasters and their problems it had a more important angle—he became the association's front man in many of the formal and informal sessions with legislative and regulatory agencies. Besides he was the man behind many of the important decisions made by the board and the association's president, Harold E. Fellows, in the routine execution of NAB functions.

His fetching grin is known to thousands of broadcasters who have dealt with him at close range during NAB committee meetings, annual conventions and fall conferences. These contacts were enhanced by his appointment in 1955 as NAB's government affairs director or chief lobbyist and as government relations vice president in 1960.

In the lobbying role he has developed wide respect on Capitol Hill and around the FCC. His approach is direct, quite in contrast to the popular conception of a Washington lobbyist as a suave and slick hand-shaker who provides refreshments at the Capital's flossiest joints.

He prefers to sit down with a senator or congressman, explaining the association's position and talking over all the angles. In an era when public officials and the public are fed huge literary doses of anti-broadcasting propaganda and rubbish this straight-forward approach is proving effective.

He thus brings to his new NAB post extensive background in the association's basic function—preservation of the free broadcasting system. Most of his experience has been in the lobbying and legal roles. The executive vice presidency will test his administrative ability as he assumes the basic function of serving as a sort of combination managing director, counsellor, lobbyist and traffic cop for operations.

The new code director: an experienced hand for a touchy job

There are two sides to Bob Swezey, the executive—both of them effective. Mostly he's mild and congenial. And then sometimes he isn't. That's when he's working on a problem or project, or when he's annoyed at inefficiency or delay.

He seldom raises his voice, but he has a knack of commanding attention in a group when he chooses to state a case. Backed by legal experience and a discerning mind, he can wrap up a situation in clear though sometimes involved terminology. But usually when he lapses into the jargon of the barrister it's because the subject is complicated and he's doing a thorough job of sorting out the details to put them into perspective.

Sometimes when he utters his mildest, the comments he utters in a familiar, Harvard clipped accent can be devastating. And sometimes when he's actually in a friendly mood, his touch of aloofness can be misinterpreted by those who don't know him well.

The new code administrator approaches the problem with the benefit of extensive background. He was one of the two tv members of the NAB board in the 1949-51 period when the young television industry was concerned over the problems created by violence, extreme costuming, bad taste and similar excesses. The need for a tv code was acute, and he became deeply immersed in the task of drawing up a manual of ideals and methods for tv.

A number of changes have been made in the code since it became effective in 1952 but it is essentially the same document and it reflects the Swezey influence in every paragraph. Besides his major role in writing the code language, he sparked the campaign to get it adopted by the association and then the rest of the industry. He also helped write the radio standards of practice.

In all, he has served eight years as an NAB director, two as vice-chairman of the tv board. He moved from New York network posts into station operation in the late '40s as general manager of WDSU-AM-TV, acquiring a minority stock interest which he sold last year to the Stern family, majority owners. During the last months of the Eisenhower administration he served as consultant to Secretary of Labor Mitchell.

He is a graduate of Harvard law school.

His broadcasting career started in 1939 as the result of a paper on freedom of speech on the air, written while taking post-graduate studies in Washington. He was working in government offices at the time. He sent a copy of the paper to NBC which promptly hired him.
RKO REP SEMINAR
National Sales Division readies for Oct. 1 start

The newly-formed National Sales Division of RKO General Inc. held an indoctrination seminar for its sales staff in New York last week to prepare for beginning operation Oct. 1.

On that date, the new unit becomes national sales representative for the RKO General-owned stations, including WHBQ-AM-TV New York, WNAC-AM-TV and WRKO-FM Boston, KHI-AM-FM-TV Los Angeles, CKLW-AM-FM-TV Windsor-Detroit, WHBQ-AM-TV Memphis, KFRC-AM-FM San Francisco, WGMS-AM-FM Washington, D. C., and the Yankee Network. During the week, presentations on film and tape were made to the newly-appointed sales executives, for which they will be selling.

New Sales Executives • Donald F. Quinn, director of national sales, introduced 13 sales executives who have joined the new division.

Radio sales executives and their last affiliations are: Richard J. Kellhizer, national sales manager in New York for KHJ and KFRC; H. W. (Bud) Simmen, sales manager for Weed Radio Corp.; Thomas J. Green, Jr., account executive of WBIC Bayshore, N. Y.; James H. Fuller, account executive, CBS Radio and Victor E. (Buck) Forker, general manager, WDRC Hartford, Conn.

Television sales executives and their most recent affiliations are: Gordon Lawhead, national sales manager in New York for WHBQ-AM-TV; Gerard N. Molfese, national sales manager in New York for KHI-TV; James V. Marino, account executive, WCBS-TV New York; James A. Gates, national sales manager in New York for WNAC-TV; John G. Fernandez, general sales manager, WNTA-TV New York; Sidney P. Allen, national sales manager in New York for CKLW-AM-TV; Richard P. Colburn, account executive, Blair-TV; and Morton Zimmerman, account executive, WNTA-TV.

Other appointments announced were those of Robert E. Wilke as director of corporate relations, and of Frank G. Boehm as director of research and promotion. Mr. Wilke formerly was manager of national account sales, for Edward Ehrbar Inc., and Mr. Boehm was vice president of research, promotion and advertising for the Adam Young Companies.

Speakers at the seminar last week included Thomas F. O’Neil, board chairman of the General Tire & Rubber Co. (parent company of RKO General); Hathaway Watson, vice president for broadcast operations of RKO General, who discussed broadcast policies and standards, and the sales managers of the company’s radio-tv stations.

The National Sales Division of RKO General is expected to announce shortly the appointment of personnel to branch offices in Chicago, Los Angeles and San Francisco. Additional sales offices may be added later.

RKO General stations currently are being represented by H-R Representatives, Young Television Corp., Robert E. Eastman Co. and Avery-Knodel Inc.

Changing hands

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

• KCSJ-AM-TV Pueblo, Colo.: Sold by Bankers Life & Casualty Co. to Metropolitan Television Co. (KOA-AM-FM-TV Denver) for $1,250,000. Metropolitan, which plans to resell KCSJ, is owned by Bob Hope, William Grant and others. No changes in KCSI-TV personnel are contemplated, Mr. Grant announced. Jim Croll will remain as station manager. Ralph Radetsky, KOA stations manager has been named executive vice president of Metropolitan as well as general manager of the Denver properties, it was also announced. KCSI operates on 590 kc with 1 kw fulltime. KCSI-TV, which went on the air in 1953, operates on ch. 5. KOA-TV is an NBC-TV affiliate.

• KUAL-TV San Antonio, Tex.: Sold by Raoul A. Cortez and associates to Clyde Hunt to AMST post

Clyde M. Hunt, vice president for engineering, Post-Newsweek stations (WTOP-TV Washington, WJXT [TV] Jacksonville, Fla., and 46.2% interest in KOGO-TV San Diego), has been named chairman of the technical committee, Assn. of Maximum Service Telecasters. Mr. Hunt succeeds Henry E. Rhea, director of engineering, Triangle Stations. Mr. Rhea will remain as a member of the committee which also includes John H. DeWitt, Jr., WSM-TV Nashville, Tenn.; Thomas E. Howard, WBTY (TV) Charlotte, N. C.; Phillip B. Laeser, WTMJ-TV Milwaukee, Wis.; Carl G. Nopper, WMAR-TV Baltimore, Md., and Orrin W. Towner, WHAS-TV Louisville, Ky.
Spanish International Broadcasting Corp. of Texas for approximately $200,000. Spanish International includes Emilio Azcarraga, Edward J. Noble, Mr. Cortez, with 20% each; Frank F. Fouce, 35% and Julian Kaufman, 5%. Mr. Azcarraga is a Mexico City broadcaster and theatre chain owner; Mr. Noble operates an advertising agency in Mexico City; Mr. Fouce is the owner of a chain of Spanish language theatres in the Los Angeles area, and Mr. Kaufman is general manager of XETV (TV) Tijuana, Mexico. The same group, minus Mr. Cortez, is applying for ch. 34 in Los Angeles. Programming staple is expected to be Latin American TV product. KUAL-TV operates on ch. 41 and went on the air in 1955.

ABC RADIO GETS TOUGH

Cancellations for failure to clear cited at meeting

ABC Radio claims it has adopted a tougher policy toward affiliates which fail to give full clearance to network service.

During the past year, 16 stations were "cancelled" and 14 of them replaced, Earl Mullen, ABC Radio's national director of stations, told an affiliates meeting last week in New York. It's reliably reported that Mr. Mullen has 10 more such cancellations on his desk "ready to go out." Mr. Mullen placed the total ABC Radio affiliate lineup at 388, and said ABC Radio has added 66 stations which clear all the network programs.

The New York regional meeting—the first in a series—was presided over by Robert R. Pauley, ABC vice president in charge of ABC Radio. Among the highlights:

- A plan to serve affiliates with Flair, a national program service, on a regional basis as well.
- A favorable sales picture this year.

At the meeting, attended by some 75 station executives, Leonard Goldenson, American Broadcasting-Paramount Theatres president, underscored the opportunity for radio stations to "progress with a top radio network," and pointed to ABC-owned WLS and WABC in Chicago and New York respectively, as stations which have become successful with "strong network backing."

The Flair programming is beginning to bring financial reward, as well as acceptance, the affiliates were informed. The Flair service to start in the fall will feature personalities in programming provided regionally. The method will include individual regional "hook-ups" using one affiliate as the feeding point. While one region obtains the regional personality, the rest of the network would carry the national broadcast. (The station receives a special tape including the regional spot and feeds the programming to all other stations on the line as in the broadcasting of "split commercials" in various parts of the country. For example, when ABC broadcast a heavyweight championship bout, Carlings beer sponsored the fight in certain areas while Studebaker took it in other markets.)
Let's you and him fight—off screen

NOW TV VIOLENCE IS FALLING ON THE CUTTING ROOM FLOOR

A self-imposed nationwide effort to lessen "violence" on the television screen is underway. It is principally at work at production studios in Hollywood and network offices in New York.

A Broadcasting check of executives at the networks, advertising agencies and production companies reveals this pattern:

- A conscious policy has been established to stamp out all brutality and violence where they are not essential to the script.
- Where dramatic conflict suggesting a violent act appears essential to the storyline, the writer and producer are expected to lessen or "temper" the violence.

It’s also revealed that although most close observers of TV programming expect the "anti-violence" movement to reach a peak in the 1962-63 season—and all evidence certainly points that way—de-emphasis on the more shocking incidents is already discernible on the TV screen. For example:

- The networks, wherever possible, have been selecting those episodes from series with a minimum of "shock violence" (as it is expressed by some programmers) for summer re-run.
- Network continuity acceptance people are reported by agencies and producers to be on the scene in Hollywood. The networks have always maintained some watch over violence, but the scrutiny has become more intense. As expressed by a programming senior vice president at a New York advertising agency:
  "They are now doing what they always were supposed to do."

According to authoritative sources, the first signs of a truly overall policy—more "understood" than directed—began last June, a month after the now famous "wasteland" speech of FCC Chairman Newton N. Minow at the NAB convention. But, this information reveals, the industry (particularly the networks) already was actively engaged as early as last spring in a downhold on sex and violence in material being prepared for network exposure in the 1961-62 season.

Sexless Standbys • Portending a possible note for the future—and not just an incidental one—was the report last week that at least two networks (CBS-TV and NBC-TV) were active on the West Coast lining up properties as replacements for the 1961-62 season. They’ll be used as needed, of course, and as the word goes, "they are sure to be non-violent."

Starting this fall, as a general thing, there undoubtedly will be fewer killings per episode, fewer and shorter fistfights, probably fewer barroom scenes and less drinking, and quite possibly more plot resolutions accomplished by peaceful means or at least by means short of the death of the villain. If he has to be killed, chances are the workmanship will be good enough to finish him off with one or two shots instead of requiring a fusillade.

Last April, when the new fall schedule was pretty well set, NBC executives went to Hollywood (before FCC Chairman Minow’s "wasteland" blast at violence, incidentally) and conferred with the producers of all NBC-TV shows slated to come out of Hollywood this
Fall show criticism parried by Sarnoff

NBC Chairman Robert W. Sarnoff let fly last week at the “very chic current cliche” that the early setting of new fall schedules this year means they will contain nothing new or distinguished to meet current charges of sameness and lack of responsibility.

Actually, he said, “the season ahead, as a result of conscientious planning over the long term, is an uncommonly promising one.” He said he believed this to be true of television as a whole as well as NBC specifically.

Writing in one of his periodic letters to tv-radio editors, Mr. Sarnoff said it is “naive not to say cockeyed” to think that “we are all simply stuck with” the 1961-62 schedule because it was locked-in earlier than usual.

The early lock-in, he said “reflects a continuing trend toward spending more time, thought and effort on program preparation and actual production in the interest of greater scope and quality. That is why we are not only already planning our 1962-63 schedule but have actually begun development work on some 1963-64 programs.”

He cited NBC’s new schedule as evidence of freshness that will be seen in tv this year. More than 60% of the NBC fall lineup will consist of new programs that are “the result of planning and development that go back from six months to as much as two years,” he asserted.
LET'S YOU AND HIM FIGHT—OFF SCREEN continued

Thurs., 9-10 p.m.: CBS reportedly has been pressuring for a tempering of any violence in this show. One script is in a third rewrite stage. MCA-TV is the packager.

RCA and Eastman Kodak, advertisers on the new Walt Disney Show (NBC-TV, Sun., 7:30-8:30 p.m.) that will be telecast in color next season, have warned Disney people to be careful not to show gory details in the real-life adventure segments.

Similarly Chevrolet is said to have told producers of Bonanza (an NBC-TV show in the 9-10 p.m. period on Sunday) that violence ought to be avoided. It's noted that the Chevrolet identity with the light-format of Dinah Shore in the past might be jolted in viewers' mind if the the auto maker were suddenly associated, as the sole advertiser, with a show hyped with emphasis on sex and violence.

The "Producers' View" Many producers were reluctant to identify themselves and those who offered opinions were cautious, but the definite impression that emerged was that networks have emphasized to producers that violence must be minimized.

William Dozier, vice president in charge of west coast activities for Screen Gems, stressed that the company's two action-adventure series, Route 66 and Naked City, are not considered to be "violent." But he added that SG is "very mindful" of the present atmosphere and is making certain that there will be "a low degree" of violence in upcoming shows.

Tom McDermott, executive vice president, Four Star Television, stated: "Excess violence will not and should not be a part of the television scene. The people buying shows are not apt to buy if they do have violence—the climate today being what is. Four Star to date has had no problem in this area."

An official of MCA-TV said the company's producing arm, Revue Productions, has attempted in the past to minimize violence but today is keeping a "closer watch" to make certain that its programs will not contain any sequences that might be termed offensive to viewers or to government officials.

