Tv weathered recession with flying colors, financial reports show............. 25

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Tv spot's January-June billings hold edge (though slight) over 1960............. 32

Spot radio makes comeback in second quarter, almost to 1960 level........... 37

COMPLETE INDEX PAGE 7

RADIO is the sound of a full circle

Only Radio rolls smoothly as a wheel with an uninterrupted flow of information and entertainment. Only Radio encircles us with news of what's going on next door or around the world. And only Spot Radio lets you enter the circle at the time and place precisely right for you.
A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

BUDGET DIRECTORS
( GLUM AND FRUGAL CORPS )


Represented Nationally by George P. Hollingbery Company
WCBM points your radio message directly to the decision makers in the growing Baltimore market!

WCBM reaches the ADULT audience ... the DECISION MAKERS on what to buy and where to buy it in the vast Baltimore Market. WCBM specializes in ADULT radio designed to attract ADULT listeners.

These are the people with the money to spend—these are the people WCBM reaches with ADULT-LEVEL PROGRAMMING that delivers the best audience for your products or services!

As Baltimore grows...so grows

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

PETERK.GRIFFIN.
WOODWARD, inc.

Broadcasting, September 4, 1961
The extraordinary impact of KRLD-TV, dominating the incredibly rich Dallas-Fort Worth market, is yours when you buy KRLD-TV—more counties, more TV-Homes, greater circulation...

Ask an Advertising Time Sales representative to show you our "impact circle"—or contact KRLD-TV direct.

"Nielsen June-July '61

Cover the Dallas-Fort Worth market Effectively with KRLD-TV, Channel 4

KRLD-TV

Represented nationally by Advertising Time Sales, Inc.
(Formerly The Branham Company)

The Dallas Times Herald Stations

Channel 4, Dallas-Ft. Worth

Maximum Power TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.
CLOSED CIRCUIT®

Foley Square curtain

When FCC’s hearings on programming resume Sept. 26 at Foley Square Court House in New York, Network Study staff hopes to have as many as 30 advertiser witnesses lined up to testify on network programming and packaging practices. Ashbrook Brcant, head of Network Study staff and James Tierney, attorney, last week were interviewing prospective witnesses, looking toward seven or eight days of hearings. After completion of this testimony, final round will be interrogation of network witnesses.

What is expected to be final phase of FCC’s network inquiry, which began over five years ago, is unfinished business in connection with option time. Having asked Court of Appeals to remand case for further consideration, FCC has scheduled reargument for Oct. 26 (BROADCASTING, May 8). Whatever way commission finally goes, case is bound to head back to courts, through appeal either by networks if option time is banned, or by KTTV (TV) Los Angeles, if option time is continued.

3D for TV?

Reports circulating through Wall St. say Cinerama Camera Corp., subsidiary of Cinerama Inc., has developed camera lens that takes three-dimensional pictures and also has TV camera application. Three-D still camera reportedly will be put on market this fall. Several large TV equipment manufacturers reportedly have put in bids for rights. Cinerama officials do not deny story, but say comment must come from President Nicholas Rossini, expected back shortly from Europe.

New status in VHF fight

Big fight against deintermixture to all-UHF in eight markets is expected to go into next year by virtue of FCC’s action last Friday (page 10) granting two-month extension from Oct. 2 for answers to its rulemaking order of last July 26. But battle against sub-standard drop-ins of VHFs in another eight will go forward because FCC, with particularity, excluded them from postponement action. While deintermixture extension runs only until Dec. 2, time needed for reply comments, plus upcoming holiday season, augurs for delay until after first of year.

New Congress then will be in session and there’s sentiment in both Houses directed particularly against deintermixture. Opposition also has developed against drop-ins but this hasn’t crystallized because (1) primary heat has been against deletion of VHFs and (2) drop-in problem is more technical and complex. It’s clear FCC’s intent is to move ahead full tilt on drop-ins. Assn. of Maximum Service Telecasters, backed by others affected, had sought six-month extension for both deintermixture and drop-in actions.

NAB overhaul

Special seven-man board committee assigned task of drafting new association district and director structure will meet late in month, probably about 20th. Goal is smaller and fewer districts. Board finance committee will meet at same time.

No FCC pay boost

Proposed pay increase for FCC members isn’t going anywhere in this session of Congress. Sen. Olin D. Johnston, chairman of committee considering pay raise bill (S 2307) is proving stumbling block, for unannounced reasons. Aide to Sen. Johnston’s Post Office and Civil Service Committee said no action is expected this session on bill to increase commissioners’ salary from $20,000 to $22,000 annually, and chairman’s, from $20,500 to $22,400.

NBC’s special spree

Though network groups are cutting back on specials in 1961-62 season, reduction won’t be evident before first of year. In last quarter of 1961 NBC-TV alone has now scheduled 59 specials, as many as in same period last year and possibly more. But they’ll run more heavily to news-public affairs, dividing about half-and-half between “informational” and “entertainment.” Virtually all will be one-hour or longer.

Wrong-kept secret

NAB President Collins formally will announce this week that Vincent T. Wasilewski has been picked as executive vice president and Robert D. Swezey as radio-TV vice president-code administrator (BROADCASTING, Aug. 14, 28).

Westinghouse, GE outlook

Will FCC, in considering renewals of Westinghouse and General Electric station licenses, hold parent companies accountable because of anti-trust violations and punishment meted out in price-rigging of government bids on heavy industrial equipment? There’s been no determination by FCC but prospects are that no punitive action, which could involve revocation proceedings, will ensue.

Reasoning, at staff level, is that broadcast entities are far removed from activities of giant parent companies so that character aspects couldn’t readily be imposed. Moreover, Westinghouse operation, its stations through wholly-owned subsidiary (GE operates its only broadcast stations—WGY, WGFM (FM) and WRGB (TV) Schenectady—as division of parent company). Added factor: Court, in imposing sentences and fines on parent companies, did not specifically allude to broadcast operations whereas, under law, it could have imposed sanctions.

$20 billion Pan-Am push

Even though hemispheric conference in Uruguay last month passed resolution recommending special meeting of all inter-American information media to back $20-billion Alliance for Progress project, move isn’t likely until council of Organization of American States implements action. Just when council may move isn’t certain. Resolution calls for special meeting of radio, TV, newspapers and magazines, to inform and mobilize public in Western Hemisphere on aims and methods of Alliance program.

Fan mail

Newton Minow has finally found TV program he likes—though it hasn’t yet been put to test of his actual viewing. After reading BROADCASTING story (Aug. 21) about Let Me Speak to the Manager on WFAA-TV Dallas, FCC chairman wrote Mike Shapiro, general manager, calling it “constructive step in helping a station to better serve its community.” Program, half-hour Sunday evenings, features Mr. Shapiro answering questions viewers send in.

WSJ Sunday ‘family’ paper

If Wall Street Journal, now published five times from seven locations, decides on national Sunday newspaper, it will not be business paper but rather home and family journal, departing from its present format. Presumably radio-tv would figure prominently among features.
WORLD PREMIERE!

After threats, charges and countercharges, firings and rehirings, the Miami City Commission on July 25, 1961, passed Miami's first minimum housing code, only eight days after WCKT’s second New Force documentary on slums, “MIAMI CONDEMNED PLUS 65.”

WCKT telecast that City Commission session from 8:30 to 10:00 AM to complete its all-inclusive coverage of a crucial local conflict. It was a world premiere... the Miami City Commission had never been televised live before. WCKT repeated the entire session by video tape the same night at 10:00 PM.

THIS IS RESPONSIBILITY – the kind reported in WCKT’s illustrated service accounting for 1960 – a copy of which is yours for the asking.

At WCKT, Responsibility means citizenship and showmanship... the New Force in South Florida.
Not even a recession can halt the inexorable rise of the television medium. FCC's 1960 financial reports and tvB's estimates for first half of 1961 show progress attained in the medium's economy. See Lead Story...

TV PASSES RECESSION TEST...25

Down South Carolina way, where they don't take kindly to Washington interference—Fort Sumter, for instance—they don't want Columbia to become a uhf market. Springfield, Mass., scene of uhf rally. See...

SWITCH TO UHF OPPOSED...48

The spot radio business is looking up. Encouraging signs appear during second quarter after weak 1961 start, according to Station Representatives Assn. First half of year, though, is still under 1960 figure. See...

RALLY IN SPOT RADIO...37

It takes a close look, but tv's spot billings in second quarter are higher than a year ago even though it's just .04%. Gross tv spot in period computed at $160.6 million in report by TvB-Rorabaugh. See...

TELEVISION SPOT HIGHER...32

Most everybody's excited about the radio-tv advertising campaign of Publicker Industries except Publicker Industries. This distiller is "proceeding as planned" to promote its product via broadcast medium. See...

WHAT LIQUOR AD BATTLE?...42

Hopes of National Football League for fast passage of a law legalizing a radio-tv package deal for game broadcasts ran into Justice Dept. opposition at hearing before House Judiciary Subcommittee. See...

JUSTICE THROWS A BLOCK...54

More trouble for fm. The hi-fi medium's newest hope for wider circulation and more advertising—stereo—is running into problems. Two stations say set makers aren't giving the support they promised. See...

ROUGH GOING FOR STEREO...61

The widely agitated revision of the FCC's program and logging forms is getting down to cases. NAB and Georgia Assn. of Broadcasters are directing dry-run studies of new routine and they're finding trouble. See...

THOSE LOGGING TROUBLES...59

Five U. S. Senators threw a party last week for a radio oldtimer and private citizen, RCA Board Chairman David Sarnoff, who reminisced about the early days of electronics and his adventures aboard ship. See...

GEN. SARNOFF REMINISCES...61

Canada's got the bureaucratic itch, too. Now the Dominion's regulatory body wants to limit station advertising content on a 20% daily formula. Private broadcasters want the limit, if any, on a weekly basis. See...

CANADIAN AD CONTENT...71

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BROADCASTING, September 4, 1961
BUT... WKZO-TV Gets Lightning Fast Results
In Kalamazoo-Grand Rapids!

Advertising on WKZO-TV is the fastest way to make contact with the most consumers in the big Kalamazoo-Grand Rapids market.

WKZO-TV delivers more homes than Station B in 77.5% of all quarter hours surveyed, Sunday through Saturday, Noon-Midnight (NSI—Feb. 20-March 19, 1961).

What’s more, Kalamazoo alone is predicted to show the greatest increase in personal income and retail sales of any city in the U. S. between now and 1965.

Get in the swim in Kalamazoo-Grand Rapids and Greater Western Michigan with WKZO-TV. And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac- Traverse City, to your WKZO-TV schedule.

Sources: Sales Management Survey of Buying Power and Television Magazine.

*Swordfish, including marlins, are unrivalled for speed—fastest speed quoted is 50 knots (57.5 mph).
L&M's $18 million moves to Thompson

In what was believed to be largest account switch thus far in 1961, Liggett & Myers Tobacco Co., New York, announced last Friday (Sept. 1) that it has appointed J. Walter Thompson Co., New York, as agency for L&M filter cigarettes, with an estimated billing of $17.8 million annually. JWT replaces Dancer-Fitzgerald-Sample Inc., New York, as agency for brand. Effective date is about Dec. 1.

Move places all Liggett & Myers brands at Thompson because company transferred its Chesterfield, Duke and Oasis brands from McCann-Erickson, New York, to JWT last spring, effective last month (Broadcasting, May 22). These brands bill approximately $10 million.

No reason was given for latest account move and spokesman for Liggett & Myers and D-F-S declined to comment on development. Reports circulated that advertiser's action was prompted by two considerations—declining sales of Liggett & Myers brands in 1960 and 1961 while competitors gained, and company's desire to consolidate all of its advertising under one roof.

L&M filters is expected to spend approximately $7 million in tv in 1961. According to Telecasting Bureau of Advertising, gross billing of brand in network and spot tv was about $7 million and figures for the first six months of this year show company spent approximately $3.5 million in tv. Brand is advertised heavily on spot radio but no figures are available.

Thompson has had its ups and downs this year. Agency lost $16 million Joseph Schlitz brewing business to Leo Burnett and Elgin National Watch Co. account ($1.5 million) to McCann-Marschalk. Its acquisition of all of Liggett & Myers business (about $27 million), plus Congoleum-Nairn ($3.1 million) and Pittsburgh Plate Glass ($2.5 million) place gains well ahead of losses.

D-F-S had relatively serene year until L&M filter move. L&M accounts for about 18% of D-F-S total billing of some $95 million.

Filmways plans six more

Filmways Inc., New York, is announcing today (Sept. 4) that company plans to produce at least six television shows in addition to two series previously announced in association with Embassy Pictures. Martin Ransohoff, Filmways board chairman, said Paul Henning, producer-writer of Bob Cunnings Show for five years, has been signed to create and produce one series. They will be produced in Hollywood and Europe.

Washington State group blasts program forms

"Rigid controls" imposed by proposed FCC programming forms amount to "government censorship." Washington State Assn. of Broadcasters charged Sept. 1 in statement to FCC on behalf of its 60 radio-tv members (early FCC form story page 59).

Commission can intimidate broadcasters into conforming to government imposed standards by threatening to revoke licenses, statement said.

Ronald A. Murphy, WSAW president-counsel, said statement was approved by association's board and is part of running fight to preserve program freedom from attempts at government controls.

He said FCC should recognize four basic freedoms of broadcaster: to think first of serving community needs; to plan and continue to search out new areas of programming; to make living or earn a profit; to exercise own judgment and be fairly judged thereon.

This and salary, too

What television can mean in "fringe benefits" to outsiders is dramatized in prospects held out for New York Yankees' stars Reggie Maris and Mickey Mantle if one or both break Babe Ruth's homerun record. Frank Scott, their business agent, predicts their take may reach $25,000 apiece from guest appearances within 30 days if either succeeds—and 10 times that amount of long-range benefits through testimonials, commercials, etc.

One or two big-show guest appearances currently are in negotiations whether they break Ruth's record or not. Even if only one succeeds they'll probably be hilled as a team, and their current asking price—$15,000 per joint appearance—undoubtedly would be jacked up. Long-term benefits thus could overshadow their current baseball pay of $75,000 for Mantle, $40,000 for Maris.

Tax court disallows affiliation writeoff

Network affiliation contracts cannot be depreciated by broadcasters. U.S. Tax Court has held in famed Westinghouse 1953 purchase of WPTZ (TV) Philadelphia. Ruling is expected to have impact on major multi-million station transfers.

Court ruled affiliation contracts have indeterminate life—and thus cannot be specified for term which would permit depreciation.

In buying Philco's ch. 3 in 1953, Westinghouse allocated $5 million of $8.5 million purchase price to network affiliation (NBC). Westinghouse set up 55-month depreciation schedule—based on (estimated) two renewals of 24 months each, plus seven months contract had to run when station was purchased.

Cost to Westinghouse is expected to run almost $1 million which will bring total to be paid as taxes for 1953 and 1954.

Impact of ruling has been discounted in advance. James W. Blackburn, Westinghouse station broker, said, because IRS attitude was known. Effect will be, Mr. Blackburn estimated, that purchasers of stations involving multi-million dollar prices will have to wait longer to get their money out.

In subsidiary ruling, Tax Judge Russell E. Train said Westinghouse's effort to amortize spot advertising contracts also could not be approved because Westinghouse had no assets of going concern and did not segregate each spot contract and put price on it. Spot contracts court said, were part of mass asset and life of mass asset cannot be determined.

Westinghouse officials are pondering question of further appeal.

Miami review plea opposed

Oppositions to request by National Airlines for Supreme Court review of Miami ch. 10 case (Broadcasting, Aug. 14) were filed Friday by L. B. Wilson Inc. and FCC-Justice Dept.

Both said National Airlines had raised no substantial issues warranting Supreme Court review. Both also stated that National Airlines' attempt to embroil Wilson in ex parte charges is fallacious: examiner, FCC and court held Wilson was untaurred with off-record brush.

Kennedy signs FCC bill

President Kennedy on Friday signed FCC reorganization bill. New law gives
WEEK'S HEADLINERS

Ed Winton

Marvin Roslin

Ed Winton named president of The Connie B. Gay Broadcasting Corp. and four other companies owned by parent organization. He succeeds Connie B. Gay who remains board chairman. Mr. Winton began his broadcasting career as an air personality. He worked for KLIF Dallas and KELP El Paso, becoming general manager of latter station. He joined Mr. Gay's company three years ago and will continue to operate from firm's executive offices in The Wisconsin Building in Washington. He has been serving as vp and general manager of C.B.G. Corp. Connie B. Gay stations are: WQMR Silver Spring, Md.; WGAY-FM Washington; WTCR Ashland, Ky., and WFTC Kinston, N. C.

Albert P. Kirvin, general sales manager for last five years at KYW-TV Cleveland, appointed vp and general manager of Metropolitan Broadcasting's newly purchased KMBC-TV Kansas City. Mr. Kirvin entered broadcasting as account executive at KYW, then in Philadelphia, in 1951. Three years later he moved over to KYW's tv affiliate, WPTZ(TV) Philadelphia. Both stations were owned by Westinghouse Broadcasting, which transferred KYW call letters to its Cleveland stations in 1956. Metropolitan Broadcasting is division of Metromedia Inc. N. Y. David Croninger, radio sales manager for WNEW New York's Detroit office, named vp and general manager of KMBC Kansas City.

For other personnel changes of the week see FATES & FORTUNES

Marvin Roslin named research director of Young-TV, New York station representative. Stanley Feinblatt named to similar post and Roger Sheldon to midwestern sales manager of its radio counterpart, Adam Young Inc. All three appointments effective immediately. Mr. Roslin has served in Young-TV research for past three years, before that was timebuyer at Ted Bates. Mr. Feinblatt, in Young-TV research and merchandising for three years, formerly was assistant tv producer for C. L. Miller Co. for two years. Mr. Sheldon, for last three years tv salesman for Young organization, previously was in sales at KFMB-FM San Diego. KFMU (FM) Los Angeles and KGLI San Fernando.


holders of record at close of business Dec. 4.

Board on Friday also elected daughter of first RCA board chairman as a director. She is Mrs. Everett Needham Case, wife of Colgate U. President and daughter of Owen D. Young. RCA chairman in 1919. Mrs. Case succeeds Mrs. Douglas Horton, who resigned.

Bartell ams become unit of Macfadden

Bartell Broadcasting Co.'s four radio outlets will become division of Macfadden Publications Inc. under merger plan to be submitted to stockholders of three companies involved. Process Lithographers Inc., New York, also will be Macfadden division.

Gerald A. Bartell, president of Macfadden and its partner, and S. Roskin, president of Process, jointly announced Friday (Sept. 1) that both Bartell and Process will be operated as wholly-owned Macfadden divisions, with no changes in management or personnel. Bartell bought working control of Macfadden last February for $1.5 million (Broadcasting, Feb. 13). Mr. Bartell said: "This is the first time all these components of communications—broadcasting, pty-tv, publishing, and world distributors of periodicals and books—have been welded together into a coordinated company."

Macfadden, Bartell and Process each acquired interest in Telegrid Pay-TV System Inc., in April, and Macfadden and Telegrid will form company to operate commercial test of Telegrid in major market to be approved by FCC.

Bartell Broadcasting owns WOKY Milwaukee, WADO New York, KYA San Francisco, and KCBQ San Diego.

Bartell principals have ownership-management interests in three Caribbean tv stations, not involved in merger: Tele-Haiti, Port Au Prince, Haiti, and Tele-Curaçao and Tele-Aruba (under construction), both Dutch West Indies islands.

Meanwhile, Bartell's WOKY announced resignation of Leonard A. Schindler as general manager, and appointment of Mrs. Rosa Evans, Mr. Bartell's sister, as acting manager.

New date on uhf plan filings

FCC Friday extended deadline for comments on overall uhf proceeding and on eight deintermixture rulemakings. Comments now are due Dec. 1: replies due Jan. 1, 1962.

Action was taken by acting Chairman Robert T. Bartley, who reserved action on petitions for extension of time on uhf drop-ins in eight cities. It's assumed full commission will tackle question of extension on drop-ins, which has been vigorously protested.

commission power to delegate review functions to individual members, commission panels and subordinate employees. It also permits commission to decide which cases it will hear en banc.

Bill (S 2034), which follows closely draft legislation submitted by FCC, was introduced as substitute for President's own FCC reorganization plan, which was vetoed by House (Broadcasting June 19), largely because of increased powers it would have given chairman.

CBS-TV may drop games

CBS-TV sports officials currently are discussing possibility of discontinuing telecasts of major league baseball games on Saturday and Sunday afternoons next season for lack of adequate advertiser interest. This year games are only partially sponsored (by Falstaff Brewing). Network telecasts of games, blacked out within 50-mile radius of major league cities, have been on CBS since 1955. In past they have always had two or more sponsors.

RCA dividend 25 cents

RCA Friday (Sept. 1) announced quarterly dividend of 25 cents per share on common stock, payable Oct. 23 to holders of record on Sept. 15. Board also announced dividend of 87½ per cent on cumulative first preferred stock for period Oct. 1 to Dec. 31, payable Jan. 2, 1962, to
The Charlotte TV MARKET is First in the Southeast with 651,300 Homes*

We’d be the first to admit that it stretches the imagination to hang a city population of more than two-hundred thousand—but hang the city population when counting necks in the entire Charlotte Television Market!

The real kicker is that WBTV delivers 55.3% more TV Homes than Charlotte Station “B”!!

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

Compare these SE Markets!

<table>
<thead>
<tr>
<th>City</th>
<th>Homes</th>
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<tr>
<td>Charlotte</td>
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<td>569,300</td>
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<td>Atlanta</td>
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<td>New Orleans</td>
<td>379,400</td>
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<tr>
<td>Richmond</td>
<td>268,800</td>
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Represented Nationally by Television Advertising Representatives, Inc.
Meeting of the Bored

If you doubt that the bored are meeting tonight, spend a few hours in front of your own TV set. Afterward, try to remember who was selling what and who was sponsoring whom.

At N. W. Ayer & Son we recommend this exercise. It has helped us to produce commercials that make for happier meetings of our clients' boards.

The commercial is the payoff... N. W. AYER & SON. INC.
DATEBOOK

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

*Indicates first or revised listing.

SEPTEMBER

*Sept. 6—Washington chapter of Academy of Television Arts & Sciences, membership cocktail party, Sheraton Park Hotel, Washington, D. C.

Sept. 8-10—Full meeting of Western Virginia Broadcasting Assn. Speakers and panelists include Elmo Bills, Cox stations; Eula Beeghin, Ralph Jones Agency; Thomas H. Wall, Dow, Lohneis & Alberson, Washington; Franklin Snyder, WTAETV Pittsburgh; Dinner speaker: Sol L. Schaff, 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 Pierc. Bell Labs: Dr. Elster, Engstrom, RCA; Dr. Herbert Trotter Jr., General Telephone & Electronics Labs., and Richard P. Gifford, GE. Moderator: Edward W. Allen, FCC. Natural 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. 15—Reply comments due on FCC rule change requiring broadcast announcement of financial interest held by station management or employees in products or services promoted on air (plugola).

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

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


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

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


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


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


Sept. 29—Minnesota Broadcasters Assn., annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.


OCTOBER

Oct. 2—Deadline for comments on FCC's proposal to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-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. 14240).

Oct. 2—Deadline for comments on FCC's proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14230); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14233); Knoxville, Tenn. (Doc. 14235); Oklahoma City, Okla. (Doc. 14231).

Oct. 2—Deadline for comments on FCC's proposal to expand use of uhf band, including dual uhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229).

Oct. 2—New deadline for comments in FCC rulemaking on new program reporting forms and logging requirements, extended from Sept. 7.

*Oct. 2—Canadian Electronic Conference of Institute of Radio Engineers. Toronto.

Oct. 2—Society of Motion Picture & Television Engineers, 90th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham, RAB management conferences.

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.


What they see on WJAC-TV

The more people who see your product, the more prospects for sales. And in the Johnstown-Altoona market, more people watch WJAC-TV than any other station. Both AFR and Nielsen back up this statistical fact. But more importantly, WJAC-TV turns these statistics into sales. A fact backed up by a host of happy advertisers from A (for automatic washers) to Z (for zoup). If you want people—buying people—pick WJAC-TV.

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit Atlanta Los Angeles San Francisco

15
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 6—Comments due on FCC's reopened option-time ruling. Reply comments will not be accepted.


Oct 8-10—Advertising Federation of America, 7th district convention. Jackson, Miss.

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


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


Oct 16-21—Advertising Federation of America, 3rd district convention. Jack Tar Hotel, Durham, N. C.


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BROADCASTING

**THE BUSINESSWEEKLY OF TELEVISION AND RADIO EXECUTIVE AND PUBLICATION HEADQUARTERS**

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*Res. U.S. Patent Office

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BROADCASTING, September 4, 1961

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**BROADCAStERS' PROMOTION ASSOCIATION**

P. O. Box 97, Cleveland 4, Ohio

**Send today!**

Please rush me more information about BPA

**Name:**

**Company:**

**Address:**

**City** **State:**

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**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 Francisco

Nov 10—Somerset Hotel, Boston

Nov 13—Pittsburgh Hilton, Pittsburgh

Nov 15—Hotel Leamington, Minneapolis

Nov 20—Robert Meyer Hotel, Jacksonville, Fla.
1580 FOOT GIANT!!!

KTAL-TV, now on the air with...

★ The Tallest Tower in the South!
★ City grade service in Two Metro Markets!
★ Studios in Shreveport and Texarkana!
★ Widest coverage of the Ark-La-Tex!
★ Dominant NBC for 1¼ Million viewers!
PACKED WITH MORE FACTS than any other source book:

- Complete directory of all U.S. television and radio stations.
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- Broadcasting regulations, code.
- Facts, figures, history of the broadcasting business.
- Directory of TV-radio agencies, suppliers, services, trade associations, professional societies, allied organizations.
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- 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

OPEN MIKE®

How it began
EDITOR: Isn't Broadcasting carrying modesty a bit too far these days? Or are you unaware that yours was the first publication to print a valid solution to the "paper jungle" mess attendant upon the billing and affidavitng for spot commercials?

Within three weeks, two organizations have announced plans to centralize billing procedures for stations and agencies [Broadcast Advertising, Aug. 7 & 21].

It was back on Nov. 23, 1959, that Broadcasting published a Monday Memo written by Norman Cohen of Mogul Williams & Saylor, now secretary of MW&S. In it Mr. Cohen advanced his ideas for centralizing and automating the costly and time-wasting paperwork in spot buying and selling . . .


Everyone's advantage
EDITOR: We have been amazed at the widespread interest and response created by your article [Broadcast Advertising, July 10] on our fall Zonolite campaign. Telephone and mail inquiries have been pouring in from representatives of stations throughout our area for details on our 1961 campaign.

Articles like this prove to your readers what exceptional opportunities for business there are for the local station when it joins a manufacturer's national campaign. We feel that you are doing your readers a great service by reporting of this type and that it will result to everyone's advantage . . .

-Harvey W. Steiff, Vice President, Western Mineral Products Co., Minneapolis.

Best commercials
EDITOR: I would like to draw the attention of automobile manufacturers to the fact that these (automobile) commercials [Lead Story, Aug. 28] ranked the highest in our recent survey [Programming, July 31].

-Peter Goelert, President, National Audience Board, New York.

Collins critic
EDITOR: . . . I endorse every word of your editorial, "Collins conundrum" [Editorials, Aug. 21], and completely agree with you that it is a matter of utmost importance that the NAB engage a veteran broadcaster for executive vice president.

I also am very disillusioned with the performance of Gov. Collins . . . It is about time somebody stands up and lets it be known that radio stations throughout the country have developed new services which were undreamed of 10 years ago and that they are rendering community services far beyond the call of duty.

I would even go so far as to say that the NAB should have the guts to stand up and question whether broadcasters should not be given, by act of Congress, rights similar to those given to all other businesses whose resources once upon a time belonged to the government.

Years ago every tree, every blade of grass, every ounce of petroleum and every pound of mineral belonged to the government and, therefore, to the people. Arrangements have been made over the last century and a half whereby natural resources were turned over to private enterprise and this is what has made America great.

It is rather unfortunate that at this crucial moment the president of the NAB sees fit to take a noncommittal stand . . . It seems to me that [he] is remiss in his duty because right now he should be traveling . . . from coast to coast to exhort . . . the state organizations and consult with them . . .

-Eugene Sonderling, President, WOFA-AM-FM Oak Park, Ill.

Chicago revisited
EDITOR: Yesterday I finished poring over the voluminous stories you carried [Government, Aug. 7] about the law school symposium [on broadcast regulation and responsibility] . . . With your sanction we intend to lift pieces of your work for the October issue of the Alumni News magazine which will carry a roundup picture story on the symposium.—Bill Bennett, Department of Development, Northwestern U., Evanston, Ill.

[Permission granted.]

Same impression

Texas market story
EDITOR: . . . A highly outstanding story on Texas. You captured the picture on the broadest possible front. We have circulated the Aug. 21 issue of Broadcasting to our clients . . . a conscientious, accurate and enlightening cover-
A bright outlook on a busy world... a "Metropolitan personality."

METROPOLITAN BROADCASTING
36 East 47th Street, New York N.Y.

TELEVISION STATIONS
WNEW-TV New York, N.Y.
WTUG Washington, D.C.
KMBC-TV Kansas City, Mo.
KOV Sacramento-Stockton, California
WTVH Peoria, Illinois
WTVP Decatur, Illinois

RADIO STATIONS
WNEW New York, N.Y.
WHK Cleveland, Ohio
KMBC Kansas City, Mo.