Frank Morris, assistant director of NAB tv code affairs, West Coast, noted that sharper scrutiny of programs by producers extends to syndication as well as network shows. He said there is a marked contrast between programs filmed for the upcoming season and those for previous seasons. "I think this about face was brought about largely because of first-hand experience that producers, directors and writers have gained in appearing before various congressional committees. I think the net result will be that there will be a better job of characterization, dialogue and plotting on programs to be carried during the upcoming season.

The 1962-63 season will offer a better balance and a choice of escapist programming and programming of a more intellectually-stimulating quality," Mr. Morris said.

Agencies and Writers Agency officials reported they had been advised by networks and producers that programs would become "less violent" as the season progresses this year. Some executives said that some of the pilots they seen in the spring were "rugged" but they had been assured more recently that excessive violence would be modified in subsequent episodes.

Television script writers reached in Hollywood and New York said the message has filtered down to them that the "line" for 1961-62 and for next year is this: less violence, more characterization and story depth.

Irwin Winehouse and A. Samford Wolf, a team with credits including Peter Gunn, Laramie and Sunset Strip, reported that a script they had finished for NTA'S The Third Man had been rejected because the story editor thought "there was just too much violence in it." They said they were rewriting the script to indicate that a violent act had occurred without actually showing it.

John Falco, a Hollywood writer, said he had submitted a script for CBS-TV's upcoming Investigators series and it had been returned to him for rewriting. He added that the script is now in the third rewrite stage, pointing out that a writer must be skillful enough to indicate conflict but at the same time keep this element in perspective.

Dale Wasserman, a well-known New York tv and motion picture writer, summed up the problem of scenarist in the present atmosphere in this way: "There is nothing wrong with violence if it is an intrinsic element of a story. The gratuitous kind—that is, violence for the sake of violence—is distasteful and dishonest. I hear from some of my Hollywood colleagues that some of the suggestions border on the ridiculous. Right now I'm engaged in writing a script called "Dynamite" for the hour-long Crime of the Century series that is being produced by David Susskind and written by CBS-TV. Violence is an integral part of the story since it deals with the dynamiting of the Los Angeles Times plant. The network knows the subject of my script, but it will be several weeks before they see the finished work. I don't anticipate any trouble."

Ehrlich firm to make live, film tv programs

The formation of Aaron Ehrlich Enterprise, New York, to produce live and film television programs was announced last week by Aaron Ehrlich, president. Temporary headquarters has been established at 211 W. 53d St., New York, N. Y. Telephone is Circle 7-5588.

The first project of the new company is a one-hour special based on the motion picture, "West Side Story." The program, according to Mr. Ehrlich, will be "a biography of a motion picture, from the time it is conceived until the time it premieres." He is discussing sponsorship with several advertisers, he said, and hopes to have a sponsor by the time the motion picture premieres on Oct. 18. Two half-hour series the company plans to produce are titled International Airport and Legend, which will dramatize U.S. talking embassies.

Mr. Ehrlich, a one-time artist and designer, was associate producer of CBS-TV's Person to Person program from 1952-60 and for the last year has been a freelance producer-director of CBS-TV's Garry Moore Show and the Buff Cobb Show on WNTA-TV New York. He is credited with creating many of the visual effects shown on Person to Person.

NEW CONTROLLABLE RE-AMP EXPANDS CONSOLE

AIRFACE P/P (Parallel Pot) Units connected in parallel and fed into a single input channel on existing console provide additional audio controls at low cost. The AIRFACE P/P revolutionary advanced solid-state design furnishes near perfect response and minimum maintenance.

SPECIFICATIONS: gain, 40 DB; input level, -70 to -44 DB; response, 10 to 100,000 cps ± 2%; noise below measurable limit; distortion, below measurable limit; impedance, input 110,000 ohms; output 500; power requirement, 24 VDC @ 500 ma; size, 4 3/4 X 4 3/4 X 7 1/2" depth with 5/8" mounting lip all around front panel; price, turntable P/P $117.50, tape recorder P/P $97.50, power supply $46.55.

AIRFACE

8440 Pillsbury Ave.
Minneapolis 20, Minn.
a division of Northern Electronics, Inc.

BROADCASTING, August 28, 1961
Lonesome George picks up a bundle

Gomaco Productions, a partnership owned by George Gobel and David O'Malley, has sold its 50% interest in the Leave it to Beaver television series for $1 million cash to Revue Productions.

Mr. Gobel, presently in New York for rehearsal of his debut at the Eugene O'Neill Theatre, decided, together with Mr. O'Malley, to sell as a result of his Broadway commitment. Gomaco Productions, however, will remain active and plans are going forward for several TV specials.

The Beaver series currently is being filmed for the 1961-62 season. Joe Connelly together with Bob Mosher, creators and writers, retain their interests.

Film sales...

Ripcord (Ziv-UA): Sold to National Tea Co. for WGN-TV Chicago; and Hartz Mountain Productions for WRCV-TV Philadelphia. Also sold to WNAC-TV Boston; WTIC-TV Hartford, Conn.; WJAR-TV Providence; KSD-TV St. Louis; WFMJ-TV Youngstown; WCHS-TV Charleston, W. Va.; WBOY-TV Clarksburg, W. Va.; KNOX-TV Grand Forks, N. D., and KCND-TV Pembina, N. D.

41 Post-'50 Films (Warner Bros.): Sold to WNBC-TV New York.

Volume I and II Films of the 50's (Seven Arts Associated): Sold to WXEX-TV Richmond-Petersburg, Va. Vol. I is now sold in 104 markets and Vol. II in 39 markets.


Program notes...

'Expedition 13' = WAST (TV) Albany will present every third Monday evening, beginning Oct. 2 through June 11, 1962, a special as part of a series entitled, Expedition 13. The second special, to be shown Oct. 23, "Dorothy in the Land of Oz," is a ballet version of The Wizard of Oz. It is produced by WAST in cooperation with Lillian Sealey and the Tri-City Ballet Guild. "The Two Sisters," "Sleeping Beauty" and "Christmas Night" are among the specials to be presented in the series.

New drama series = The Dispossessed, a drama by Saul Levitt, based on a true story in the fight for American Indian rights, has been commissioned as the premiere presentation in a series of six original hour-long drama specials to be broadcast on CBS-TV this fall. Westinghouse Electric Corp. is sponsor.

Stages of progress = John Campbell Films, Byram, Conn., has announced that its Progress Report 11, featuring the amusement and entertainment aspects of the 1964 N. Y. World's Fair, is now in preparation. Progress Report I, on NBC-TV in April and later distributed nationally by Association Films, had 40 telecasts around the country.


Protect life and property = "Hurricane Disaster Action," a 3/4-minute film and recording (b-w, 16mm), is produced by the American Red Cross and offered free to radio and TV stations. The package is available by contacting Red Cross chapters in the Atlantic and Gulf coast areas, which make up the Red Cross hurricane watch network.

New show = Screen Gems has signed Sydney Biddel and Fredrick M. Frank to do a new tv series, Ship's Doctor, starring Victor Jory. Ship's Doctor will be produced by Robert Sparks.

Blue chip package = M&A Alexander Productions has acquired tv rights to 27 feature motion pictures produced between 1953 and 1959 which will be released under the package title of 27 Blue Chips. Stars such as Gina Lolobrigida, Raymond Burr, Anthony Quinn and Lloyd Bridges are featured.

Exclusive distributor = Jim Ameche Productions has appointed Resono Productions as exclusive distributor of the Ameche line of syndicated radio programs. Robert Johnson is head of Resono, which has headquarters in Wichita, Kan.

Large supplier = Jim Ameche Produc-
Kameny sues filmer of Truman tv series

Kameny Film Productions, New York, sued Talent Assoc.-Paramount Ltd. for $1 million in New York Supreme Court last week over a proposed television series featuring former President Harry S. Truman.

The complaint alleges that Kameny originated and created "a unique television program for a half-hour series featuring former President Harry S. Truman in September 1959, first entitled Turning Point and then Mr. Citizen."

The complaint said Kameny submitted its program idea on July 28, 1960, to Talent Assoc.-Paramount Ltd. with the understanding that if the program were used, the Kameny organization would be "reasonably compensated."

Kameny contends Talent Assoc.-Paramount Ltd. announced on June 6, 1961, its plans to produce a tv program featuring Mr. Truman. The idea and format for the program, the complaint asserts, were the same as had been submitted to Talent Assoc.-Paramount Ltd. a year earlier. Kameny charged that the proposed use by Talent Assoc.-Paramount Ltd. of "the plaintiff's format and idea is in bad faith and was with full knowledge of the plaintiff's exclusive right to the program."

A Kameny official said last week the company has not been compensated by Talent Assoc.-Paramount and added that efforts to reach Talent Assoc. executives by telephone or at their office have been "fruitless." Kameny also claims credit for creating both the cited series titles.

David Susskind, executive vice president of Talent Assoc.-Paramount Ltd., issued the following statement: "I have never heard of these people. None of my associates has heard of them. Neither Mr. Truman nor any of his associates has heard of them. There has been no submission of an idea so far as I know. This is a crank suit. It is utterly ridiculous."

Prisoner documentaries offered in syndication

Crime and Punishment, a series of 39 half-hour personal documentaries taped behind prison walls, is now being distributed in syndication by Peter M. Robeck & Co., New York.

The series has already been sold, prior to announcement, to WNEW-TV New York; KTLA (TV) Los Angeles; WTG (TV) Washington; WFAA-TV Dallas; WTVH-TV Peoria; WTPV-TV Decatur, III.; and KOVR (TV) Stockton, Calif.
KTVV (TV) becomes first signer with TAC

Robert W. Breckner (r), vice president and general manager of KTTV (TV) Los Angeles, completes the arrangements that make his station the first member of Television Affiliates Corp., which will exchange local station informational, educational and cultural programs among all TAC members (Broadcasting, July 31). With Mr. Breckner are (l seated) Robert Weisberg, vice president, TAC, and Dick Woollen (c) KTTV vice president for programming and film buyer.

IBEW agrees with six Los Angeles indies

CONTRACT CALLS FOR BASIC $10, $7.50 AND $5 RAISE

New three-year agreement, covering technicians and engineers, has been negotiated by IBEW local 45 with six Los Angeles area independent stations.

Union has been negotiating with the 17 area stations as a group, but singled out some of those with particular problems for individual negotiations and it was expected that several more will have signed the new agreement this week.

Contract with KRKD, KGL, KBIG, KLAC and KGER calls for a $10 weekly increase the first year and $7.50 per week additional the second year. First six months of the third year, basic pay will be increased $5.00 weekly, with $2.50 per week added for final six months. Vacation time will be increased to four weeks after five years employment at station. Contracts are retro-active to June 30. Agreement with KFWB is $12.50 per week increase the first year with vacation time included.

Strike by AFTRA against KFWB Los Angeles went into its seventh week August 22 when both union and station rejected proposals made during an eleven-hour bargaining session called by Federal Mediator Jules Medoff.

AFTRA said it would accept a two-year contract for KFWB news men starting at $200 per week and going to $212.50 weekly for second year. Station's offer was $22.50 weekly pay increase for present employees regardless of how much over scale he now makes. New employees would receive $177.50 per week. Present weekly base scale is $155.

AFTRA, like IBEW began negotiating with the stations as a group but when KFWB refused the union's demands, a strike was called against it. AFTRA also then refused to negotiate further with the group as long as KFWB was represented in it. The station group in turn refused to eliminate KFWB, with negotiations now at a stalemate.

Meanwhile, AFTRA has filed "strikebreaking" and "conduct prejudicial to the best interests of the union" charges against Gene Weed, former KFWB announcer, now stationed at KEWB. The union alleges he replaced Don French at the Oakland station on July 11 when the strike started and that French, who was expelled from AFTRA on Aug. 4, came to KFWB to replace members now on strike.

Charges will be heard Thursday night (August 31) at an AFTRA board meeting when four other announcers and disc jockeys of KFWB, including Art Nelson, Bobbie Hale, Hal Murray and Jack Colon, previously notified of similar charges by the union, will be heard at the same time.

At early board hearings, five former AFTRA members at KFWB were found guilty of "strikebreaking" charges and fined a total of $25,000 and expelled from the union. AFTRA has ignored resignations and thus far hasn't collected on the imposed fines (Broadcasting, Aug. 7).

CBS-TV, Menotti call off contract

CBS-TV and composer Gian Carlo Menotti have agreed to cancel their contract for a musical work Mr. Menotti prepared especially for the network. The rights have been returned to the author.

Mr. Menotti delivered the work before the arranged deadline of Feb. 1. Gerald J. Leider, director of program sales for CBS-TV said: "We had a difference of opinion about how to proceed—whether to insert music in one place or another."

POWER KTNT-Radio...1000 Watts covering the greater Tacoma Metropolitan Area...Washington State’s No. 2 Market.


LOWEST COST PER THOUSAND

Compare rate, rating, audience.

Get the Power, Popularity, Program story from KTNT So. 11th & Grant, Tacoma, Wa.

Represented nationally by WEED RADIO CORP.

KTNT-FM, 10,000 Watts, 97.3 Mo.
RCA HOME SET PROFITS UP

Net after taxes is highest since 1950;
sales best since comparable 1957 period

RCA reported Friday (Aug. 25) that January-June this year was the most
profitable first half-year period in its
home instrument operations since 1950.

While no hard figures were released,
President John L. Burns revealed that:
- Profit after taxes in the period for
this phase of business was 4% above
the first six-month total of 1955, RCA's
previous high in the past decade.
- Total home instrument sales were
the best for the period since 1957.
- Color tv receiver profits were 45% ahead of the initial six months of 1960.

The home instrument operation takes
in the development, manufacturing and
marketing of color and black-and-white
tv receivers, phonographs and radios.

Mr. Burns said the color tv returns
were especially significant "since color
tv set manufacturing and marketing first
turned into a profitable venture in 1959
and then in 1960 reached the seven
figure profit level."

"At the same time," he continued,
"black-and-white tv operations also
showed a tremendous profit improve-
ment."

RCA has been in the forefront in
color tv set development and manufac-
turing for past several years. This
fall, still other major set manufacturers
are entering (or re-entering) color
receiver manufacture.

Performance and Economy - W.
Walter Watts, RCA group executive
vice president, and president and board
chairman, RCA Sales Corp., cited im-
proved operating performances as well as
economies "resulting from a tighter,
more efficient organization" as contrib-
uting to "our best showing since the
early boom years of black-and-white
tv."

Mr. Watts said that increased sales
also could be traced to "advanced
styling and performance features" set
against "modern business techniques
and controls instituted in connection
with our recent consolidation of all
home instrument production and ad-
ministration in central Indiana."

Optimism for the remainder of 1961
continues high, Mr. Watts reported,
based on the first half-year showing,
initial distributor and dealer orders this
summer of the (1961-62) line of
RCA Victor's tv sets, phonographs and
radios, as well as "exceptionally low"
inventory levels.

RCA last week also revealed:
- The development of three new pre-
cision-styled transistor radios and five
"total sound" stereophonic "Victrola"
phonographs for its 1961-62 line.
- It had introduced a new color tv
picture tube with a "glare-proof" win-
dow which eliminates much room light
reflections.