A DIVISION OF METRONEDIA, INC.
other divisions are:
PAUL and KEENE, Outdoor Advertising
WORLDWIDE BROADCASTING, WEBI, Radio.
Yes . . . but the market for children's products is a very grown-up one. Here are some of the wide-awake marketers who are selling kid stuff via Channel 11 in Pittsburgh. How about you?
age of our area as well as the entire state.—Joseph Kelley, Partner, Aircraft Adv. Agency, Corpus Christi.

EDITOR: . . . One of the best articles I have ever read on our state . . . refreshing after . . . the many articles on Texas written in a sarcastic vein, although attempting to point out the heavy economic growth.—Tol Ware, Vice President, Amarillo National Bank, Amarillo.

EDITOR: . . . An excellent report on Texas done in very good taste. This is unusual for outside reporting on Texas and some of the individuals who live here.—Jack C. Vaughn, Chairman of the Board, Trigg-Vaughn Stations, Dallas.

EDITOR: . . . Magnificent. Your facts are straight . . . a very accurate picture of Texas and Dallas.—Hal Dawson Jr., Dallas Chamber of Commerce.

EDITOR: While recognizing your space limitations on your treatment of Texas’ Spanish-language market, we feel you were much too casual about it . . . There are 1½ million Mexican-Americans in Texas . . . It would seem case studies would be the most effective way of judging all media . . . The Mexican-American, regardless of whether or not he is bilingual, is most effectively persuaded in his own language . . . There are three Spanish-language stations in San Antonio, two in Corpus Christi and several serving the Rio Grande Valley and El Paso.—Arthur Gordon, Vice President, National Time Sales, New York.

EDITOR: . . . The finest in-depth general study I’ve read. However, in my opinion not enough attention was paid to the broadcast pioneers in this state.

A note of added interest . . . Fm is missing from many of the top markets in the U.S. Yet in the twin cities of Odessa-Midland there are three in operation and one cp granted—all independents . . . —Roy A. Elsner, General Manager, KQIP (FM) Odessa.

EDITOR: Enjoyed your special report on Texas . . . You will no doubt get many letters from Texas . . . Of course, here in Los Angeles, we will naturally take a very casual, lofty, superior, and tolerant view of the entire Texas matter, since their population, building and economic expansion claims can’t begin to compare with ours—and even Arizona leads them percentage-wise.—Red Blanchard, KNX Los Angeles.

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

BROADCASTING, September 4, 1961

"TRIPLE SPOTTING ON KVOO-TV"

Many agencies and advertisers have been concerned about over-commercialization as a result of the 42-second breaks this fall.

The management of KVOO-TV has reaffirmed its policy which has been in effect for the past five years: there will be no triple spotting . . . no over-commercialization . . . on Tulsa’s Channel 2.

"Our policy on the above remains absolutely inflexible. WE WON’T DO IT!"

The result? You buy with confidence when you buy KVOO-TV in Tulsa.

Represented by

Edward Petry & Co., Inc.

The Original Station Representative
MONDAY MEMO
from HIDEO YOSHIDA, president, Dentsu Adv. Ltd., Tokyo

Japan offers ready-made radio-tv markets to the U.S. advertiser

I am often disappointed by the lack of news and publicity in the U.S. about Japanese advertising in general and Japanese broadcasting in particular, even though Americans have been instrumental in many ways in bringing about the phenomenal growth of the advertising business in Japan. I also wonder why Americans are not giving deep thought to the Japanese market when that country is currently engaged in reducing its trade barriers against imports from the U.S. and other countries.

The 1960 advertising volume in Japan totaled $500 million, an increase of 23.6% over 1959. Of this figure, 21.5% went into television and 10% into radio for a combined spending of nearly $160 million.

To Americans accustomed to figures reaching the million-dollar level, this may be insignificant, but to the Japanese who have seen its growth from literally nothing in 1951 to its present size, it is encouraging and inspiring.

Commercial Advent • For nearly three decades, until some time after World War II, Japan's radio was monopolized by the government-owned NHK (Japan Broadcasting Corp.) during which commercial radio was banned. In 1951, I had the pleasure of working with Japanese business leaders to establish commercial broadcasting. Today more than 15 million registered and 20 million unregistered radio sets tune to 110 commercial stations and the national government-sponsored NHK network. Telecasting began with less than 800 sets in all Japan in February 1953; as of August 1961, over seven million sets were registered and we estimate that there are eight million sets in the country. There are now 67 commercial tv stations, plus 78 government-owned stations, of which 11 are educational.

Most tv sets in Japan are 14 inches and sell from $100 to $170. This equals about two months pay for the average Japanese and can be paid by the installment system, so sets continue to sell at a very brisk pace. Through a national microwave network, tv waves cover 85% of the country, and the government is preparing reallocations for a secondary channel plan, which should extend coverage to 95%.

In the strict sense of the term, there is no commercial radio or television network, but a nationwide hookup is often effected on the basis of sponsor requirements. But most local stations prefer to hook up with one or more Tokyo stations and to a lesser extent with stations based in Osaka. Station hookups or sponsor networks are affected through the national microwave setup, video-tape or film distribution.

Television broadcast hours vary slightly. In general, weekday broadcast hours are 7-9 a.m., 11 a.m.-5 p.m. and 5:30 p.m.-12 midnight—averaging 14 hours daily. On Saturdays and Sundays, this increases to 17 hours. Most programs are 30 minutes, but 45-minute and 60-minute programs are increasing.

Quality • The quality of Japanese programs is generally very high when the price and time factors are considered. Kabuki shows, Broadway-type musicals and other shows are carried frequently on the commercial tv stations. American films usually receive high ratings, and although they amount to only a little over 16% of the total programming, they are heavily concentrated in prime time segments. Emphasis on American films will continue to increase, particularly with the gradual lifting of import barriers. U.S. tv films continue to command top billing because major Japanese film producers have not yet joined with the television industry to produce high quality tv films and because there has been a multifold increase in production expenditures to advertisers.

In the commercials, the soft-sell approach predominates; the hard-sell variety, while on the increase, tends to antagonize the audience. Some are so soft and indirect that one often wonders who the sponsor is and what he is trying to sell. Most Japanese tv commercials are 30 seconds or 60 seconds in length; 30-second spots predominate in station breaks. For some reason 20-second spots have not caught on, but 10-second and 5-second IDs are quite popular.

Scarcity • Prime time is next to impossible to secure, and when it is available, the key station often dictates the station lineup. Advertisers who desire favorable time segments on any tv station must establish seniority over the years and must work through strong advertising agencies. Also, prime station breaks are usually sold out for long periods; it is necessary to be alert to see that one does not miss a sudden shift among the established sponsors.

In 1951 when commercial radio went on the air, Dentsu Adv. Ltd. was forced into establishing a radio audience rating service; again when commercial television began operations, Dentsu went into the field of television audience ratings. Through the years, Dentsu's audience ratings have become accepted in the Japanese advertising industry as the medium for judging and evaluating tv programs.

The future of television in Japan is very bright as sets continue to increase and new stations are successfully launched. Several key stations also have been experimenting with color broadcasting during the past few years and color set owners in the metropolitan areas of Tokyo and Osaka get a regular fare of color programs averaging over three hours daily. While color sets are few in number and set prices almost prohibitive, the major stations are going ahead with color plans.

Since black-and-white television was established in Japan so successfully even in the initial stage through use of sets located in public spots, and in restaurants and cafes, many television executives feel they can succeed just as well with color sets, using the same methods. At any rate, color tv has Japanese advertising's attention today.
The nostalgia that was the 20's comes vitally alive... more glorious than ever!

Razz-Ma-Tazz... 15 memory-igniting vocal and ensemble jingles that relive a fantastic era... when B. Boop, R. Vallee, A. Jolson were legends in the making... when The Untouchables were making legend for summer re-run... when THE SOUND was king! Razz-Ma-Tazz, 15 authentic new station ID jingles that capture this lush era as only CRC can... Razz-Ma-Tazz, the most stimulating sound ever to distinguish your station!

Call or wire today for free audition.
When your television dollars are looking for the network and the time period that will deliver the biggest and most responsive national audience, remember this:

The percentages are riding with you on ABC-TV. Take a look at the latest National Nielsen, see how the lookers, coast-to-coast-wise, are spending their looking-time.

In the critical matter of half-hour by half-hour ratings, ABC-TV showed its popular appeal with 21 out of 51 firsts...more firsts, that is to say, than Net Y or Net Z.*

*Nielsen National TV Report; Average Audience, all sponsored time periods, two weeks ending Aug. 6, 1961, Mon. thru Sat., 7:30-11:00 PM; Sun. 6:30-11:00 PM.
TELEVISION PASSES RECESSION TEST

- Economic downturn fails to halt rising curve of medium
- Second quarter rally puts '61 spot billings even with '60
- FCC figures show network, spot with 7% gain in last year

Television is now emerging from its third and most severe economic recession test in 10 years with its sales still moving upward.

Two reports last week buttressed the rising optimism evident during the past few weeks on a wave of accelerating sales for fall and winter. Together the reports show that television weathered the general economic downturn of 1959-60 with its sales curve intact and still rising—the only major medium to do so.

- FCC's official report for 1960 showed national spot and network sales wound up the year 7% ahead of the total for 1959, even though the general economy was in a slide through most of the last half of 1960.

- Television Bureau of Advertising estimates for the first half of the current year showed the 1960 advances had been slowed but not stopped by the general downturn, which hit bottom in the first quarter of 1961. Spot billings, off 2.1% in the first quarter, rallied in the second and wound up the first six months about 1% below the 1960 level. Network billings, which rose 6.2% in the first quarter, climbed 8.2% in the second and 7.5% for the six-month period. Total network billing rose 3.7% for the six months.

On this track record through the rocky recession period there appeared little doubt that, barring war or other unpredictable catastrophe, television would wind up 1961 with another record in national sales. The networks' fall sales have been running ahead of last year's pace (Broadcasting, Aug. 7, et seq) and spot sales, picking up noticeably in recent weeks, are expected to continue these gains and prove stronger in the fourth quarter.

TvB foresees total network billings of about $735 million for the year, a gain of about 8% over 1960, and spot billings of at least $625 million, a 2% rise. These estimates represent gross time billings, before commissions and discounts.

Although there are no authoritative figures on the current condition of local television sales, there is nothing to indicate a local pattern materially different from that shown for national. The FCC figures for 1960 showed local business performing at about the same percentage level of increase—7.6%—as network and spot.

Good Track Record • Television's record in the face of general economic decline was seen as especially heartening in relation to the sales of rival media, none of which gained or even held even in the first half of this year as compared to the same period a year ago. TV's major competitors did advance in 1960 as compared to 1959, although in most cases at lower percentage levels than television.

Media Records estimated gross national advertising expenditures for newspaper space in 1960 at $782,149,000, up 1.2% from 1959. Leading National Advertisers put the comparable figure for magazines at $553,581,000, up 9%. There were no comparable estimates on radio's gross, but McCann-Erickson estimated net expenditures for radio time and talent at $668,000,000, a gain of 1.8%.

In the first half of 1961, however, the print media took a tumble and radio also slipped behind its totals for the same period of 1960. Magazine revenues were estimated at $419 million, a drop of 4%, and newspaper lineage was down 6.8%. Although there were no official estimates on net-

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**UHF makes profit—$300,000 for 72 stations**

UHF television moved into the black ink column for the first time in its eight-year life in 1960. Total income for the chs. 14 to 83 stations amounted to $300,000.

In previous years, UHF stations as a group showed losses of $500,000 in 1959, $1.2 million in 1958, and $3.5 million in 1957.

Last year, the FCC's 1960 financial report on UHF showed, half of the 72 UHF stations operating for the full year ended with a profit, while the other half showed losses.

Other highlights of UHF's financial muscle in 1960:

- Two UHF stations made profits before federal income taxes of between $200,000 and $400,000. Most, 19 of them, had profits of less than $50,000.
- The same number, 19, had losses of less than $50,000—and again two UHF operators sustained losses of between $200,000 and $400,000.
- Eighteen UHF stations reported total revenues in the $200,000-$400,000 class—with half of these announcing a profit, while the other half reported a loss. Thirteen UHF stations had total revenues of less than $100,000 for the year (of which 10 sustained losses), while 12 UHF outlets reported total revenues of between $400,000 and $600,000 (again with half showing a profit and half a loss).

**UHF PROFIT AND LOSS**
(as of Dec. 31, 1960)

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*Data is not available for one station which operated full year and is not counted in these figures.

**There were two stations which operated during 1960 but which ceased before Dec. 31, 1960. These are not counted.**
TELEVISION PASSES RECESSION TEST continued

work radio, its total billings were generally acknowledged to have been hard hit in the first quarter but to be recovered steadily in the second. The latest estimates on spot radio indicate that while business rallied strongly in the second quarter and full-year totals probably will be better than last year's, billings in the first half were still 4.7% below those for the same 1960 period (see story page 37).

Important Index = Definitive figures on TV's performance through the 1960-61 slump had been awaited somewhat more nervously than in preceding recessions because this was the first time since television neared its apparent leveling-off point in terms of both TV homes and TV stations. In the 1953-54 slump, the first after it became a major advertising vehicle, television was still growing rapidly and its sales climax scarcely wavered. In the 1957-58 downturn TV's rate of growth had already slowed perceptibly and its sales, too, though they continued to advance moderately.

The question in the 1959-60 downturn—apparently answered in the negative—was whether television had now reached a point where it might be more vulnerable, like its print competitors, in times of general economic rough sledding.

TV's second-quarter spot sales report—prepared for TVB by N. C. Rorabaugh Co.—indicated that despite spot's rocky start in the first three months, sales in the second quarter pulled even with and even exceeded by a fraction (0.04%) the total for the pre-recession second quarter of 1960. The 1961 second-quarter total was put by TVB-Rorabaugh at $160,599,000, representing reports from 338 stations. The 0.04% gain was figured on the basis of 314 stations which submitted reports for the second quarters of both years.

Rally Builds Total = The second-quarter rally brought the spot total for the first six months to $311.9 million as compared to $315.2 million for the same period of 1960. Network gross time sales meanwhile approximated $181.4 million in the first quarter and $181.4 million in the second for a first-half total of $363.9 million, as against $336.3 million during the first half of 1960.

Procter & Gamble again paced the spot TV field in the second quarter with gross billings of $16.4 million followed by Colgate-Palmolive with $4.7 million and Lever with almost $4.3 million (see list of top 100, page 32). Newcomers to the top 100 spot advertisers were: Phillips-Van Heusen Corp., with $428,000; Cities Service with $388,500; Pure Oil with $379,900 and California Spray Chemical Corp. with $354,500.

Four of the six principal product classifications showed gains over the second quarter of 1960. The cosmetics and toiletries group with $16.7 million was up 1.7%; ale, beer and wines with $14.8 million were ahead by 10.4%; household laundry products with almost $13 million were up 8.5% and confections and soft drinks at $9.7 million were up 10.1%. Declines...
were registered by household cleaners, polishers and waxes, off 10.1% to $8.6 million, and tobacco products, off 2.6% to $8.3 million (for complete category list see page 32).

The TVB-Rorabough figures represent gross expenditures for time only, before commissions and discounts, while FCC’s figures represent expenditures for time after the volume discounts.

Spot by Markets: Although total spot revenues in 1960 climbed by 8.3% over comparable 1959 income, the changes were spotty when time sales are analyzed market by market (see table above).

In the number one tv market, New York, spot revenues leaped upward from 1959’s take by over $5.7 million. In Los Angeles, however, the number two tv market showed spot revenues slipped by $500,000.

Actually spot income went up in most of the top tv markets in 1960. Spot jumped by over $2.6 million in Chicago and by $2.2 million in Philadelphia.

It moved up by $1 million or more in Cleveland, St. Louis and Hartford-New Haven-New Britain-Waterbury, Conn.

In some 15 other cities, however, he- sides Los Angeles, spot fell below the 1959 income from this category of time sales.

These were Pittsburgh, Oklahoma City, Omaha, Green Bay, Little Rock, Wichita, Evansville, El Paso, South Bend-Elkhart, Albuquerque, Paducah-Cape Girardeau-Harrisburg (Ill), Youngstown, Rochester-Austen (Minn.), Mason City (Iowa), Las Vegas-Henderson (Nev.), Cedar Rapids-Waterloo (Iowa) and Wichita.

Top Cities: Still the lead city, New York, tv stations took in almost $75.5 million in total broadcast revenues in 1960, compared to $69.5 million in 1959. Network time sales revenues slipped by over $400,000 but spot and local moved up, by $5.7 million and $1.5 million respectively.

Los Angeles, remaining in second place for total tv revenues, accounted for $45.4 million, which was a slippage of $200,000 compared to 1959’s total revenues of $45.6 million. Network

Near bullseye

Broadcasting’s estimates of 1960 television time sales—published more than six months before the FCC report—were virtually on the button.

For the perspective 1961 issue (Feb. 20), Broadcasting estimated total time sales at $1,146.6 million, a difference of two hundredths of one percent. Sale of network time was figured at $462.2 million; the FCC reported this amounted to $471.6— a difference of 2%. Sale of national non-network time was estimated at $469.7 million; the FCC reported this category at $459.2 million—2% high for the estimate. Local time sales were estimated at $206.1 million; the FCC’s report showed $215.8 million for this category—a difference of 4% between the estimate and actual official figures.
How tv networks, stations fared 1958-60

TABLE 1

<table>
<thead>
<tr>
<th>BROADCAST REVENUES, EXPENSES AND INCOME OF 3 TV NETWORKS AND 530 TV STATIONS</th>
<th>1960</th>
<th>1959</th>
<th>1958</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networks (including 15 owned and operated stations*)</td>
<td>$640.7</td>
<td>$567.1</td>
<td>$516.7</td>
</tr>
<tr>
<td>93 Pre-Freeze television stations</td>
<td>303.2</td>
<td>291.2</td>
<td>263.6</td>
</tr>
<tr>
<td>Subtotal</td>
<td>943.9</td>
<td>867.3</td>
<td>780.3</td>
</tr>
<tr>
<td>Post-Freeze television stations:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>346 vhf stations</td>
<td>293.9</td>
<td>268.6</td>
<td>223.6</td>
</tr>
<tr>
<td>76 uhf stations</td>
<td>30.8</td>
<td>28.0</td>
<td>26.1</td>
</tr>
<tr>
<td>Industry total</td>
<td>$1,268.6</td>
<td>$1,163.9</td>
<td>$1,030.0</td>
</tr>
</tbody>
</table>

Broadcast Revenues

<table>
<thead>
<tr>
<th>15 Network Owned and Operated TV Stations</th>
<th>515 Other TV Stations</th>
<th>Total 3 Networks and 530 TV Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Networks (including 15 owned and operated stations*)</td>
<td>$461.170</td>
<td>$858.1</td>
</tr>
<tr>
<td>94 pre-freeze and 401 post-freeze stations (322 vhf and 79 uhf)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>93 pre-freeze and 411 post-freeze stations (334 vhf and 77 uhf)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Network-station financial picture, 1960

1. Revenues from the sale of time:
   a. Network time sales
   b. Deductions from network's revenue from sale of time to advertisers
   c. Total network time sales
   d. Total network time sales
   e. Total network time sales
   f. Total network time sales
   g. Deductions from network's revenue from sale of time to advertisers
   h. Total network time sales
   i. Total network time sales
   j. Total network time sales
   k. Total network time sales
   l. Deductions from network's revenue from sale of time to advertisers
   m. Total network time sales
   n. Total network time sales
   o. Total network time sales
   p. Total network time sales
   q. Total network time sales
   r. Total network time sales
   s. Total network time sales
   t. Total network time sales
   u. Total network time sales

2. Revenues from incidental broadcast activities:
   a. Talent
   b. Sundry broadcast revenues
   c. Total incidental broadcast activities
   d. Total incidental broadcast activities
   e. Total incidental broadcast activities
   f. Total incidental broadcast activities
   g. Total incidental broadcast activities
   h. Total incidental broadcast activities
   i. Total incidental broadcast activities
   j. Total incidental broadcast activities
   k. Total incidental broadcast activities
   l. Total incidental broadcast activities
   m. Total incidental broadcast activities
   n. Total incidental broadcast activities
   o. Total incidental broadcast activities
   p. Total incidental broadcast activities
   q. Total incidental broadcast activities
   r. Total incidental broadcast activities
   s. Total incidental broadcast activities
   t. Total incidental broadcast activities
   u. Total incidental broadcast activities
   v. Total incidental broadcast activities
   w. Total incidental broadcast activities
   x. Total incidental broadcast activities
   y. Total incidental broadcast activities
   z. Total incidental broadcast activities

How tv networks, stations apportioned operating costs

1. Type of Expenses
   a. Technical
   b. Program
   c. Selling
   d. General and Administrative
   e. Total Broadcast Expenses

Sales were up by $381,000 and local rose by $509,000, but spot fell back by $532,000.

Chicago, in show position, took in $41 million, compared to $38.8 million in 1959. Network slipped by $151,000, but spot shot up by $2.6 million and local revenues moved upward by $273,000.

Even the tail-enders in tv markets showed a substantial gain, for its size, in total revenues. Las Vegas-Henderson, Nev., accounted for $1.2 million in total revenues in 1960, compared to $1.1 million in 1959. Network income rose by $27,000; spot sank by $20,000 and local revenues moved upward by $90,000.

Dips in Citics = With all the upbeat in revenues, there were surprising evidences of slippage in other categories of times sales aside from spot revenues.

Local income dipped by $167,000 in Detroit. In Pittsburgh network revenues slid $205,000, in addition to the spot dip of $55,000. Local revenues softened by $49,000 in St. Louis.

Network revenues fell below the previous year in Washington, Dallas-Fort Worth, Kansas City-Rochester (N.Y.) and Richmond-Petersburg.

Local income slid in Cincinnati, Baltimore, Kansas City, Houston-Galveston, Atlanta, Denver, New Orleans, Rochester (N.Y.), Knoxville, Spokane, Amarillo and Chattanooga.

Upward Move = Television's revenues and profits continued to move up in 1960 notwithstanding business conditions that were still generally soft following the 1959-1960 recession.

Total revenues for the three tv networks and 530 stations last year inched up to $1,268.6 million, up 9% over 1959's $1,163.9 million, according to the FCC's annual financial report on tv issued last week.

Profits, before federal income tax, 

28 (BROADCAST ADVERTISING)
There was a time when agriculture dominated Central Iowa's economy. But it's not true today. Central Iowa—the area served by WHO-TV—is one of America's most diversified markets.

Take Des Moines for example. Its population has grown 17% in 10 years. The city has 300 factories manufacturing 1,000 different products PLUS 44 insurance company home offices with $7.4 billion of insurance in force. Yet Des Moines is only one of 48 towns and cities in WHO-TV's primary coverage area.

Today, more than half the $2.5 billion income in Central Iowa comes from sources other than agriculture, but farm incomes average $14,700 per year.

Your PGW Colonel has all the facts on WHO-TV—the one station best equipped to give you a good share of Central Iowa's bustling, balanced economy.


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

Channel 13 • Des Moines

NBC Affiliate

Peters, Griffin, Woodward, Inc.

National Representatives

BROADCASTING, September 4, 1961


**Profit-loss breakdown of tv stations by revenue class**

<table>
<thead>
<tr>
<th>TV STATIONS CLASSIFIED BY VOLUME OF TOTAL BROADCAST REVENUES SHOWING NUMBER REPORTING PROFIT OR LOSS</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Stations Operating Full Year 1960 Only]</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Total Broadcast Revenues</td>
</tr>
<tr>
<td>Over $8,000,000</td>
</tr>
<tr>
<td>6,000,000 - 8,000,000</td>
</tr>
<tr>
<td>4,000,000 - 6,000,000</td>
</tr>
<tr>
<td>3,000,000 - 4,000,000</td>
</tr>
<tr>
<td>2,000,000 - 3,000,000</td>
</tr>
<tr>
<td>1,500,000 - 2,000,000</td>
</tr>
<tr>
<td>1,000,000 - 1,500,000</td>
</tr>
<tr>
<td>800,000 - 1,000,000</td>
</tr>
<tr>
<td>600,000 - 800,000</td>
</tr>
<tr>
<td>400,000 - 600,000</td>
</tr>
<tr>
<td>200,000 - 400,000</td>
</tr>
<tr>
<td>100,000 - 200,000</td>
</tr>
<tr>
<td>Less than 100,000</td>
</tr>
<tr>
<td>Total operating full year 1960</td>
</tr>
</tbody>
</table>

**NOTE:** Excludes 7 satellite stations whose financial data are included with their parent station.

rose to a new high—to $244.1 million, up 9.8% over 1959's $222.3 million.

In both cases the rise was less than in the previous reporting period. Total revenues in 1959 jumped by 13% over those of 1958, and 1959 profits were 29.3% over 1958's.

Median Figures — Included for the first time in the FCC's report is a table showing median revenues and median profits and losses for three major groupings of the nation's markets.

In markets which had three or more tv stations operating, the median revenue for 269 stations was $1,240,000; the median profit for 218 of these stations reporting black and ink operations was $100,000 and the median loss for 51 red ink operations was $61,000.

For those markets where only two stations were operating, 136 stations had median revenues of $684,000, with 107 reporting a median profit at $130,000 and 29 reporting a median loss of $42,000.

In markets with only a single tv station, median revenues for 116 outlets was $215,000, with 65 stations having a median profit of $44,300 and 51 having a median loss of $36,000.

The median figure means that there are just as many stations reporting revenues, profits or losses above the median figure as below.

Other highlights of the FCC report:

- Advertisers bought 5.8% more network time in 1960 than in 1959—revenues from the sale of network time totaled $471.6 million in 1960 compared to $445.8 million in 1959.
- Time sales to national and regional advertisers (spot) moved up 8.3%. $459.2 million in 1960 compared to $424.2 million in 1959.
- Local time sales moved up 7.6%—$215.8 million in 1960 compared to $206.0 million in 1959.
- Total time sales for the second year went over $1 billion—$1,146.6 million, up 6.5% over 1959's $1,076.6 million.
- The three tv networks and their 15 owned stations in tv networks only took in $640.7 million, up 11.2% over 1959. Expenses went up 11.7% to $545.5 million, and profits before federal income tax were up 8.3% to $95.2 million.

Network operation accounted for 77.2% of the total revenues of the three networks and their 15 owned stations ($640.7 million, but only 35.3% of the total profits ($95.2 million).

The 93 pre-freeze tv stations, all vhf, accounted for 23.9% of total industry revenues as compared to their 1959 share of 25.0%. Total revenues of these "grandfather" stations totaled $303.2 million compared to $291.2 million in 1959, and profits hit $98.5 million compared to $95.1 million in 1959.

The 422 post-freeze stations reported total revenues of $324.7 million, representing 25.6% of total industry revenues, virtually the same ratio as in 1959. Of the 422 post freeze tv stations, 346 were vhf.

Of the 507 tv stations operating full year 1960, 389 reported a profit. Of the 107 pre-freeze stations 99 reported a profit. Among the 328 post-freeze vhf stations, 254 reported a profit.

As a combined group, 81.1% of all vhf stations reported profits, compared to 78.5% in this category in 1959.

Reporting profits of over $1 million before federal income tax were 67 stations, compared to 65 reporting this sum in profits for 1959.

Of the total revenues taken in by tv stations and networks in 1960, 75% ($951.9 million) was derived from the sale of time, and 25% ($316.7 mil
CHANNEL 10 Carries The Weight* In Rochester, N.Y.
From 6:00 P.M. to Midnight Daily

62,700 HOMES REACHED
131,670 VIEWERS

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

CHANNEL "B"

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

CHANNEL 10
BASIC CBS  AFFILIATE ABC
ROCHESTER, N.Y.
GROSS BILLINGS CONTINUE CLIMB PAST $160.5 MILLION MARK

ESTIMATED EXPENDITURES OF SPOT TV ADVERTISERS BY PRODUCT CLASSIFICATION (Source: TVB-Roraugh)

<table>
<thead>
<tr>
<th>Product Classification</th>
<th>Second Quarter 1961</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>$376,000</td>
</tr>
<tr>
<td>Apparel &amp; footwear</td>
<td>$14,788,000</td>
</tr>
<tr>
<td>Amusements, entertainment</td>
<td>$425,000</td>
</tr>
<tr>
<td>Automotive</td>
<td>4,555,000</td>
</tr>
<tr>
<td>Building material, equipment, fixtures, paints</td>
<td>742,000</td>
</tr>
<tr>
<td>Clothing, furnishings, accessories</td>
<td>3,074,000</td>
</tr>
<tr>
<td>Confections &amp; soft drinks</td>
<td>9,721,000</td>
</tr>
<tr>
<td>Consumer services</td>
<td>5,006,000</td>
</tr>
<tr>
<td>Cosmetics &amp; toiletries</td>
<td>16,703,000</td>
</tr>
<tr>
<td>Dental products</td>
<td>4,330,000</td>
</tr>
<tr>
<td>Drug products</td>
<td>7,146,000</td>
</tr>
<tr>
<td>Food &amp; grocery products</td>
<td>44,392,000</td>
</tr>
<tr>
<td>Garden supplies &amp; equipment</td>
<td>408,000</td>
</tr>
<tr>
<td>Gasoline &amp; lubricants</td>
<td>6,858,000</td>
</tr>
<tr>
<td>Hotels, resorts, restaurants</td>
<td>157,000</td>
</tr>
<tr>
<td>Household cleaners, cleansers, polishes, waxes</td>
<td>8,538,000</td>
</tr>
<tr>
<td>Household equipment—appliances</td>
<td>839,000</td>
</tr>
<tr>
<td>Household furnishings</td>
<td>559,000</td>
</tr>
<tr>
<td>Household laundry products</td>
<td>12,371,000</td>
</tr>
<tr>
<td>Household paper products</td>
<td>1,492,000</td>
</tr>
<tr>
<td>Household, general</td>
<td>1,377,000</td>
</tr>
<tr>
<td>Notions</td>
<td>83,000</td>
</tr>
<tr>
<td>Pet products</td>
<td>2,038,000</td>
</tr>
<tr>
<td>Publications</td>
<td>355,000</td>
</tr>
<tr>
<td>Tobacco products &amp; supplies</td>
<td>8,316,000</td>
</tr>
<tr>
<td>Transportation &amp; travel</td>
<td>1,338,000</td>
</tr>
<tr>
<td>Watches, jewelry, cameras</td>
<td>725,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>1,977,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$160,599,000</strong></td>
</tr>
</tbody>
</table>

Hartz plans 10 markets for four Ziv-UA series

In what was said to be its first regular use of syndicated TV film programs, Hartz Mountain Products (bird food) has signed to sponsor four Ziv-United Artists series in ten major markets, starting this fall. Hartz, through George H. Hartman Adv., Chicago, will sponsor more than one of the programs in some markets.

The stations that will carry the programs are WPIX (TV) New York, WGN-TV and WBKB (TV) Chicago, KTLA (TV) Los Angeles, KRON (TV) San Francisco, CKLW-TV Wind-Continental, WHBT-TV Cleveland, and WABC-TV Philadelphia.

The series are Ripcord, Everglades, Trouble Shooters and Adventures at Sea Island.
“WARNER’S ‘FILMS OF THE 50’s’ PUT US BACK INTO FEATURE FILM PROGRAMMING”
says Ben Berentson, Station Manager, WGN-TV, Chicago, Ill.

“For about two years there was such a dearth of good properties available to us, we stayed completely away from features.

“But when we saw the successful track record of Vol. I telecasts around the country, and looked over the equally fine balance of TV attractions in Vol. II, we knew we had the quality we needed to put us back in the feature film business, profitably.

“Advertisers seem to agree. On August 1 we were 75% sold on our first programmed series using ‘Films of the 50’s’, slated for September . . . sold with no special promotion or sales effort!”
Stereo Package... from RCA

RCA offers a complete line of FM Stereo Broadcasting Equipment, making it easy to meet all your needs from one reliable source. For your studio there are turntables with stereo pickups and dual preamps, stereo tape recorders, dual channel consolettes; for your transmitting plant there are stereo generators, a full choice of FM transmitters and antennas. This is a complete package of “matched” equipments—all designed to work together in a stereo system, and all built to the same high quality RCA standards.

Stations already equipped with a post-war model RCA FM Transmitter can begin stereo programming at once—merely by adding the stereo generator—plus the necessary audio equipment.

Designed by forward thinking RCA engineers this stereo generator was the only equipment available when FM stereo broadcasting was authorized. The RCA stereo generator is FCC type approved and is now “on the air” at a number of FM stations.

RCA Stereo Equipment has been engineered to provide many years of dependable operation while producing the highest quality FM signals. And, you get unparalleled RCA service both before and after the sale. For additional information about the complete line, call your RCA Broadcast Representative. Or write to RCA, Dept. Z-22, Building 15-5, Camden, N.J.

The Most Trusted Name in Broadcasting
FOR YOUR TRANSMITTER PLANT...

FM Transmitter Plant...

One Stop Shopping...

for your complete FM

Here's the Complete Package:

FM TRANSMITTERS FOR STEREO
A complete range of transmitter power is available -1, 5, 10, 20, 25 and 50 kw. Each is designed to accommodate the new stereo signals and an RCA multiplex subchannel. All these FM Transmitters are built to the same high performance and dependability standards which characterize all RCA transmitters.

STEREO GENERATOR—TYPE BTS-1
Heart of the new stereo system is this double side-band generator. Fully transistorized, the BTS-1 provides full fidelity frequency response over the entire audio range. The generator produces a double-side-band, suppressed-carrier AM signal for transmission of one of the stereo channels.

TURNTABLE EQUIPMENT FOR STEREO
The standard RCA Turntables, such as the 16-inch BQ-2 or the 12-inch BQ-51 are recommended for stereo operation. Use them for excellence of performance with the new RCA stereo pickup cartridge, lightweight tone arm and dual preamplifiers.

STEREO CONTROL CENTER
NEW BC-7 DUAL CHANNEL CONSOLE
Provides complete stereo (or monophonic) mixing, switching, monitoring, and cue/talk-back. All-transistor design—with plug-in amplifiers for ease of servicing; assures long-life even under continuous service. Dual controls may be “ganged” for stereo operation.

NEW RT-21 TAPE RECORDER FOR STEREO TAPE
High fidelity performance combined with operator-oriented controls make this the most flexible stereophonic recorder available. Features include: Easy speed change, interlocked record operation, ease of threading, and variable speed cue. Has two module amplifiers for stereo recording and reproduction.
WGAL-TV, a pioneer station, introduced television to a sizeable area of Pennsylvania. Since its inception in 1949, WGAL-TV has firmly maintained its pioneering principles by being constantly alert to new and better ways of serving viewers throughout its coverage area.
Spot radio rallies in second quarter

SRA THINKS CHANCES GOOD FOR A BETTER YEAR THAN 1960

The spot radio business, listless during the first quarter of the year, perked up during the second, encouraging sales officials to predict that its 1961 full-year total will exceed 1960's.

Estimates being released today (Sept. 4) by Station Representatives Assn. put national spot radio's second-quarter gross time sales at $49,320,000. This was still 1.9% below the figure for the period a year ago but represented a strong rally after the 7.9% decline noted in the first quarter.

These figures, compiled for SRA by the independent accounting firm of Price Waterhouse & Co., brought national spot radio's estimated gross time sales for the first half of 1961 to $89,644,000, or 4.7% below the $94,060,000 reported for the first half of 1960.

SRA Managing Director Lawrence Webb said the second-quarter rally, coupled with current signs of continuing gains, left him confident that "the loss figure of $4,416,000 as it now stands will show up on the black side of the ledger when final figures are in for the year."

Ever-Present Evils • He attributed the first-half lag to several factors, some of which he said stem from practices that will always keep spot radio short of its maximum potential, even in the best of boom-times, unless stations voluntarily eliminate them. The "most bothersome" of these, he said, is the dual-rate system under which many stations offer one rate to local advertisers and another to national advertisers.

"It is a well-known fact," Mr. Webb said, "that a lot of nationally spent spot radio dollars continue to wind up in the 'local sales' classification, because a number of national advertisers are able to make a better buy through dealer or broker setups that are able to garner a 'local' rate."

He said that "while a growing number of stations report they have only one rate subject to the regular 15% agency commission, 75% of the commercial radio stations continue to use separate national and local rates." SRA is conducting a continuing campaign to promote single-rate systems that make no distinction between local and national business.

Mr. Webb said another complication for spot radio is that agencies are confused and embarrassed by "the number of radio stations with single rates where agency commissions do not apply."

Out of the Dark • Barter deals also were singled out as drawbacks to spot billings: "Such deals represent a lot of spot radio dollars, and they never show up in the right sales columns. When stations put an end to such shenanigans and return to a code of ethics that will enable an advertiser to buy radio at the published rate with full confidence that he is not being discriminated against in favor of a fast-buck artist, you will see a decided gain in national spot dollar volume," Mr. Webb asserted.

In support of his prediction that spot radio billings will continue to gain despite such "deterring factors," the SRA executive cited more than a score of national advertisers which he said are currently allocating sizeable chunks of their advertising budgets to spot radio for the rest of 1961.

He said this group includes such new-to-radio advertisers as Dennisons Foods, Owens Yacht Co. and Dunaley Foods, in addition to such experienced radio users as Burlington Hosiery, Ford Motor, Best Foods, Hills Brothers Coffee, Nokzema, Nescafe, Prestone, Zeros, Campbell Soups, Mueller's Macaroni, Eso, Shell Oil, Betty Crocker Foods, Ocean Spray Cranberries, Q-Tips, Rem Cough Medicine, 666 Cold Remedies, John Hancock Life Insurance and Eastern Airlines.

Mr. Webb said spot radio's list of customers is being gradually expanded through intensive sales efforts using tailor-made presentations to show prospects not only what radio can do generally, but what it can do to solve their own individual problems specifically.

Business briefly...

Procter & Gamble Co., Cincinnati, has bought Hollywood: The Golden Years, story of the era of silent films, to be presented Nov. 29 on NBC-TV (7:30-8:30 p.m. EST). Agency: Benton & Bowles, N. Y.

Union Carbide Corp., N. Y., through William Esty Co., Hollywood, will sponsor College Football Kickoff, a new ABC-TV series of 13 programs each covering a different phase of college football. The series, to be presented immediately preceding NCAA Football, will begin Sept. 16 (Sat., 4-4:15 p.m. EDT).

Hazel Bishop Inc., N. Y., has bought

<table>
<thead>
<tr>
<th>NIELSEN</th>
<th>First Report for August, 1961</th>
<th>(Based on two weeks ending Aug. 6, 1961)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NIELSEN TOTAL AUDIENCE (%)</td>
<td>TV homes (000)</td>
<td></td>
</tr>
<tr>
<td>Rank</td>
<td>% No. TV</td>
<td></td>
</tr>
<tr>
<td>1. Gunsmoke</td>
<td>30.6</td>
<td>14,351</td>
</tr>
<tr>
<td>2. All Star Football Game</td>
<td>28.1</td>
<td>13,179</td>
</tr>
<tr>
<td>3. All Star Baseball Game</td>
<td>26.4</td>
<td>12,241</td>
</tr>
<tr>
<td>4. Have Gun, Will Travel</td>
<td>24.2</td>
<td>11,350</td>
</tr>
<tr>
<td>5. Ed Sullivan Show</td>
<td>23.7</td>
<td>11,115</td>
</tr>
<tr>
<td>6. Untouchables</td>
<td>23.6</td>
<td>11,068</td>
</tr>
<tr>
<td>7. What's My Line?</td>
<td>23.3</td>
<td>10,928</td>
</tr>
<tr>
<td>8. Family Classics</td>
<td>23.0</td>
<td>10,787</td>
</tr>
<tr>
<td>9. Wagon Train</td>
<td>22.6</td>
<td>10,599</td>
</tr>
<tr>
<td>10. Candid Camera</td>
<td>21.9</td>
<td>10,271</td>
</tr>
</tbody>
</table>

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

All-Star Football Game (ABC-198): Carling Brewing (Lang, Fisher & Stashower), R. J. Reynolds (Esty), Fri., Aug. 4, 10 p.m.

All-Star Baseball Game (NBC-193): Gillette (Mason), Chrysler (Burnett), Mon., July 31, 2:45 p.m.

Have Gun, Will Travel (CBS-177): Lever (JWT), American Home Products (Bates), Sat., 9:30 p.m.

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

Untouchables (ABC-179): LBM (M-E), Armour (FCB), Whitehall (Bates), Beecham (K&G), Union Carbide (Esty), Sunbeam (FCB),...
'Old West' lures viewers to Barbecued Beans

The lure of the Old West is still strong in the modern American heart, as any TV rating chart will testify.

A part of that lure comes from the open-air cooking of the range, the barbecued-beef-and-beans fare of the cowboys, which has been translated through the years into today's cookouts, which still feature beef-and-beans as a major attraction.

Three In One • So, when Campbell Soup Co. came up with its new product, a blending of California pink beans, Great Northern beans and Baby Limas with a mild but tangy tomato sauce into Campbell's Barbecue Beans, the company and its agency, Needham, Louis & Brorby, Chicago, decided to capitalize on this common denominator between the Old West and Modern America, east or west.

The result was a series of tv spots that show Campbell's Barbecue Beans being eaten with equal enjoyment by cowboys who look like real cowboys in a western setting that looks like the real West and by a typical American family of today.

The goal was to establish an empathy with the viewers that could make them capture a little bit of the West for themselves by purchasing it in a 16-ounce red and white can, generally for 19 cents or two for 37.

A four-month test—July through October 1960—was conducted in four widely separated markets—Scranton-Wilkes Barre, Pa.; Jackson-ville, Fla.; St. Louis, Mo. and San Diego, Calif. The tv spots—two one-minute commercials and two 30-second condensations of them—were tested in the daytime, with 10-15 showings per market per week for seven weeks, and in the evening, with three-five showings per market per week for 12 weeks.

Hal Kaufman, senior writer of N & B Chicago, wrote the script and the original music for the TV spots, which are unusual in that all have the same sound track. They were recorded in New York by western singer Ken Carson, although the visual approach varies with each of the two one-minute commercials and their 30-second condensations. Willis J. Davis, producer and senior tv art director of N & B Hollywood, served as art director and agency producer for the spots, which were produced by Jack Denove Productions in Hollywood. Mr. Davis and Jack Denove jointly did the casting for the spots, to ensure that the characters were truly western and not motion picture or drugstore cowboys.

How It's Done • A typical spot, "Line Shack/Backyard Barbecue," opens with a cowboy on horseback galloping up to a line shack where a chuck wagon horse is grazing and a second cowboy stands at the door, waving his partner in with a wooden spoon as Ken Carson sings, to guitar accompaniment, "Now this is the story of the new Barbecue Beans, the newest beans in town."

The camera shows the interior of the cabin, with a pot of beans bubbling on the stove, then cuts to a closeup of the pot as the cowboy stirs the beans, while the singer continues, "With a fresh-off-the-open-fire flavor, a flavor that wins hands down." The cowboys taste the beans, show their enjoyment and dig in earnest as the song goes on: "New Barbecue Beans from the Campbell folks, nothing like 'em ever before. There's three kinds of beans in barbecue sauce. Get 'em now at your favorite store."


Helene Curtis Industries, Chicago, has expanded its fall participation buys on NBC-TV to include the Dick Powell Show Tues. 9-10 p.m. and Saturday Night at the Movies Sat. 9-11 p.m. for toiletries products not yet identified. Firm earlier bought part of 87th Precinct Mon. 9-10 p.m. Agency: Edward H. Weiss & Co., Chicago.

Rep appointments...

• WPAT Pawtucket, R. I.: Nona Kirby Co., Boston, as regional representative.
• WAME Miami, Fla.: Venard, Rintoul & McConnell, N. Y.
• WQXO Daytona Beach, Fla.: Hal Walton Assoc., New York.
• KUZN West Monroe, La.: Breen & Ward, New York.
• KXYZ Houston, recently acquired by Public Radio Corp., and WWOM New Orleans, owned and operated by Franklin Broadcasting Co.: Adam Young Inc., N. Y.

Also in advertising...

PR chosen • Studebaker-Packard Corp., South Bend, Ind., has retained Sydney S. Baron Public Relations Corp., New York, with Murray Snyder, former Assistant Secretary of Defense for Public Affairs as account executive. S-P's advertising agency is Doyle Dane Bernbach, New York.

"Winning the peace ..." • Benton & Bowles, N. Y., has prepared a fall drive for the USO with, "Winning the peace is a lonely battle," as the theme. The appeal will be sent on tv and heard from approximately 3,200 radio stations and the four networks.

ARF report • The Advertising Research Foundation has released to its members a report entitled, "A Comparison of Estimates from the Nights-at-Home Formula with Estimates from Six Calls." It is the first report to be completed in ARF's current series of methods re-search studies, a program launched to evaluate and develop better techniques of advertising measurement.

Eastward Ho! • Tele-Tape Productions Inc. is moving its headquarters from Chicago to New York this month. The company, which operates a mobile tape production unit, has been retained as basic supplier of mobile facilities to Video Tape Productions of New York. Tele-Tape has operated mobile units on location shooting in the Midwest, Florida and along the eastern seaboard in the production of commercials and shows, including the forthcoming Kakula and Ollie show on NBC-TV. New York headquarters address to be announced shortly.

Music mixer • Music Makers Inc., N. Y., reports it has developed a process called Tele-Mix, a form of closed-circuit television, which permits agency producers to view on a tv screen the way music is mixed into tv commercials for their

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with a modern American family enjoying the "three kinds of beans in barbecue sauce" because "Campbell's makes 'em and that makes 'em good," and dissolves to a flash finish with the Campbell Kids pushing a can as they call "new, new barbecue, new Campbell's Barbecue Beans."

Audience reaction to the four-market test campaign was immediate and emphatic and Campbell's Barbecue Beans were put into national distribution without delay. Announcement to the public across the country was made on the CBS-TV special "Thanksgiving Day Parade Jubilee." In December, the barbecue beans commercials appeared on ABC-TV's Donna Reed Show and CBS-TV's Lassie, plus daytime spots on seven ABC-TV programs. Beginning in April the spots also were carried by Walt Disney Presents and Silents Please, both on ABC-TV. And the sound tracks of the TV commercials were used as radio commercials for an April-July campaign in six major markets in the Southwest and Pacific Coast areas.

First In Beans • "Campbell's will not divulge specific sales figures," Edward W. Hobler, vice president and account supervisor on the account at N. L. & B Chicago, said last week, "but the addition of Barbecue Beans to Pork and Beans and Beans and Franks has made Campbell's the leader in the bean field across the nation. And television can take the credit, for this is virtually the only advertising that has been used for this new product. The fact that we moved so swiftly from the test campaign into full national advertising shows how effective tv was at the start, and it's been just as successful since then."

New tv spots, with even more emphasis on the western outdoor life and the way Barbecue Beans fit into it, will be used this fall on Campbell's tv network programs, Donna Reed on ABC-TV and Father of the Bride on CBS-TV.

A 30-10 split of the 40-second ID time

THAT'S THE COMBINATION RECOMMENDED BY TVAR

A major tv rep company last week announced its stand on how it feels advertisers should split the new 40-second prime-time station breaks that go into effect this fall. Television Advertising Representatives Inc., New York, went on record as favoring a "30-10" combination for national spot tv advertisers.

TVAR offers its formula as a solution to "some confusion" about the new 40-second adjacency with respect to length of spots and pricing for various lengths of station-break announcements. TVAR claims the network plan gives "additional practical opportunities."

TVAR notes "four standard formulas" for filling 40-second station breaks: one 40-second announcement, two 20-second announcements, a 30- and a 10-second announcement and a 20- and a 10-second announcement, plus a 10-second information service filler (news, weather, etc.). The rep firm adds that a fifth possibility has been suggested—a 40-second "sponsored program" of capsule news or weather reports, with the advertiser getting opening and closing billboards and a 20-second commercial.

Up until now, TVAR explains, national spot tv advertisers who required more than a 10-second ID to tell their story were limited, for the most part, to either 20-second station breaks or 60-second participations in network spot carriers. Regional spot tv advertisers requiring more than 10 seconds have generally had only one choice—20-second breaks.

Why 30-10 Formula Works • TVAR reports that 30-second station-break spots have been available, but on a "realistic basis" the demand for 30's and 10's have relegated 30's to the "least attractive times."

What TVAR recommends is greater emphasis on the 30-10 station break, a formula which it claims is the most flexible and efficient way to fill the 40-second break. Five reasons are given: "The thirties can sell products and services, give advertisers more sales impact, and clients. The process is said to expedite and improve the method of mixing music with a finished commercial.

Non-filters gain in survey • Television Advertising Representatives Inc., N.Y., covered seven product categories in its latest brand comparison survey conducted last March in the firm's eight tv markets. The survey revealed that non-filter cigarette smoking is on the up-grade, but like the other categories, there were wide market-to-market differences. Besides cigarettes, the brand comparisons cover beer and ale, cold remedies, gasoline, headache remedies, hot cereal and margarine.

Agency appointments ...


- Harvell-Kilgore Corp., Bolivar, Tenn., appoints Frank B. Sawdon Inc., N.Y., to handle its advertising. Spot radio and tv will be used for H-K's toys and housewares.

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protect the ID advertiser, provide production economies and reach homes at low cost-per-thousand.”

TvAR refers to the increasing numbers of 30-second commercials on network participation programs to show that 30's are being used “to sell everything.”

“During the first six months of 1960, no less than 81 different brands were advertised with 30-second TV commercials on network participating programs.” Of this total, there were 15 that used 30's in all of the first six months. “Many advertisers have consistently used 30's back-to-back in network carriers” (Armour's Dial soap and Dash dog food, for example). TvAR concludes that “certainly a dominant 30 next to a 10 can be used even more effectively.”

TvAR, which represents the five Westinghouse broadcasting TV stations, in addition to WTOP-TV Washington, WBTV (TV) Charlotte and WJXT (TV) Jacksonville, Fla., does not include specific prices in its booklet.

Nifty back to school in 50 more TV markets

NOTEBOOK ADVERTISER SEEKING NEW YOUTH AGE GROUP

A blossoming advertiser in spot television—St. Regis Paper Co. (Nifty notebooks), New York—is coming in strong this week on a nationwide basis with the opening of schools across the country.

St. Regis, through its agency, Cunningham & Walsh, New York, will be on more than 200 TV stations in some 150 markets through the country. The campaigns have been timed to begin individually with the start of school in each locality.

To time the advertiser's starting dates, the agency's media department and station representatives worked together in gathering information on the exact school opening dates.

Last year, the product was introduced nationally—after appropriate testing in selected markets—in more than 100 markets. Thus the spot business has been increased substantially. Another change is the advertiser's attempt to reach for the 12-17 age group. The previous drive had been keyed to potential users in the elementary grades. Buying has been in the 4:30-7 p.m. time period, including placement in the early children's shows and in action strips which appeal to teen-agers.

The Nifty commercials (for school binders, fillers and a new binder product) are one minute in length. To heighten the appeal of the commercials for the youngsters the advertiser hopes to reach, the agency produced messages which are light and entertaining, using dancers, choral group and a cheer-leading theme (see picture). Employed in the commercials: the June Taylor dancers; Biever & Stein, New York, for background music; a choral group of six; and a 12-piece band. Farkas Films Inc., New York, produced the films.

Subcommittees to plan RTES seminar sessions

Planning for the 1961-62 season of Radio & Television Executives Society's Timebuying & Selling Seminar was started last week with the appointment of three subcommittees by Erwin Ephron, A. C. Nielsen Co., seminar chairman. A change from luncheon to a late afternoon "classroom" format is being considered for this year's series of training sessions (Closed Circuit, Aug. 28).

Chairmen named for the subcommittees are: Cris Rashbaum, Harrington, Righter & Parsons (programming); Roger Bumstead, MacManis, Jhnn & Adams (registration), and Harold Meden, Franznck-Meden Inc. (press and promotion). Other committee members:

Program: Mr. Bumstead; Robert Liddel, Compton Adv.; Al Petecaveau, Doyle Dane Bernbach; Maurie Webster, CBS Radio Spot Sales; Sam Vitt, Doherty, Clifford, Steers & Shenfield.

Registration: Stanley Belchick, Belchick Productions; Lee Gaynor, Friendly Group; Jack Gross, American Research Bureau; Irwin Spiegel, TVAR; Thomas White, Avery-Knodel.

Press and Promotion Committee: Messrs. Bumstead and Rashbaum; Dale Clark, National Audience Board: Eph Lewis, Media/Scope; Mr. Rashbaum.

Philly agencies merge;

Mallis named president

The consolidation of Adams & Cooper, Philadelphia, with George L. Mallis Inc., advertising and marketing agency, that city, was announced last week by George L. Mallis, president of the combined firms. The new firm will continue to operate as George L. Mallis Inc. Robert E. Adams, formerly president of Adams & Cooper, becomes a vice president in the new operation.
B. C. Remedy knows spot television “did the trick” for sales headaches — Why? Because, spot is the most flexible medium for building greater and greater sales. B. C. like all other spot users can call their shots — Whatever market, whatever time of day or night, whatever station they choose. Whenever additional effort is needed spot is there fast, matching advertising effort with sales potential but with no waste circulation.

Your HR man can tell you many more reasons why and how spot television can “do the trick” for your sales headaches. Call your HR man, you’ll be glad you did.

*B. C. Knox Massey & Assoc., Inc. (Durham, N. C.)
RAB will put its show on the road

Radio Advertising Bureau's new roadshow of radio commercials has played to a number of New York ad agencies in recent weeks and will more have the opportunity to hear the collection of tapes before the show moves across the country to other key agencies. RAB plans to offer similar displays as a regular bureau service. Jack Stanley (see picture), a copywriter, was among the many creative and account people at Ted Bates & Co. to hear the cross-section of outstanding commercials. RAB said many of the commercials are in a humorous vein to emphasize that radio spots are both a "challenge and a kick to create."

The bureau's national sales department sets up a listening post in the agency's creative department, complete with earphones and specially built repeaters. An index posted by the message reaper lists the commercials contained on some 35 cartridges. RAB's tape library currently contains more than 4,000 individual radio messages, and the bureau regularly votes awards to advertisers and agencies for the most effective national and regional commercials.

LIQUOR AD BATTLE? WHAT BATTLE?

Publicker 'amazed' at 'silence' on radio-tv campaign

The battle over the return of hard liquor advertising to radio and television has failed to affect, or even reach, the advertiser whose activities touched off the controversy.

John J. Schwed, advertising manager of Publicker Industries Inc., a Philadelphia distiller, said last week his company has heard "from nobody" since it began placing two separate test campaigns on broadcast media for its Old Hickory bourbon and Philadelphia White Label whiskey (Broadcasting, Aug. 21). Mr. Schwed said he was "amazed at the silence" that greeted the move.

A spokesman for Ellington & Co., New York, agency for Old Hickory bourbon, said there have been "no deceptions from the ranks" since news of the advertising campaign broke. The campaign started Aug. 5 with between 50 to 60 stations, including two tv stations, carrying the 30-second, 30-second and one-minute spots.

The agency executive indicated that the campaign is "proceeding as planned" and that Ellington & Co. is "not concerned with the furor in Washington." The agency is hopeful, he said, of adding more stations to its line-up. Some stations, he said, were hesitant to accept the spots at this time because their FCC licenses are up for renewal.

From another source it was learned Ellington has been successful in adding at least one new station to its original list. WNTA New York began broad-casting the spots on Aug. 28. The station is not an NAB code member or subscriber.

A representative for Al Paul Lefton, Philadelphia, agency for Continental Distilling Co., a Publicker subsidiary and producer of Philadelphia White Label whiskey, said that five to seven stations stopped spots for the brand when the story broke last month. But, four additional stations have subsequently been found to fill the breach, he said. The stations that cancelled the spots, it was indicated, did so on the advice of legal counsel. It's estimated that the spots for the whiskey brand, all 30-second ones, have been running in more than 20 radio markets since Aug. 5.

When news of the two test campaigns reached Capitol Hill last month the de-nunciations were loud and clear. Sen. Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, and Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, warned broadcasters to disist from accepting the hard liquor advertising or face "appropriate legislation." (Broadcasting, Aug. 28). NAB officials replied that to their knowledge no NAB members or code subscribers were carrying the liquor commercials.

Meanwhile, Publicker—which says 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.

Films Fair, 1040 N. McCadden Place, Hollywood 38
Best Foods (Skippy Peanut Butter), two 60s, animation, film. Gus Jekel prod. mgr. Agency: Guild, Rasch & Bonfigli; Alex Anderson a.e. & prod. mgr.

Films Five Inc., 18 E. 50th St., NYC 22
General Mills (Cheerios), three 60s, three 30s, tape. Stan Freberg prod. mgr. Agency: Dancer-Fitzgerald-Sample Inc.
Keitz & Herndon Inc., 3601 Oak Grove, Dallas 4, Tex.

Music Productions of America, 25 W. 56th St., NYC 19
Stella D'Oro (Food Products), three 10s, tape. Joe Feagins prod. mgr. Agency: W. B. Doner Co.; Murr Firestone a.e. & prod. mgr.
ON APRIL 8, 1961, in a steel and glass skyscraper overlooking a major U. S. metropolitan city, a meeting was held to discuss the purchase of a new five kilowatt AM transmitter. The main points in consideration were economical operation, quality sound and industry acceptance. Each five kilowatt transmitter on the market was thoroughly evaluated, with only the Gates BC-5P-2 meeting all the stringent requirements. These progressive broadcasters found that the modern Triode power tubes in the Gates transmitter reduced operating costs, and that overall average power consumption was as low as could be found. Their analysis also revealed that the BC-5P-2's combination of very low distortion and wide response produced the truest quality sound. Finally, no other five kilowatt AM transmitter could equal the acceptance of the BC-5P-2. This is the world's number one best seller in the five kilowatt field. The decision was made. A new Gates BC-5P-2 transmitter is now in operation at this top rated station giving day-in and day-out trouble-free performance. Let us tell you more about the Leadership Five. Write today for Brochure No. 94 - yours for the asking.
ON TELEVISION these pictures told the story of Berlin as no other pictures did---and they were AP EXCLUSIVES.
For television stations subscribing to AP Photofax, these two dramatic pictures — more than any others — told the story of divided Berlin. They moved rapidly — and exclusively — over AP picture circuits while the news still was hot. The impact on viewers was tremendous.

One of these pictures is of an East German soldier leaping Communist barbed wire into the freedom of West Berlin. The other is of an East German couple being turned back by Communist border guards.

On the Berlin crisis — as every day, from anywhere — the best spot news pictures move fastest into TV stations via AP Photofax for instant use while the news still is hot. For the best newscasts, and the quality which sponsors expect, why be satisfied with less than the best?
Tv propels kiddies to the Bosco shelf

One of television’s more individualistic advertisers is Corn Products Co.’s Bosco milk amplifier. In 1961, approximately 99% of its nearly $2 million ad budget will go to sponsorship of children’s programs in key metropolitan areas, supplemented by a network “umbrella” on CBS-TV’s Dennis The Menace.

Where possible, the buying formula in each market aims for frequency and impact. As explained last week by a media executive at Bosco’s agency, Donahue & Coe: “We buy for vertical impact. We buy into all available top-rated shows in a market to get Bosco announcements in consecutive time periods, starting at 4:30 p.m., for example, straight through to 6:30 or 7 p.m. We also buy programs for horizontal exclusivity: that is, we go into shows at the same time period on two or more stations to achieve 100% unduplicated audience.”