Ampex first quarter:
$17.4 million sales

William E. Roberts, president of
Ampex Corp., Redwood City, Calif.,
last week announced sales for the first
quarter ended July 31, were $17,-
400,000 compared with $17,751,000
for the previous first quarter. Net in-
come was $71,100 or one cent per
share on the 75,751,772 common shares
outsanding. This compares with $366,-
000 and five cents per share for the
comparable period last year.

Report indicated a reversal of a loss
trend in the third and fourth quarter of the last fiscal year.

First quarter figures for both years
are adjusted to include operating re-
results of Telemeter Magnetics which
merged with Ampex in December 1960.
The first quarter results also include
only two months operation of Ampex
International, S. A., as final account-
ing figures will not be available for
about three months.

ZENITH COLOR LINE

Quality stressed; dealers
plan November sales start

Zenith Radio Corp.'s new color tele-
vision line was shown for the first time
in Chicago last Wednesday and ob-
servers acclaimed the high picture qual-
ity for both color and black-and-white
operation.

Zenith's new color line includes ten
basic models with prices ranging from
$695 to $1,050. Viewer color adjust-
ing controls are reduced to just two.

The chassis employs RCA's stand-
ard color picture tube but the circuitry
is exclusively Zenith-developed and
features Zenith's traditional hard-wir-
ing on a horizontal metal base that al-
ows easy access for servicing. Stability
of operation with an absolute minimum of
color adjusting are features.

The new color line went into com-
mercial production for the first day
Wednesday as the sets were being
shown to a meeting of Zenith Sales
Corp.'s national distributors. Delivery
will start to dealers next month and
sale to consumers should be underway
by November, Zenith indicated.

No big promotion, advertising or
merchandising of the new color line is
planned this year, one Zenith source
said. The line will be introduced slowly
and production output increased gradu-
ally.

Internally the set has an exclusive
"automatic color level circuit" which
compensates for variations in transmis-
sion and helps keep color values con-
tant when changing from station to
station or from program to program on
the same station.

Zenith's color set features a newly-
patented, two-tube system of color de-
modulation described as the "electronic
brain" of the receiver. Zenith said the
demodulation system reduces the com-
plexity of usual circuits "and provides
an improved, more accurate method of
extracting color information from the
composite video signal" which is then
supplied in "precise balance" to the
picture tube "for full color reproduc-
tion."

a smart addition
to any newsroom
STEREO GIVES FM SOMETHING EXTRA
WESCON delegates hear this, other points on fm stereo

"Fm stereo is the new sound of broadcasting which has given fm something am cannot provide," James Gabbert, co-owner and technical director of KPEN (FM) San Francisco, said Wednesday in an address to the Western Electronic Show and Convention, meeting in the Cow Palace in that city.

At a session on fm stereo, Mr. Gabbert described how KPEN adapted its transmitting equipment to permit the station to commence regular stereo broadcast service, while continuing with its background music service as well. "To obtain satisfactory results in multiplexing both stereo and SCA, the transmitter and antenna system must meet certain stringent requirements," he said.

"Every broadcaster has the direct responsibility to his audience to provide the highest possible standard of technical excellence in the transaction of stereo. The sound should be excellent, the production flawless, and the material compatible to the monophonic listener... If properly handled, this new system could easily make fm broadcast- ing the dominant aural medium in the United States. It is up to each individual broadcaster to make sure that his stereophonic broadcasting meets the highest attainable standards."

The FCC has done its part to insure the highest quality of stereo by setting high standards for this new type of broadcast service and now it is up to the manufacturers and broadcasters to follow through, James E. Barr, assistant chief of the FCC Broadcast Bureau, told the stereo session.

Favorite • The FCC favors stereo, he said, as another feature which will bring fm to the attention of the general public and perhaps increase the distribution of fm receivers in U.S. homes. Fm in its early days failed to achieve the prompt success its developers had anticipated largely because "its lesser virtues were overemphasized and its major virtues were overlooked." Fm's major virtues, he said, are the fact that its overage pattern is the same day and night and its ability to discriminate between signals even when they are broadcast on the same frequency.

These qualities, Mr. Barr said, make fm important in the modern trend of FCC thinking which calls for the licensing of more local community-type stations the am band cannot accommodate. The 4,060 am stations presently operating include many with small coverage areas and many daytime only stations.

The history of stereo fm and the way the FCC standards were developed were recounted by Harold L. Kassens, chief of aural existing facilities, FCC Broadcast Bureau, in the opening talk of the WESCON stereo session. Although the standards were not issued until April and fm stereo broadcasting has been permitted only since June 1, there are already 10 stations offering regular daily stereo programming and half a dozen more about ready to start this service. RCA has received type acceptance for its stereo broadcasting equipment and another manufacturer is ready to qualify, he said.

The problems of designing receivers to serve the stereo audience while enabling them to receive monophonic fm broadcasts without deterioration are many, but they can be overcome, Daniel R. von Recklinghausen, chief research engineer of H. H. Scott Inc., stated in a paper which described both the problems and their solutions.

Stereo fm innovation in new Zenith line

Complete new fm stereo line was introduced by Zenith Radio Corp. in Chicago last week with considerable interest shown by distributors in the new multiplexer model MH910. This $99.95 unit can immediately turn one of the country's 5 million non-stereo fm sets into a stereo system without a single interconnecting wire, Zenith claimed, emphasizing that it is not an adapter or a converter but a full fm multiplexer receiver.

The new MH910 can be placed either to the right or left of the listener's present monaural fm receiver, Zenith explained, and by adjusting special speaker phasing and other controls on the unit it will produce either the left or right stereo channel in such a manner that a full stereo effect is produced in conjunction with the old monaural receiver. Two MH910s can be used for a stereo system also. The unit also will operate as a regular monaural fm receiver. A red indicator light automatically shows when a stereo station is tuned by the set.

Twenty-nine other stereo fm receivers also were shown, some including record phonographs. Others were am-fm, combinations and console models in decorator cabinets. Prices range up to $895 for consoles including tv.

Technical topics...

New antenna • WBNI-TV Charlotte Amalie, St. Thomas, V. I., has purchased an eight bay antenna from Jampro Antenna Co., Sacramento, Calif.

Record earnings • Adler Electronics, New Rochelle, N. Y., has announced an all-time record for sales and earn-

D. P. Brother is really plugging in Providence!

Seems like everybody in Providence owns a car and/or a motorboat and/or a power lawn mower. What a market for spark plugs! Just ask the brains at the D. P. Brother Agency in Detroit.

And ask them what radio station they use to spark sales in this area. WICE gets the nod, naturally. WICE is the live wire station, the favorite of people on the go go go. WICE offers the perfect mix of music, news and public service programming.

Got a product you want to plug in Providence? Let WICE help you start a fire with live wire radio.
ings for the fiscal year ended June 30, 1961, of $8,500,000 from the previous year's high of $3,643,000. Net earnings were in excess of $200,000 as compared with $17,000 the year before.

**Push button or remote** - A Conelrad programer, designed to carry out the complete alert cycle automatically, has been placed on the market by General Electronic Labs., Cambridge, Mass. Under the name of Rust Conelrad Programer, the device either through push button or remote control causes the following sequence to occur: (1) carrier off, 5 seconds with a simultaneous disconnect of internal program relay, (2) carrier on, 5 seconds, (3) carrier off, 5 seconds, (4) carrier on and within 5 of a second a 1,000 cycle audio tone for 15 seconds. After a total Conelrad alert cycle of 30.5 seconds, the program relay disconnects from the Programer and returns to normal program line. The device sells for $179 for push button operation, and $199 for remote control operation.

**New amplifier** - International Nuclear Corp., Nashville, has announced availability of a new video/pulse distribution amplifier for tv stations. Designated TDA2, the completely transistorized unit mounts in standard 19-inch racks and occupies 136 inches of panel space. The unit contains its own regulated power supply and draws 4 w power at 115 volts. Further details are available from the company at 501 Elyssian Fields, Nashville 11, Tenn.

**Tape winder** - Station engineers who have run into the problem of changing tape loops in tape cartridges—due to wearing out or injuries—have a new device available for use at the station. This is Broadcast Electronics' Spotmaster Tape Cartridge Winder, TP-1, selling at $89.50. The Silver Spring, Md., firm said the winder will handle all reel sizes and winds the specially lubricated tape into cartridge cases at 22 1/2 inches per second. The device comes with a tape counter for $30 extra.

**Specially designed** - Alpha Corp., division of Collins Radio Co., announces a new series of microwave relay transmitters and receivers specially designed for long-distance multi-hop transmission of color tv, monochrome tv and other broadband communications. Transmitter power outputs of 100 milliwatt and one watt are available in the 6-8 kmc range and 50 and 500 milliwatt in the 11-15 kmc range. The new receiver has a baseband frequency response of plus or minus 0.5 db from 50 cps to 8 mc. New systems may be used in frequency diversity, hot standby or non-standby configurations. For more information write: Alpha Corp., Box 1891, Dallas 21, Tex.

**Admiral, Zenith settle**

Admiral Corp. and Zenith Radio Corp., both Chicago, last week announced they have settled their patent differences out of court and now will cross-license one another. Zenith will license Admiral under patents covering a tv circuit which prevents picture roll-over on sets in fringe areas. Admiral will license Zenith under patents covering an automatic record changer spindle and certain other phonograph and tv developments. Still pending in court is Admiral's appeal from a ruling that Admiral infringed Zenith's patents relating to wireness remote control of tv sets.

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**INTERNATIONAL**

**CTV planning moves into final stages**

**10 1/2 HOURS SOLD ON CANADA'S NEW COMMERCIAL NETWORK**

CTV Television Network begins operations across Canada with eight stations late in September or Oct. 1. It is committed to start with 10 hours of programming weekly and in mid-August had sold 10 1/2 hours a week to national advertisers, although programs had not been completely set up and the schedule times were still flexible.

As the first competitive television network in Canada, CTV starts out with the requirement that half its programs must be Canadian or have Canadian content. This has ruled out the easier method of just using imported film shows, and has meant the building of programs in Canada and the purchase of some shows in British Commonwealth countries. These latter shows count as part of the Canadian content requirements of the Board of Broadcast Governors, the regulatory body.

Live Canadian programs are being produced at the eight stations which make up the network, and which own shares in it.

In the far west CHAN-TV Vancouver, B. C., will produce Westcoast, a variety show with participating national sponsors, and CFRC-TV Montreal, Que., a musical game, Showdown, will originate. At CFTO-TV Toronto, Ont., Take A Chance, quiz which has been used on Canadian radio and British television, will be produced, with Adams Brands Sales Ltd., Toronto (Chiclets and Dentine) as sponsor through Baker Adv. Ltd., Toronto.

At CIAY-TV Winnipeg, Man., the quiz Twenty Questions, will originate, sponsored by Procter & Gamble of Canada Ltd., Toronto, through Ronalds-Reynolds & Co., Toronto.

**Other Plans** - Two public affairs programs are expected to originate at other stations on the network. Similarly a weekly barn-dance type of show is planned from three different locations.

Some of these shows will be produced at other stations on the network, including CICH-TV Halifax, N. S., CIOH-TV Ottawa, Ont., CFCN-TV Calgary, Alta., and CFRN Edmonton, Alta.

In addition, CTV will broadcast the hour-long Sing Along With Mitch from the U. S., the half-hour cartoon U. S. film Top Cat through Screen Gems Ltd., Toronto, U. S. film Rifleman for Procter & Gamble, the Australian film Whip lash for the same sponsor, and one-hour British Broadcasting Corp. film program Inspector Maigret. Selection of other imported shows has not yet been made.

The initial program schedule is "popular with a degree of balance" according to Michael Hind-Smith, national program director. It will consist of three hours of action and adventure programs, 90 minutes of quiz and game shows, three hours of music and variety programs, a possible one hour of sports, one hour of public affairs, and a half-hour of cartoons. News telecasts are not planned at present.

**Delays Buying** - The advent of a second network in Canada has delayed final decisions on network and spot programming for the fall and winter months for all national advertising on Canadian television.

CTV network will not have its own production center, but instead, President Spence Caldwell explained, will use the $33 million of studios and equipment which Canada's eight stations had to install to obtain licenses as second stations in Canada's eight major markets. In addition CTV will draw on the resources of all the film distributors in Canada and the film production companies within the country. In the past year a number of U. S.

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**BROADCASTING, August 28, 1961**
CTV Television Network Ltd., Toronto, Ont., Canada's second TV network, has made a seven year contract with the Bell Telephone Co. of Canada and affiliated provincial telephone systems for a reversible channel microwave network from Halifax to Vancouver. First stage will be ready by Septem-
and British film companies and broadcasting production companies have opened Canadian offices and production facilities. Mr. Caldwell hopes to have even more come to Canada.

He has assembled a staff of about 50 top-flight production, programming and sales personnel. These will be the staff of CTV network. They will supervise the production of Canadian programs and commercials, if necessary, from the vast pool of companies in Canada.

Extension Later • Because microwave facilities are not yet available for a complete coast-to-coast second television network in Canada, CTV starts off with an initial three-station live network, CFTO-TV Toronto, CJOH-TV Ottawa, and CFHF-TV Montreal. Within 11 months the network will extend from Montreal to Vancouver, and by June 1963 to Halifax.

To facilitate operation of the CTV network when it has some programs which cannot be sent by tape to its various stations, until its own microwave network is ready, CTV has use of the Bell system in the mornings. Programs can be fed to the individual stations from any of the originating stations in the mornings, taped at the individual stations for later telecasting. When its own microwave network is ready it will be reversible.

Mr. Caldwell will work out final details for the start of the network at a three day session starting today (Aug. 28) at Toronto, with executives of all eight stations, most of the CTV directors and officials of various production companies attending.

A few days later CTV moves its

CBS News shows get sponsor in Japan

CBS News programs will debut on Japanese television this month under the sponsorship of Japan Light Metal Works Ltd., reportedly the largest aluminum refinery and manufacturing company in the Orient. The regular once-a-week series will be launched with recent CBS Reports offerings.

The programs will be broadcast over the facilities of the Tokyo Broadcasting System (TBS) which this spring contracted to purchase from CBS Films most of the news and public affairs programming produced by CBS News during the coming season. TBS and the sponsor have titled the new series This Is Your World and have scheduled it in the Tuesday, 10:30-11 p.m. period.

Although the contract between CBS Films and TBS does not go into effect
until the fall, Japan Light Metal Works wanted to start the series in the summer. As a result, the company has purchased, for broadcast this month, the CBS News programs from the 1960-61 season. In the fall, This Is Your World will broadcast programs from the coming season's CBS Reports, Twentieth Century, Eyewitness to History and CBS News specials. News specials will be shown in their entirety, but regular 60-minute shows will be edited to 30 minutes.

According to a spokesman for Sekiya & Co. Ltd., CBS Films' sales representative in Japan, the Your World series marks the first sale of foreign public-affairs programming on a weekly basis to a commercial sponsor in Japan.