Bosco climbed to prominence in the fortified chocolate syrup field through a carefully guided tv plan. In fact, tv has been considered the obvious media choice since the product’s introduction nearly a decade ago. But, as one agency executive pointed out: “It’s not so much a question of choice as it is the way we employ the medium. Many youngsters in our tv audiences cannot read, and that coupled with the demise of children’s programs on radio makes tv the only medium available for reaching our young customers.”

The Bosco formula is described as “a concentration of effort in the areas of prime potential, with schedules tailored to deliver maximum reach and frequency and with efficiency. We don’t buy by the numbers, but we don’t drown on them either. Buying decisions are based on the program’s track record, the program host and his reputation, the time period and the rating. A choice is made after preparing and comparing a breakdown of these qualifications for every available children’s show in a market.”

Age Group Important = The Bosco tv audience is primarily the 4-10 age group. For the advertising to be effective there are considerations unique to the age group: Repetition is a key to greater sales. Many of the youngsters are not old enough to read the label on the jar. It’s important then that the Bosco jar be prominently displayed during every announcement, usually delivered by the m.c. of the show. Repetition of such phrases as “I love Bosco, you will too” is necessary because the youngsters’ attention is easily diverted and their memory short.

“You have to keep telling them, Monday through Friday,” the media official emphasizes, “so that by Saturday morning when mothers take their children along to the supermarket the ‘skirt-tuggers’ will take a jar of Bosco off the shelf and put it in the grocery cart.”

A Bosco program buy is “just the beginning” as far as the agency is concerned. Close contact is maintained with every station, show and m.c. as long as the buy is in effect. Confidence is put in the m.c.’s ability to deliver the commercial without benefit of prepared copy, although he or she is usually supplied with product fact sheets and sample scripts.

The followup work also includes tape checks of the m.c.’s commercial handling and unannounced field trips by agency media personnel to the stations. These “inspectors” check on the use of correct props, delivery style, and during each visit they talk with the talent, watch the show to see if it’s handled in good taste, and exchange suggestions. There are talks, too, with the station managers about new programs, merchandising and promotional opportunities, such as tying-in with special events in the markets. The field

Seasonable greetings

Blair-TV distributed to agency account executives last week a promotion piece in the form of a Christmas card. It extends Yuletide greetings (“pardon our early Christmas spirit”) and stresses that spot tv schedules of “fringe time” minutes are approximately 92% to 99% more efficient than participations on the same stations in highly-rated network programs. It ends: “Call your Blair man in September, October, November, December . . . and Beyond.”

that all of its spots have been carefully edited for good taste and stress the quality of the product rather than the joys of drinking—scheduled a series of public service spots to replace its usual messages over the Labor Day weekend (Sept. 2-4). The holiday weekend commercials asked listeners to drive carefully and reminded them that driving and drinking do not mix. The copy suggested that “moderation” be the guide. The product line was mentioned only as a signature for the commercials.

$2.8 million paid NFL teams by broadcasters

The National Football League last week revised its estimates of the revenue each of its 14 teams receive from radio and television in the wake of Broadcasting’s annual football report (Broadcasting, Aug. 28).

From Jim Kencell, NFL director of public relations, come these “official unofficial” estimates: Baltimore, $340,000; Chicago, $200,000; Cleveland, $220,000; Dallas, $125,000; Detroit, $160,000; Green Bay, $120,000; Los Angeles, $250,000; Minnesota, $130,000; New York, $250,000; Philadelphia, $180,000; Pittsburgh, $300,000; San Francisco, $200,000; St. Louis, $150,000; Washington, $250,000. The new total is $2.875 million.

WBAL-AM-FM Baltimore will carry the Colts’ games on radio with the fm purchase, a specific buy and not a bonus. Earlier it was incorrectly reported that the games would be carried on WFBR. Sponsoring the Baltimore games will be the National Brewing Co., American Oil and the Baltimore Dodge Dealers.

Sponsorship of the Pittsburgh Steelers’ games is shared by Duquesne Brewing Co., Marlboro Cigarettes and American Oil.

Still not announced is the radio station that will carry the games of the New York Titans of the American Football League. (See story on legislation affecting pro football page 54.)

RAB expands offices

All principal departments of Radio Advertising Bureau, New York, will be consolidated in new headquarters offices in mid-September. The bureau has leased the eighth floor of 655 Madison Ave., giving more floor space than the present quarters at 460 Park Ave. and 120 E. 56th St.

Kevin Sweeney, RAB president, said the move does not end RAB’s search for a building of its own, and that an on-the-spot study of possible sites will be made in New York early this fall by RAB’s finance committee headed by
Jim Stewart of WBKB (TV) Chicago’s “Jim Stewart Show” is typical of the major market children’s shows in which Bosco milk supplement concentrates its advertising. Trips are said to be welcomed by the stations because the personal interest makes them feel they are not just order houses.

Harold Krelstein, of the Plough stations. Meanwhile, at 655 Madison, the bureau will expand its tape, slide and data-gathering facilities.

Heavy buying viewers

CBS-TV Stations Division last week introduced a new study that relates the incidence of product consumption to TV viewing in a given market. The new report, entitled “Prime Prospects,” specifically deals with Los Angeles, where CBS-TV owns KNXT (TV). The study attempts to answer the question of how well the station reaches consumers who do the heavy buying in the market. The bulk of the study is based on a comprehensive American Research Bureau questionnaire which categorizes 41 high-consumption products, classifying the users into “light,” “medium” and “heavy.”

Los Angeles was selected for the study because it is a seven-station market (New York and Los Angeles, in which CBS-TV has stations, also are the largest markets in the U. S.). The study will be seen this week at agency offices in both these cities and probably in Chicago later.
GOVERNMENT

Carolinians rebel on deintermixture

GROUP OPPOSES THREAT TO WIS-TV CH. 10; UHF OPERATORS MEET

The battle on deintermixture moved in new directions last week.

A group of South Carolinians, battling to save ch. 10 Columbia from being lost to the state, asked the FCC to withdraw the deintermixture proposal which would, if adopted, force WIS-TV in the state capital to move to uhf.

At the same time, uhf broadcasters gathered for the first time since the commission's deintermixture proposals (Broadcasting, July 31) in Springfield, Mass., and agreed to try to rally support for the FCC's ideas as best they can.

Opening Gun • In a unique and potentially explosive document, the citizens and government of South Carolina fired a broadside at the FCC—the opening of what may be a knockdown battle against deintermixing Columbia, the capital of the state.

The FCC proposes to delete ch. 10 from the city and substitute a uhf channel.

Presented to the FCC on Friday was a petition filed by 75 South Carolina national legislators, state officials and representatives of business and community life asking that the commission rescind its proposal to delete ch. 10 (WIS-TV) from Columbia and substitute a uhf channel in its place.

The approach was made on two counts:

Columbia does not meet either of the commission's two criteria for deintermixture—it is neither substantially converted to uhf nor would the city be free of outside uhf signals.

And, the mass petition said, if the FCC doesn't believe this, hold a hearing in Columbia and let the public tell its story.

This would be in line with the commission's statements that broadcasters should survey the sentiments of their communities to ascertain the public's wishes, the petitioners noted.

Among the signers, each filing as an individual petitioner, were the two United States senators from South Carolina, six representatives, the Governor, the lieutenant governor, the president of the State Senate, country delegations and a group of business and community leaders.

The group referred to comments by uhf ch. 67 WNOK-TV Columbia in earlier filings before the FCC which suggested that the better answer to competitive television in Columbia would be the addition of another uhf channel, even at substandard spacing, rather than deintermixture.

One of Eight • Columbia is one of eight cities which the FCC has proposed to deintermix by removing the present, single uhf channel in order to establish an all-uhf market.

The other cities are Binghamton, N.Y.; Champaign, Ill.; Erie, Pa.; Hartford, Conn.; Madison, Wis.; Montgomery, Ala., and Rockford, Ill.

Both the Columbia and Montgomery stations (WSFA-TV) are commonly owned by the Broadcasting Co. of the South.

The proposals have already called forth a storm of protest, with statements of opposition by state and local groups, as well as by state congressional delegations in Washington.

If the commission won't hold oral argument in Columbia on the petition to rescind, the petitioners asked that the FCC order oral argument in Washington as soon as possible before Congress adjourns, so that the South Carolina delegation may appear.

Deintermixture in Columbia cannot be effective, the petition stated, because the area is heavily served by outside uhf service. Eleven stations from outside Columbia send uhf signals into the area: Augusta, Greenville, Spartanburg, Asheville, Charlotte, Florence and Charleston.

If ch. 3 were to be removed from Columbia, the group pointed out, only a very small area around the city of Columbia would not be receiving uhf service. And, it went on, if surrounding uhf stations were to move to maximum power and antenna heights, there would be no area not served by uhf.

Even the state's pine trees would contribute to the poor showing of uhf, the petitioners noted. The foliage of pine trees block uhf signals to a great degree, they said.

Conversion Limited • Uhf conversion in the Columbia service area is not anywhere near "substantial," the Palmetto State petitioners stated.

Uhf penetration has fallen dramatically—from 47% in 1958 to 8% in 1960 for Calhoun County—while in one instance it rose—from 47% in 1958

Thomson wants FCC to hold deintermixture

Rep. Vern Thomson (R-Wis.) has introduced a resolution asking the FCC to delay its deintermixture plans at least until the commission completes its impending uhf study and reports to Congress.

In a statement accompanying the resolution (HR 450) the Congress- man also blasted the FCC for its "grossly inconsistent if not misleading position" in requesting $2 million for the uhf study it will begin shortly in New York.

Rep. Thomson, a member of the House Commerce Committee, which has jurisdiction over the FCC, recalled that the commission sought the appropriation on the ground the study is essential to a conclusive determination of the role uhf could play in solving the tv allocations problem.

Yet, he added, even though the commission is not scheduled to complete its study until January 1963, it has already proposed deleting uhf channels from eight markets and shifting the affected stations to uhf bands (Broadcasting, July 31).

Rep. Thomson said he introduced the resolution because of a "flood" of mail from constituents protesting the proposed elimination of one of the eight uhf channels, ch. 3 in Madison (WISC-TV).

Loss of the channel would deprive "tens of thousands of people" in south central Wisconsin of their only reliable television service, he said. Since no major metropolitan area with as many as five or seven uhf channels would lose even one, he added, "this is nothing less than an outright discrimination against the rural and agricultural citizens of Wisconsin."

In moving ahead with its deintermixture plans before the study findings are in, he said, the commission is either taking action without the necessary technical data, or it "has misled this House into an appropriation which it did not need, was not entitled to, and is now wasting."

If adopted, the resolution would merely express the "sense of the House" and carry no legal weight. But it is unlikely the commission would ignore the expressed wishes of the House.
'What's in the wind?'

'New gains ahead for KIOA, Des Moines.'

Why? because they're going with Blair? *

Partly, plus other things.

Like what?

Like record corn-income, Iowa's biggest in years.

So what else?

Iowa factory output is even bigger than corn.

Which means?

Personal income in KIOA up 5% (over $5600).

Where does KIOA come in?

Comes in all over Iowa, with 10,000 watts at 940, best frequency in Des Moines, giving 24-hour service custom-gear to specific needs of this productive agri-urban market.

* 
Effective September 13, 1961, another major area-station, KIOA-Des Moines, appoints

[Signature] and Company as National Representative
to 68% in 1960 for Lexington County, the petition noted.

Up the CCT • A uhf organization, the Committee for Competitive Television, quiescent for the last few years, showed signs of life last week—and among these were a resurgence of the combativeness that made CCT a fighting pro-uhf organization less than five years ago.

The renewed tremors arose at a special meeting of 11 representatives of nine uhf station groups in Springfield, Mass., on Aug. 28. The meeting had been called by William L. Putnam, president of four uhf stations in Massachusetts (BROADCASTING, Aug. 28).

The informal meeting, lasting from lunch through dinner, ended with no written resolutions, but a consensus among those present that support must be drummed up in behalf of the FCC's proposal to deintermix eight markets by deleting the single uhf channel and substituting a uhf channel to make them all uhf areas.

Stressed was the need for a "grass roots" approach to support the FCC's proposals. The uhf operators present agreed to increase their individual activities toward this end through approaches to legislators and the public.

Mr. Putnam charged that uhf stations "were using the identical political pressure tactics they used to defeat a similar deintermixure proposal several years ago."

The might of the v's may not be on our side," he said, "but we have the recommendations and backing of the most unbiased and most qualified group of experts in the industry to determine the merits of deintermixure, the staff of the FCC."

Another uhf operator, John English, WSEE-TV Erie, Pa., expressed the belief that the approach of the Assoc. of Maximum Service Telecasters was "hysterical."

"We've got a very simple story to tell," he said. "The FCC is the expert in this field, and it knows what it is doing."

Liaison Activities • There was some discussion of establishing a more formal organization to battle for deintermixure, but the final resolution was an agreement to maintain informal liaison with each other and to engage in individual contacts with the public and congressional and state representatives to tell them the uhf side of the story.

It was agreed that CCT would file comments with the FCC in support of the deintermixure proposals.

Plans were also made to hold regional meetings of uhf operators during the next weeks, but no dates or places were set.

Mr. Putnam sent out invitations to all uhf-only operators east of the Mississippi River. One of those present said Mr. Putnam was heartened by the number of broadcasters who took the trouble to come to Springfield. The Putnam stations are WWLP (TV) Springfield, WRLP (TV) Greenfield, WWOR (TV) Worcester, and WBEC-TV Pittsfield, all Massachusetts.

Senate favors cutting presidential campaigns

Senate Aug. 25 approved by voice vote the resolution (S Res. 141) calling for shorter presidential campaigns. Resolution, introduced by Sen. Kenneth Keating (R-N.Y.), puts the Senate on record as favoring holding presidential nominating conventions after Labor Day in election years.

The resolution cites the candidates' ability to reach voters by television and radio and modern transportation as justification for shorter campaigns.

Senate Majority Leader Mike Mansfield (D-Mont.) described the Keating proposal as an excellent one. But some senators said adoption of the resolution is meaningless since it merely expresses "sense of the Senate" and it has no legal effect.

Evangeline asks to withdraw

Evangeline Broadcasting Co., one of three applicants for ch. 3 Lafayette, La., last week asked to withdraw citing FCC grants at Baton Rouge and Port Arthur-Beaumont (Tex.), which it
feels provide coverage and competition in the market.

Morgan Murphy, half-owner of Evangeline, has applied to buy KXLY-AM-FM-TV Spokane, Wash., and is selling his interest in Evangeline to George Thomas, who owns the other half.

The remaining applicants for ch. 3 are KTAG Assoc. and Acadian Television Corp.

Jacksonville case restudied this week

A 1956 FCC grant, said to have been influenced by off-the-record contacts, will be re-examined this week by the commission. The agency reopened the record last year on its own motion to explore ex parte charges developed during hearings before the House Legislative Oversight Subcommittee in the Jacksonville, Fla., ch. 12 grant (BROADCASTING, Aug. 8, 1960).

The channel was granted to Florida-Georgia TV Co. (WFAGA-TV) by a 4-2 FCC vote reversing the hearing examiner's initial decision. Other applicants were the City of Jacksonville (WJAX) and Jacksonville Broadcasting Co. (WPDQ). In the House hearings testimony was presented to show that former Commissioner Richard A. Mack had sought advice from a party outside the case and was contacted on behalf of two of the applicants, WFGA-TV and WJAX.

The case will be reopened Sept. 6 in Washington before Chief Hearing Examiner James D. Cunningham. Witnesses set for the first week include Francis Conroy, Miles H. Draper and Dillon Kennedy. Mr. Conroy was described in the House hearings as a Jacksonville attorney and "an old friend" of Commissioner Mack whom the commissioner telephoned on two occasions for advice on the case before the final decision. Mr. Draper is a Tampa attorney, who allegedly made representations on behalf of the City of Jacksonville. Mr. Draper also was a friend of Commissioner Mack, according to testimony. Mr. Kennedy is a Jacksonville city commissioner.

Delinquency hearings

The Senate Juvenile Delinquency Subcommittee will resume hearings Thursday and Friday on a possible connection between tv crime and violence and the rising youth crime rate. The subcommittee did not announce the names of witnesses, but an aide said they would be drawn from the broadcast industry.

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WHO MAKES THE BIG AGENCY DECISIONS SO IMPORTANT TO YOU?

Here's a discovery to ponder. Recently the A. C. Nielsen Company — world's largest marketing research organization — queried executives at the country's 50 biggest television and radio agencies. (Collectively, the Top 50 agencies spend nearly 1½ billion dollars of all broadcast advertising money invested annually. Their individual TV-radio billings range from approximately $125,000,000 to $6,500,000 a year.)

These are pretty important people. Nearly three-quarters of them are media directors, assistant or associate media directors, media supervisors and media buyers. Others are account executives and group supervisors (7%); V.P.'s in charge of TV-radio, or TV-radio directors (4%); top management executives (5%); research or other functions (12%).

One of the things Nielsen wanted to find out is this:

To what degree do these individuals play an influencing part in the selection of (1) MEDIA, (2) MARKETS, and (3) STATIONS?

For how they answered, see the facing page...
Men and women who make important decisions like those are important to YOU, too! Which is why we think you should also know what they told Nielsen about their responsiveness to the four principal business publications in the TV-radio field. Here, briefly, is the box-score:

1) For broadcast media news and information, Broadcasting is read by more of them than any of the others.

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3) They express the most confidence in Broadcasting — 86% more than for the next-best magazine.

4) They consider the most useful publication to be Broadcasting — by a 21% margin over the second-best (143% over the other two combined).

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JUSTICE THROWS A BLOCK

NAB also opposes bill favoring pro ball package rights, but Rep. Celler's hopeful of getting it to House floor

Legislation that would enable the National Football League and other sports leagues to sell their tv rights for their games to the networks in a package ran into Justice Dept. opposition last week.

The department's antitrust chief, Lee Loevinger, said enactment of the bill (HR 8757) "is contrary to the established policy of the American free-enterprise system...would carve out a broad exemption to the antitrust laws...[and] would place in the hands of a few private persons tremendous power over a popular and lucrative business."

Indications were, however, that Rep. Emanuel Celler (D-N.Y.), author of the bill, would push for its enactment at this session of Congress. After a hearing by the House Antitrust Subcommittee, which he heads. Rep. Celler said he hopes to get the bill to the House floor as soon as possible.

At the hearing, NAB opposed the bill on grounds similar to those of the Justice Dept. Support came from representatives of professional football and baseball. A spokesman for the National Collegiate Athletic Assn. went along with the proposal, but asked for an amendment to protect college football gate from pro football telecasts.

The bill was introduced as a result of a decision of a Federal District Court in Philadelphia, which voided an NFL-CBS-TV contract. The pact would have paid the league $9.3 million for the 1961 and 1962 seasons. The decision was based on an antitrust decree issued by the same court in 1953.

No overriding Needs • Mr. Loevinger, who presented the Justice Dept.'s views in a letter to Rep. Celler after the hearing, said exemptions from antitrust laws are traditionally limited to situations where "overriding public policy considerations are present." But no such public need or benefit has been demonstrated to warrant the proposed exemption, he said.

He noted that in 1960 CBS paid $1.5 million for the right to televise 80% of the NFL games while under the voided contract, the network would have paid $4,650,000 for all league games in 1961. "Thus," he added, "to acquire the remaining 20% of the games and hold exclusive telecasting rights...CBS was willing to pay 200% of the price" it paid in 1960. "This, to us, is a striking example of the evils of monopoly."

The effect of the bill in the future, when eight or 10 television stations may cover one area, must be considered, he said. The bill could prevent most of these stations from televising sports contests, he asserted, for it would permit one network to tie up the games of two or more leagues.

Mr. Loevinger said the NFL-members' contracts in 1960 do not indicate "any deficiency in negotiating talent on the part of the clubs."

Even a team which lost all its games, the Dallas Cowboys, sold its television rights for $150,000, a large sum of money. "Our position," he said, "is that no legislation is necessary—that present law provides adequate safeguards for considerations of organized sports' legitimate interests."

NAB's position was presented by Vincent T. Wasielwski, executive vice president-elect, who acknowledged that the bill is "a matter of controversy" within the industry. He said ABC, which has a package-tv contract with the American Football League, supports the bill, while NBC opposes it. He said CBS has not taken a public stand.

Antitrust Laws Should Prevail • But NAB's view, he said, is that telecasting of sports contests should remain subject to governmental supervision through the operation of the antitrust laws. He said enactment of the Celler bill would result in fewer sports telecasts.

If only one network is permitted to broadcast a league's games, "the possibility of two networks telecasting different games of the same league in the same area" would be eliminated, he said. And to make the package contract effective he added, "the league would have to preclude individual "shoplifting" from making their own tv arrangements.

"We believe that no blank checks should be given to professional sports which allow them to arbitrarily black out the airwaves, through concerted activity, the telecasting and broadcasting of games which have such great public appeal," he said.

He also discounted the reason given by the NFL for desiring a package tv contract—that this was the only means of providing all league members weak as well as strong, with adequate tv revenue. He quoted an article in the Aug. 28 BROADCASTING, which put the total NFL radio-tv revenue for 1961 at $3.5 million. (See story, page 46.)

An amendment proposed by the subcommittee to tighten up the bill failed to win Mr. Wasielwski's support for the bill. It would specify that the bill does not permit tv blackouts, except for arrangements not to telecast another game into the home area of a team when it's playing at home. Mr. Loevinger suggested a similar amendment in the event the bill is approved by the subcommittee. Mr. Wasielwski said the change would improve the bill—but not enough to alter NAB's opposition to it.

NFL's Position • In urging passage of the bill, NFL Commissioner Pete Rozelle said that unless the league is permitted to sell its tv rights as a pack-
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age, only a limited number of NFL teams will be seen on television in 1962, when current contracts will have expired. The networks are interested only in the stronger teams, he said.

This will mean, he added, that the league's tv revenues will be reduced, and its efforts to maintain a balance among its members will be hindered. He said only four of the 13 teams in the league last year (there are now 14) would have made a profit without television money.

Mr. Rozelle said the NFL is the only sports league "singed out for prohibitions on joint television contracts." Other leagues, he observed, "including the directly competing American Football League, continue to enjoy the stability of single network television contracts without challenge" by the Justice Dept.

The NFL head argued that members of a professional football league cannot be considered competitors in a business sense, since no club wants to put any of the others out of business. The league feels it's as important for the Green Bay Packers, representing a community of 63,000, to receive as much tv income as the New York Giants, located in an area of 8,000,000 people, he said.

Mr. Rozelle endorsed a proposed amendment that would require competitive bidding for a league's tv rights. He explained that CBS got the league contract by negotiation rather than bid because it already had contracts with a majority of the clubs for the 1961 season.

Amendment Requested • Joe Foss, commissioner of the American Football League, generally supported the bill, but asked that language be added to prevent a league from tying up more than one network and thus being able to kill off a competing league. Mr. Rozelle earlier approved this proposal.

One of Mr. Foss's major concerns in favoring passage of the bill was that its enactment would protect the AFL from the possibility of a Justice Dept. antitrust suit. He said that while the AFL-ABC pact is similar to the NFL-CBS agreement, its provisions are sufficiently different to bring it within the law. But, he said, the league didn't want to pay $100,000 in legal fees to prove this point in court if the Justice Dept. should decide to bring suit.

William R. Reed, Commissioner of the Big 10 Conference, and chairman of the NCAA's legislative committee, said college football is not opposed to the bill. But he asked for an amendment that would prohibit professional football telecasts on days other than Sunday, the customary game day for pro football.

Commissioners Rozelle and Foss said professional football had avoided competing with college football for 35 years, and would do nothing to damage the pro teams' major source of talent. Both, however, declined to endorse the proposed amendment, contending that pro teams might in the future want to play their games on some day other than Sunday.

Baseball Commissioner Ford Frick also appeared in support of the bill, which applies to baseball, hockey and basketball, as well as football.

U. S. drops charges against Richard Mack

The U. S. Justice Dept. last week finally let former FCC Commissioner Richard A. Mack off the hook. Charges that he conspired with Miami lawyer Thurman A. Whiteside to throw the grant of ch. 10 Miami to National Airlines were dropped in Washington District Court on motion of Justice Dept. attorney Oliver Dibble. Judge Alexander Holtzoff granted the dismissal.

Mr. Dibble said the government's case was destroyed when Mr. Whiteside was acquitted of the charge in October 1960. The pair had been tried together in 1958 but the jury could not reach a decision. In 1960, Mr. Mack was declared too ill to stand trial.

The charges against Messrs. Mack and Whiteside stemmed from hearings before the House Legislative Oversight Committee in which it was alleged Mr. Mack had received favors from the lawyer in exchange for voting in favor of National Airlines. Mr. Mack resigned from the commission but denied wrong-doing.

Mr. Whiteside committed suicide last May.

Satellite-to-set tv seen by AEC member

Communications satellites beaming television signals directly to home receivers around the world are a possibility within this decade, according to Atomic Energy Commissioner Robert E. Wilson.

He told the Research Subcommittee of the Joint Congressional Atomic Energy Committee last week that the key to this achievement is in the compact, nuclear-powered transmitting systems being developed by the ABC.

Direct satellite-to-receiver transmission would require about 150 kw per channel to cover the entire hemisphere, he said. But a simpler nuclear-powered satellite relay system would require only about 1 kw and could be ready in about two or three years, he said.

Long to Hear FCC • In another space communications development last week, Sen. Russell B. Long (D-La.) announced he will call the FCC to testify before his Small Business Subcommittee on a private-industry group's proposals for the creation of a privately owned space communications system.

The group, an ad hoc committee of 10 international common carriers, is scheduled to submit its recommendations to the FCC Oct. 13. Sen. Long set Oct. 17 for the hearing by his Anti-monopoly Subcommittee, which has already held hearings on U.S. satellite communications policy.

Sen. Long has said he's afraid the FCC's creation of an ad hoc committee will lead to monopoly control of the new communications system.

Conelrad tests slated

The new Conelrad alert system utilizing the press teletype facilities of AP and UPI will be tested each morning at 9:30 a.m. EST during the month of September at all participating stations, FCC Defense Commissioner Robert T. Bartley announced last week.

The teletype alerting system will supplement the former plan of alert by telephone. Any inquiries from broadcast stations should be addressed to the FCC coordinating engineer in the station's Conelrad area. Beginning Oct. 1, further tests will be conducted twice weekly, on Saturdays at 9:30 a.m. EST and on Sundays at 8:30 a.m. EST.
Etv group appeals
FCC tv proposals

Educational tv interests last week appealed to the U. S. Court of Appeals to give them relief from "arbitrary and capricious" decisions of the FCC to add commercial tv channels, instead of educational channels, in Rochester, N. Y., and Johnstown, Pa. (Closed Circuit, Aug. 28).

At a Wednesday news conference in Washington, Norman Jorgensen, attorney for Joint Council on Educational Broadcasting, said the court petition might be the opening gun in a campaign to get greater FCC consideration for educational channels. He said this was the first time JCEB has carried its arguments to court.

The FCC Aug. 3 made final rulemaking to add ch. 13 to Rochester on a commercial basis and the same day instituted rulemaking to add ch. 3 to Johnstown. In the former case the commission denied the petition of the Rochester Area Educational Assn. to reserve ch. 13 for education; in the latter the request of Penn State U. to assign ch. 3 to State College, Pa., for etv.

The educators' appeals cited an alleged inconsistency between the FCC's drop-in decisions and the policy the agency expressed in its Sixth Report and Order (1952) in which it said it planned to reserve a vhf channel for etv in communities having three or more vhf channels. JCEB said the commercial grants were not in the public interest because viewers would not be offered a diversity of program fare. The FCC decisions were characterized in the petitions as "unlawful, unfair and discriminatory, an abuse of discretion."

FAA will lend an ear to FCC on antenna farms

The Federal Aviation Agency will not establish antenna farms if the FCC tells that agency that such a grouping would interfere with the FCC's statutory responsibility, FAA Administrator Najeeb E. Halaby announced last week. The FAA's proposal that it set up such antenna farms met with vehement broadcaster disapproval in hearings held before that agency Jan. 10.

The FAA last week made final rules on what constitutes an air hazard and exempted structures less than 20 feet high. The air agency said it considers itself the final authority on the air hazard question but added "our findings should not be construed to prejudice the exercise by the commission of its statutory jurisdiction particularly its authority to determine whether a construction permit for such a structure should be issued." The FAA warned that this statement should not be interpreted as a conclusion to jurisdictional problems that might arise in the future. It pointed out that any party dissatisfied with a decision by either agency always has recourse of taking the action to the courts.

USIA funds approved without Javits increase

The Senate last week passed an appropriations bill providing $138.9 million for the U. S. Information Agency after rejecting efforts of Sen. Jacob K. Javits (R-N.Y.) to increase the figure by $6,377,289.

The bill, containing $762 million for the State, Justice and Judiciary Departments and related agencies, now goes to a conference for reconciliation with a House-passed bill of $751,300,050. The House bill contained $134.8 million for the USIA.

One of Sen. Javits' amendments would have boosted the USIA appropriation by $4.3 million in an effort to strengthen the agency's overall program. The other would have restored $2 million cut from a fund used to guarantee publishers a return on the books they produce for the agency.
Cleaning? Who cleans?

Household cleansers? Fine... but...!

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BROADCASTING, September 4, 1961
Operations log rolling reported as Georgia stations try dry run of FCC’s proposed record keeping

Judging by first field tests, practical station operation under terms of proposed new FCC logging and program forms will involve headaches for staff and management.

Last week WDEC Americus, Ga., under auspices of the Georgia Assn., of Broadcasters, began a dry-run experiment with logging forms it designed in an effort to meet the proposed commission requirements. WCON Cornelia, Ga., was to start similar tests over the weekend on all-day scheduling. WDEC is a daytimer. WGUA Athens, Ga., is analyzing results of tests it has conducted.

NAB is planning a series of mid-September logging tests.

Jack Williams, GAB executive secretary, said the association-sponsored South East Radio-Tv Seminar, to be held Sept. 15 at the Biltmore Hotel, Atlanta, has attracted wide interest. Two NAB board members have indicated plans to attend. They are Dwight W. Martin, WDSU-Tv New Orleans, chairman of the NAB TV Board, and Robert F. Wright, WTOK-Tv Meridian, Miss. Julian F. Haas, Crosett, Ariz., will attend as president of Arkansas Broadcasters Assn. At least eight other associations will participate.

Charles Smith, WDEC owner-manager and GAB treasurer, reported to the association after three days that the new FCC logging form (BROADCASTING, Aug. 21) had developed trouble at the station. He said, “Our logging is under way. We began Sunday with nobody logging but the man on duty. It was found impossible for him to keep up and our programming degenerated.”

“We have two people on duty throughout the day keeping a log. The man on the board is doing as much as he can. We are inking in blank spaces he leaves us a comparison with what he should have done under the program regulations and what he is able to do.”

Primary Objectives - GAB said its first experiments involved the cost of printing forms designed to meet FCC’s proposed requirements and the cost of additional personnel. Further tests will seek to determine if a small station can sustain the burden over a period of time.

NAB last week was completing work on two series of logging forms designed to test the FCC’s requirements. It was printing two types of forms for field tests. The first form is designed to provide all the information the Commission wants. The second is a simplified revision based on NAB’s concept of what stations should provide. In the second form, provision is made for station certification of policies. This would eliminate some of the details involved in the first form.

Three tv and six radio stations will conduct the NAB field tests. They will use the first form Sept. 11, 12 and 13; the second form Sept. 14, 15 and 16. The three tv stations will represent small, medium and large market stations. The radio selection is representative of network, independent, fulltime and daytime stations. All involve geographical separation.

Last week KSEI Pocatello, Idaho, told the FCC the proposed new forms are burdensome, useless and contain implications of censorship. It predicted the procedure will impose hardships on stations using combo personnel.

KCOP Los Angeles, told the FCC promotion announcements are a public service and should not be considered as spot announcements. Network stations make a better surface appearance, KCOP said, because many of the commercials are an integral part of network programs whereas many independent programs are spot carriers and are shown as such on the forms.

This language in the proposed FCC forms was causing industry concern last week:

“Commercial or noncommercial announcements or commercial continuity broadcast within or between programs (including station breaks) shall be counted as interruptions to programming. Consecutive commercial and/or noncommercial announcements shall be considered a single interruption.”

The paragraph was considered one of the biggest stumbling blocks.

The FCC is almost totally off base in presuming to even analyze programming, claims Luther W. Martin, president of the Show-Me Broadcasting Co. (KTTR Rolla, Mo.) in comments to that agency on its proposed revised programming form.

Questioning even the commission’s right to delve deeply into a licensee’s financial affairs, Mr. Martin claimed the FCC’s statutory reason for existence is engineering overseeing to prevent “veritable electronic anarchy.” Though he questions the FCC’s con-
Movie men appeal ruling in Arkansas pay tv case

Two movie exhibitors took pot shots at pay tv last week while an Arkansas court was weighing an appeal to set aside a damaging state Public Service Commission ruling against the movie men. The Aug. 16 ruling directed the Southwestern Bell Telephone & Telegraph Co. to provide rates and lines for a closed circuit toll system in Little Rock, Ark. to be run by Midwest Video Corp., an affiliate of International Telemeter Co.

The movie exhibitors, J. T. Hitt, president of the Independent Theatre Owners of Arkansas Inc., and Robin Wightman, Little Rock manager for Rowley United Theatres, said they don't believe pay tv can hurt them, but they are against it in principle. Mr. Hitt said pay tv will make viewers pay for what they now see free, and will "dilute the quality of present free tv programs." He labeled the commission's decision as "wrong, as far as the interests of the people are concerned," and expressed the hope that the "courts will see it differently."

Mr. Wightman said the people of Little Rock don't want pay tv and that two years ago "thousands" of them signed petitions against it and were joined by "many more thousands throughout the state." He claimed the Arkansas commission "does not have jurisdiction over pay tv in Little Rock"; that this is a matter for the FCC.

The exhibitors' organizations, Independent Theatre Owners of Arkansas Inc., a state affiliate of the Theatre Owners of America; and Rowley United Theatres, together with the latter's subsidiary, United Theatres Corp., appealed the Public Service Commission ruling with a brief submitted in the Circuit Court of Pulaski County, Ark., on Aug. 24.

In their appeal, the exhibitors contended the commission had no jurisdiction or authority in the matter, that pay tv is not in the public interest, and that the commission's finding and order is not in "sufficient detail" to enable the courts to determine the contested issues or how and why the decision was made.

The date for the court hearing on the appeal has not been set.

AFTRA members ask $1.2 million damages

Damages of $1.2 million are claimed in a suit against Crowell-Collier Broadcasting Corp., licensee of KFWB Los Angeles, filed in Los Angeles Superior Court Aug. 29 by American Federation of Television & Radio Artists on behalf of six striking AFTRA members.

The suit claims the six—Joe Yocam, Cleve Hermann, Gary Owens, Elliot Field, Ted Quillin and Earl McDaniel—suffered defamation of character and invasion of the right of privacy from a printed handbill "produced and distributed by KFWB at the picket line and other sources."

The suit filed by AFTRA counsel David Zizkind seeks $100,000 general damages and $100,000 punitive damages for each AFTRA member.

Charges of unfair labor practices were filed with the National Labor Relations Board against AFTRA last week by three more KFWB advertisers. Charges of Secondary boycott practices were made by May Co. department store, Midway Motors Inc. and Downtown Ford Sales. Charges were filed previously by Seaboard Finance Co. The advertisers' suits resulted from AFTRA's distribution of handbills criti-
Gen. Sarnoff reminisces about his sentimental journeys

The Vice President and U.S. senators don't often turn out en masse to honor a private citizen. But Vice President Lyndon Johnson and 32 senators did last week, for RCA Board Chairman David Sarnoff. The occasion was his 55th anniversary in communications and electronics. Gen. Sarnoff received a scroll, signed by all those attending a luncheon Wednesday in Washington, commemorating his "dedicated service and outstanding contributions to the advancement of communications."

The RCA executive, who came to the U.S. from Russia at the age of nine as a third-class ship's passenger, acknowledged the tribute in a voice slightly husky. "There are times," he said, "when the tongue is a little dry and the mind a little overwhelmed." In the language of his trade, he said, "It makes for poor transmission." He said he was "deeply moved and profoundly grateful."

The luncheon was sponsored by five senators. In the picture they are (1 to r) George D. Aiken (R-Vt.), Warren Magnuson (D-Wash.), Jacob K. Javits (R-N.Y.), John O. Pastore (D-R.I.), and Kenneth B. Keating (R-N.Y.), shown with Gen. Sarnoff and Vice President Johnson.

During the day, Sens. Aiken, Javits, and Magnuson, Thomas H. Kubel (R-Calif.), who also attended the luncheon, praised Gen. Sarnoff in speeches on the Senate floor.

Four Trips - Gen. Sarnoff told the senators his trip from New York to Washington last week would take its place in his memory alongside three earlier journeys that to him "symbolize the meaning, the spirit and the opportunities of America."

The first was his journey to America from Russia 61 years ago when he was unable to speak or understand a word of English.

The second was another Atlantic crossing in 1909, when he was 18. By that time he had become a Marconi wireless operator and sailed aboard ocean-going ships as an officer. "I had a first-class cabin to myself, and wore a uniform with gold braid ... and mingled with the first-class passengers," he said.

The third trip was in 1929, when he sailed to Paris as an assistant to Owen D. Young, chairman of the U.S. Reparations Commission, assigned to settle remaining World War I debts and problems.

He said he remembered, while traveling with Mr. Young and other members of the commission, of his own humble arrival in the U.S. from Russia.

"But there are more opportunities for young people today than when I arrived," he said. "No boy need weep with Alexander because there are no more worlds to conquer."

Fm stereo pioneers find the going rough

SETMAKERS WON'T BUY TIME, TWO OUTLETS COMPLAIN

Fm stereo is facing storm warnings. Last week two stations which embraced the new multiplex medium early in the summer indicated they are running into trouble.

- WUPY (FM) Boston indicated it is ready to give up the stereo ghost.
- WKFM (FM) Chicago is preparing to cut down the amount of time it devotes to stereo.

Harvey Sheldon, president of WUPY, said he plans to cease stereo because fm set makers who have pledged undying loyalty to the stereo medium are buying newspaper space instead.

Frank S. Kovas, WKFM, said he too is having trouble with stereo because timebuyers aren't buying stereo time. Mr. Sheldon said WUPY spent $10,000 tooling up and broadcasting stereo, using RCA equipment. The station has broadcast stereo 24 hours daily for over a month, he added.

Mr. Kovas said WKFM had only one stereo manufacturer, Crosby Teletronics, sponsoring stereo time. He added that Bell Sound, Columbus, Ohio, indicated it plans to buy time.

"We've had a lot of promises but very little money," Mr. Kovas said. The station plans to curtail its four-hour daily stereo service during September unless sponsors appear.

Next year, he said, the station plans to license manufacture of a new and revolutionary stereo system which he described as compatible with all existing fm receivers. WKFM built its own stereo transmitting gear, obtaining FCC type approval.
Cake eaters at the Mutual-WINS ‘wedding’

Mutual and WINS New York celebrated the start of the station’s affiliation with the network last Monday (Aug. 28) with a party. The center of attraction was a five-tiered cake served to guests, including several hundred agency account executives and media buyers. Lining up for a serving of the “wedding” cake are (l to r) Raymond Herzog, vice president of Minnesota Mining & Mfg. Co., MBS parent organization; Ted Steele, WINS general manager; Robert F. Hurleigh, Mutual president; Victor C. Diehm, owner of the Diehm radio stations and chairman of the Mutual Affiliates Advisory Committee and J. Elroy McCaw, president of Gotham Broadcasting Corp., owner of WINS.

Cowles makes stock available to public

Cowles Magazines & Broadcasting Inc. filed with the Securities & Exchange Commission last week to offer 350,000 shares of common stock for public sale on an all-or-none basis. Proceeds from the issue will be used in part to expand Cowles’ broadcasting and publishing holdings, the statement said.

The company, which publishes Look magazine, owns KRNT-TM-TV Des Moines, Iowa. It also puts out a weekly newsletter, The Insider’s Newsletter, and owns 93.2% of the Puerto Rico company publishing the English-language San Juan Star.

Board Chairman and President Gardner Cowles owns 30.9% of the 2,300,326 shares of common stock outstanding and The Des Moines Register & Tribune Co. owns 17.3%.

Other publishing and radio-tv interests held by the Cowles family are not owned by C&M and are not included in the stock statement.

Fetzer gives tower to National Music Camp

A 450-foot radio-tv tower has been donated to the National Music Camp, Interlochen, Mich., by Fetzer Television Inc., operator of WWTV (TV) Cadillac, Mich.

According to Dr. Joseph Maddy, president and founder of the camp, the tower would be erected to support the transmitting antenna of a new stereo fm educational radio station which will broadcast year-round. The camp operates only in the summer.

Fetzer Television is a subsidiary of Fetzer Broadcasting Co. (WKZO-AM-TV Kalamazoo; WJEF-AM-FM Grand Rapids; WWTV [TV] Cadillac, all Michigan, and KOLN-TV Lincoln, Neb.).

Tv code review unit interprets changes

Two technical interpretations covering the NAB Television Code language dealing with billboard announcements in prime time have been issued by the TV Code Review Board.

E. K. Hartenbower of KCMO-TV Kansas City, code board chairman, said the interpretations were made because of inquiries about the board’s June 14 reclassification of billboards as commercials for computing allowable time for commercial material, a reversal of past policy.

The new classification is effective Oct. 29. Under “Time Standards for Advertising Copy,” the board made this clarifying statement “In prime time billboards as so defined shall be in
Letting the public know, too

The Connecticut Assn. of Broadcasters announced last week it had decided to "editorialize"—that is, make public the positions it takes—on major issues involving radio-tv. Putting the decision into effect immediately, CAB President Sydney E. Byrnes of WADS Ansonia announced some of the organization's recent stands.

These included (1) a letter to NAB President LeRoy Collins expressing "concern" over FCC's proposed changes in application forms and logging requirements, and requesting that CAB be represented at forthcoming sessions between FCC and industry representatives; (2) another letter to Gov. Collins expressing "surprise" at learning through business publications that NAB was abandoning the Voice of Democracy contests, and reporting that Connecticut broadcasters intend to proceed with a new state-wide contest along similar lines; (3) a letter to Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, supporting Gov. Collins' position on Rep. Harris' bill to reorganize the FCC (HR-7333); and (4) endorsement of a similar and yet somewhat different Senate bill (S-2034) to reorganize FCC. The Senate bill has been passed by both Houses of Congress and has been sent to the White House for President Kennedy's signature, which would make it law.

included in the four minutes allocated to non-program material within a program." The language of paragraph 8, defining billboards, was construed to mean "all segments of the broadcast day."

The board also clarified language covering programs of less than a half-hour as follows: "In prime time, as defined in the above-described amendments, programs of less than one half-hour shall be considered to be a part of the half-hour period and may share the four-minute non-program material allocation. Thus, two quarter-hour programs would have two minutes each of non-program material. One station break between programs as described in the amendment shall be permissible within the half-hour period."

Media notes...

New agency • WHIO Akron-Canton, Ohio, has appointed Taylor-Jessop, Akron, as its advertising agency.

NBC wins laurels • The National Urban League will honor NBC Radio with a citation for its Image Minorities series today (Sept. 4) at the league's conference in Dayton, Ohio. Albert L. Capstaff, vice president, radio network programs, under whose supervision the series was developed, will accept the citation. The four-week series dealing with the history, problems and ambitions of minority groups in America, was broadcast on NBC Radio during the summer of 1959.

New location • Jack Masla & Co. Inc., N. Y., station rep, has moved to 575 Madison Ave. New phone number is Plaza 2-6450.

MBS affiliates • Four radio stations are scheduled to join MBS today (Sept. 4). They are WAUX Waukesha, Wis., WFMF Flint, WKHM Jackson and WJAN Ishpeming, all in Michigan. WKMF is owned by Knorr Broadcasting Corp. and WJAN by a Knorr subsidiary, Jackson Broadcasting & TV Corp. WAUX is co-owned by Mig Figi and Charles E. Williams. WJAN is owned and operated by Tri-City Broadcaster Inc.

Goodwill contribution • Travelers Broadcasting Service Corp., WTIC-AM-FM-TV Hartford, Conn., has made a $30,000 gift to the Connecticut Educational Television Corp. In informing the etv organization of the contribution, WTIC also offered to discuss the possible location of transmitter facilities for Hartford's new educational station on property owned by WTIC.

Bowling lanes • WTVN (TV) Columbus, Ohio, has started construction of a two-lane bowling facility complete with studio audience seating. The project is expected to be completed this month. The station will begin telecasting local bowling events this fall.

Award • Cecil Harrell, prominent New Mexico farm reporter, and KOB Albuquerque, N. M., were presented with service citations by the New Mexico Cattle Growers Assn. and the New Mexico Wool Growers Inc. for "service to the livestock industry by someone not directly in the industry." Mr. Harrell conducts a daily farm program on KOB.
SAN JUAN BUY
Columbia Pictures expanding tv holdings

Columbia Pictures Corp. is ready to take its second step into tv station ownership it became known last week when it was reported that its subsidiary, Screen Gems Inc., New York, had just about completed negotiations to purchase WAPA-TV San Juan, P. R., for $1.8 million.

Formal announcement of the transaction was expected soon, after lawyers approved the contract terms.

The purchase includes a one-third ownership in WOLE-TV Aguadilla, P. R.

Columbia's station ownership expansion is said to be connected with the Screen Gems' plans to broaden its production facilities in foreign countries. The tv program syndicate firm recently completed arrangements to produce programs in Canada and is expected to utilize WAPA-TV studios to create programs for the Latin American market.

The negotiations' handled by R. C. Crister & Co., have been conducted with the Winston-Salem Broadcasting Co. and the Goar Mestre family. Winston-Salem owns 80% and the Mestres 20% of WAPA-TV. Winston-Salem is the licensee of WTOB and now dark WTOB-TV in that North Carolina city and also is an applicant for ch. 8 there (It owns WSGN and holds a permit for ch. 42 in Birmingham, and KTHT Houston. It also owns 33 1/3% of WOGE-TV. This interest is included in the Screen Gems transaction.

Columbia Pictures owns KCPX-AM-TV Salt Lake City, Utah, which it bought from Time-Life in 1959 for $3.1 million.

Norman Louvau, vice president and general manager of the Salt Lake stations, is slated to become general manager of the Puerto Rico tv outlets once the formal takeover is accomplished, following FCC approval.

WAPA-TV began operating in 1954 on ch. 4, Winston-Salem interests bought their 80% interest in 1957 for $360,000. WOLE-TV on ch. 12 went on the air last year.

Changing hands
ANNOUNCED • The following station sales were reported last week subject to FCC approval:
- WAPA-TV San Juan, P. R.: Negotiations near completion for sale by Winston-Salem Broadcasting Co. and Goar Mestre family to Columbia Pictures' subsidiary Screen Gems Inc., New York tv program syndication firm, for $1.8 million. Transaction includes one-third interest in WOLE-TV Aguadilla. See separate story, this page.
- KWBA Baytown, Tex.: Sold by DeWitt Landis, C. O. Kendrick and David Worley to John H. Hicks Jr. and Edward L. Francis for $200,000. Messrs. Hicks and Francis own KOLE Port Arthur and WTAW Bryan-College Station, both Texas. Upon FCC approval, George Breeding, formerly with KOLE Port Arthur, will become vice president and general manager of KWBA. The Baytown station is on 1360 kc with 1 kw fulltime.

WFTL study classifies audience by occupations

A technique to determine radio audience composition, developed by Walt Dunn, president of WFTL Fort Lauderdale, Fla., employs write-in contests coupled with real estate and city directory information.

The contest respondents supply their names and addresses. The contest promotion is designed to reach a typical cross-section of the audience. The homes of respondents are checked against the records of the local board of realtors, for classification into four brackets of home values. From the city directory and real estate information, WFTL classifies the audience by occupations. For example, the 24-hour audience composition was found to be executive-proprietor 26%, white collar 51%, blue collar 16% and service 7%.

"An advantage of this method is the completely random sampling of listeners through the coverage area," Mr. Dunn said. "The occupational study made with the city directory was under the presumption the Fort Lauderdale residents responding to the contest would be typical of the metropolitan area. With variations the method can be used by any station to determine who its listeners are and what they prefer in programming."
KTTV (TV) covers anti-communist rally

KTTV (TV) Los Angeles preempted its prime time programming four nights last week to present complete coverage of the evening sessions of the Southern California School of Anti-Communism from the Los Angeles Memorial Sports Arena. More than 11 hours of key night programming gave way to the Monday-through-Thursday telecasts.

The series was sponsored by the Richfield Oil Corp. as a public service (through Hixson & Jorgensen). No "sell" commercials were presented.

KTTV reported its switchboard was swamped with calls through the week. Of the 600 daily calls, only 13 to 15 objected to the telecasts, most disapproving the cancellation of favorite shows, KTTV said, although a few accused the telecasts of being "fascist" inspired.

The series received thorough press coverage and Mayor Samuel Yorty congratulated the station. The Los Angeles city council commended KTTV and Richfield.

Sponsored by a committee of 3,000 leading Southern California citizens, the week-long anti-communism school was the largest single demonstration of anti-communism ever held in the area, KTTV reported.

KTTV also made last-minute arrangements for the appearance of Rep. Walter Judd (R-Minn.) by large-screen closed circuit television. Rep. Judd, scheduled as the featured speaker Thursday night, was detained in the capital.

KTTV arranged with WMAL-TV Washington to originate a special pickup of Rep. Judd which was fed over ABC-TV lines to the Los Angeles area.

New rep firm in Boston

New England Spot Sales and George C. Bingham, formerly of the Boston office of Walker-Rawatt Co., last week announced the formation of a new station representative firm, retaining the name New England Spot Sales.

In the new operation, Mr. Bingham becomes president and Charles Bell Jr., with the previous firm is appointed vice president. The new firm will continue to service the properties previously represented by the individual firms.

The rep will make its headquarters at 100 Boylston St., Boston. Telephones: Hubbard 2-4370 and Hancock 6-2920.

WTVI (TV) to start Sept. 10

WTVI (TV) (ch. 19) Fort Pierce, Fla., is scheduled to begin operating Sunday (Sept. 10). It is owned by Atl-
'International Hour' was success—Jones

CBS-OWNED OUTLETS CONTINUE SERIES NEXT YEAR

An experiment in programming TV shows produced overseas as a showcase series in this country apparently has proved itself to the five TV stations owned by CBS.

This past summer—starting in New York on WCBS-TV June 14, and on other dates in other cities—the International Hour (running for a period of 12 weeks) highlighted specially selected foreign programs for daytime viewing.

Merle S. Jones, president of the CBS Television Stations Division, last week said the program series appears to be successful and will continue next summer.

At one time, all five of the CBS-TV stations—WCBS-TV, KNXT (TV) Los Angeles, WCAU-TV Philadelphia, WBBM-TV Chicago and KMOX-TV St. Louis—telecast one of the programs in prime time, pre-empting the network's Gunsminger at 9-10 p.m. The episode was the taped "Sir Thomas Beecham Presents Lollipops," initially set by most of the stations for a Sunday daytime hour.

The shift to prime time was made to assure the program a "wider viewing audience."

Shows Continue • Mr. Jones (who appeared on TV at both the beginning and end of the series) revealed that CBS stations have discussed carrying an International Hour festival block of 4-5 hours in a single day or at night (perhaps overlapping from the afternoon into early non-prime-time evening periods). The festival would feature new programs on the stations before the start of the fall season.

In the meantime, the CBS stations division is looking ahead to the time when an hour may be set aside weekly on a year-round basis for foreign TV programming. For this, however, the stations would need to set up a system on a really international basis: programs released from foreign countries would be shown on the stations, and the division would act as a clearing house, bicycling the shows to the various countries participating.

As it is established now, the Hour is part of an exchange program. Each of the contributing countries in return for its participation was provided with The American Musical Theatre produced at WCBS-TV in New York.

Among the contributions this year: three programs from the Canadian Broadcasting Corp.: "Pineapple Poll," a ballet performed by the National Ballet of Canada, the Beecham program, and "Music in the Walls," an original TV drama; a one-hour original TV drama, "Outpost," from the Australian Broadcasting Commission; a one-hour presentation featuring the NHK Symphony Orchestra from NHK (Japanese government broadcasting firm); a murder mystery and another play from Associated Rediffusion (England), and various programs from Sweden, Denmark and Mexico.

Overseas Soundings • The idea of the new one-hour show originated from talks between Mr. Jones and overseas broadcast executives during the former's trip abroad last November. (At that time, he asked Australians whether they would be interested in receiving a program series such as Musical Theatre, and received an enthusiastic "yes").

As for International Hour, Mr. Jones notes that both the Dept. of State and the U. S. Information Agency feel the series promotes international understanding and good will.

And while the series certainly is not among the top-rating shows on the stations, it is arousing sharp interest ad building certain audience segments, Mr. Jones said. As for the eventual outcome of the international exchange program, Mr. Jones looks hopefully toward the time when the programs can be sponsored—thus assuring them stability on the airwaves in this country.

Storer unit acquires 'Men of Destiny' series

Storer Programs Inc., Storer Broadcasting Co.'s newly formed program distributing and producing subsidiary, has acquired sole ownership and distribution rights to Men of Destiny, a TV series held by Pathe News, producer of the series, and Windsor Productions of New York. The series has never been shown on television.

The series on the lives and times of outstanding personalities who helped shape political, cultural, social, military and scientific patterns of the world today will be made available to stations on an exclusive city-by-city basis and may be purchased as a library item as well as a program-by-program series.

Men of Destiny features Bob Conidine as program host. Among the 130 famous people whose careers are described are former President Eisenhower, Nikita Khrushchev, Adolph Hitler, Babe Ruth, Charles Lindbergh, Charles De Gaulle, Theodore Roosevelt, Ty Cobb and Lou Gehrig.

Storer Programs also owns and distributes the TV series titled Divorce Court.

NTA announces exchange of $1 million in notes

National Telefilm Assn. New York, announced last week that the 750 holders of approximately $1.4 million outstanding 6% sinking fund subordinate notes of NTA are now being offered an opportunity to exchange up to $1 million of the old notes for equal amounts of a new issue of 6 1/2% notes.

The exchange of notes will be conducted through Sept. 14 by the corporate trust division of Bankers Trust Co., New York.

Leonard Davis, NTA chairman, said the new notes, unlike the old ones, may be converted to NTA common stock at the rate of $2.50 for each share of stock in exchange for each note. The new notes also are senior to $4,628,747 of notes due Aug. 1, 1975, which were issued by NTA to National Theatres & Television Inc., largest shareholder in NTA. The old notes are subordinate to NTA's indebtedness to NT&T.
NCAA games to run Sept. 16 to Dec. 2

National Collegiate Athletic Assn. football telecasts will begin Saturday, Sept. 16, on ABC-TV. Ending Dec. 2, the 13 telecast dates involve 35 colleges in a total of 23 games. On eight of the dates, one game will be presented nationally and on five Saturdays three games will be aired regionally—an increase of one regional date over last year.


The complete schedule follows:

Sept. 16—Pittsburgh at Miami
Sept. 23—Arkansas vs. Mississippi at Jackson, Miss.
Sept. 30—Oklahoma at Notre Dame
Oct. 7—Iowa at Southern California
Oct. 11—San Francisco Giants are in the World Series; another game will be selected for telecasting.
Oct. 14—Michigan State at Michigan
Oct. 21—Syracuse at Penn State; Tennessee at Alabama; So. California at California
Oct. 28—Ohio State at Wisconsin
Nov. 4—Dartmouth at Yale; Michigan State at Minnesota; Missouri at Colorado
Nov. 11—Minnesota at Iowa; LSU at North Carolina; Wyoming at New Mexico
Nov. 18—Oklahoma vs. Army at New York City; Illinois at Wisconsin; North Carolina at Duke
Nov. 23—Texas at Texas A&M
Nov. 25—Syracuse at Boston College; Ohio State at Michigan; Washington State at Washington
Dec. 2—Navy vs. Army at Philadelphia

‘Planet Earth’ series taken by seven stations

The National Academy of Sciences, Washington, announced last week the availability of Planet Earth, a series of 13 films dealing with man’s physical environments from the core of the earth to cosmic space.

Already seven stations—KNXT (TV) Los Angeles, WCAU-TV Philadelphia, WMAL-TV Washington, WHDH-TV Boston, KMOX-TV St. Louis, KPRC-TV Houston, WBEN-TV Buffalo—are showing or have made definite commitments for its showing.

Cost for the series varies according to the market. Paul Kramer, National Academy, who is in charge of its distribution, said that a major market station could secure the series for about $4,500. A plan is being worked out for smaller stations to obtain it on a rental basis.

The film is 27 minutes in length and is available either in color or black and white.

More information concerning Planet Earth is available by writing to Paul Kramer, National Academy of Sciences, 2101 Constitution Ave., Washington, D.C. Telephone: Executive 3-8100.

20th-Fox dividend comes from studio sale

Thanks to income from the sale of some studio property, Twentieth Century-Fox Film Corp. stockholders still have something to smile about.

The motion picture and tv film maker reported last week a substantial decline in operating income (due to unprofitable production activities), although its net income was higher than during a like period last year. Fox’s operating income was $12,326 for the first six months of 1961, as compared to $2,628,576 during the first half of 1960. A $27.5 million sale of studio property saved company stockholders from a completely dividendless period. As it was, Fox announced that for the first time it’s switching to a 2% semi-annual stock dividend, payable in March and September, rather than the policy of 40-cent quarterly cash payments on common shares in effect since 1954. The new policy will remain until production income increases, authorities said.

Jayark files to offer $432,500 stock issue

Jayark Films Corp., New York, is seeking public funds to finance the production of two tv series, Hollywood Hist-O-Rama (a series featuring short clips from famous movies) and Laurel & Hardy (cartoon versions of the movie team’s adventures).

The company last week filed at the Securities & Exchange Commission a plan to offer 72,000 shares of common stock, 22,000 shares being sold by the present holders. Jayark estimates the issue will bring in $432,500 to finance the series.

Jayark, which finances but does not produce tv series, is primarily engaged in distributing tv series and motion pictures in the U. S. and abroad. In its SEC filing, Jayark claims that one or more of its series were on television in each of 168 markets during August. In addition to Bozo the Clown and Cartoon Storybook series, Jayark leases 57 movies—50 post-1950 features and 7 pre-1950.

Jayark’s recent growth is reflected in

War is Hell

But the buying climate in the growing Greenville-Washington Market is HEAVENLY.

WITN and WNCT dominate this market’s 4 huge military installations and their 110,000 service folks. Bear this in mind when you plan your next campaign strategy. Details and ads are yours for the asking.

“ONE OF THE TOP 100 MARKETS”

Well over 1,000,000 Population — Set Count 200,000

BROADCASTING, September 4, 1961
its most recent financial statement: net profit for the year ended May 31, 1961, was $175,252 (60 cents per share) against $77,852 (27 cents per share) for the comparable 1960 period. Film rentals for 1961 were $1,175,632 compared with $1,105,212 for 1960 and gross profit was $737,935 in 1961 and $565,539 in 1960.