Meeting set on extra 2%

A joint committee of the Canadian Assn. of Broadcasters and the Canadian Assn. of Advertising Agencies will meet next month at Toronto to discuss a request by advertising agencies for a 2% cash discount in addition to the usual 15% commission payable on advertising placed on radio and television stations. The move for the 2% cash discount was started recently by a small Alberta agency, Natall & Maloney Ltd. of Calgary, which asked Alberta stations for such a discount in lieu of the discount that agencies pay stations only quarterly.

CAB at its annual meeting last March threw out a suggestion for raising advertising agency fees to 17%.

Abroad in brief...

Agencies join • Toronto and Montreal advertising agency Pemberton, Freeman Bennett & Milne has gone into partnership with J. M. Mathes Inc. of New York. New name is Pemberton, Freeman, Mathes & Milne. The company currently bills over $2,000,000.

Firm absorbed • Toronto station representative firm of Ontario Radio Sales has been absorbed by Air-Times Sales Ltd., also of Toronto. ORS manager Mike Mezo has been named a sales rep for Air-Time. CJRH Richmond Hill, Ont., and CJYO Guelph, Ont., ORS owners, have taken their time sales to Air-Time. Third ORS station, CHVC Niagara Falls, Ont., has not announced where it will take its business.

Canadian sponsors buy 'McCoy', 'Casey'

ABC Films Inc., New York, last week announced the sale of its U.S. network property, The Real McCoys, to Procter & Gamble of Canada, for 38 Canadian markets. ABC Films, owner of international syndication rights to the 52-episode package, made the sale to the advertiser directly. No agency was involved.

At the same time, the distribution company reported it had sold Ben Casey, hour-long series debuting this fall on ABC-TV, to Ford Motor Co. of Canada Ltd. and Colgate-Palmolive Ltd., on a national selective basis.

The two advertisers are represented by Vickers & Benson Ltd., and Spitzer, Mills & Bates Ltd., respectively.

Radio Eireann's tv starts

Test signals have been put out from the Kippure transmitter of the new Irish television station, Radio Eireann. These signals, at half power, were seen throughout the Dublin area, and were received as far south as Limerick.

FATES & FORTUNES

BROADCAST ADVERTISING

A. Michael Frothingham, vp, secretary and general counsel, Ted Bates & Co., New York, elected senior vp in charge of corporate affairs. Larra-bee M. Johnson, associate general counsel and assistant secretary, elected vp and general attorney.


Bob Chaney, vp, BBDO, Minneapolis, named head, new-business operations, New York. Henry See, vp and account group head, BBDO, New York, succeeds Mr. Chaney.

James F. Ryan, vp and account supervisor, Donahue & Coe, New York, elected to board of directors.

Rupert Allan, formerly vp and member, board of directors, Arthur P. Jacobs Co., New York, pr firm, resigns to form own pr firm: Allan-Weber Co. Mr. Allen will direct the Beverly Hills office.

Herb West joins staff of Enyart & Rose, Los Angeles advertising agency. Mr. West, who for past year headed his own agency, will head E&R's Orange County office located at 1042

North Sacramento St., Orange, Calif.


Paul L. Farber, account executive for Stern, Walters & Simmons, Chicago advertising agency, appointed assistant advertising manager for Mogen David Wine Corp.

Gordon R. Fahland, formerly senior media buyer, promoted to media director Young & Rubicam Los Angeles. Mr. Fahland succeeds George Allison who resigned several months ago.

Al Cosentino, assistant traffic manager, Benton & Bowles, New York, joins Papert, Koenig, Lois, that city, as traffic manager. Arnold Weinrib, formerly with Donahue & Coe, that city, named assistant traffic manager.

S. A. Torioan, pr manager for Wabash Railroad, named director of newly established pr counseling service for Winius-Brandon advertising agency in St. Louis. Cecilia M. Goetz joins staff as assistant to Mr. Torioan.

Martin Ryan, media research supervisor at North Adv., Chicago, promoted to assistant media director.


Lee Bleifeld, formerly with Edge Studios in Detroit, joins Zimmer, Keller & Calvert, advertising agency that city, as art director.

Mack Stanley, formerly art director, Young & Rubicam, New York, joins Geyer, Morey, Madden & Ballard, that city, in similar capacity.

Nancy Schultz, formerly with Knox Reeves Adv., New York, joins Kenyon

Daly to Revlon

Kay Daly, formerly vp and creative director, Norman Craig & Kummel, New York, joins Revlon Inc., that city, as vp for creative services.

Miss Daly, who was with NC&K for 12 years, worked on Revlon account there and created such promotions as Fire and Ice and Cherries in the Snow. At Revlon, she will work with advertising and merchandising departments in all areas involving visual presentations and will be responsible for coordinating writing for all departments.

Broadcasting, August 28, 1961
& Eckhardt, that city, as copywriter.

Peter Mock, freelance artist, joins Guild, Bascom & Bonfigli, San Francisco, as print art director.

THE MEDIA

Henry F. Chadeyane, executive director of KETC (TV) St. Louis educational tv station, retires. No successor was announced. Boyd W. Fellows, program manager of station, will assume duties of general manager.

Harry H. Packard, general manager of KAPR Douglas, Ariz., named general manager of KROP Brawley, Calif.

Dave Taylor, general manager of East Texas Network, appointed general manager of KPRO Riverside, Calif.

Bob Roddy named general manager of KYOR Blythe, Calif. He previously was associated with KWIZ Santa Ana, Calif.

George A. Wagner, executive vp of Earle C. Anthony Inc., operator of KFI Los Angeles, elected president and general manager succeeding late Mr. Anthony (Broadcasting, Aug. 14).

Mr. Wagner

Kenneth Delp, general manager of KLIN Lincoln, Neb., named general manager of KREO Indio, Calif.

John R. Callow, formerly with sales staff, CBS New York, joins Storer Television Sales, that city, as account executive.

Mike Pengra, formerly of KHFI (FM) Austin, Tex., appointed station manager of KAZZ (FM), that city.

Joe Dominey, air personality for KNOW Austin, named program director of KAZZ.

James M. McMullin, formerly salesman, WGBB Freeport, New York, joins Advertising Time Sales, New York, as radio account executive.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, will receive the B'nai B'rith President's Medal, highest award given by that organization. The award, which is given for "distinguished and enduring contributions of a humanitarian nature," will be presented to Mr. Goldenson Nov. 14 at a New York banquet during the organization's 118th annual meeting.

Robert Knox, appointed to newly created post of director of broadcast standards and public affairs for WIBG Philadelphia. Mr. Knox has been with station since 1936, when he joined announcing staff.


Mr. Newsham Mr. Bryan

Barry Geoghegan, sales manager, WABC New York, named account executive, WABC-TV, that city. John Kirk, account executive, WABC-TV, appointed assistant sales manager.

Oscar Cornejo, account manager, international department, Cunningham & Walsh, New York, named sales director, WRUL New York, international short wave station. Mr. Cornejo was international manager, advertising and marketing department, Worthington Corp., that city.

John J. Reynolds, formerly acting director of special projects and information services, CBS-TV New York, named manager, public affairs, WNBC-TV New York.

J. Michael Early, consultant for and advisor to WWL New Orleans for past 20 years, and labor relations consultant associated with Charles Logan of New Orleans, appointed acting manager of WWL-TV, that city, succeeding Larry Carino (Week's Headliners, Aug. 21, 14).

Thomas P. White, formerly on sales staff, Broadcast Time Sales, N. Y., appointed account executive, Adam Young

Richard S. O'Brien, director, audio-video engineering, CBS-TV, appointed director of engineering. Kenneth B. Benson, formerly manager, special audio-video systems, succeeds Mr. O'Brien, who has been with CBS since 1945, and has carried major project management responsibilities in creation of present CBS-TV studio plant. Mr. Benson has been with network since 1948.

This highly efficient and completely transistorized unit replaces all existing vacuum-tube types without alteration of cables. Complete with built-in regulated power supply, the TDA 2 weighs less than 4 pounds, occupies only 1½ inches of panel space, and draws only 4 watts of power! Has 4 independent outputs (internally terminated at 75 ohms). PRICE: $325.00 each, f.o.b. Nashville. This is less than competitive tube models requiring external power supplies creating better than 100 watts of heat. Write or wire for descriptive technical data sheet on the TDA 2.

INTERNATIONAL NUCLEAR CORPORATION
501 ELYSIAN FIELDS  •  NASHVILLE II, TENNESSEE
*Circuit designed at WSM-TV, Nashville, Tennessee
Toastmaster International Winner

Johnny Carver, (r) air personality for KVI Seattle, Wash., receives plaque for taking top honors in Toastmaster International speech contest held recently in that city.

Plaque was presented by Bob Murray, Toastmaster district governor. Bob Cooper (l), KVI program director and general manager Bert West look on.

Co., that city, station representative.
Albert Widmer appointed sales manager for WWL New Orleans. Vincent Alletto named program director and Warren Brady joins sales force.

Richard E. Charlton, account executive, Henry I. Christal Co., Chicago, station representative, named manager of office.

Gerry McGavick Jr., formerly senior sales service representative, NBC-TV, joins tv sales staff, Venard, Rintoul & McConnell, New York.

Long Fishback, account executive for KTLA (TV) Los Angeles, joins KHJ-TV that city in similar capacity.

Joseph Kronovich, account executive for WTCN Minneapolis, joins KEWB Oakland, Calif., in same capacity.

Norman Kraeft, consultant to George McGovern, special assistant to President Kennedy and director, U. S. Food for Peace program, appointed director, agricultural affairs for MBS in Washington, D. C.

Mr. Kraeft

Roy M. Aycock, formerly with WVEC Hampton, appointed program director of WBCI Williamsburg, both Virginia.

Roy Hansen joins KIXZ Amarillo, Tex., as farm manager. Maurine Hopkins and Dana Crowell join station as account executive and traffic manager respectively.

Bob Levy, newswriter for KHOU-TV Houston-Galveston, Tex., promoted to producer-writer.

Robert F. Hudson, supervisor of general services for WBZ-AM-TV Boston, named assistant promotion manager for WBZ-TV, succeeding Sheldon Saltman, who joins WJW-TU Cleveland as advertising-promotion manager. David Gregory, sales representative for Continental Can Co., Cleveland, appointed to WBZ-TV sales staff. He succeeds George Anderson, who resigned to enter family business.

Bud Connell, manager of WFUN Miami, joins KXOK St. Louis as director of programming.

John Mounteer, program director and merchandising director for WTRY Troy, N. Y., appointed program manager. Al Herskovitz, continuity chief for past three years, named production supervisor and Jack Ryan named air personality.

Alfred Grosby, sales manager for WYSL Amherst, N. Y., appointed director of sales and sales promotion for WJJD Chicago.

Philip Leopold, formerly account executive, WINS New York, joins WABC, that city, as director, sales development and advertising.


Jim Lucas, announcer on NBC-TV's Concentration, succeeds Bill Cullen as host on WNBC New York morning show.


PROGRAMMING

Paul Kasander, national sales director for Animation Center, appointed vp and director of sales for PGL Productions, tv and motion picture production firm in New York.


John B. Spires, formerly general manager, foreign sales, MCA-TV, joins MGM-TV as director of European and United Kingdom sales. Mr. Spires will headquarter in Paris and coordinate all sales operations with MGM International.

Richard Morrison, vp in charge of sales for Commercial Recording Corp., Dallas, producer of radio station jingles and musical advertising, appointed vp of Richard H. Ullman, Inc., distributors of radio station program and production services. Mr. Morrison will headquarter in company's new offices located at 3200 Maple St. in Dallas.

John Goetz, producer of NBC-TV's Wide World Wide series and network's New York staff producer for ten years, joins Wolper Productions, Hollywood as producer-director. Sandy Howard, formerly head of own tv production company in Hollywood, signed by David L. Wolper to join producer ranks of organization. Arthur Swerdluff, director of CBS-TV's Report on Hong Kong, has also been named director for Wolper Productions.

Howard Ross named executive in charge of program development for O & O Productions, Hollywood film producing company. Mr. Ross was formerly executive in NBC's program department.

Don Bruce Whitney, program director for WRIT Milwaukee, appointed to newly created post of national program director for Mars Broadcasting, Stamford, Conn., producer of station promotions and jingles.
William E. Tate, independent film consultant, appointed director of traffic and production controls for Fraser Productions, San Francisco film producer. Jeanne Pedder appointed controller and office manager.

Harry Randall, formerly writer, director and editor, Filmways, New York, named audio-visuals director, American Heart Assn., that city.


Tony Ford, formerly with Television Artists Corp., New York, and Kenneth Martel, who was with Willard Alexander Agency, that city, join TV division, General Artists Corp. Mr. Ford's primary responsibility will be with TV talent and Mr. Martel's with TV commercials.

Hal Hough, director, program services, CBS-owned TV stations, New York, elected vp, program services, CBS TV Stations Div. From 1952 to 1958, Mr. Hough was program director for WCBS-TV.

Cran Chamberlin, creator-producer of ABC-TV You Asked For It series for nine years, named executive producer of new Jack Douglas Productions documentary series, Keystone, being produced for Ziv-UA Documates project. Mr. Douglas' contract with Ziv-UA, with himself as narrator-host, calls for 39 episodes.

Ethel Terry, former casting director, Play of the Week, National Telefilm Assoc., N. Y., joins United Talent, that city, as agent.

Gerald Mandel, formerly senior pr account executive, Ruder & Finn, N. Y., joins Sterling Television Co., that city, as director, educational film division.

EQUIPMENT & ENGINEERING


Bernard M. Wootton, executive director, contract services for Page Communications Engineers, Washington, D. C., elected senior vp.

Frank E. Farnan, assistant to president and director of financial relations program for A. M. Byers Co., Pittsburgh, iron, steel and plastic products firm, named director of financial relations for Raytheon Co., Lexington, Mass.


Robert W. Carr named manager of product development at Shure Bros., Evanston, Ill., manufacturer of microphones. He will also continue as manager of microphone development.


SMPTE Fellows

Elected as fellows of the Society of Motion Picture & TV Engineers were the following among 18 elevated to that status: John A. Flory, Eastman Kodak; Dr. Frank G. Baek, Zoomar Inc.; Kenneth Blair Benson, CBS Television; Spencer W. Caldwell, CT V Television Network Ltd., Toronto, Canada; Kurt Singer, RCA. SMPTE also issued its Journal Award to a team of RCA physicists for the outstanding paper published in the SMPTE Journal in 1960. The authors: Edwin C. Hutter, John A. Inslee and Thomas H. Moore, of RCA's Astro- Electronic Division.

INTERNATIONAL


Rolfe Barnes, general manager of CICA Edmonton, Alta., promoted to vp and general manager. Ken Goddard,
ALLIED FIELDS

Beryl Reubens, director of public affairs and coordinator of educational radio and television activities, Brandeis U., named director, National Library Week. In 1955 Mr. Reubens was manager, news and publicity, CBS-TV.