The company’s capitalization is approximately $2 million. There are 200,000 shares of common stock outstanding, of which President Reuben R. Kaufman and his wife own 219,125 shares. The Kaufmans are selling 14,500 of their shares in the current issue.

Mr. Kaufman drew an annual salary of $31,200 in 1961; under his contract this sum increased to $41,600 Sept. 1 and goes to $52,000 Aug. 31, 1965.

CBS-TV sets new Webb series

Jack Webb and Mike Meshekoff, partners in the tv Dragnet series, for which they filmed 175 segments, have signed a co-production deal with CBS-TV for their Mark VII Production Co. to produce a new hour-long anthology series, True, to be based on stories from True magazine.

The pilot will be produced in November at Republic Studios where Mark VII is headquartered. Mr. Webb will be star and director and will narrate and Mr. Meshekoff will be producer.

TvQ’s top ten for August by market size

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<th>Rank</th>
<th>Program</th>
<th>Total Audience</th>
<th>Over 2000</th>
<th>5000-2000</th>
<th>20,000-50,000</th>
<th>50,000-99,999</th>
<th>Urban less than 50,000</th>
<th>Rural</th>
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<td>Bonanza (NBC)</td>
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<td>My Three Sons (ABC)</td>
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<td>Gunsmoke (CBS)</td>
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<td>Disney Presents (ABC)</td>
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*Percentage of viewers familiar with a show who consider it “one of my favorites.”

FOUR STAR ENTERS SYNDICATION, LIVE

Buys ‘McCoy,’ ‘Daddy’ rights, signs deal for live tv

Four Star Television, a major producer of tv network first-run film series, is expanding into syndication and live programming. In two moves last week, the Hollywood company purchased the outstanding stock of Marterto Productions Inc., owned by Danny Thomas and his wife, and formed an association with Merrill Heatter and Robert Quigley to create, and produce live tv shows.

The Marterto stock purchase for “well in excess of $1 million,” includes the 90 half-hour films of the Danny Thomas show, Make Room for Daddy (ABC-TV and CBS-TV) and less than 50% production interest in future episodes of The Real McCoys (ABC-TV) and in the 146 half-hour films of the comedy series already shown. There is no indication Four Star will have any rights to future episodes of the Danny Thomas program. Neither will the company have any interest in the Danny Thomas-owned Marterto Enterprises which controls The Andy Griffith Show (CBS-TV) and two new fall entries, The Joey Bishop Show (NBC-TV) and The Dick Van Dyke Show (CBS-TV).

Four Star currently is forming its own sales staff to handle the sale or syndication of its stockpile of McCoys and Daddy films. The production company also has a substantial backlog of its former network programs, which could conceivably be put into syndication.

Four Star’s move into live tv production ensued from its acquisition of Heatter Quigley Enterprises and Heatter Quigley Productions Inc., New York. Mr. Heatter and Mr. Quigley currently are responsible for two live CBS-TV afternoon game shows, Video Village and Double Exposure. On Sept. 30 a children’s version of the former—Video Village Jr.—becomes a Saturday entry on CBS-TV. Messrs. Quigley and Heatter will be based at Four Star’s Hollywood offices and will create taped

STEREO 3-CANAL CONSOLE

ITA's stereo 3-channel console is your best buy for broadcasting and recording. Two channels used for stereo—the third for duplicate AM service. Quality features include 35 inputs at all levels...ultra-linear gain controls...remote control and automation provisions...3 independent channels...cue, monitor, AGC and talk-back amplifiers built-in.

ITA...for the best in quality broadcast equipment.

ITA Electronics Corporation
BROADCAST DIVISION
Lansdowne, Pennsylvania

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and live programs for both daytime and nighttime scheduling.

Four Star President Dick Powell and Executive Vice President Thomas J. McDermott said the moves are part of the production company's diversification plans which will extend into all areas of TV programming. Besides the Danny Thomas program and The Real McCoys, Four Star will have six film series on network TV this coming season. They are: The Dick Powell Show (NBC-TV), Captain of Detectives (NBC-TV), Mrs. G. Goes to College (CBS-TV), The Rifleman (ABC-TV), Rawhide (CBS-TV), and Targets the Corruptors (ABC-TV).

Film sales...

Films of the 50's Vol. II (Seven Arts Associated): Sold to WTVJ (TV) Miami; WLTV (TV) Asheville, N.C.; and WWL-TV New Orleans. Now in 43 markets.

191 Looney Tune Cartoons (Seven Arts Associated): Sold to KBAK-TV Bakersfield, Calif., and KCOP-TV Salt Lake City, Utah. Now in 11 markets.


Program notes...

Office switch • Film Producers' Assn. of New York has moved its offices to 146 W. 46th St., zone 36. New phone is Circle 5-2545.

All about presidents • Portrait of a President, a series of 15-minute radio interviews with foreign heads of state, is being taped by International Broadcasting System, N.Y., for U.S. syndication. IBS said stations in 25 markets have agreed to carry the package, which is being offered for sponsorship as public relations promotion to companies doing business in the countries represented.

Extend production • The British Broadcasting Co. has announced that it will film another 39 episodes of The Third Man, adventure series syndicated in the U.S. by NTA. Budweiser Beer, sponsor of the show in about 150 markets, will also sponsor the new films.

Radio rights acquired • At Petker/Personality Scope Co., Beverly Hills, Calif., has acquired world-wide radio rights to Ripley's Believe It or Not from Ripley Enterprises, New York, and will start production within the next couple of weeks with the five-minute, five day per week recorded show. Art Baker will narrate. Believe It or Not will be produced as the fifth in the Petker Celebrity Five series.

Dividend • Trans-Lux Corp., N.Y., has declared a 10 cent per share regular quarterly dividend to be paid Sept. 29 to stockholders of record as of Sept. 15.

Travel films • A series of 26 black and white travel films, designed for television, has been released by Peak Productions Ltd., Phoenix, Ariz. The series, entitled, Faraway Places, features outstanding scenic films of more than 50 foreign countries. Distribution is being handled by the Danley Distributing Co., that city.

A Look At America • "The Plight of Pepito," an episode portraying the problems of the Cuban exiles in south Florida recently shown on FYI Report on WTVJ (TV) Miami, has been selected for showing on WTTG (TV) Washington's A Look At America series. The WTTG series features outstanding public affairs programs produced by various U. S. tv stations. (BROADCASTING, May 29).

Firm founded • Actor Jack Lemmon has joined forces with producer-director Blake Edwards and Richard Quine and talent executive Max Arnow in the formation of Artists & Production Associates to produce motion pictures and television shows. The new firm will headquartered at 650 N. Bronson Ave., Los Angeles. Telephone: Hollywood 6-3111.

Expansion • Don Howard Personnel Inc., New York, has opened a new branch at 274 Madison Ave., with one department dealing exclusively in radio and television executive and personal placement. The department is under Bill Ashworth, formerly with United Artists Associated and Storer Broadcasting Co. and before that with WDVA Danville and WSLS Roanoke, both Virginia. The branch will include specialists in advertising, publishing, travel and industrial sales placements as well as all areas of radio and television broadcasting, selling, production and distribution. Telephone: Lexington 2-8300.

NORAD visit • ABC News' Issues & Answers will take its cameras into the nerve center of NORAD (North American Air Defense Command) for a special documentary report on Sun., Sept. 10 (ABC-TV, 3:30-3:55 p.m. EDT; ABC Radio, 8:30-8:55 p.m.).

Password is . . . • Password, a new daytime game program testing guest celebrities and members of the audience on their word skill, makes its debut on CBS-TV Mon., Oct. 2 (Mon.-Fri., 2-2:30 p.m. EDT). Host will be Allen Ludden.

COLORCASTING

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

NBC-TV: Sept. 8, 11-13 (10:30-11 a.m) Play Your Hunch, part.
Sept. 4-8, 11-13 (11:15-10 a.m) The Price Is Right, part.
Sept. 4-8, 11-13 (12:30-12:55 p.m) It Could Be You, part.
Sept. 4-8, 11-13 (2:30-3 p.m) The Jan Murray Show, part.
Sept. 4-8, 11 (11:15-12:30 p.m) The Jack Paar Show, part.
Sept. 4, 11 (9:30-10 p.m) Concentration, P. Lorillard through Lennen & Newell.
Sept. 6, 13 (8:30-9 p.m) The Price Is Right, Lever through Ogivy, Benson & Mather, Spiedel through Norman Craig & Kummel.
Sept. 5 (10-11 p.m) The Margaret Bourke-White Story, purex through Edward Weiss.
Sept. 6, 13 (10:10-10:30 p.m) It Could Be You, Procter & Gamble through Benton & Bowles.
Sept. 7 (9:30-10 p.m) Great Ghost Tales, Ford through J. Walter Thompson.
Sept. 7 (8:30-9 p.m) Five Star Jubilee, Massey-Ferguson through Needham, Louis & Brorby.
Sept. 9 (9:30-10 p.m) Pin the Piper, General Mills through Dancey-Fitzgerald Sample.
Sept. 9 (10-10:30 a.m) The Shari Lewis Show, Nabisco through Kenyon & Eckhardt.
Sept. 9 (10:30-11 a.m) King Leonardo and His Short Subjects, General Mills through Dancey-Fitzgerald Sample.
Sept. 9 (7:30-9 p.m) Bonanza, RCA through J. Walter Thompson.
Sept. 9 (5:30-7 p.m) National Singles Tennis Championships, N. Y.
Sept. 10 (5:30-7 p.m) National Singles Tennis Championships, N. Y.
Sept. 10 (7-8 p.m) The Shirley Temple Show, Nabisco through Kenyon & Eckhardt.
Sept. 10 (9-10 p.m) The NBC Mystery Theatre, Dumas-Milner through Gordon Best.

Screen Gems, DHB sign to produce tv series

Screen Gems Inc., New York, announces a co-production arrangement with DHB Inc., New York, a new program comedy tv series employing an animation process created by DHB.

An SG spokesman said DHB has perfected a process called Tri-Cinemation by which life-like dolls can be made to move—on film—like human beings, down to precise details. DHB will make the dolls and handle the physical filming of the program. The details will be announced later.

Screen Gems also plans to use Tri-Cinematation for information and education programs. SG has been active in animated programming for tv since an agreement with Hanna-Barbera Productions in 1957.

DHB Inc. is headed by Christos Diatsintos, Albert Hecht and Robert Brahman.
Big color tv rise seen by RCA's Burns

A prediction that the color television industry will reach $200 million in revenue in 1962 was made by John L. Burns, RCA president, last Wednesday (Aug. 30).

Mr. Burns, who spoke at a dinner given in his honor by RCA dealers in Los Angeles, said this total, which includes set sales, servicing and broadcast revenues, should rise to $4.3 billion by 1970. He added that the anticipated $3.2 billion volume of black-and-white business by 1970 means "a total industry figure amounting to $7.5 billion."

For many dealers and distributors, he said, color has overtaken and topped the dollar volume for black-and-white. He said color tv in 1960 reached more than $100 million, a level attained in six years.

Speaking on the same program, W. Walter Watts, RCA group executive vice president and president and board chairman of the RCA Sales Corp., told dealers they have three advantages in selling color tv receivers this fall: "a proven, highly reliable receiver; a real, hard-hitting advertising and promotion campaign and a greatly expanded color schedule."

Don Durgin, NBC vice president for television sales, outlined the television network's color plans for the 1961-62 season. He said NBC-TV will program more than 40 hours a week in color, starting in September, and that the prime-time color schedule for 1961 represents a 62% increase over last year.

"Mr. Durgin announced that special "color nights" will be held on Oct. 4, Nov. 1 and Dec. 6 with three quarters of hours of color programs will be telecast on each night, permitting tv dealers to offer in-store and home demonstrations on these dates.

CBS Radio places NetALERT in service

CBS Radio's two-year development of NetALERT, a new system of signaling between a network and its affiliates, was climaxd last week when system, first announced and demonstrated at last year's convention of CBS Radio Affiliates (BROADCASTING, Oct. 3, 1960), went into effect Sept. 1.

It was developed for CBS Radio by CBS Labs and all the network's 206 affiliated stations in continental U. S. have installed the equipment. NetALERT reportedly makes it possible for stations, on or off the air, to be instantaneously alerted to receive news bulletins, on-the-scene news coverage, and national emergency announcements. In addition, the system is said to be capable of alerting key station personnel in their homes when the station is off the air.

De Forest's widow seeks royalties on inventions

Efforts to recover royalties on some of the more than 100 patents granted the late Dr. Lee De Forest are being made by Los Angeles attorney Morris Levine on behalf of the inventor's widow, former actress Marie Mosquini. Dr. De Forest, 86, died at his Hollywood home on June 30 (BROADCASTING, July 10). His will showed his income limited to a $1,200 check received monthly from Bell Telephone Laboratories for which he was a consultant.

The attorney said he is looking into the possibility of recovering something on the various inventions, but it will take time to explore just what the contract rights are. The inventor of the three-element vacuum tube which made possible the development of radio and tv broadcasting, Dr. De Forest sold, leased or optioned rights to some of his best inventions at sometimes ridiculous prices, according to Mr. Levine.

EIA's Sprague urges quota on imports

Electronic imports from Japan have a direct bearing on unemployment in the U. S., Robert C. Sprague, Sprague Electric Co. board chairman, has informed Congress.

In a statement filed last week with a House subcommittee on employment, Mr. Sprague urged some sort of quota system for imports on a sector-by-sector basis. Unemployment attributable to foreign competition has been largely local and restricted to companies, most of them small, which have been "hardest hit by imports from low wage countries," Mr. Sprague reported. The belief that American technology can be counted to overcome low-wage foreign imports is erroneous today, he added, because Japanese electronic manufacturing is highly modern and automated —with wage scales one-fifth those in the United States.

The Sprague statement was submitted in behalf of Electronic Industries Assn. Mr. Sprague is chairman of EIA's Imports Committee.

Moon probers to carry tv

Tv cameras will be included in four additional Ranger rockets so pictures of moon-impacts can be transmitted back to earth, the National Aeronautics & Space Administration said last week in reporting that the current unmanned moon-landing project has been increased from five probe vehicles to nine. The tv equipment will be designed for "high resolution" televisi-
sion, it was announced, although the extent was not indicated. The negotiations are with RCA's Astro-Electronics Division. The tv-carrying Rangers are expected to crash on the moon and the tv pictures will enable scientists on earth to watch the landing before the rocket and its cameras are smashed by the landing impact. Later Rangers will carry devices to slow down descent to permit "soft" landings. The moon probes are scheduled for late in the 1960s or early in the 1970s.

ITA's uhf translator uses Klystron tubes

ITA Electronics Corp., Lansdowne, Pa., last week announced a new line of uhf television translators emphasizing simplicity by use of the Klystron power amplifier.

Single Klystron tubes are used in the 15-kw and 30-kw transmitters while two 30-kw amplifiers are combined to produce a 60-kw transmitter.

According to ITA, deliveries can be expected to start early in 1962; several of the first production units are scheduled for shipment to existing uhf stations. The prices for the new units: $99,500 for 15 kw; $139,000 for 30 kw; $179,000 for 60 kw.

Technical topics...

Four-day event - The National Electronic Parts Distributors Show for 1962 has been expanded to a four-day event and will be held at Chicago's Conrad-

Hilton Hotel next May 21-24, it was announced last week by Kenneth C. Prince, manager of Electronic Industry Show Corp. Major format change includes first day devoted exclusively to manufacturer-distributor conferences. Warren Stuart, Belden Mfg. Co., Chicago, has been elected president of the show for next year.

Tv home theatre - Kane-Mark Corp., N.Y., is national sales representative for a tv receiver which projects a 38x54-inch picture on a home movie screen. Called "Telerama," it's made by Saba Electronic Corp. of West Germany and is selling at $1,000. The unit is on rollers and has remote control. It also will be demonstrated at "Electrical City, U.S.A." Electrical appliances consumer exposition at New York's Coliseum, Oct. 21-29.

Static starter - To protect sensitive microphones in television studios and on movie sets from motor start and stop noises, the static starter, a new motor starter, has been developed by the Westinghouse Electric Corp., New York, with no moving parts. The silent feature was accomplished with a Westinghouse-developed, silicon-controlled rectifier as the main power switch.

'Studio One' bulb - Westinghouse Electric Corp., one-time sponsor of CBS-TV's Studio One, has introduced the Studio One camera light, which employs a "sealed beam type" bulb, for use in photography and television studios. The bulb is said to produce approximately the brightness of the bar light, which consists of four standard 300 w flood lamps. Manufacturer's suggested list price for the camera gun is $21.95 with replacement bulb set at $5.45.

New transmitter - Collins Radio Co., Cedar Rapids, Iowa, has announced that its recently-introduced 1000/500/250 w 20V-3 am transmitter is being installed at KSJM Sikeston, Mo.; KVET Austin, Tex.; WLBC Muncie, Ind., and WMFJ Daytona Beach, Fla.

Diode tester - The Micromodular Components Div. of Ling-Tempco Electronics, Anaheim, Calif., announces the availability of a new diode tester, providing, according to the company, speed, reliability, simplicity, and economy. Test factors include breakdown voltage, noise, stability, reverse leakage, zener impedance and breakdown characteristics. The bench model is 16.75 x 21.5 x 19.5 inches. It is priced at $1,425 and is available 30-60 days after receipt of the order.

Report available - Research report on problems encountered in mounting fm antennas on various supporting structures and their resulting radiation patterns is being offered free on request by Collins Radio Co., Cedar Rapids, Iowa. Paper was prepared by John B. Caraway, president of Electronic Research Inc., Evansville, Ind., and William A. Kennedy, head of Collins antenna department.

INTERNATIONAL

CANADIAN AD CONTENT

CAB brief says many stations would lose money under presently-proposed narrow restrictions

How much advertising content Canadian stations should be allowed was a major problem discussed at the public hearings of the Board of Broadcast Governors at Ottawa which started Aug. 22. The BBG is revising radio regulations and wants stations to be limited to 20% advertising content over the day, with maximum of 30% in any one hour.

Canadian Assn. of Broadcasters said in a brief that such daily regulation would mean losses for many stations, and suggested that the yardstick be one week.

"We suggest that the limit for any one day be set at 25% with the clock hour maximum remaining at 30%. Thus the weekly advertising content would not exceed the ceiling that the BBG now is prepared to authorize. Yet, stations would be better able to accept casual business and meet the heavier demands of certain periods."

CAB explained that Thursdays and Fridays are the heaviest shopping days in most areas, and that advertisers concentrate more of their radio activity in this period. The brief also pointed to the flexibility of radio advertising, and said that after advertisers use radio to move perishable merchandise quickly, to boost a slow day during a sales event, to meet unexpected competitive activity, to stimulate buying during special seasons, and for several other reasons. Emphasized was the placing of radio advertising the day and even the hour of the broadcast. Under a daily requirement such as outlined by the BBG, much advertising could not be taken and elaborate bookkeeping would have to be set up to determine quickly if last minute advertising could be carried.

Daytimers - CAB also pointed out that the proposed regulations made no special provisions for daytime stations. During certain seasons these can operate ten hours or less daily. With a number of such daytime stations in small markets, the CAB suggested that no additional restrictions be placed on them insofar as hourly advertising percentage is concerned.

The proposed BBG radio regulations include provisions for quarter-hour, half-hour and one-hour programs. CAB said radio's format has changed drastically with the advent of television and there are only a few sources of such program material available in North America today. To bring back the former days of radio programming was felt to be "nostalgic nonsense." People will not listen to programs of a type they can see on television, the CAB explained. And for Canadian stations

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Such talent produces abuses which are common to the other advertising media. CABC asked those in authority to remember that regulations cannot require an advertiser to sponsor programs if he prefers spot announcements, that audiences can't be required by law to listen to programs of value, that housewives can't be regulated into a shopping pattern that would make each day of the week equally attractive to advertisers.

The brief also reported on the work of Canadian stations in promoting Canadian programs and talent over the past year and their help in leading young Canadians into careers in broadcasting.

The CBBG also heard from labor organizations and talent groups, the former asking for even stricter regulations on advertising content, and the latter presenting differing opinions as to French and English-language talent development. The French-language talent map felt not enough Canadian talent is being employed, the English-language group appealed for cooperation between stations and talent groups rather than government regulations for the development of Canadian talent.

Canadian Broadcasting Corp.'s President Al Ouimet said CBC generally approves the proposed regulations, but he asked clarification on some technical points and the limitation of temporary networks to 30 days.

**CFTO-TV sale hearing deferred till Sept. 25**

The Canadian Board of Broadcast Governors has deferred to Sept. 25 an application by CFTO-TV Toronto to sell 25% of its shares to American Broadcasting-Paramount Theatres for an undisclosed sum. The announcement of the decision Monday follows several days of closed hearings last week at Ottawa with John Basset, station chairman, and J. Coyle of American Broadcasting. CFTO-TV has been given till Sept. 25 to find Canadian financing on terms as favorable as those offered by AB-PT. The CBBG will approve a sale to U. S. interests if no Canadian financing is found by that time. The stock offered is that of owned by Joel Aldred, station president, who has had management differences with Mr. Basset. The CBBG announcement said CFTO-TV has lived up to all its commitments and needs additional capital.

**Overseas TV sets**

The number of television sets in operation outside the U.S. has exceeded 50 million, John G. McCarthy, president of Television Program Export Assn., announced last week. He noted that this figure is within three million of the 53 million sets currently in use in the U.S. Among the markets making up the total of 50 million, Mr. McCarthy said, are: United Kingdom, approximately 12 million; Japan, 8 million; West Germany, 4.8 million; Canada, 4 million; Italy, 2.5 million; France, 2 million; Scandinavia, 1.6 million; Brazil, 1.2 million; Australia, 1.2 million; and the U.S.S.R., 8 million.

**Sponsor restriction up for BBG airing**

A requirement that sponsors of imported television programs also use an equal amount of Canadian-produced programs was proposed by Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, at the Ottawa public hearings on Aug. 22. Dr. Stewart said the BBG will meet with national advertisers and advertising agencies on the subject during September.

Dr. Stewart also hinted at possible penalties for Canadian advertisers who use U. S. border television stations when Canadian stations are available. He hinted at this when Lloyd Moffat, president of CKY Winnipeg, being questioned on his application for an FM station license, pointed to plans of KCND-TV Pembina, N. D., to invade the Winnipeg market with its newly increased power. Mr. Moffat said there are already six radio and three television stations in the Winnipeg area to compete for the Winnipeg advertising dollar. Dr. Stewart asked him if he thought Canadian advertisers using U. S. border stations should be penalized through disqualification of their advertising expenditures under income tax law. This was suggested recently by the Royal Commission of Publications in the magazine field. Mr. Moffat said he had not thought about the problem in this way.

Requiring network advertisers to buy equal shares of imported and Canadian-produced programs has been a policy of the Canadian Broadcasting Corp. since the entry of a second television in 1952. The entry of a second Canadian television network, CTV Television Network this fall, and ensuing competition for advertisers, has forced the CBC to accept more imported sponsored programs without an equal number of Canadian-produced sponsored shows. CTV Network has gone after Canadian advertisers on the same basis of one import and one Canadian show to meet the BBG requirement of 55% Canadian program content on its overall network offering. A number of Canadian advertisers and their agencies have held out against this policy this year.

**Freemantle to expand to foreign programs**

Freemantle Inc. New York, which has specialized in selling American television programs in foreign markets, is expanding into another area by distributing shows produced abroad to markets throughout the world.

Paul Talbot, Fremantle president, reported last week that the company embarked on its project experimentally a few months ago and that results have been "highly satisfactory." Fremantle now is distributing, in various countries, programs produced in Britain, Canada, Italy and Australia, and hopes to obtain marketable TV productions from other nations.

Programs from Britain handled by Fremantle are Born, the Little Drummer, a 15-minute children's show; The Flying Doctor, a half-hour adventure series; Time to Remember, an informational show, and various 1-hour and 1½-hour dramas. Australian shows are Animal Parade, a 15-minute show featuring unusual animals in Australia; The Winifred Atwell Show, a musical program: The Terrific Adventures of the Terrible Ten, a boy's adventure series; RCM, a series on the exploits of the Royal Canadian Mounted Police. Italian programs are The Story of a Dog, a series dramatizing various breeds of dog, and a one-hour series on Italy's Opera Buffa (comic opera) on which Fremantle is co-producer.

Mr. Talbot said some of these programs already have been sold in other countries and indicated a few may be offered in the U.S. through another distributor (Fremantle does not distribute in the U.S.). He added that officials at Fremantle's branch offices in Britain, Canada, Italy, Australia and Mexico are evaluating local programs for possible distribution in other countries.

**Abroad in brief...**

Italian branch = General Artists Corp., N.Y., is forming an Italian subsidiary, GAC of Italy, according to Larry Kana- ga, president. The Rome office will open early in November. Personnel will be announced shortly.
700 RKO films sold
to Latin-American firm

Television Industries Inc., New York, last week completed the sale of more
than 700 RKO feature films to a Latin-
American organization, Fall River In-
vestment S. A., for an initial sum of
approximately $1 million plus a share
of the gross revenues in perpetuity.
The transaction covers television, theatrical
and other non-theatrical rights to the
features in South and Central America.

Basil Estreich, Television Industries
president, expressed the belief that this
agreement represented “the largest sale
of motion pictures ever made for Latin
American television distribution under
a single agreement.” He noted that the
RKO library was acquired by Televi-
sion Industries in 1955 for slightly
more than $14 million.

The South American group involved
in the transaction is headed by George
Caputo, a motion picture producer and
distributor. Arnold C. Stream, general
counsel of TV Industries, represented
the company in the negotiations.

CBC reveals merger plan
for two radio networks

The consolidation of the Canadian
Broadcasting Corp.’s Trans-Canada and
Dominion radio networks into one big
network is now being planned. CBC
president J. Alphonse Quinet told the
Board of Broadcast Governors at Ot-
tawa on Aug. 22.

The merged network will consist of
about 80 radio stations across Canada.
At present the two networks have more
stations, the Trans-Canada network pre-
senting daytime and evening programs,
the Dominion network mostly daytime
lighter programs. Trans-Canada net-
work consists of all CBC radio stations
plus independent stations, the Domin-
ion network of only one CBC station,
CBC Toronto, and 39 independent
stations.

The plans call for implementation of
the merged network to start in the fall
of 1962. Meetings with affiliates
have been held in eastern Canada towards
this end, and are continuing in other
parts of the country.

U. S. imports planned
by new Brazilian firm

Formation of S.A. Distribuidora E
Imprimidora De Filmes (SADIF), Sao
Paulo, Brazil, was announced last week
by N. Borgeth Ferreira, president.

While immediate plans call for
SADIF merely to import and distribute
tv and motion picture films in Brazil,
the firm is planning its own tv produc-
tion center that likely will be in opera-
tion by next summer.

SADIF is represented in the U. S. by
Nathan Braunstein, Screen Arts Sales
Co., New York. Mr. Braunstein also
acts as SADIF’s purchasing agent.
Agreements already have been reached
to import major film series from Official
Films, Cinema Vue Corp., Flamingo
Telesales and MPA-TV, all New York.

Japanese council sets
tv commercials festival

Japan’s first television commercial
festival is planned for Oct. 17, to com-
memorate the 10th anniversary of the
start of commercial broadcasting in that
country.
The festival, to be held at the Dai-
ichi Life Insurance Hall in Tokyo, is
under the sponsorship of the Allied
Commercial Council (composed of the
Japan Advertisers’ Assn., Japanese
Assn. of Advertising Agencies, Japan
Federation of Station Representatives
and the National Assn. of Commercial
Broadcasters of Japan).

The council will award prizes to out-
standing commercials aired from Aug.
1954, when commercial telecasting
started in Japan, to July of this year.
An added attraction will be a contest
among singers of tv commercials.

Canadian court allows
photo coverage access

A precedent was set for Ontario
courts Aug. 23 at Cooksville, a sub-
urb of Toronto, when Magistrate R. I.
Blain ruled that television and newspa-
paper cameras could record the pro-
ceedings during the preliminary trial
of six men on charges of assault with
bodily harm to two off-duty Toronto
Township police officers. Crown attor-
ey Heb Metcalfe explained to news-
men after court that photos were autho-
ized as “a matter of public interest
and it was felt no bias would result to
the accused as long as there was no in-
terruption of the proceedings and no
flashes were used.”

Not even razor ads

On the heels of drastic currency
curtailment, Fidel Castro’s Cuban
government last week announced
that all commercials will hence-
forth be eliminated from Cuban
radio and tv programs. The me-
dium employed for the announce-
ment was the government-con-
trolled Prensa Libre.

QUIET THOSE
BACKGROUND NOISES

$290

with the new
RON Gate Amplifier 40A

Broadcast • Communications • Recording • TV Film

Truly a sound gated amplifier. First sound keys to full level in-
stantaneously (attack time 8 milliseconds). In the absence of signal
above threshold, the Gate Amplifier fades smoothly down to whisper
quiet: 14 db down.

Eliminates arnoying tv studio background sounds • Reduces errors
and maintains security in communication systems by eliminating
background voices • Suppresses TV film noise. Response, 30 to
15,000 cps ± 1 db; distortion 1% or less.

RON ELECTRONICS CORP.
150 Pine Street, Montclair, New Jersey • PI 4-8330

BROADCASTING, September 4, 1961
BROADCASTING

FATES & FORTUNES

Thomas J. Hennon, account supervisor on Lever Bros. at Reach, McClinton & Co., New York, elected vp of agency. Herman Rau- cher, copy director; Marce Mayhew, art department director; and Paul Keller, research director, elected to board of directors. All are agency vps.