DEATHS

Charles B. Jordan, 51, president and owner of KFDA Amarillo, Tex., died of heart attack at his home in Fort Worth, Tex. Funeral services were held Monday, Aug. 21 in Fort Worth.

William R. Lewis, 68, former advertising and merchandising executive, Maxon Inc., New York, died Aug. 16 at St. Luke's Hospital, New York, following long illness.

Helen Heitt Waller, 47, director of Herald Tribune Forum, died Aug. 22 at Chamonix, France, of internal injuries received from mountain climbing. During World War II, Mrs. Waller joined Paris news staff, NBC, and later went to Madrid for NBC. Mrs. Waller was reportedly first outsider to broadcast from Spain since Spanish Civil War.

Helen Ainsworth, 59, motion picture, tv film producer and program packager, died Aug. 18 at her Hollywood home following long illness. She created and put together Wild Bill Hickok, one of first tv westerns, starring Guy Madison.

FANFARE

Youngsters visit zoo with Yogi and friends

More than 45,000 youngsters and their parents attended WTOL-TV's "Day at the Zoo" event, which spotlighted a live telecast of the day's proceedings on Aug. 15 (2:30-3 p.m.).

The Toledo Zoo was officially renamed Jellystone Park (home of Yogi Bear) for a day and youngsters were treated to free movies in the park's indoor theater.

A tie-in was arranged with the Kellogg Co., sponsor of Yogi Bear, Quick Draw McGraw and Huckleberry Hound cartoon series on WTOL-TV, including the setting up of Jellystone express trains and Jellystone Ranger stations. The animal characters were in costume and paraded through the crowd.

Special guests of WTOL-TV were Fred Wilson, sales and promotion field representative for the Leo Burnett Co., agency for Kellogg; Verne Heeren, Gene Malone, Prem Kapur and Art Beria of H-R Television, representative for the station. In addition to the "Day at the Zoo" project, which is in its second year, WTOL-TV works with the zoo management on a year-round basis to stimulate interest through public service announcements and coverage of the zoo's other special events.

WBMD goes Stork-Clubbing

Country music programmer WBMD Baltimore chose the Stork Club in New York for a luncheon presentation earlier this month for agency media and research executives.

The WBMD audience was profiled for the New York group, and the area's country music listening explained. A special Pulse study was revealed. Also taking part in the presentation was Charles Bernard, a founder of Country Music Network (WBMD is a member). Weed is station's representative.

Some 'Gunn-play'

Official Films Inc., New York, is distributing a new promotion piece, in the form of a newspaper titled Gunn World. It capitalizes on a recent spot news development: Al Lanken, southern representative of Official Films, was aboard the Eastern Airlines plane which was when they boarded the boat. The black jack, dice, chuck-a-luck and roulette tables played to a full house all night.

Among black jack participants (above, clockwise): Paul Pheriault, Young & Rubicam; Marty Chapman, Ted Bates; Joan Stark, Grey; Jack Blomstrom, Campbell-Ewalt; Bob Lewis, Edward Petry, and professional dealer.

At the evening's end, six prizes were awarded. Winners were Jeanne Tregre, J. Walter Thompson; John Curran, McCann-Erickson; Rachel Newman, Doherty, Clifford, Steers & Shenfield; Bob Rothman, Argwright Adv., and Enid Cohn, Robert E. Wilson Adv.

Harvey Glasscock and his WIP crew delivered a 15-minute sound and slide presentation on the station's personalities, music policies, news, public and community services and merchandising campaigns.

A moonlight cruise with Dame Chance

Some 200 timebuyers and account executives, from 54 new york agencies, were guests of WIP Philadelphia on a Hudson River moonlight cruise, cocktail party, and “gambling” session with stage money, Aug. 21.

Guests tried to increase the "$500" in gambling money they received when they boarded the boat. The black jack, dice, chuck-a-luck and roulette tables played to a full house all night.

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bijaek to Havana last month while he was planning a sales trip on behalf of OF's Peter Gunn series. The simulated newspaper treats the incident humorously with references to "Gunn si, Castro, No" and "Cuban Gunn-Man."

Coincidently, the sample episode Mr. Lanken was carrying on the sales trip was entitled "The Long, Long Ride."

Operation diploma

A "stay-in-school" promotion, staged yesterday (Aug. 27) by WABC New York at the New York Coliseum, opened two weeks of effort to reduce the city's 45% high school drop-out rate. Stars from sports, radio, tv, movies and popular music entertained those youngsters who pledged to finish high school in a short letter to the station.

The "spectacular," co-sponsored by the City's Dept. of Commerce and Public Events, is part of a city-wide stay-in-school campaign. Taped announcements by teenage idols on the value of a high school diploma will be used on WABC and other local stations.

In the 1927 mood

KVOS-AM-FM Bellingham, Wash., turned back the clock last week to 1927 (the year it went on the air) with a long list of promotional activities heralding the change in its call letters to KGMI.

While Charleston dancers flithered away in the streets and old 1927 autos chugged their weary ways, the local citizenry was making the most of the festivities by purchasing items for 1927 prices, an agreement many local merchants made with the station. In turn, they (the merchants) made advertising hay by buying time on KGMI for the going rates in 1927. The station was sold out for a week.

To record Alaskan pioneers

A long-range plan to return the voices of Alaskan pioneers has been started by KNK-FM Anchorage. Because much of Alaska's history has occurred in recent years, the station says, it is in a position to record the voices of those who made history in the 50th state.

KNK-FM expects to take big strides toward accomplishing the feat next month at the annual Pioneers Convention. Tapes of the various pioneers are broadcast on the daily At Home with Ruth Briggs show.

$140,000 fanfare

KTLA (TV) Los Angeles, to promote its new fall schedule called "Programming for the Millions," will spend $140,000—divided among all media

Beef for timebuyers

More than 100 advertising agency broadcast buyers in New York have been getting twin prime angus sirloin steaks from "KTVT-land." The steak highlight KTFT (TV) Fort Worth's promotion of the station's "new beef up" (increasing power by 25 percent and adding about 150,000 homes to the area served).

Agency people were told they could be sure to enjoy the prime beef as much as they'd be sure the station's programming in "prime time will deliver sales success."

Hand delivering the steaks to Joan Stark (l), Grey Adv., is "Miss KTFT." The packages of meat arrived at offices frozen and with usual time allotted for thawing, the steaks should have been ready for the dinner plate that day.

and will augment that sum with 600 weekly spots of its own.

The station is buying 4,500 inches of newspaper advertising in four metropolitan papers—Valley Times Today, Hollywood Citizen-News, Pasadena Independent, Long Beach Press Telegram—in addition to 309 bus cards, 90 spots on KRKD Los Angeles, a 30 x 45 foot billboard at Hollywood and Vine Sts. and large-circulation local magazines.

Stars of many of the new shows will appear on ch. 5 during the campaign in person or on video tape.

Drumbeats...

KING's barbers • KING Seattle is collaborating with the barbers in that city in a promotion aimed at a captive male audience. The barbers keep their radios tuned to KING, which every day will salute a number of shops. The custom-

PACKED WITH MORE FACTS than any other source book:

- Complete directory of all U.S. television and radio stations. • Lists of station and network personnel; ownership and facilities information. • Broadcast regulations, code. • Facts, figures, history of the broadcasting business. • Directory of TV-radio agencies, suppliers, services, trade associations, professional societies, allied organizations. • Data on Canadian, Mexican and Caribbean broadcasters, foreign language stations within the U.S. • "The Dimensions of Broadcasting"—key facts about television and radio. AND hundreds of other reference sections covering virtually every up-to-date aspect of the broadcasting business—all assembled in a single definitive volume to answer thousands of basic questions for thousands of agency, advertiser and station users. In all, more than 600 pages crammed with current information!

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1961-62 BROADCASTING YEARBOOK

1735 DeSales Street, N.W.
Washington 6, D. C.
New York—Chicago—Hollywood

September Publication

$4.00 per copy
ers in the saluted shops will receive free theatre passes, courtesy of the station.

Potato chip contest • Lay's Potato Chips, sponsor of Top Ten Dance Party on WJBF (TV) Augusta, Ga., is conducting a Turnabout Tunes contest. Old hit records, with part of the chorus backwards, are being played. Viewers are asked to identify the songs and send in answers with a label from Lay's Potato Chips. First prize winner will receive a $100 shopping spree at a local market.

'Tops' in Canada • CTV Television Network Ltd., Toronto, has distributed a card with plastic bottle tops and names of all its eight stations, to advertising agencies and national advertisers throughout Canada. The bottle tops carry the slogan "CTV Tops." Plastic bags with three bottle tops are being left by CTV executives on desks wherever they go on their calls.

Making deals • Jay Ward Productions, New York, made merchandising deals with 26 manufacturing companies for tie-ins with the production company's new half-hour animated tv series, The Bullwinkle Show, which debuts on NBC-TV Sept. 24. Fifteen of these are toy manufacturers; the rest are clothing, soap and book firms.

Pity for Phillips • Hoping to lessen the hangover of the Philadelphia Phillies, fresh from a modern day baseball losing streak of 23 games, WIBG Philadelphia disc jockey Bill Jones offered a clock radio to the local ball player making the most hits in last Tuesday's game. WIBG's Jerry Stevens countered with an offer of a portable stereo record player to the first Phillies player hitting a home run.

WGR-TV Week • To celebrate the 8th anniversary of WGR-TV Buffalo, Mayor Frank Sedita proclaimed Aug. 14-18 as "Channel 2 Week," heaping praise upon the station for its public service to the community during its years on the air.

Old fashioned FM • Taking a page of yesteryear, WKLS (FM) Atlanta used an old car and a bevy of pretty girls to tell prospective and current sponsors the FM story in that city. The promotion even got a strong play on WLWA (TV), that city.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Aug. 17 through Aug. 23. 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; an=antenna; aur=aural; vis=visual; kw=kilowatts; mc=megacycles; day=day; night=night; LS=local sunset; mod=modification; trans=transmitter; unm=unlimited; kilo-mcycles; SCA=subsidiary communications authorization; SSA=special service authorization; STP=special temporary permission; sh=specified hours; ch=critical hours; ed=educational.

New am stations

APPLICATIONS

Burley, Idaho—Tel-Ad-Rad Inc. 1400 kc; 1 kw-D: 250 w-N. P. O. address 1416 Overland, Burley. Estimated construction cost $26,850; first year operating cost $32,000; revenue $40,000. Principals: W. Keith Conner, Verl E. McBride, Herman E. Bedke (each one-third). Mr. Conner has been chief announcer for KCHB Burley and owns alarm systems rental business; Mr. McBride owns one-third of lumber business; Mr. Bedke is attorney. Ann. Aug. 23.

Plymouth, Ind.—Van Wart Best, Co. 1590 kc; 250 w-D. P. O. address Marsh Bldg., Van Wert, Ohio. Estimated construction cost $28,115; first year operating cost $46,000; revenue $54,000. Principals: Kenneth E. Kunze, Raymond M. Waldron (each 25%); George W. Wilson, Dale Wilson,

Calling for the Purchase And Sale Of Radio And TV Stations

Appraisers - Financial Advisors

EDWIN TORNBERG & COMPANY, INC.

New York—50 East 42nd St., New York 17, N. Y. • M 7-4242
West Coast—1337 Jewell Ave., Pacific Grove, Calif. • F 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • D 7-8531

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New fm stations

APPLICATIONS

Port Clinton, Ohio—R. W. Inc. Granted 94.5 mc; 6.7 kw; Ant. height above average terrain 164 ft. P. O. address Fifth St., Port Clinton. Estimated construction cost $18,800; first year operating cost $20,000; revenue $30,000. Principal is Robert W. Rider (51%). He is principal stockholder of Port Clinton newspaper. Ann. Aug. 16.

APPLICATION

Minneapolis, Minn.—Central Conservative Baptist Theological Seminary. 87.7 mc; 17 kw; Ant. height above average terrain 208 ft. P. O. address 130th Ave., Minneapolis 11. Estimated construction cost $25,000; first year operating cost $26,000; revenue $35,000. Ann. Aug. 16.

Ownership changes

APPLICATIONS

WOOD Deland, Fla.—Seeks assignment of license from Trio Best, Inc. to Steven D. Potter, John W. Fitzgerald (each 32.23%). Edgar Backus, Otto J. Allen (each 17.62%), d/b as Polaris Best, Inc.; consideration $75,000. Mr. Potter is news director of WJIM-AM-FM-TV Lansing, Mich.; Mr. Fitzgerald is attorney of Michigan; Mr. Backus is associate news director of WJIM-AM-FM; Mr. Allen is new commissioner and associate director of public affairs of WJIM. Ann. Aug. 22.

ตรา Blackfoot, Idaho—Seeks transfer of 65% of stock in KBLI Inc. from Granite District Radio Best Co. (100% stockholder) to Alex Gold (32%) and Harry Wallerstein (32%); consideration $45,000 ($2 per share). Mr. Gold owns 18% of KSHO (TV) Las Vegas, Nev.; Mr. Wallerstein owns furniture and appliance business. Ann. Aug. 21.

KTRK-TV Pocatello, Idaho—Seeks transfer of 65% of stock in KBLI Inc. from Granite District Radio Best Co. (100% stockholder) to Alex Gold (32%) and Harry Wallerstein (32%); consideration $45,000 ($2 per share). Mr. Gold owns 18% of KSHO (TV) Las Vegas, Nev.; Mr. Wallerstein owns furniture and appliance business. Ann. Aug. 21.

KSLI (FM) See Moines, Iowa—Seeks assignment of license from Ruth M. Crawford, executrix of estate of Percy B. Crawford (deceased), to Richards & Assoc. Inc.
service directory

jansky & bailey
offices and laboratories
1339 wisconsin ave., n.w.
washington 7, d.c. federal 3-4800
member apob
commercial radio equip. co.
527 mujay bldg.
sternberg 3-0111
washington 4, d.c.
member apob

james c. mcnary
consulting engineer
national press bldg.
wash. 4, d.c.
telephone district 7-1205
member apob

a. d. ring & associates
30 years' experience in radio engineering
1710 h st., n.w. republic 7-2347
washington 6, d.c.
member apob

gautney & jones
consulting radio engineers
930 warner bldg. national 8-7757
washington 4, d.c.
member apob

may & battison
consulting radio engineers
suite 805
711 14th street, n.w.
washington 5, d.c.
republic 7-3984
member apob

l. h. carr & associates
consulting radio & television engineers
washington 6, d.c. fort evans
1000 conn. ave., leesburg, va.
member apob

kear & kennedy
1302 18th st., n.w. hudson 3-9000
washington 6, d.c.
member apob

silliman, moffet & rohrer
1405 g st., n.w.
republic 7-6646
washington 5, d.c.
member apob

lynn c. sweeney
consulting engineer
am-fm-tv
7615 lynn drive
washington 15, d.c.
oliver 2-8520

john b. heffelfinger
9208 wyoming pl.
hiland 4-7010
kansas city 14, missouri

vir n. james
specialty directional antennas
233 s. jasmin st.
porter 3-5662
denver 22, colorado
member apob

j. g. rountree
consulting engineer
p.o. box 9044
austin 17, texas
glendale 2-3073

merl saxon
consulting radio engineer
622 hoisington street
lufkin, texas
neptune 4-9554

john b. heffelfinger
consulting radio engineers
601 kanawha hotel bldg.
charleston, w. va. dickens 2-6281

l. j. n. du treil
consulting radio engineers
10412 jefferson highway
new orleans 23, la.
phone: 721-2561

barkley & dexter labs., inc.
donald p. wise.
consulting, research & development.
50 frankfort st.
diamond 3-3716
fitzburgh, massachusetts

spot your firm's name here

service directory

commercial radio monitoring co.
precision frequency measurements
am-fm-tv
101 s. market st.
lee's summit, mo.
phone kansas city, lecled 4-3777

broadcasting station construction
am-fm
complete broadcast installation inc.
broadcasting construction specialists
p.o. box 944 — bristol, virginia

george c. davis
consulting engineers
radio & television
527 mujay bldg.
sternberg 3-0111
washington 4, d.c.
member apob

lohnesc & culver
mumsey building
district 7-8215
washington 4, d.c.
member apob

a. earl cullum, jr.
consulting engineers
inwood post office
dallas 9, texas
fleetwood 7-9447
member apob

jules cohen
consulting electronic engineer
617 albem bldg. executive 3-4616
1426 g st., n.w.
washington 5, d.c.
member apob

john h. mullaney
and associates, inc.
2000 p st., n.w.
washington 6, d.c.
columbia 5-4666
member apob

keith williams and associates, architects
consultants-radio station design
1400 north cameron street
washington, virginia
mohawk 2-2589
planning, equipment layout
renovation, acoustic design

a. earl cullum, jr.
consulting engineers
inwood post office
dallas 9, texas
fleetwood 7-9447
member apob

jules cohen
consulting electronic engineer
617 albem bldg. executive 3-4616
1426 g st., n.w.
washington 5, d.c.
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john h. mullaney
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keith williams and associates, architects
consultants-radio station design
1400 north cameron street
washington, virginia
mohawk 2-2589
planning, equipment layout
renovation, acoustic design

service directory

professional cards
FOR BEST BROADCAST CONTROL SPECIFY

Simplicity of Operation Based On Proven Dial Telephone Principles

GEL-RUST REMOTE CONTROL SYSTEMS

Utmost in systems capacity, flexibility and reliability for all broadcast transmitters.

Low-cost, modern design Rust Line has been time-tested in the field and accepted by the majority of the Broadcasting Industry.

Write for more information about GEL-Rust Remote Control Equipment to Broadcast Sales, Dept. 7.

FOR THE RECORD

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Aug. 24

<table>
<thead>
<tr>
<th>Lic.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cps</td>
<td>3,566</td>
<td>857</td>
<td>486</td>
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<tr>
<td>Not on air</td>
<td>119</td>
<td>62</td>
<td>60</td>
</tr>
<tr>
<td>TOTAL APPLICATIONS For new stations</td>
<td>858</td>
<td>138</td>
<td>96</td>
</tr>
</tbody>
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OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Aug. 17

<table>
<thead>
<tr>
<th>License</th>
<th>VHF</th>
<th>UHF</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>466</td>
<td>79</td>
<td>545</td>
</tr>
<tr>
<td>Non-commercial</td>
<td>38</td>
<td>17</td>
<td>55</td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 31

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,556</td>
<td>841</td>
</tr>
<tr>
<td>Cps on air (new stations)</td>
<td>53</td>
<td>53</td>
</tr>
<tr>
<td>Cps not on air (new stations)</td>
<td>155</td>
<td>201</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>3,766</td>
<td>1,057</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>519</td>
<td>69</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>174</td>
<td>74</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>693</td>
<td>97</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>496</td>
<td>49</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>148</td>
<td>5</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>644</td>
<td>54</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Cps deleted</td>
<td>3</td>
<td>0</td>
</tr>
</tbody>
</table>

*There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.
Robert B. Brown for new am station in Taylorsville, N.C. Action Aug. 15.

**SCHEDULED ORAL ARGUMENT**

Robert B. Brown for new am station in Taylorsville, N.C. Action Aug. 15.

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Robert B. Brown for new am station in Taylorsville, N.C. Action Aug. 15.

**SCHEDULED ORAL ARGUMENT**

Robert B. Brown for new am station in Taylorsville, N.C. Action Aug. 15.
Help Wanted—Management

General manager for new southern radio station. Excellent opportunity for young man with executive potential. Guaranteed salary in five figures. Station in urban area of top 25 markets. Expenses paid. May be making it equally competitive with all offers. Send complete resume to Box 577G, BROADCASTING.

Manager strong on sales for new major market station. Unusual opportunity to grow with new group owned station. Box 591G, BROADCASTING.


Experienced Mgr. or sales mgr., regional nature. Small market must be strong on sales. Box 646G, BROADCASTING.

General Manager for radio and television stations in medium sized markets. Sales background essential. Both radio and television stations are number one. Excellent opportunity for right person. Box 685G, BROADCASTING.

Manager for remote studio. Strong on sales. Some air work. Sports experience helpful. Developed market. Box 741G, BROADCASTING.

Manager—experienced country-western operation. Large metropolitan eastern market. Independent ownership. Box 768G, BROADCASTING.

Sales

Dominant No. 1 station in metropolitan 500,000 market. Opening for aggressive salesman. Send complete resume to Box 572G, BROADCASTING.

Only station in mid-west city of 20,000 needs clear cut salesman to complete sales staff of three. Box 578G, BROADCASTING.

Live in beautiful south Florida and earn top income. Number one radio station accepting applications for experienced and aggressive salesmen. Must have three years sales experience in radio or television. Send resume and photo. Box 670G, BROADCASTING.

High rated Boston station offers conscientious salesman weekly. Agencies and direct list. End of first year you should be selling $100,000 weekly. Agencies and direct connections. Box 846G, BROADCASTING.

500 watt New York State station seeks experienced salesman with ideas. Liberal commission, on air accounts to start and bright future for right man. Send resume to Box 792G, BROADCASTING.

Top notch salesman wanted for Chicago radio station. Excellent potential to earn big money. Salary, benefits, and commission. Apply only if you have the drive necessary to earn top dollar. Box 732G, BROADCASTING.

Experienced in radio sales. Must be self starter and able to close. Top station in each medium. Median market, Other sales and percentage. Box 742G, BROADCASTING.

Classified Advertisements

SITUATIONS WANTED 25c per word—$2.00 minimum) HELP WANTED 25c per word—$2.00 minimum. All other classifications 30c per word—$4.00 minimum.

No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C. Application or built-in replies. $1.00 per word. All replies transfigured, photo, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly replicates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Sales

Salesman—large metropolitan area. New Manager, L. WOOG, No. Syracuse. Box 769G, BROADCASTING.

Salesman, wanted for well established midwest station accepting applications for excellent working conditions. Salary and bonus. Send resume and background experience. Box 759G, BROADCASTING.

Progressive single market station is looking for a salesman interested in setting up in growing Texas community of 16,000. Good opportunity, pleasant working conditions. Must be experienced in sales and have top voice if possible. Job is new but well established for future growth. Box 799C, BROADCASTING.

$320.00 plus commission. Call Jack Powell, KVBR, Portland, Oregon 8-2052.

Alaska, salesman for radio and TV and Music wanted, small market, salary and commission, write KINY, 251 S. Franklin St., Juneau, Alaska.

Hi-flying go-getters needed by W-Hi-H. Tighest, most talked about business in Tidewater. Chance to join hi-flying Ellett chain if you have a desire to make money and advance to responsible executive position. Send resume and late snapshot to Earl Harper, W-Hi-H, 731 Boush St., Norfolk, Virginia.

AM-FM—Soon to be "Baltimore’s First Stereo Station"—Interested in expanding sales, staff, producer has fun. Earnings commensurate with experience. Contact Charles Gerber, WAQE, 39 W. Pennsylvania Avenue, Towson 4, Maryland.

Staff additions. Pennsylvania group operation is planning staff enlargement and additions of interested Announcers and sales personnel contact Steve Pahkein, Program Director, WMJQ, State College, Pennsylvania.

Good salary, plus commission on every dollar, insurance benefits, business expense reimbursement, vacation, and paid holidays. Position is for experienced, energetic advertising salesman with future potential to replace current staff of several radio stations and builds several stations as consultants annually. Openings, Denver and other intermountain cities immediately. Promotion to sales manager and manager based is proved success with us. Send complete resume to North America Broadcasting Company, 999 South Fifth East, Salt Lake City, Utah.

Announcers

Morning man with personality for top rated Boston top 40 radio. Rush tape, resume. Box 922F, BROADCASTING.

Announcer with first class ticket needed by Mountain Station. Mountain Station seeks experienced announcer for nighttime position. $400.00 salary range. Send tape and background. Box 692G, BROADCASTING.

Announcer-engineer, experienced in both departments, Indiana medium market. Box 696G, BROADCASTING.

Experienced morning man with production skill and ideas. Medium market, Lower Lakes. Box 697G, BROADCASTING.

First personal for radio station on Lake Erie. Work either morning or noon. Rush photo, resume and tapes which will be returned. Box 653G, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted by Ohio 1600 watt AM station. One announcer or one first class engineer-announcer. One full time salesman. Box 683G, BROADCASTING.

First phone. Some experience desired. But beginners considered. Rush tape and resume. Box 713G, BROADCASTING.

Top power station in growing Southwest has opening for first class engineer-announcer. We have a solid opera- tion. Top personal and radio references. This is an opportunity only once." Box 796G, BROADCASTING.

"Ayem" humorous deejay to replace one we may lose to service. Adult music station in major market. We are looking for a solid man, who can run own board. Many benefits. Send tape, photo and complete resume and radio references. Box 782G, BROADCASTING.

Virginia full time network station needs announcer. Will consider beginner with potential. Tape and resume first letter. Box 789G, BROADCASTING.

Nation's highest rated chain has opening for bright and aggressive afternoon traffic man. Must have high personality, with emphasis on tight production. Send tape, photo and complete resume and radio references. Box 790G, BROADCASTING.

Pleasant adult voice with radio experience for nighttime FM good music station. Can be moved in and will bring own board. Many benefits and opportunity for some sales plus commission. Box 794G, BROADCASTING.

You may never have breathed the pure, dry air of El Paso in your life. But, from the first word you utter through a KIZZ microphone, you will be the most talked about personality ever to appear on the radio in West Texas. You will not have to spend half a lifetime building a name for yourself, because you have already built a name for you. We have been giving you an advance build-up for months, and you will step right in at the top. The audience that is waiting for you. If all this sounds in tropy, it's just imagination. The chance of a lifetime to operate a fast growing new outlet. We will do our best to take care of the tape and intrigue us as we have intrigued you. We will use the tape as you would use it for yourself. Sell yourself to us. If you are a winner, we will have you on the air in our top slot, and you will sound the right way. If your tape impresses us, we will send you an offer based on the selling job you do with your tape. You prepare to join us within 30 days. Address your tape and/or letter to Mr. and Mrs. O. C. Box 5320, El Paso, Texas.
Help Wanted—(Cont'd)

Anouncers


Alaska—top rated 5 KW. Good pop. Experienced DJ, plus news, $700 mo. start. No experience, will train. Brush 7-016E, Anchorage. Open for good announcer who wants to settle in one of the nicest towns in America. Wonderful climate near Sequoia and Kings Canyon National Parks. Must be able to type and do production spots. KONG, Anchorage, Alaska.

 Experienced radio producer. Knowledge of classical music helpful but not necessary. Wonderfull climate, good schools, clean community. If you are in Arizona, New Mexico, Colorado or Utah send complete details to KAL, Meridian, Idaho.

Immediate opening for experienced announcer desiring extra income through sales. KTFI, Twin Falls, Idaho.


Combos, first class ticket essential. "Smooth-sounding" station, no rock and roll screamers. Please. Salary good, based on applicants ability. Must be able to deliver in both sales and engineering. Opening September 1st. WQCB, Lyndon, Ky.

Combo man, announcer with first phone, no maintenance required. Send tape and news. Immediate opening. For personal interview call Ken Spengler, WCVS, Springfield, Ill.

Experienced DJ for CBS, top rated good music station with television affiliate. Air mail audition tape with DJ show, commercial production spots, news and complete background. Picture, salary requirements and any television experience. M.D. Harelson, WDBO, Orlando, Florida.

Experienced staff announcer for 40 hour 5 day shift in Northwestern Pennsylvania area. No experience required. First phone interview will be required before hiring. Apply H. G. Thayer, WGHQ, Box 427, Robinson, Ill.

"Top-flight," experienced announcer for vacancy due to staff promotion. Good salary and chance to advance. Send tape, picture, biography 1st letter to Mr. Joe Butler, Box 435, Kalamazoo, WKLZ.


Excellent opportunity for bright, sharp morning man. Immediate opening. Beauti- ful college community situated in recrea- tional tourist area. Better than average salary and vacation. Send resume to Donald McDonald, WMGW, Middletown, Pennsyl- vania.

Wanted: Combo man, first ticket essential. Limited maintenance. Middle of road music station. Send tape, resume, WHIG, Wausau, Wisconsin.

Good announcer with first phone, capable of routine maintenance ideal working con- ditions. Position in Miami, Florida. Resort area. $450 monthly plus free waterfront home. WSTU, Stuart, Florida, Cbs Comas.

Help Wanted—(Cont'd)

Technical

North Carolina daytimer needs chief engi- neer with announcing secondary. Experience necessary. Box 702G, BROADCAST- ING.

Daytimer needs chief engineer-announcer. Announcing secondary. Prefer man who has done installation of small market station in North Carolina. Box 733G, BROADCAST- ING.

Excellent staff opening for chief as combo —experienced announcer, good at mainte- nance. Must have references and be seeking small community life away from pressure. Well-managed 250W Colorado Network outlet. Box 754G, BROADCAST- ING.

Chief engineer needed for midwest 5 KW directional station. $75 per month plus fringe benefits. Minimum 4 years experience as chief. Box 794G, BROADCASTING.

Tired of the rat race? Need combo man first class ticket that likes to fish on time off. Relaxd radio station. KFDR Grand Coulee, Washington.

Studio techs, combo, studio-transmitter techs. For new UHF, in California's beautiful San Joaquin Valley. Please submit complete resume to KVU-TV, 111 Market Street, San Francisco.

Chief engineer—suburban Chicago, 5 KW local and on-air, 10 KW network. Two multiplex channels. Immediate opening. Permanent position fast growing station. Both trans- mitters new construction under same owner- ship-management as when established 18 years ago. Complete details in opening requirements first letter or phone call. Duane Wheeler, WEAW, Evanston, Ill., UN 4-1600.