David R. Fenwick, vp and plans board chairman, Donahue & Coe, Los Angeles, has resigned and with associates will establish his own advertising agency in that city. Henry B. Safford Jr., account supervisor for D&C, has been named vp, with William R. Muller, account executive, Young & Rubicam, Los Angeles, joining agency in similar capacity.


Richard F. Casey, vp in charge of research and member, board of directors and plans board, Benton & Bowles, New York, elected senior vp.

Charles E. F. Millard, account supervisor on Zest soap account, and David Hotz, account supervisor on Shulton and Ex Lax accounts, elected vps.

William A. Blount, president, Liggett & Myers Tobacco Co., New York, elected chairman of board of directors.

Zach Toms, executive vp and previously vp in charge of export department, succeeds Mr. Blount as president. Mr. Blount will continue to serve as chief executive officer of company.

Other appointments include: Lawrence W. Bruff, director of advertising since 1953, elected vp, advertising; Graydon B. Leake, promoted to vp, sales: Samuel White, sales supervisor of northeastern territory, vp, marketing. Also: Frederick Sheffield, senior partner of Webster, Sheffield, Fleischmann, Hitchcock & Chrystie, elected director of company, and J. Bowling Anderson, director and treasurer, succeeds William J. Perry who retires as vp, finance.

Russel R. Anschan, formerly account executive, McCann-Erickson, New York, appointed account executive on Hertz Corp. account at Norman, Craig & Kummel, that city.


George N. Beecher, vp and account supervisor on Best Foods Div. of Corn Products Co. account, Dancer-Fitzgerald-Sample, New York, joins Foote, Cone & Belding, Chicago, as vp and account supervisor on Perkins-S.O.S. Div., General Foods Corp. account.

James H. Marshall, senior vp, Merchandising Research & Development Corp., New York, joins The Kudner Agency, that city, as consultant on supermarket distribution.

Martin Ryan, media research supervisor for North Adv., Chicago, named assistant media director.

Norman Kosarin, formerly art director, Altman Stoller Adv., New York, joins Fuller & Smith & Ross, that city, in similar capacity. Bernard Kipper, who was with Cunningham & Walsh, New York, joins F&S&R as radio-tv copywriter.

Esther Andersen, formerly chief timebuyer at MacFarland Aveyard & Co. and timebuyer with McCann-Erickson, both Chicago, named timebuyer at Earle Ludgin & Co., Chicago.

Quentin L. Harvell, formerly director, market research and promotion, Indian Jute Mill Assn., New York, named assistant to C. James Proud, president, Advertising Federation of America, that city. Mr. Harvell was advertising and sales promotion manager of Borden’s Feed Supplement Division and earlier was assistant to director of research, F. W. Dodge Corp.

Morton Zieve, producer-director for WXYZ-TV Detroit, appointed radio-tv director of Simons-Michelson Co., advertising agency, that city.

Frank Heetler, formerly with Communications Counselors, Inc., pr affiliate of McCann-Erickson, joins Fletcher Richards, Calkins & Holden, New York, as pr director.

Ken Johnson, formerly advertising manager at U. of Chicago Press, to Olian & Bronner, Chicago, as senior copywriter.


George Mihaly, manager, radio-tv research, BBDO, New York, joins Schwerin Research Corp., that city, as account executive.

Margaret Rodman joins copy staff of Ridgway-Hirsch Adv., St. Louis.

THE MEDIA

George Bradley appointed general manager of KFIF formerly KCWC Tucson, Ariz. Joe Frank named program director; Fred Vickery, news director; Ruth Kessler, executive secretary; Helen Miller, production assistant; Joan Cox, Thelma Sees and Dan Park, sales executives.

Richard W. Jolliffe, general sales manager for KTLA (TV) Los Angeles since 1957, appointed regional sales manager for WTCN-TV Minneapolis-St. Paul.

Robert A. Hinners, general manager of WFLM (FM) Fort Lauderdale, Fla., appointed vp and general manager of WWIL-AM-FM, that city.

John Connor, director of operations and announcer for WXFM (FM) Elmwood Park, Ill., promoted to station manager.

Joe Boyle, program director for KXGO Fargo, N. D., named acting manager of KHAK-AM-FM Cedar Rapids, Iowa. Al Hanna, air personal- ity for KIZX Amarillo, Tex., joins KHAK in similar capacity.

Rev. Charles Brackbill Jr., and Rev. Robert E. Sanders, appointed to staff of radio-tv division of The United Presbyterian Church, USA. Rev. Brack- bill, formerly associate executive and director of radio-tv for New Jersey Synod since 1955, will be director of field services for United Presbyterian radio-tv. Rev. Sanders, assistant to president of Princeton Theological Seminary since 1957, will be eastern area director for United Presbyterian radio-tv.
Bill Meyer, formerly account executive of Intermountain Network, Salt Lake City, joins Torbet, Allen & Crane, station representative, Los Angeles, in similar capacity.

J. Richard Turner appointed managing director of WCOP-FM Boston. He previously was director of creative sales for Laurence Assoc., that city. Stephen C. Trivers appointed account executive. He recently graduated from Harvard where he was station manager of University's WHRB-FM and also New England operations director of American Radio News Service.


William Dalton, president of National Community Television Assn., chosen to receive Charterer Assn. Executive Award of American Society of Assn. Executives. Mr. Dalton and 33 others will receive award at ASAE annual meeting in Denver Sept. 3-6. Award is for association executives who have acquired "broad backgrounds in all phases of association management and met rigid requirements covering education, experience, training, association achievement, etc."

Lee Butler, news director for K-TRE Lufkin, Tex., elected president of Texas A.P. Broadcasters Assn.


John F. Dille Jr. (Republican), president of WSJV (TV) Elkhart-South Bend, WTRC Elkhart, and WKJG-AM-TV Fort Wayne, all Indiana, appointed to Indiana Toll Road Commission by Gov. Matthew Welsh (D).

Thomas P. Chisman, WVEC-TV Norfolk-Hampton, Va., and Norman Louvau, KCPX-TV Salt Lake City, succeed John T. Geider, WCBS-TV Charleston, W. Va., and Joseph J. Bernard, KTVI-TV St. Louis, as members of board of governors, ABC-TV Affiliates Assn. Messrs. Geider and Bernard are leaving their respective stations.

John Guttenenberg named commercial and promotional manager of WRPB Warner Robbins, Ga.

Albert J. Gillen, vp and director of sales for WAPI-AM-FM-TV Birmingham, Ala., named general sales man-ager for WPRO-TV Providence, R. I. Dick Richmond, director of news and public affairs for WMAL-AM-FM-TV Washington, joins WPRO as director of news.

Edwin C. Metcalfe and Robert L. Fox appointed sales executives in Los Angeles for recently formed National Sales Division, RKO General Inc., station representative. Calvin Copsey and Alfred Racco were named to similar posts in organization's San Francisco office. Mr. Metcalfe formerly was vp and general manager for Weed station representation company, and Mr. Fox served recently as general sales manager of KRKD Los Angeles. Mr. Copsey has been with KTVU San Francisco as account executive and Mr. Racco with KLAC Los Angeles as general manager. New representation firm begins operations on Oct. 1 (Broadcasting, Aug. 28).

Robert M. Adams, promotion director for WTOP-TV Washington, elected president of Washington chapter of Academy of Arts & Sciences. He succeeds Elmer Lower, NBC News, who has been transferred to New York.

Arthur Astor appointed national sales manager of Foster Broadcasting Co., owner of KPRO Riverside; KREO Indio; KYOR Blythe and KROP Brawley, all California. Mr. Astor will headquarter at 6362 Hollywood Blvd., Hollywood 28, Calif. Telephone: Hollywood 6-4251. Previously, Mr. Astor was independent station representative for Foster Broadcasting Co.

J. Walter Carroll, commercial manager for KSAN San Francisco, promoted to station manager. Martin L. Dinkins, senior account executive, named to succeed Mr. Carroll as commercial manager.

What does it say?

RSI has a complete record service for broadcasters.

Whether your music features Tchaikovsky or 'teen beat—or anything in between—you can get exactly the records you need through RSI. For RSI now offers 9 different services, available 14 different ways! All at special, low rates.

Each service is designed as a solution to a specific programming need. A very satisfactory solution, as over 750 station subscribers can testify.

If you have any special record requirements, chances are we can fill them. Call or write.

RECORD SOURCE, INC.
333 EAST 46TH STREET, NEW YORK 17
TELEPHONE: YUKON 6-0155
manager of Donald W. Reynolds stations, named news and public affairs director for KFMB-AM-TV San Diego and KERO-TV Bakersfield, Calif., both Transcontinent Television Corp. stations.

Aubrey L. Moore, production manager for WBRZ (TV) Baton Rouge, La., named station manager. Prior to joining station he served as program director for WJMR-TV New Orleans. John T. Crowe, producer-director for WBRZ appointed production manager. Before coming to station, he was with KTRK-TV Houston and KFDM-TV Beaumont, both Texas.

Bill Jones, on program and production staff of KCRA-AM-TV Sacramento, appointed program manager for KRAK Stockton, both California.

Donald Waterman, account executive, WNBC New York, joins WINS, that city, in similar capacity.

Gregg Sallee, program director of educational fm station KUSC (FM) Los Angeles, named account executive of KRHM (FM) that city.

David Yarnell, formerly program director, WMGM New York, and before that program manager, WNEW-TV New York, appointed assistant program manager of WOR-TV, that city. Mr. Yarnell will report to Ivan Reiner, tv program manager.

Arthur Gross, formerly general sales manager, United Artists Associated, appointed program director at WABC-TV New York, effective Sept. 11. He will succeed A. L. Hollander Jr., who resigned and has not announced future plans.

Other appointments at WABC-TV: John G. Doyle, account representative for ABC-TV station clearance department, named director of sales service. He succeeds Benjamin Okulski, promoted to account executive. Clarence L. Johnson, art director, J. B. Rundle Adv., New York, will also join WABC-TV, as successor to Libby Calamina, art director, who resigned.

Thomas Belviso, formerly with The Katz Agency, New York, appointed account executive for ABC-TV National Station Sales. Others named as account executives were Donald Bowen, account executive, Edward Petry Co.; Jerome McCauley, producer-director, WCBS New York; Fred Nettere, CBS-TV Spot Sales; Thomas O'Dea, national sales manager, WXYZ-TV Detroit, and Martin S. Pollins, formerly with NBC.

Joseph Murphy, merchandising director, WNBC New York, named vp, Pape, Brahms & Edwards, food broker, that city.

George W. Cyr, programming director for WGR-TV Buffalo, appointed director of programming and operations for WDAU-TV and WGBI both Scranton, Pa.

Dave L. Riggs named program manager for KKKY-TV Spokane, Wash. He replaces late Paul R. Speckho, who had been with station since December of 1960.

Don McLeod joins WOPN Pontiac, Mich., as program director.

Russell B. Butler, sales manager for WTWN St. Johnsbury, Vt., joins sales staff of KGY Olympia, Wash.

Robert White, former supervisor of music, WMCA New York, appointed director of music, WINS New York.

John North, member of announcing and production staff of WWTW-TV Cadillac, Mich., appointed news director of WWTW-FM-TV.

Ben Shirley, formerly with NBC and UPI, Washington, joins KXIV Phoenix, Ariz., as news director.

Alton R. Crouch, news director for WTVN Columbus, Ohio, joins KQV Pittsburgh in similar capacity.

James Dull, formerly of WDAU-TV Scranton, Pa., named news director WNHC-TV New Haven, Conn.

Patrick C. Wilson appointed music director for WYAK (FM) Sarasota, Fla.

Charles (Red) Donley, former sports director, WSTV-AM-FM-TV Steubenville, Ohio, and member of Pittsburgh Steelers broadcast team for past six years, named sports director, WICH (TV) Pittsburgh.

Robert Lee, announcer for WMNE Menomonie, Wis., promoted to news director.

Harv Morgan, air personality for WCAO Baltimore, joins KYW Cleveland as announcer and producer-director.

Phil Evans, farm director for KMBC Kansas City, Mo., named director of farm programs and sales for WDAF, that city.

Ralph Becker, formerly with WTVH (TV) Peoria, Ill., joins sales staff of WTTG (TV) Washington.


Dan Daniel, air personality, WDGY Minneapolis, joins WMCA New York in similar capacity.

Pete Smith, chief announcer for KKKD Los Angeles, joins KBIG Santa Catalina, Calif., as air personality. He succeeds Joe Niagra, who resigned.

John Rhys Evans, national sales manager for KMCS (FM) Seattle, Wash., joins KOL, that city, as account executive.

V. A. (Buck) Buchanan, supervisor of merchandising for WCCO Minneapolis, switches to sales staff as account executive.

Joseph Aley, formerly with The Branham Co., national sales representatives, named national and regional sales manager for KCEE Tucson, Ariz.

John Frain, newscaster for WIRE Indianapolis, joins WTIN (TV) Columbus as news editor.

Reginald W. Smith, free lance photographer, joins KYW-TV Cleveland news staff as chief photographer.

David E. Schoumacher, staff writer for Rockford (II.) Morning Star, joins news staff of KTIV (TV) Sioux City, Iowa.

Lew Irwin, newsman for KABC-TV Los Angeles, resigns.

Peter LaBruzzeno, formerly on sales staff, WJJD Chicago, joins radio sales staff, Adam Young station representation firm, that city.

Jim Thomas joins news staff of WMAZ-AM-TV Macon, Ga. Skip Holmes, production manager for WAME Miami, joins WMAZ as air personality. Ralph Lavendar named air personality and Roy Hubbard, air personality, transfers to tv announcing staff.

Ray Rayner, children's personality on WBBM-TV Chicago, joins WGN-TV there as "Sergeant Pettibone" host of new UPA-Pictures Inc., Hollywood-produced Dick Tracy Show which starts Sept. 11.

Roy Aired joins WRCV-TV Philadelphia as weekend weatherman.

Jack Guinan, who recently joined announcing staff of WWDW Washington, named to succeed Nat Wright, who resigned to accept position with WIP Philadelphia.

Nick Ramsey joins KVIL Highland Park, Tex., as air personality.

Carl Reese, air personality for WCUE Akron, Ohio, joins WHK Cleveland, in similar capacity, replacing Ray Otis, who moved to WKMH Dearborn, Mich.

Rod Roddy, air personality for KQV
Pittsburgh, joins KYW Cleveland in similar capacity.

David J. Beuret and William Gooding join announcing staff of WFAA Dallas.

Kenneth Rowe, formerly air personality, WBAP-AM-FM-TV Ft. Worth, Tex., joins KONO-TV San Antonio, Tex., in similar capacity.

Bruce Morrow, formerly air personality, WINZ Miami, joins WABC New York in similar capacity.

Elizabeth Morgan, radio TV and stage actress, joins WNTA New York to do daily celebrity - interview program, Morgan in Midus-Land (2-3 p.m.).

ALLIED FIELDS

Philip Von Ladau, western division sales manager for national services, A. C. Nielsen Co., Menlo Park, Calif., elected vp. Donald McGlathery, media service sales manager, also elected vp.

PROGRAMMING

Harold L. Hackett, recently president of Bill Sturn Studios, New York, appointed vp in charge of national and syndication sales for Programs for Television Inc., New York. He succeeds Michael M. Silberman, who has resigned. Mr. Hackett was president of Official Films Inc., New York, for seven years until 1960. He will work closely with Everett Rosenthal, PFT executive vp, on tv programming and other projects.


Will Thomas, northwest sales manager for NBC-TV Films, named executive vp of Telecast Productions Inc., Los Angeles, and director of syndication sales for firm's Globel Zabel travel series.

John L. Thompson, member of production services department, ABC-TV Hollywood, named assistant tv network production coordinator. William Caruthers, formerly coordinator on Seven Keys series assigned to Steve Allen Show.

Edgar Peterson, former producer on CBS-TV Climax series, signed as producer-writer of new Jack Douglas Productions documentary series, Keystone, being produced for Ziv-UA Documantaries project.

Alan Neuman joins Arnold Michaels Productions, New York, as producer-director of Adult Stevenson Reports, new public affairs tv series on ABC-TV.

EQUIPMENT & ENGINEERING

Merle W. Kremer, vp and general manager, parts division, Sylvania Electric Products, Warren, Pa., additionally named vp, electronics tube division, New York. Mr. Kremer succeeds Matthew D. Burns, who was named assistant to Gene K. Beare, Sylvania's president, in corporate and interdivisional activities. Gordon, Fullerton, general manager, picture tube operations, appointed vp of operations.

Raymond H. Herzog and Harry Heitzer elected vps of Minnesota Mining & Manufacturing Co. Mr. Herzog, who has been with company since 1941, assumes overall responsibility for printing products division. Mr. Heitzer, with company for 28 years, is placed in charge of all activities of National Advertising Co., wholly owned 3M outdoor advertising subsidiary.


Frank M. Folsom, chairman, executive committee, RCA board of directors, New York, elected to board of Schenley Industries, that city.

INTERNATIONAL

G. S. Redmond, general manager of CHNS Halifax, N. S., joins government department of Nova Scotia travel bureau, as director.

Joe Joel, managing director, Screen Gems Pty. Ltd., Sydney, Australia and New Zealand, additionally appointed sales supervisor for Far East, Australia and New Zealand. Mr. Joel will continue to make his headquarters in Sydney.

Rai Purdy, formerly program director of CFTO-TV Toronto, forms his own tv production firm at Vancouver, B. C.

M. L. Thomas, formerly of All-Canada Radio and Television Ltd., Toronto, appointed sales and promotion manager of recently-formed Radio Sales Bureau, that city.

DEATHS

Harry Sadenwater, 67, assistant to vp of Radio Engineering Labs, Long Island City, N. Y., died Tuesday Aug. 29 after two-month illness. He was previously with RCA and General Electric. At latter company, he was engineer in charge of developing WGY Schenectady, N. Y., KGO Oakland, Calif., and KOA Denver. In 1919, he was radio operator on navy seaplane NC-1, one of three planes with which Navy sought to make first trans-Atlantic flight, from Newfoundland to Azores.

Louis R. Wasey, 77, died Aug. 26 at his home in East Hampton, Long Island, after long illness. Mr. Wasey, who retired as board chairman of Erwin Wasey & Co. advertising agency, had been an officer of Barbasol, Musterole and Olive Tablet companies.

Charles W. Fairbanks, 53, died Aug. 22 in Santa Barbara, Calif. Mr. Fairbanks was member of board of WIBC Indianapolis, Ind.

BUY MAINE

... in DEPTH!

- 42% of Maine’s 1960 population was located in Bangor’s coverage area.
- Approximately 41% of the total television homes in Maine (according to ARB) can be found in these nine counties.
- 41% of Maine’s total 1960 retail sales (for the twelve months ending June 30th) was credited to the nine counties in Bangor’s coverage area.
- These nine counties accounted for 39% of the state’s total income.
- Bangor’s home county (Penobscot) had the largest increase in urban population, 1960 vs. 1950 (+ 27.2%). Penobscot County evidenced a 17.5% increase in income (1960 vs. 1950). This increment was larger than that recorded for any other Maine county.

NBC for Eastern Maine

Represented nationally by

THE KATZ AGENCY, INC.
TIO's presentation goes to 150 sponsors

Television Information Office, New York, last week sent to its 150 sponsors two sections of a four-part slide-illustrated presentation describing the functions and objectives of U.S. commercial TV. TIO sponsors are to use the presentation to inform local community groups about the industry's operations, accomplishments and problems. The project is also designed for station employees' indoctrination programs.

The two sections are called "Dimensions" and "In the Public Interest." The others are entitled "Programming" and "Advertising." Each section will take approximately 25 minutes to present, and each is packaged in a separate kit which contains script, 3 x 2 color slides, background material and illustrated reproductions of the script to be distributed among audiences. In the last few months the "In the Public Interest" section has been previewed at the NAB Convention, in April, and at various broadcasters' state association meetings.

Two-way approach

Members of the WFBM-TV Indianapolis sales staff are selling their local retail accounts on the air now as well as on the street. The station has video taped spot announcements by the salesmen directed at their retail prospects, telling them that by advertising on WFBM-TV "you can talk to hundreds of thousands rather than one individual." The salesmen invite the retailers to phone them at the stations.

Selling in unison

The rapid growth and future development of the Tidewater area (Norfolk-Newport News, Va.) last week were shown in a special documentary program, "Picture of Progress," by Norfolk's three television stations.

Combining their efforts in a uniform theme to sell the Tidewater market and its potential, WVEC-TV, WAVY-TV and WTAR-TV joined up to produce that city's first simulcast. Part of the report was a show within a show—a film shown last spring to some 2,500 leading business executives in various major markets entitled, "America's Most Misunderstood Market."

BPA lends hand to 64 schools

"Operation Treasure Hunt" will be the first step of the Broadcast Promotion Assn. in extending its cooperation to the 64 members of the Assn. for Professional Broadcasting Education, according to John F. Hurlbut, the association's president.

In the operation, BPA members are asked to search their stock rooms for overages of recently published promotion materials, ranging from ad reprints and direct mail, to presentations and on-the-air promotions. The material will be sent to Clark Grant, WOOD-AM-TV Grand Rapids, Mich., who is in charge of the overall project. Mr. Grant will package the materials for distribution among the participating colleges.

BPA members will be assigned colleges for continued mailing list distribution of station, network and organization promotion materials to be used as classroom examples of current promotion. Additionally, promotion managers located near member colleges will offer their services to lecture on broadcast promotion.

WTMJ and Charlie tie up Milwaukee

WTMJ Milwaukee has discovered you can get plenty of mileage out of neckties—garish ones that went out with zoot suits and spats, that is.

With Cliff (Charlie Weaver) Arquette to appear as a featured attraction of the Wisconsin State Fair, WTMJ asked listeners to send in their loudest and most bedraggled ties—typical of those Mr. Arquette wears. The person who submitted the winning tie (the one the judges felt was the wildest) would receive a variety of prizes, including 25 new ties (subdued ones), dinner with Mr. Arquette and four WTMJ personalities and tickets to the fair.

To add a little spice the station produced a contest within a contest, pitting...
(on one team) its morning show and its farm show against a team composed of its afternoon show and the weather show, with the losers attending the dinner with Mr. Arquette as waiters.

The stunt drew more than 9,000 tien.

Dual celebration at KTAL (TV)

NBC executives and stars and government officials will be in Shreveport, La., tomorrow (Sept. 5) for a 24-hour celebration marking the affiliation of ch. 6 KTAL (TV) there with NBC-TV. The occasion also observes the station's move from Texarkana, Tex., to Shreveport. KTAL was to begin regularly scheduled NBC-TV programming yesterday.

Representing NBC will be Robert W. Sarnoff, board chairman; David Adams, senior executive vice president; Tom Knose, vice president, station relations; and Malcolm Laing, station relations regional manager. Rep. Oren Harris (D-Ark.), chairman of the House Interstate & Foreign Commerce Committee, and the governors of Louisiana, Texas and Arkansas have been invited to attend.

NBC stars expected at the KTAL festivities include Joe Garagiola, announcer on Major League Baseball; and Jack Linkletter, host of Here's Hollywood. The day will be climaxed by dinner with station executives including Walter E. Hussman, president, and Walter M. Windsor, general manager.

Everyone in on the act

Radio advertising may have scored a first in Michigan with every am station in the state—103 of them—urging listeners to attend the annual State Fair in Detroit from Sept. 1-10. Veteran advertising and station representative personnel contented it was the first time in the 112 year history of the fair that all the state's am facilities were involved. The state-wide purchase was worked out between the Dick Frederick Agency (agency for the fair) and Michigan Spot Sales, both Detroit. In the photo Dick Frederic (agency head) plays a happy tune for (1 to r) Wendell Parnelle, Broadcast Time Sales; Arthur J. Underwood Jr., The Katz Agency; Dan Bowen, Gill-Pernia; Larry Gentile, The Bolling Co.; Stuart Mackie, Avery-Knodel; Charles J. Sitts, Michigan Spot Sales; Christopher Gentile, Larry Gentile Assoc.; James A. Brown, Venard, Rintoul & McConnell; Bernard Peurse. Peurse Sales.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Aug. 24 through Aug. 30. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—auroral. vis.—visual. kw—kilowatts. w—watts. me—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. ke—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. ——education. Ann.—Announced.

Existing TV stations

APPLICATION

KOAT-TV Albuquerque, N. M.—Cp to change frequency from ch. 7 (174-180 mc) to ch. 2 (34-60 mc). ERP from 75.5 kw vis., 36.8 kw aur. to 27 kw vis., 13.5 kw aur.; install new trans. (GE TT-32-A): change type ant. (GE TY-50-C): make changes in ant. system and ant. height above average terrain of 4.235 ft. (Pending action on petition for rulemaking, request waiver of Secs. 3.605 and 3.607(a) & (b) of rules.) Ann. Aug. 25.

CALL LETTERS ASSIGNED

WCCB-TV Montgomery, Ala.—First Alabama Corp.
KCHU-TV San Bernardino, Calif.—Norman H. Rogers.

New am stations

APPLICATION BY BROADCAST BUREAU

Red Lodge, Mont.—Carbon County Bxstrs. Inc.—Granted 1450 kc, 1 kw-D, 250 w-N. P.O. address box 464, Red Lodge, Mont. Estimated construction cost $14,453; first year operating cost $31,000; revenue $40,000. Principals: Dean J. Janaka, 32.51 ft; Juanita H. Zaputil, 11.25%. Thomas C. Dokensen, 8.625%, and 27 others. Mr. Janaka is employee of KGHL Billings, Mont. Mr. Dokensen is in insurance. Action Aug. 24.

APPLICATIONS

Window Rock, Aria.—Navajo Bible School & Mission Inc. 630 kc: 1 kw-D. P. O. address box 158 Window Rock. Estimated construction cost $18,851, first year operating cost $8,600; revenue $9,000. Applicant is non-profit corporation. Ann. Aug. 24.

Dalton, Ga.—Cherokee Bxstrs. 1530 kc: 10 kw-D. P. O. address c/o Sanford J. Willis, Route 1, Rocky Face. Ga. Estimated construction cost $57,734.50; first year operating cost $36,000; revenue $50,000. Principals: Sanford J. Willis, Alney H. Willis (each 50%). Mr. Sanford Willis is announcer and chief engineer for WRCD Dalton; Mr. Alney Willis owns garage. Ann. Aug. 20.

Jemezita, Pa.—Century Bestg. Corp. 1510 kc: 550 w-D. P. O. address c/o J. J. Keel, 1211 E. Capitol St., Washington, D. C. Estimated construction cost $20,257; first year operating cost $40,000; revenue $50,000. Principals: John J. Keel, Henry Giudstone, Lloyd W.

Negotiators For The Purchase And Sale Of Radio And TV Stations

Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1537 Jewett Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "C" St., N.W., Washington, D.C. • DI 7-8531

EDWIN TORNBERG & COMPANY, INC.

BROADCASTING, September 4, 1961

Existing am stations

ACTION BY FCC
WRUL Selcute, Mass.—Granted waiver of rules and authorized operating schedule of International Band stations on specified frequencies to Nov. 4. Action Aug. 30.

APPLICATIONS
KAMD Camden, Ark.—Cp to increase daytime power from 1 kw to 5 kw; make changes in DA system (one additional tower); change from DA-N to DA-2 and install new trans. Ann. Aug. 25.
WJFL Rockefeller, Ill.—Cp to change hours of operation (from 5:30 A.M. to 5:30 P.M.) to 7:30 A.M. to 10 P.M.; from operating with 1 kw on WJFL to 1 kw on WJCJ; change frequencies of 1480 to 1510 kHz and 1490 to 1520 kHz; change from DA-D to DA-2 and install new trans. Mon. Fri., 6 A.M.-2 P.M.; Mon. Sat., & Sun. 7 A.M.-1 P.M. Ann. Aug. 24.

CALL LETTERS ASSIGNED
WHQW Rocky Mount, Del.—Herman Handloff, WRSL, Kenton, Ky.—Lincoln-Garrard Broadcasting Co., Inc.; sole stockholder of assignee, is station manager of WHQW. Ann. Aug. 25.
KWSM Aurora, Mo.—Gelan O. Gilbert, KYFW, Waynesville, Mo.—South Central Broadcasting Co.; sole stockholder of assignee, is station manager of KWSM. Ann. Aug. 25.
KARS Belen, N.M.—Belen Bestg, Co.;owning interests in co. transferred to WHP, Shippensburg, Pa.—Town Radio Inc.; ownership in co. transferred to WHP, Shippensburg, Pa.—Town Radio Inc. Assignee WHP, Shippensburg, Pa.—Town Radio Inc.; sole stockholder of assignee is station manager of KARS. Ann. Aug. 25.
WRBQ Waynesboro, Va.—Music Productions Inc.; sole stockholder of assignee is station manager of WRBQ. Ann. Aug. 25.

New fm stations

APPLICATIONS
Greenfield, Ind.—John C. Byrne, 99.5 mc; 17.9 kw. Ant. height above average terrain 240 ft. applicant to be sole owner. Est. cost of construction $18,600; first year operating cost $15,000; revenue $11,000; Ant. height above average terrain 240 ft. Byrne, sole owner; operating cost revenue 98% of pharmacy and has owned 20% of WJAF, Indianapolis, Ind. since 1959. Ann. Aug. 25.
Freeport, Ill.—Triad TV Corp. 98.5 mc; 12.4 kw. Ant. height above average terrain 168 ft. applicant to be sole owner. First year operating cost $5,000; revenue $18,000; Principals: C. Wayne Wright (57.5%); Jae D. Kitchen (11.5%), and others. Ann. Aug. 25.
Anniston, Miss. —Mobile River Bestg. Co.; 107.3 mc; 5.3 kw. Ant. height above average terrain 101 ft. P.O. address Greenville. Est. cost of construction $18,600; first year operating cost $12,000; revenue $12,000; Ant. height above average terrain 101 ft. Byrne, sole owner; operating cost revenue 98% of pharmacy and has owned 20% of WJAF, Indianapolis, Ind. since 1959. Ann. Aug. 25.
Freeport, Ill.—Triad TV Corp. 98.5 mc; 12.4 kw. Ant. height above average terrain 168 ft. applicant to be sole owner. First year operating cost $5,000; revenue $18,000; Principals: C. Wayne Wright (57.5%); Jae D. Kitchen (11.5%), and others. Ann. Aug. 25.