Production—Programming, Others

Experienced radio copy man. Must be able to take over copy department and have ability to write with ideas. Will be expected to service select accounts. Box 727G, BROADCASTING.

Organist wanted. Man or woman, theater experience essential. Wurlitzer organ, unifi- ed, 25-stop theater organ on television and radio. Must be able to read, sight-read, transpose, chord-out and play background, acco- mpny band and solo. Salary open. Write Kenn Barry, KSTP, Inc., 3415 University Ave., Minneapolis, Minn.

Top flight major market indie has immedi- ate opening for aggressive staff announcer. Number one station with 7-man news staff serving community. Prefer young and aggressive newsman with newspaper or wire service experience. Will consider others. Top salary. Send letter with full background, references and audition tape to WGN Radio, P. O. Box 96, Newport News, Virginia. All tapes returned.

Experienced and aggressive program and audience promotion staff to work with our sales promotion staff in radio and tele- vision. Full exchange for your resume, snapshot and requirements addressed to Manager, WOC-AM-FM-TV, Davenport, Iowa.

Wanted, top-notch news man, good on fact digging, wire-re-writes, voicing, who also sign handle fast paced disc show. Big ten market, starting salary $125 week. Prefer young, eager, versatile, all around type who wants to relocate. Send resume, tape, sample of news writing to Box 814G, BROADCASTING.

RADIO

Situations Wanted—Management

Combination manager-sales manager team looking for West Coast. Inquire. Available in early Sept. Success story speaks for itself. Write Box 797G, BROADCASTING.

Manager-commercial manager. Presently employed in south. Strong sales and profit background. Excellent record 20 years experience. Wire or write Box 922G, BROADCASTING.

Recently president, general manager and sales manager. Radio station being sold. Must relocate. Young 48. Vast capabilities. Interested in small radio, hospital or civic-minded. Prefer city $50,000 and suburban $60,000.

Sales manager or station manager. Fifteen years experienced in broadcasting sales. Management and sales experience. Includes ten years in tv. Thoroughly quali- fied in all phases of station operation. Strong on national sales. Excellent refer- ences. Box 744G, BROADCASTING.


Manager—present station 3 years as manager. 13 years in radio-sales, production, copy, programming, board, news and administra- tion. Wants new opportunity. Will accept stock as part of salary upon my proven performance. Box 796G, BROADCASTING.

General Advt. Mgr. Strong in sales-pro- motion. Has interest in top-level sales-management or management position in a radio or tv. Box 766G, BROADCASTING.

Attention—absentee owner of small, medi- um-sized station. Thinks young energetic, ex- perienced, creative, college trained, and married radio men, experienced in all phases of management. Will relocate into a lagging operation. Partial payment in stock. Contact me. Box 807G, BROADCASTING.

Radio veteran soliciting manager, assistant manager opportunity with solid organiza- tion. Healthly aggressive, no per- sonality quirks. Inquiries handled discreetly. Location open. Box 805G, BROADCASTING.

Working manager, now in So. Carolina, proven sales and management record de- sires small or medium market station from Maryland to Florida. Have first phone— no reply. Available. Box 815G, BROADCASTING.

Wanted: Permanent home for versatile hardworking thirty-two-year-old with national electronic and broadcasting. Productive results in sales, programming, "on air" and audience promotions. Looking for medium or small market station, with experience, in states north of 40th parallel. $4000 plus fringe and up. Location agreement. Reply Box 817G, BROADCASTING.

Late on top pop records? Does your com- petition seem to have you beat? Then be—first—really first in your market with all the latest top pop artists—all labels—mailing 3 times a week—one month trial. No obligation. T. H. Productions, 830 Market, San Francisco, California.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Robert D. Wil- liams, P. O. Box 438 Bluemont Ave., Manhattan, Kansas.

Sales

See "wanted" under management.

Salesman. Personable, good appearance, diligent, mid-30s. Will locate. Box 866G, BROADCASTING.

Station manager 15 years. Strong on local and national sales. First class license. Ex- clusive Terence Box 705G, BROADCASTING.

Presently employed manager, small market, desires location to relocate in east—west or west coast in sales capacity. Excellent sales—credit and references. Box 758G, BROADCASTING.

BROADCASTING, August 28, 1961

95
See "wanted" under management.

Radio/TV salesman—Top producer; married entering 1957. Applies to 1957 references. Box 749G, BROADCASTING.

Alaska, salesman for tv/radio and Musik wanted, small market, salary and commission. Box 749G, BROADCASTING.

VEZ-TV, 221 S. Franklin St, Juneau, Alaska.

Technical

TV engineers—our new expansion presents opportunities for highly qualified and experienced tv tech. Permanent and per-diem position available. Please contact videotape center, DEOTAPE CENTER 303 W. 58th St. N. Y.

Experienced, licensed engineers for operation and maintenance of studio equipment, including Ampex VTR's, southwestern VHF. Please reply only if capable performing with minimum direct supervision. Send resume, references and salary desired to Box 785G, BROADCASTING.

Mountain top transmitter engineer. Experienced only. Write or wire chief engineer, BGRM-QCA, Albuquerque.

Production—Programming, Others

Newsmen wanted immediately for midwest network affiliates. Permanent, picture and salary requirements. KNOP-TV, North Platte, Nebraska.
Help Wanted—(Cont’d)

Production—Programming, Others

Experienced and aggressive program and audience promotion man to work with our sales promotion staff in radio and television. Full television in exchange for your resume, snapshot and recommendations addressed to Manager, WOC-AM-FM-TV, Davenport, Iowa.

TELEVISION

Situations Wanted—Management

Manager-commercial manager. Eight years experience these capacities. Also national news writing and advertising background. Solid record of profits and success. Robert D. Williams, 1128 Bluemont Ave., Manhattan, Kansas.

Sales

Account executive, top billing record. Want good five figure potential sales or sales management. Thorough experience in all facets of television, local and agency sales. Ball. References. Box 6560, BROADCASTING.

Announcers

Announcer. Experienced 10,000 watts N. Y. Radio mature staff member seeking radio/TV. City or country work acceptable. Currently on Edmonton Radio. Authoritative newscaster, photogenic. Box 7682, BROADCASTING.

Technical

Young man 31, married, 4 years experience in all phases of television; top position as engineer in television station. Box 777G, BROADCASTING.

Chief engineer, 14 years all engineering phases of am/fm/tv. Mature, stable. Desire position in live-wire operation. Box 7850, BROADCASTING.

11 years transmitter experience. 3 years in tv, 8 years radio. Prefer Texas or South-west: D. C. Kenny, P. O. Box 235, Grandfield, Oklahoma. Phone G. R. 93902.

Production—Programming, Others

Want position in photo and/or art department. Have ability. Box 774G, BROADCASTING.


News director and/or Documentary film producer.需 only consider top 20 cities and $10,000/year minimum. Highest references from leading industry officials. Box 789G, BROADCASTING.

VERSATEL, strong radio-television newspaper series immediate position. 25 college, ex-cellent references. Box 800G, BROADCASTING.


Situation Wanted—(Cont’d)

Production—Programming, Others

A film editor with 4 years experience, 2 years college, desire position in the south-east. Write P. O. Box 3626, Columbia, S. C.

FOR SALE

Equipment

RCA BTA 250a transmitter, built in remote control, many spare parts and tubes. In excellent condition, $100 delivered. Box 711G, BROADCASTING.


Rust remote control system, model RI-108. Good condition and complete: also, Burlant Control Series II and playback and tape recorder; and, 250 watt western electric transmission Unit not complete. Good supply of spare parts. Reply to radio station WCVN, Florida.

Western Electric phaser and design for low end of band—cost new five grand—now one grand—FWR FC, Reidsville, N. C.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers, WP-232 power supplies all at half price. WSM-TV, Nashville, Tennessee.

RCA-BTA-1L 1 kw am transmitter—$2,750.00. Field production Project Set -$1,500.00. GPN ARK Recorder complete with all spare parts, $1,000.00. Contact Wayne E. Marcy. 4007 Bienville Blvd., Houston 25, Texas.

Gates MS144A RF Amplifier for remote readings, like new $150. 150-foot stainless guyed tower, dismantled, $200. WSTU, Stuart, Florida.

Am. fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 400 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guaranteeing and Pandering Supply Co., 3141 Hurbide St., Laredo, Texas.

Two image Orth chains, GPN type 2014 with 4 6A3 power supplies, control units, master monitor. Offer includes new overheads valued at $3300. One "as is" basis. 1-lot 36-0825, length 11 ft., large Orth tube used in excess 800 hours. Mr. M. Melton, Room 695, 1410 N.E. 2nd Avenue, Miami, Florida.

Transmission line, gyrostief, helix, rigs with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Co., 1401 Middle Harbor Road, Oakland 20, California.


WANTED TO BUY

Equipment

Ampex, Altofonic, Audiomation, etc. 8 hour tape players. Box 235G, BROADCASTING.

Wanted. One G. C. Collins 62, 64, 44 Helix Antennas. Please write to KICU-TV, 1111 Market Street, San Francisco.

13 and 22 inch color cans, also Master monitors, and manger suites. Dtdun Tưra, camera 10 chain. KTVN-2, 221 S. Franklin St., Juneau, Alaska, 99801.


Wanted to Buy—(Cont’d)

Equipment


I kw uhf transmitter, filterplexer, harmonie filter, daisy load, freq. and mod. monitor, 600 ft.—31" line, audio limiter, stab. and flight gear. Please write, J. L. Evans, Ed. TV, WHTH, 1410 N. 2nd Avenue, Miami, Florida.

INSTRUCTIONS

FCC first phone license purchase by common carrier or in resident classes. Grantam School and located in Hollywood, Seattle, Kansas City and Washington. Write our free 4-page brochure. Grantham School of Electronics, 2123 Gillham Road, Kansas City 8, Missouri.

First FCC class license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Electronics, 1128 Spring St. N.W., Atlanta, Georgia.

First FCC class license in six weeks or less. This is the Hollywood School. Highest success percentage in the nation. Instruction eight hours a week. License guaranteed for tuition of $300.00. For additional charge for added time if needed. Pathfinder, 5204 Hollywood Blvd, Hollywood, California. Classes September 18 and October 30.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.F.C. First Class License. 11 East Jackson St., Chicago 4, Illinois.

since 1946. The original course for FCC first phone license, 5 to 6 weeks. Reservations received. Enrolling now. (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Oden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.


BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside work from tower to ground system, to transmitter building. New equipment, or good quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2-4 month contracts available. Low rates, call/write TU-6-4425, P. O. Box 825, Watertown, So. Dak.

MISCELLANEOUS

Yocks for Jocks! Laugh-tested comedy material. Write for free-Ele Comedy Service (Dept. DJT). 86 Parkway Court, Brooklyn 55, New York.

25,000 professional comedy lines, routines, ad libs. Largest laugh library in show business. Special monthly topical service featuring everyday comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.V.
MISCELLANEOUS

Sportscasters: Now the ideal spotting board. Magnetic principle. Kit includes two 11 x 14 metal boards, 100 round counters, instructions for suggested use. No plastic. Designed by veteran big-ten and pro-football announcers. Click or write for money order for $12.75 to Todd Branson, 1143 Waukegan Road, Deerfield, Illinois.

TELEVISION

Help Wanted—Announcers

UNDERSTANDING

We would like to increase our viewers' understanding of what is taking place in the world today. At present, most of the time of our 16-man news staff is devoted to local and regional news coverage; we want to bring meaning to the world news outside our coverage area. We need a man with carefully developed thought processes, who understands world events and who can bring them into focus for our one million viewers surrounding California's Capital City.

If you believe you are this man, write us in detail, including whatever information you believe we shall need to form a preliminary judgment. Based upon your letter, we shall make further inquiries leading to personal interview.

Box 6586, BROADCASTING

RADIO

Help Wanted—Sales

Executive sales, for unique syndication; never offered before—yet with notable record of distinguished accomplishment. Are you aware of today's problems in broadcasting? Could you handle—at the executive level—what can pay you healthy 5-figure income—without dignity? If your record warrants responsibility of successful sales rep task—tell us about yourself—in confidence.

Box 8036, BROADCASTING

NORTHERN VIRGINIA'S Leading country music station, 40 miles from Washington, D. C., needs top salesman. Proven man in his own price. No drifter. Call or write Bill Montgomery or Ed Mathery, WKOY, Warrenton, Virginia. Phone 347-1460.

RADIO SALES

Men capable of earning $30,000 to $40,000 per annum required by rapidly expanding singing commercial firm.

Men to assist radio stations throughout the country in presenting our revolutionary plan to local merchants.

Only men with strong radio or advertising creative sales background will be interviewed. Car required for extensive travel.

Box 818G, BROADCASTING

Help Wanted—(Cont'd)

Announcers

TOP 10 MARKET
TOP RATED STATION
PERSONALITY

Bright, mature, class, personality wanted for one of the nation's top radio stations. Must have extensive experience in large market as personality. We are not "hard" top 40. Therefore, we are looking for a man who is capable of developing rapport with his audience in an intelligent and adult manner. Send tape, picture, resume, plus salary required to Box 784G, BROADCASTING.

FOR SALE

Equipment

Ideal for replace costly wire program broadcasting for AM, FM, and TV broadcasting. Eliminate second party—YOU maintain full control over link. UHF antennas included. Leasing terms available.

MOSELEY ASSOCIATES
4116 Hollister Ave., P. O. Box 3192
Santa Barbara, California

MISCELLANEOUS

ALL ELKINS EX'ES

The staff of Elkins Institute of Radio and Electronics invites you to attend the first reunion of Elkins alumni to be held Monday, September 5, 1961, between the hours of Nine A.M. and Nine P.M. at Elkins Institute of Radio and Electronics, 2603 Inwood Road, Dallas, Texas. This invitation is to all ex-students taught by or under the supervision of Bill Elkins at any school during any year.

RSVP

JOBS

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION

Write for application now

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FOR SALE

Stations

MIDWEST

FM WITH MULTIPLEX
$13,000 down—$280 per month all new equipment.

Box 599G, BROADCASTING

GUNZENDORFER

SOUTHERN CALIFORNIA—$10,000 down.
Asking $10,000. Easy payment. "A GUNZENDORFER exclusive."

ARIZONA TOP MARKET FULLTIMER.
$180,000 with 800,000 down. "A GUNZENDORFER exclusive."

CALIFORNIA NORTH FULLTIMER. Owner will deal for as low as $250,000 down. Asking $175,000. Near big market.

WILT GUNZENDORER AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers—Financial Consultants

New listings—first time offered! Okla. single, well in black. $160,000—Texas single money-maker, $145,000 only 22% down, 15 years, pay out to qualified buyer—Texas medium, profitable. $160,000—Texas major, 5 times cash flow, $275,000—Southern major full time regional with $175,000 tax loss carry-over! $300,000—31 other radio, plus TV from $150,000 to $4,000,000. PATT MCDONALD CO., BOX 9266, GE 3-8080, AUSTIN, TEXAS.

Bill Trotter, Box 271, Ex. 7-3219, Memphis, Tennessee.

Paul Yates, Jr., Box 1396, FA 2-5488, Sanford, Florida.

Mrs. Gerry Switzer, 1520 W. 3rd., El 2-2163, Taylor, Texas.

Jack Koste, 60 E. 42nd., Mu 2-4813.

STATIONS FOR SALE

1. New England. Exclusive daytime. Will do $50,000 this year. Asking $85,000 including real estate. 29% down.

2. Southwest. Full time. Growing trade area. Management problems held down gross to average of $2,200 monthly. Asking $175,000. 29% down.

3. North West Central. Very profitable absentee owned daytime station. Did $85,000 last year. Asking $100,000 including real estate.

JACK L. STOLL
& ASSOCIATES

Suites 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.

HO. 4-7279
The text in the image is not legible due to low resolution and poor contrast. Therefore, it cannot be accurately transcribed or translated.
How much health did you buy today?

Family likes and dislikes often dictate food purchases. If good nutrition were the deciding factor, our meals would surely pay off in better physical and mental health—less fatigue, more energy and increased resistance to certain illnesses.

To provide good meals for good health, serve a wide variety of foods—meat, milk, vegetables, fruits, bread and cereals. However, three things need watching.

1. At every meal serve a food rich in protein. Children need it for growth; adults for the body's upkeep. Best sources are meat, fish, poultry, eggs, milk, cheese and ice cream.

Some pointers on protein: Less costly cuts of meat are as nourishing as higher priced cuts. Beans, peas, lentils and certain cereals are also rich in protein.

Everyone needs milk for both protein and calcium. Three to four glasses daily for children and teenagers. Two glasses or its equivalent in other foods for adults. Dry skim milk is excellent for soups, custards and milk drinks.

2. Serve a green or yellow vegetable every day. They supply some of the most essential vitamins and minerals.

3. Serve a vitamin C food every day. This vitamin can't be stored in the body. Citrus fruits—fresh, frozen or canned—and tomato juice, or fresh or canned tomatoes are good sources.

Most of us could improve our eating habits—especially teenagers. Many teenage health problems—poor teeth, blemished complexions, fatigue and overweight—might be avoided with more basic foods and less sweet and fatty foods.

Advice on planning varied, well-balanced meals is given in the Metropolitan Life booklet, Food for the Family.
If you start at the bottom running, the only way to go is up

Get in on the ground floor. Take any job, no matter how menial, that will get you into the field in which you believe your future lies. Once there, don’t be a clock watcher. Keep your nose to the grindstone; do well whatever task is given you. But be sure to keep an eye out for any chance to advance.

Traditionally, those maxims are the sort of advice that oldsters are prone to pass on to the coming generation. Equally traditionally, young listeners take them with salty skepticism.

Yet the formula set forth in the old saws does work. Take Robert Joseph Stefan, vice president of Batten, Barton, Durstine & Osborn and general manager of the agency’s Hollywood office. In the fall of 1947 Bud Stefan (whose childhood nickname still sticks) wanted to get into the brand new field of television. His first approach was to write some tv scripts, but in those days west coast tv was done ad lib and he found no takers. His persistence, however, appealed to the program director at W6XYZ Los Angeles (now KTLA) and he offered Bud a job in television—at $42.50 a week as a member of the stage crew.

Bud pushed dollys, operated the boom, pulled cable on remotes, became assistant stage manager, then stage manager. KTLA, as it had now become, was on the air seven nights a week. Bud was on the job seven nights a week. But he wanted to write, so when a child talent school, Rubens Musical Workshop, wanted to use tv as a showcase for its young performers, Bud came up with a script in which a young girl fell asleep, dreaming stories that unfolded in musical comedy style with an all-juvenile cast. Sandy Dreams made its debut in June 1948 and Bud wrote and directed 208 consecutive half-hour shows.

Be Funny • A couple of months after the inception of Sandy Dreams, Bud, in one of his capacities as stage manager, was rehearsing a commercial for a Sears, Roebuck ice cream freezer. Explaining to the announcer how he wanted the line “so easy a child can operate it” demonstrated, Bud got to clowning. He pretended the handle would not turn. He pushed it, shook it, climbed up on the table and wrestled with it until the manager’s voice came from the control room: “OK, so you’re funny. You go on Friday night. And be as funny then as you just were.”

So Yer Ole Buddy began. It was a series of Benchley-like answers to questions about television and how it works, each program fading out with the explainer hopelessly lost in the explanation. For 3½ years Bud was writer, producer, star. And he was funny enough for the readers of Tele-Views, West Coast fan magazine, to vote Yer Ole Buddy the top tv comedy show of 1949 and Bud top West Coast comic.

The success of Yer Ole Buddy got Bud a running role (as Milton, the delivery boy) on Fibber McGee & Molly, “probably the only actor to get a part on radio through tv,” he says. Fibber was broadcast Tuesday evenings. To do the show, Bud arranged for that night off from KTLA and he filled after-broadcast hours by teaching a class in tv writing and directing at the School of Radio Technique.

In June 1952, Bud decided it was time to leave KTLA. The problem was where to go. One station wanted him as a performer, another as a producer, and he had a third offer to write for the Bob Hope Show. Bud called Wayne Tiss, then head of BBDO Hollywood, whose client, My-T-Fine Deserts, sponsored Sandy Dreams. Mr. Tiss listened to the story and when Bud asked, “What should I do?” he replied, “Come to work at BBDO.” “But I don’t know anything about advertising,” Bud explained. “We do,” Mr. Tiss replied. “We need you for your knowledge of television.”

Nine Years, No Answers • So Bud joined BBDO as tv production supervisor on June 15, 1952, “I thought I’d stay there about a year, which I figured was the time it would take to find out where tv was going.” Today, more than nine years later, he is still looking for an answer. But there’s been no question as to where he was going. In 1957 he was promoted to head of tv production and assistant to Mr. Tiss. In February 1959, when Mr. Tiss was transferred to BBDO’s Chicago office, Mr. Stefan succeeded him as office manager and two months later became a vice president of the agency.

Born Oct. 18, 1921, in San Francisco, Bud at 9 moved with his family to Galt, a small town in Northern California. At the College (now University) of the Pacific in Stockton, Calif., Bud majored in drama, appearing in 21 stage productions, and wrote and acted in many radio shows produced by the students and broadcast on KGSR Stockton. In January 1942 he enlisted in the Navy, but with other upperclassmen was ordered to finish his schooling, which he financed by working the swing shift in a shipyard. Two days after graduation, in June 1943, he was on a troop train bound for New York and the U. S. Naval Reserve Midshipman’s School on the Columbia U. campus. Here Bud wrote, produced and starred in a class show, “my first Broadway production and it doesn’t matter that it was put on in Columbia’s McMillan Theatre at 116th and Broadway instead of at 42nd Street. It was still Broadway.”

Overseas • For the next three years overseas, Bud was officer-in-charge of an LCT which was in the initial assault waves of the D-Day invasion of Normandy and, after crossing two oceans piggy back on an LST, he was dropped off in Korea and participated in the occupation of North China. In June 1946, Lt. (jg) Stefan got his discharge in San Francisco and headed for Hollywood. He put in a year of graduate work in radio at USC, wrote some documentary programs for KFWB and in 1947 started sweeping that ground floor in television.

Bud Stefan lives in a Hollywood apartment, collects stereo albums of musical comedy scores and goes to the Rams’ home games, but his real hobby is his job in television. He is regional director of the American Guild Guidance Foundation, and is active in the Hollywood Ad Club, United Community Fund, the Regional Boy Scouts Committee and the Pacific Assoc. (advisory board of his alma mater). He belongs to the Academy of Television Arts & Sciences, Writers Guild of America, Directors Guild of America. One thing more: in nine years with BBDO, he has yet to take a vacation.
EDITORIALS

Politics cut to size

THE importance of radio and television as distributors of political intelligence has been recognized by the Senate Committee on Rules and Administration in reporting out a "sense of the Senate" resolution that would cut the time of presidential campaigns.

The resolution was introduced last May by Sen. Kenneth B. Keating (R-N.Y.). It suggests that the nominating conventions be postponed to early September (the 1960 conventions were held in July). Although radio and television are not identified by name, they are for the reason for the resolution. Modern communications, the resolution says, make long campaigning unnecessary.

Coincidentally, an article expanding on this proposal appears in the September issue of McCall's magazine. Carrying the byline of Robert Sarnoff, NBC board chairman, the article makes a persuasive argument for shorter campaigns.

In the four months or more that campaigns have run in recent times, voters can get bored, candidates can exhaust themselves and campaign costs can be inflated. Mr. Sarnoff's points are good, and we hope the Senate and the political parties will be influenced to take appropriate action.

But the Senate resolution that the rules committee has reported out omits one essential reference. Broadcasting was able to carry the Great Debates and accord an unprecedented amount of other coverage to the 1960 presidential campaigns because of the temporary suspension of Sec. 315, the political broadcasting law, in its application to the presidential and vice presidential races. Unless Sec. 315 is permanently removed, broadcasting cannot do the job again.

We have advocated total repeal of the section and we still do. At worst, the Senate and the House ought to vote its suspension for coverage of candidates for the Presidency, Vice Presidency, the Senate and the House. A bill to that effect has been introduced by Sen. John Pastore (D-R.I.). It ought to be an inseparable companion to the Senate resolution on shorter campaigns.

Radio: near perfect

IF for no other reason, the Alfred Politz radio studies reported elsewhere in this issue deserve radio-wide gratitude for providing a timely answer to the short-changing given radio by the U.S. Census Bureau a few weeks ago.

In comprehensive surveys of five major markets Politz found that 98 to 99% of the adults live in homes equipped with working-order radios. This near-perfect statistic is far removed from the 91% figure put out by the Census Bureau on the basis of returns that are admittedly incomplete and also open to challenge on other grounds (Broadcasting, Aug. 7).

But the answer to the Census Bureau is only an incidental by-product of the Politz studies, which were in work long before the bureau's questionable estimates appeared. The underwriters, five stations represented by the Henry I. Christal Co., commissioned the studies last January.

Details of the findings are still being correlated, but enough has emerged to raise the eyebrows of cynics—including those among advertisers and audiences—who have been inclined to write off radio, or, at best, have seriously underestimated the attraction it holds for millions.

Those who have thought that early-morning was radio's prime time will be surprised to discover that actually radio's audience holds at fairly constant levels from 7 o'clock in the morning until 8 at night. And even after 8 p.m., in television's two-hour peak period, up to 45% or more of the adult population tunes to radio. Out-of-home listening is shown to be even more extensive than anybody had thought.

Politz and the Christal company and its represented stations have a long history of association in radio research. A Politz study underwritten by Christal stations in 1953 was hailed as "a landmark" and distributed widely through NAB and RAB. It was credited with both attracting new money to radio and saving old. The latest Politz-Christal collaboration deserves both commendation and best wishes for a repeat performance.

The business

THE first issue of the new Show Business Illustrated contained an unexcelled, if unintentional, display of the dilemma facing most magazines in their editorial coverage of television.

In its first issue the new book carried two articles about television, both of them critical in the extreme. In its listing of top features scheduled for its second issue, the five leading items were about tv. Thus does the modern magazine hate television while embracing it as a necessary ingredient to attract readership.

One of the two tv pieces in the first issue was written by Alexander King, a waspish frequenter of the Jack Paar program, and the other by Drew Pearson, who detests tv because he cannot get a television network to distribute his stuff.

Mr. King concluded that television was in utter ruin. The only program that earned his commendation was, you will be surprised to hear, the Jack Paar show.

Mr. Pearson's piece was a stitching-together of several old columns adding up to the contention that broadcasting operates a hot lobby in Washington. Mr. Pearson also read dark meanings into the fact that 10 senators and 13 congressmen have holdings of one kind or another in radio or television stations.

It is not because he lifted all his information on congressional ownerships from Broadcasting magazine, without acknowledgement, that we speak unkindly of him here.

For its second issue Show Business Illustrated promised these pieces on tv: a special preview of the new season, a report on David Susskind, an interview with Newton Minow, an article about Mitch Miller's sing-along show and a photo story on a Japanese program that brings "sex to video-land."

Well, maybe that's what sells magazines.
"Hey Charlie, Lend A Hand . . ." Charlie Harville, WFMY-TV sports director, is a next neighbor to the folks in some 466,640 TV households. Next neighbor to the Little Leaguer in Winston-Salem, to the elderly teacher in High Point ("...he's a High Point boy, you know"), to the factory worker in Danville. Next neighbor to folks of all ages in over 100 cities and towns in the prosperous Piedmont. Charlie's persuasiveness comes in part from his participation in community affairs throughout the nation's 44th television market. A guest appearance at the Rotary dinner in Asheboro, a beauty contest in Reidsville, the high school boosters' club in Thomasville. The Charlie Harville habit is such a part of Piedmont living, even small town papers spell his name right . . . and often.

Represented by Harrington, Righter & Parsons, Inc.
Remarks by Mr. Roy Jordan, Chairman of the Special Station Achievement Award Committee:

Phoenix Chapter NATAS

"Having been associated with electronics practically all of my life, and very closely with radio and television, prior to moving to this wonderful Valley of the Sun, being asked to participate in your program tonight, was like an exciting message from home. I'm sincerely grateful to the Academy, and particularly to my good friend Ray Boley, for the honor of acting as Chairman of the Committee to determine the recipient of the "Special Station Achievement Award" for 1960.

The four members of my Committee were especially well qualified inasmuch as the total scope of their interest and knowledge encompasses the pertinent area of civic, educational, religious, political, business and promotional endeavor. Because our viewers do not have copies of the printed programs in which the Committee's names are listed, let me name them, and at the same time, add my personal thanks to them for their cooperation.

Mr. Roy Jordan, Manager of Advertising and Sales Promotion, General Electric Company, Computer Division.

Mr. Frank Haze Burch, Attorney, and President of the Phoenix Union High School's Board of Education.

Mr. George V. Christie, Phoenix's Man of the Year for 1960 and Manager of the Phoenix Office of the U. S. Department of Commerce.

The Honorable Robert Pickrell, Attorney General of the State of Arizona.

Rabbi Albert Plotkin, Temple Beth Israel of Phoenix.

Our Committee met repeatedly to concentrate on the entries. We combed the presentations word by word. Our final decision was most difficult to arrive at because all of the accomplishments of all the stations were so outstandingly fine.

We paid special attention to excellence of programming with freedom from bad programming practices. We scored heavily for outstanding public service to the community. We took particular note of the tremendous investments in equipment and facilities of all of the stations. Out of all this study evolved a "Design for Pulsion" model which serves the Valley and beyond, equipment availability and flexibility to meet every program requirement. The rich dedication of power and equipment, plus talent, in the public interest... educational, political and cultural, of all the people of greater Phoenix and the more remote viewing areas. Which station met all of these criteria? The sincere congratulations of myself and my fellow judges are herewith extended to K-O-O-L-TV."