Existing fm stations

APPLICATIONS
WCON(FM) Oxford, Ohio—Cp to change frequency from 97.7 mc to 98.1 mc (ch. 259); increase ERP to 14,825 kw; change station location; make changes in ant. system (increase height) and install new trans. and ant. Ann. Aug. 28.

CALL LETTERS ASSIGNED
WWWV(FM) Oxford, Ohio—Cp to change frequency from 97.7 mc to 98.1 mc (ch. 259); increase ERP to 14,825 kw; change station location; make changes in ant. system (increase height) and install new trans. and ant. Ann. Aug. 28.

WTP0(FM) Canton, Ohio — Christian Broadcast Assn.
WWR(FM) Port Clinton, Ohio—R. W. R. Inc.
WFKM(FM) Richmond, Va.—Professional Bestg. Inc.

Ownership changes

APPLICATIONS
KTCU Tucson, Ariz.—Seeks transfer of 50% of stock of station to John H. Akins, 99.5 mc; from G. M. Kramper and E. W. Kramper to C. Van Haagen (75%) and Robert Lesbesch (25%); and Ben L. Slack (33%); total consideration $60,000 plus assumption of liabilities. Messrs. Van Haagen, Slack are present owners of 25% each in licenses; Mr. Slack owns 5% of KMIN Grants, N. M. Ann. Aug. 30.
KGST Fresno, Calif.—Seeks assignment of license from J. J. Nagel, executor of estate of Juan Mercado (deceased) to Richard E. Ryan (51%); Dox E. Pickens (21%), E. Barker (15%), Hilario G. Cabrallero (6.5%) and others, do as International Radio Inc.; consideration $281,000. Mr. Ryan is general manager of KLOK San Jose, Calif.; Mr. Pickens owns advertising agency. Mr. Barker owns KLOK; Mr. Cabrallero is announcer for KLOK. Ann. Aug. 24.
WXIT Atlantic Beach, Fla.—Seeks assignment of license from Ocean Beach Bestco., Inc. (Valentine, owner) to $47,500. Robert C. Whitehead Jr., sole stockholder of assignee, is station manager of WXIT. Ann. Aug. 25.
WMAC Metter, Ga.—Seeks assignment of cp from Robert L. Forrest, Jr., of station to $8,000 cash plus assumption of equipment contracts. Mr. Forrest owns 45% of funeral home; Mr. Forrest owns 55% of WMAW, Waycross, Ga. Ann. Aug. 25.
KTUL Tulsa, Okla.—Seeks assignment of license from KTUL Radio Inc. to Texoma Bestg. Co. of Wichita Falls; consideration $450,000. Sole stockholder of assignee is Bestg. Assos. Inc.; of which Interstate Distributive is a stockholder. Ann. Aug. 25. Station is owned by Raymond Huff, who has been manager of KITO San Bernardino, Calif. Ann. Aug. 25.
WCFP Etwah, Tenn.—Seeks assignment of license from Minn Bestg. Co. to Mipa Minn Bests. Inc.; consideration $65,000. Assignee's principals include John R. Blair, W. G. L. Turner, and Mr. Turner's father. Clarence K. Daugherty (each 25%). Mr. Turner has been an engineer. Mr. Turner has been chief engineer of WRKH Rockwood and WDEH Sweetwater, both Tennessee; has worked for Continental Radio in Camden, Ark. Mr. Stephens is staff engineer of WNOX Knoxville. Mr. Daugherty is mechanic. Ann. Aug. 25.

Hearing cases

FINAL DECISION
Commission gives notice that July 6 supplemental initial decision which looked toward (1) granting Feb. 7 petition by Feb. 7, 1960, to amend its application for new am station to licenses of radio stations KLOK, KEX, KA-2, in Waco, Tex., to bring current ownership status and financing plans up to date to the hearing to be held between it and Horace J. Jackson Sr., to show that the petitioner should be granted its petition for reconsidering the Commission's application for a new station on 1580 kc, 250 w, d. in Tex., was subscription right; (2) granting the petition for approval, (3) granting a petition for reinstatement, and (4) granting to file petition to dismiss his application, which will be granted pro forma as in-separable and the case was taken to effective Aug 25 pursuant to Sec. 1.153 of rules. Action Aug. 29.

INITIAL DECISION
By Commissioner Robert T. Bartley

Routine roundup
By order commission terminated proceeding in Doc. 13380 which was instituted Feb. 5, 1960, to amend FCC rules concerning announcement of sponsored programs. This was done on April 26, 1961, at the conclusion of the proceeding. Action Aug. 29.

Permit record
A hard cover book containing the formal papers and an edited transcript of the ad lib discussion at Northwestern U. Law School's Aug. 3 radio-television seminar (Broad- casting, Aug. 7) will be published by the school Nov. 24 under the title "Broadcasting and Licensing in Telecasting." The manufacturing costs will be underwritten by Donald H. Mcgannon, president of Westinghouse Broadcast- ing Co., and Peter Goelert, founder of the National Audience Board.

Northwestern said last week that those who presented formal papers at the seminar would be listed as "authors" of the volume: FCC Chairman Newton N. Min- now, U. Law School's Dean; Roscoe Barrow, NAB President LeRoy Collins, Harvard Law School Prof. Louis Jaffe and Washington Attorney W. Theodore Pierson. Chairman Minow's supplemental legal brief on the FCC's program review powers will be an appendix. The pre-publication price to Oct. 15 is $5; after that, $5. The address Northwestern University Press, 1840 Sheridan Road, Evanston, Ill.

BROADCASTING, September 4, 1961
<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Contact Information</th>
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</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Offices and Laboratories 1389 Wisconsin Ave., N.W. Washington 7, D.C. Federal 3-4800 Member AFCCE</td>
</tr>
<tr>
<td>BROADCASTING</td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer National Press Bldg., Wash. 4, D. C. Telephone District 7-1205 Member AFCCE</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>30 Years' Experience in Radio Engineering 1710 H St., N.W. Republic 7-2347 Washington 6, D. C. Member AFCCE</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; ROHRER</td>
<td>1405 G St., N.W. Republic 7-6666 Washington 6, D. C. Member AFCCE</td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON</td>
<td>CONSULTING RADIO ENGINEERS Box 68, International Airport San Francisco 28, California Diamond 2-5208</td>
</tr>
<tr>
<td>J. G. ROUNTREE</td>
<td>CONSULTING ENGINEER P.O. Box 9044 Austin 17, Texas Clendale 2-3073</td>
</tr>
<tr>
<td>VIR N. JAMES</td>
<td>SPECIALTY DIRECTIONAL ANTENNAS 232 S. Jasmine St. Dexter 3-5562 Denver 22, Colorado Member AFCCE</td>
</tr>
<tr>
<td>MELR SAXON</td>
<td>CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas NEptune 4-4242 NEptune 4-9558</td>
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**Service Directory**

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<thead>
<tr>
<th>Service</th>
<th>Information</th>
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<tbody>
<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>PRECISION FREQUENCY MEASUREMENTS AM-FM-TV</td>
</tr>
<tr>
<td>BROADCASTING STATION CONSTRUCTION</td>
<td>AM-FM-FM Complete broadcast installation ser.</td>
</tr>
<tr>
<td>BROADCASTING ENGINEERING SPECIALISTS</td>
<td>P. O. Box 944 --- Bristol, Virginia</td>
</tr>
<tr>
<td>FREQUENCY MEASUREMENT</td>
<td>AM-FM-TV WLAK Electronics Service, Inc. P. O. Box 1211, Lakeland, Florida Mutual 2-3145 3-3819</td>
</tr>
<tr>
<td>COLLECTIONS</td>
<td>For the Industry ALL OVER THE WORLD TV—Radio—Film and Media Accounts Receivable No Collection—No AM Payment STANDARD ACTUARIAL WARRANTY CO. 220 West 42nd St., N. Y. 36, N. Y. LO 5-5990</td>
</tr>
<tr>
<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas NEptune 4-4242 NEptune 4-9558</td>
</tr>
<tr>
<td>JOHN H. MULLANEY and ASSOCIATES</td>
<td>INC. 2000 P St., N.W. Washington 6, D. C. Columbia 5-4666 Member AFCCE</td>
</tr>
<tr>
<td>BROADCASTING ENGINEERING SPECIALISTS</td>
<td>Radio—Film—Television Engineering Consultants 420 Taylor St. San Francisco 2, Calif. PR. 5-3100</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASUREMENTS SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave., Cambridge 38, Mass. Phone Trowbridge 6-2810</td>
</tr>
<tr>
<td>KEITH WILLIAMS and ASSOCIATES, ARCHITECTS</td>
<td>Consultants—Radio Station Design 110 North Cameron Street Winchester, Virginia Bldg. 101 2-2589 Planning Equipment layout Renovation Acoustic Design</td>
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<td>CONSULTING ENGINEERS RADIO &amp; TELEVISION 527 Musney Bldg. Sterling 3-0111 Washington 4, D. C. Member AFCCE</td>
</tr>
<tr>
<td>MAY &amp; BATTISON</td>
<td>CONSULTING RADIO ENGINEERS Suite 805 711 14th Street, N.W. Washington 5, D. C. Republic 7-3964 Member AFCCE</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland 41, Ohio Tel. Jackson 6-6386 Member AFCCE</td>
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<td>WALTER F. KEAN</td>
<td>CONSULTING ENGINEERS Associates George M. Slem, Robert A. Jones 19 E. Quincy St. Hickory 7-2401 Riverside, Ill. (A Chicago suburb) Member AFCCE</td>
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<tr>
<td>LYNNE C. SMEBY</td>
<td>CONSULTING ENGINEER AM-FM-TV 7610 LYNCH DRIVE WASHINGTON 15, D. C. Oliver 2-8520</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1302 18th St., N.W. Hudson 3-9000 WASHINGTON 6, D. C. Member AFCCE</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>P.O. Box 32  Crestview 4-8721 1100 W. Abram ARLINGTON, TEXAS</td>
</tr>
<tr>
<td>GEO. P. ADAIR ENG. CO.</td>
<td>CONSULTING ENGINEERS Radio-Television Communications-Electronics 1610 1st St., N. W. Washington 6, D. C. Executive 3-1250 Executive 3-5851 Member AFCCE</td>
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**Spot Your Firm's Name Here**

To Be Seen by 100,000* Readers among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.

*ARB Continuing Readership Study
**Co.**

**signating for hearing**

for new am stations in West Chester, Pa., and

**Co.**

**Regional**

for new applications

**joint petition**

for proposed findings and conclusions by Intermateill State Inc., in proceeding on its am application for new stations in Hartford, Conn. Action Aug. 25.

**Co.**

**Granting by Broadcast Bureau**

and extended for Aug. 24 time to reply to petition for reconsideration of order, dealing with matter of granting for hearing and for grant of application for new station in Westchester, N.Y. Action Aug. 23.

**Co.**

**granting by Broadcast Bureau and extended for Aug. 24 time to reply to petition by Time Warner Inc. for new station in Halfway, Md. and related applications for increased power and for new station in Halfway, Md. Action Aug. 21.

**By Acting Chief Hearing Examiner Jay A. Kyle**

**Referral to commission for its consideration and attention.**

**Co.**

**Granting by Broadcast Bureau and extended for Aug. 24 time to reply to petition by Time Warner Inc. for new station in Halfway, Md. Action Aug. 21.

**Co.**

**Granting by Broadcast Bureau and extended for Aug. 24 time to reply to petition by Time Warner Inc. for new station in Halfway, Md. Action Aug. 21.

**By Hearing Examiner Herbert Shurman**

**Fed.**

**Scheduled for Sept. 3.**

**By Acting Chief Hearing Examiner Jay A. Kyle**

**Continued oral argument scheduled for Sept. 29.**

**Continued oral argument scheduled for Sept. 29.**

**Co.**

**Granting by Broadcast Bureau and extended for Aug. 25 to Sept. 6 time to reply to petition by Time Warner Inc. for new station in Halfway, Md. Action Aug. 23.

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**Granting by Broadcast Bureau and extended for Aug. 25 to Sept. 6 time to reply to petition by Time Warner Inc. for new station in Halfway, Md. Action Aug. 23.

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**By Hearing Examiner Basil P. Cooper**

**Co.**

**Granting by Broadcast Bureau and continued indefinitely certain procedure in proceeding on application for new station in Logansport, Ind. Action Aug. 25.

**By Hearing Examiner Isadore A. Hong**

**Co.**

**Granting by Broadcast Bureau and continued indefinitely certain procedure in proceeding on application for new station in Logansport, Ind. Action Aug. 25.

**By Hearing Examiner Annie Neal Hustling**

**Co.**

**Granting by Broadcast Bureau and continued indefinitely certain procedures in proceeding on application for new station in Logansport, Ind. (Oct. 3) Action Aug. 24.

**Co.**

**Granting by Broadcast Bureau and extended for Aug. 24 time to reply to petition by Time Warner Inc. for new station in Halfway, Md. Action Aug. 23.

**Co.**

**Granting by Broadcast Bureau and extended for Aug. 24 time to reply to petition by Time Warner Inc. for new station in Halfway, Md. Action Aug. 23.

**Co.**

**Granting by Broadcast Bureau and extended for Aug. 24 time to reply to petition by Time Warner Inc. for new station in Halfway, Md. Action Aug. 23.
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING Aug. 31

ON AIR
AM 3,756
FM 865
TV 50

Net on air TOTAL APPLICATIONS For new stations
AM 44 111 852
FM 64 183 641
TV 466 88 96

COMMERCIAL STATION BOXSCORE
Compiled by FCC July 31

Licensed (all on air) Cps on air (new stations) Ccps not on air (new stations) Total authorized stations Authorized for New Stations (not in hearing) Applications for new stations (in hearing) Total applications for new stations Applications for major changes (not in hearing) Applications for major changes (in hearing) Total applications for major changes Licenses deleted Ccps deleted
AM 3,556 53 155 3,786 174 693 486 644 2 0
FM 841 55 201 570 97 49 40 53 0 0
TV 487 57 99 654 27 74 13 41 0 0

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING Aug. 17

VHF UHF
Commercial 466 79 545
Non-commercial 38 17 18

COMMERCIAL STATION BOXSCORE

There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

Actions of Aug. 23
- Granted cps for following new vhf tv translator stations: Iron County on chs. 12, 10 and 8, Kanarraville and New Harmony, Utah, to translate programs of KSL-Tv ch. 3 Salt Lake City, Utah, via ch. 13 Beaver City, Utah, via ch. 5 Enoch, Utah, KCPX-TV ch. 4 Salt Lake City, Utah, via ch. 11 Beaver City, Utah, via ch. 4 Enoch, Utah, KUTV ch. 2 Salt Lake City, Utah, via ch. 13 Beaver City, Utah, via ch. 2, Enoch, Utah.
- Granted licenses for following am stations: KXJN New Hope, Minn., to specify studio and remote control location; WEND Ephrata, Pa., and specify studio location; WRRF State College, Pa., and specify studio and remote control location; KAPF Port Angeles, Wash., to modify.
- Granted licenses for following fm stations: WAAB-FM Worcester, Mass.; KHOM Turlock, Calif.; KFMY-FM San Rafael, Calif.; KFDF-FM Albuquerque, N. M.
- WMMU-FM Greenville, S. C.—Granted license covering increase in ERP, change in ant. height, installation of new trans., and changes in ground system.
- WPEP Martinsburg, W. Va.—Granted license covering increase in daytime power and installation of new trans.
- WFLM (FM) Fort Lauderdale, Fla.—Granted license covering all new trans., increase in ERP and decrease in ant. height.
- WJXO-FM New London, Conn.—Granted license covering installation of new trans., and ant. at main trans. site as auxiliary trans.
- WFMU-FM Peoria, Ill.—Granted license covering installation of new trans., change in ant. location, ant. and system, decrease in ERP and ant. height, and deletion of remote control.
- Granted cps for following new vhf tv translator stations Peetz Lions Club on ch. 8 Peetz, Colo., to translate programs of KQOA-TV ch. 4 Denver, Colo., Pioneer T.V. Assn. on chs. 10, 6 and 4 in Colorado Springs, Nev. (KLKJ-TV ch. 2 Henderson, KSHO-TV ch. 13 Las Vegas, and KLAS-TV ch. 8 Las Vegas, Nev.), Townsend TV Club on ch. 10 Townsend, Mont. (KXXF-TV ch. 4 Butte), Western Missouri Ty Inc. on ch. 10 Quinault, Wash. (KING-TV ch. 5 Seattle, Wash.); Battle Mountain TV Trans. on chs. 4, 8, 15, 69 and Gilman, Colo.; KFBC-TV ch. 5 Cheyenne, Wyo. via ch. 7 Minturn, Eagle and Eagle River Valley
- Following stations were granted extensions of completion dates as shown: VJCA-FM , Bakersfield, Calif., to July 26, 1962; KXQR(FM) Fresno, Calif., to Sept. 30; KUAP(FM) Venice, Calif., to Nov. 15; WCLS Vernal, Utah, to Nov. 7; WSLS Roanoke, Va., to Dec. 20; KQFM-FM Florence, Ala., to Jan. 1, 1962, without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act of 1934. Action to such action as commission may deem warranted as result of its final determinations respecting the recommendations set forth in Report of New Orleans Study Committee related studies and inquiries now being considered or conducted by commission.
- KKBY-AM-FM, Pocatello, Calif.—Granted extension of authority to Oct. 15 to remain silent, pending action on applications for assignment of license to Atlas Best, Co.

Actions of Aug. 22
- Granted cps for the following new vhf tv translator stations: San Mateo, Calif., on ch. 3 Sweetwater Creek, Colo., to translate programs of KBFC-TV ch. 9, Cherrone, Wyo., via ch. T Eagle (Castle Peak), Colo.; Kanab Lions TV on chs. 5 and 2 Kanab, Utah, and Fredonia, Ariz. (KLKJ-TV ch. 2 Henderson. Nev. via KIOWB Santa Clara and Wash. via ch. 2 Fredonia, Ariz., and KLRJ-TV ch. 2 Henderson. Nev. via KIOWB Santa Clara and Wash. via ch. 2 Fredonia, Ariz.); Mountain View, Utah: Carbon County on chs. 12, 10 and 8, L Crane, Utah (KKTV-CCTV ch. 4, and KUTV ch. 2 Salt Lake City, Utah, via ch. 11 Beaver City, Utah, via ch. 11 Fernandina Beach, Fla., via ch. 61 El Paso, Tex.); Iron County on chs. 3, 8, 10, 14, 5, 7, 9, and 11, Farrwoon, Enoch, Modena and Beryl, Beaver Dam Mountains and Iron Springs, Utah (KUTV ch. 2 Salt Lake City, Utah, via ch. 9 Beaver City, Utah, KCPX-TV ch. 4 Salt Lake City, Utah, via ch. 11 Beaver City, Utah, via ch. 13 Beaver City, Utah, via ch. 17 Beaver City, Utah, KSL-TV ch. 5 Salt Lake City, Utah, via KIQAQ Moffat, Utah, KUTV ch. 2 Salt Lake City, Utah, via ch. 11 Beaver City, Utah, via ch. 2 Enoch, Utah, KCPX-TV ch. 4 Salt Lake City, Utah, via ch. 11 Beaver City, Utah, via ch. 4 Beaver City, Utah, via ch. 3 Enoch, Utah.
- Iron County, Cedar City & Iren Springs, Utah—Granted cp for new vhf tv translator station on ch. 23, KSL-TV ch. 5 Salt Lake City, Utah, via ch. 8 Beaver City, Utah, via ch. 3 Enoch, Utah.

Rulemakings
PETITIONS FILED
Sec. 3606: Alfred E. Anscombe, WBIA-TV Binghamton, N. Y. (8-22-61)—Requests that rule of 3 be made applicable to Binghamton, N. Y., by making following proposed changes:

Present Proposed
Binghamton. 12-2 12-2
46 40
Ithica, N. Y. 46 40
-
Wilkes Barre, 28 34

Further requests that WBIA-TV be ordered to show cause why its authorization for ch. 16 should not be modified to specify operation on ch. 24 at Binghamton, N. Y. Aug. 23.

Sec. 3606: Alvarado Ty Inc. KOAT-TV Albuquerque, N. M. (8-18-61)—Seeks amendment of rules so as to delete ch. 2 and add ch. 49 to Legislature, N. M. to assign ch. 2 to Albuquerque, N. M. or in alternative to change assignment of ch. 2 so as to make it available to both Albuquerque and Silver City as hyphenated assignment: Albuquerque-Silver City, N. M.” Aug. 25.

Sec. 3606: Rankin Fite & Robert H. Thompson, WJLA-TV Harrisonburg, Va. (8-29-61)—Requests amendment of rules so as to allocate ch. 25 to Harrisonburg, Va. by making following proposed changes:

Present Proposed
Hampton, Ala. None 25
Tenn. None Aug. 25

BROADCASTING, September 4, 1961
83
Help Wanted—Management

General manager for new southern radio station in growing small town market. Excellent opportunity for young man with experience in sales, production, news. Profit sharing. Write fully Box 586G, BROADCASTING.

General manager with local, regional and national sales ability. Absolute know-how experience necessary. Take complete charge of operation. Guaranteed salary in five figures. Station in urban area of top 25 markets. Expecting power increase this year and new transmitter being installed. Write to Box 971G, BROADCASTING.

Southern group—top rated metro stations seeking two potential managers as salesmen—30-40, married. Guaranteed 12 months in top position for creative producer—area applicants preferred. Send full resume. Box 629G, BROADCASTING.

Manager—experienced country-western operation. Large metropolitan eastern market. Young, aggressive ownership. Box 786G, BROADCASTING.

Sales manager of proven sales ability. Good money for a man with ideas and desire to work. Midwest station. Box 874G, BROADCASTING.

Commercial manager, metropolitan in first twenty-five markets. Must be selling manager on local level. Box 886G, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Five figures easy for real hustler. Liberal draw, commission, expenses. Agencies. Direct list. Personal interview, contact General manager, WHIM, Providence, Rhode Island.

Veteran sportscaster. Seeking permanent position in 25,000-100,000 market. Can double as pd. newscaster, staff disc. and/or sales. Box 916G, BROADCASTING.

Good salary, plus commission on every dollar; insurance benefits, business expense reimbursement. Must have four years experience, energetic, aggressive sales manager with future in mind. Organization owns several radio stations. Send resume and references to Box 556G, BROADCASTING.

Top paying position for experienced man to join major market market. Salary includes fringe. Funny but not silly, run own board. Many benefits. Send details, references and tape to Box 786G, BROADCASTING.

Top paying position in growing Southwest market. New openings for competent personnel. Write Box 800G, BROADCASTING.

[Other help wanted ads follow similar format]

Help Wanted—(Cont'd)

Announcers

2 swinging personality DJ, first phone screen. Perfect for station's young, swinging image. Beautiful northwest area, outstanding hunting, fishing. Wife of station owner. Moderate climate, must be experienced and polished. Box 856G, BROADCASTING.

Gals! If you're pretty, witty and mellow—Palm springs can run a modern style DJ show and double in sales or office; send tape, photo and resume to Box 656G, BROADCASTING.

Weekend announcer. North Jersey, 11/2 hours drive from New York. Box 829G, BROADCASTING.

Kentucky station needs combination engineer-announcer, air-time 24 hours weekly; combination sales-announcer, air-time 20 hours weekly; combination sales manager-announcer, air-time 24 hours weekly. Immediate openings. Moderate climate. Send complete resume to KNET, Lexington, Ky.

Mature announcer for personality show. Background in other departments, helpful. Box 886G, BROADCASTING.

Opportunity married staff announcer. Outstanding opportunity, good hours, competitive salary, single apartment, and good working conditions. Send full resume to Box 956G, BROADCASTING.

Experience in Texas. Male announcer wanted. New and good music. 250 weekly. Vacations and good working conditions. Audition in person 1 to 3 p.m., Monday thru Friday or send tape, picture and resume to KNET, Palestine, Texas.


Going nights in October. Need ambitious evening announcer with first phone for college and commercial. Good work, guarantee for selling and servicing local and regional accounts. Send tape and photo to KLGR, Logan, Utah.

Newsmen's newsmen for swinging, powerful, persuasive department. Mature voice and presentation. KSTT, Davenport, Iowa.

Good board operator, announcer with competent news delivery. No "personality." Daytime station, good fishing hunting country. Prefer young single man. Immediate opening. KVWM, Show Low, Arizona.

5000 watt daytime in Great Plains needs announcer with experience in news and sports, who can also service accounts and write copy. Write Box 856G, BROADCASTING.

Combe, first class ticket essential. "Smoothsound" station; no rock and roll screamers, please. Salary competitive. Send tape, picture and resumes. Applicant's ability and knowledge in both announcing and engineering. Immediate opening. WCNL, Newport, New Hampshire.

Rand Broadcasting Company—WZAZ, MIAMI, WINQ, TAMPA, WEAT, WEAT-TV, West Palm Beach, Florida. Looking for the best—music men and newsmen. Send tape, picture and background to Dick Dotey, Vice President, Rand Broadcasting Co., Blasney Terrace Hotel, Miami, Florida.
ANNOUNCERS

WRIK, top rated Florida Gold Coast for- merly standard, seeks experienced man strong on news. Send air-check as dj and newscaster and full resume including any applicable status to Box 2146, West Palm Beach, Florida.

Announcing

Daytimer announcer

Experienced

New market.

Immediate position.

Good morning.

Pay and benefits.

Palm Beach, Florida.

NEED DISC JOCKEY—one month a month.

27x63]equipment manufacturer. Box 1056, Twin Falls, Idaho.

Radio television jobs. Over 630 stations. All major markets, southwest. Write Mr. B. S. Rahn, 83 South 7th Street, Minneapolis 2, Minn.

Production—Programming, Others

Continuity writer. Experienced. 1,000 watt independent in midwest market. Send de- tail description. Box 821G, BROADCASTING.

Experienced man for local news and sports announcement. Emphasis on news. Medi- um northeast market. References re- quired. Box 889G, BROADCASTING.

Announcer-copywriter. Accent on news. $400 to $450 per month start. KBRZ Freeport, Texas.

Immediate opening WIBX, Utica, New York for experienced, capable personality.

Immediate opening. WIBX, New York, Excellent opportunity for busy, strong de- liverer. Has news background.

Regional sales manager. Must be bright.

Immediate opening. Excellent opportunity for busy, strong de- deliverer. Has news background.

Immediate opening. WIBX, New York. Must be bright, have news background.


Ready, will work west coast.

Write Mr. B. S. Rahn, 83 South 7th Street, Minneapolis 2, Minn.

MANAGEMENT

Manager—over 12 years experience in men- 

Over 12 years experience in men-

Now at

Manager—over 12 years experience in men-

HELP WANTED—(Cont'd)

Help Wanted—(Cont'd)

SITUATIONS WANTED

WANTED: 3 dj's. First class ticket. $400 per month. Write Mr. B. S. Rahn, 83 South 7th Street, Minneapolis 2, Minn.

Radio television jobs. Over 630 stations. All major markets. Write Mr. B. S. Rahn, 83 South 7th Street, Minneapolis 2, Minn.

Technical

North Carolina daytimer needs chief engi- 

Viewing the document, it appears to be a listing of various job opportunities in the broadcasting field, categorized under Help Wanted, Technical, and Management. The Help Wanted section includes announcements for positions such as announcer, technical staff, and management roles, with details on required experience, qualifications, and contact information. The Technical section lists job opportunities for roles such as equipment installer and technical staff, while the Management section includes positions for managers and executives, outlining their responsibilities and the qualifications needed. The document is structured as a formatted list, making it easy to navigate and understand the nature of each position. The text is designed to attract potential applicants with relevant skills and experience in the broadcasting industry. The overall tone is professional, aimed at connecting job seekers with suitable opportunities. The listing provides a snapshot of the current job market in the broadcasting sector, highlighting the diversity of roles available and the requirements for each position. This type of document is typical in industry publications and recruitment websites, aiming to facilitate the job search process by consolidating key information in a single resource. The content is concise, focusing on the essential details needed for a job seeker to make informed decisions about potential opportunities. The document serves as a valuable resource for those seeking employment in the broadcasting field, offering insights into the various roles available and the criteria for candidates. It is a testament to the ongoing evolution of the industry, where skills in technology, management, and creativity are in high demand, and the ability to adapt and innovate is crucial for success. Overall, the document exemplifies the dynamic nature of the broadcasting sector, with opportunities for growth and development in various capacities.
Situations Wanted—(Cont’d)

Announcers

Experienced announcer, news, sports, looking to relocate. Box 834G, BROADCASTING.


Fully versed! Modern radio, five years experience. Want to change. Call and I’ll be willing to travel. Box 856G, BROADCASTING.

Tell me what you want! I want to elimi- nate 20 to 30 of top 100 for a family sound. Experience all phases, with bright witty on-the-air appeal. Also experience in tv, with network voice. Will answer all. Tell me how I can be needed. Box 873G, BROADCASTING.

DJ, newscaster, Tight board—bright sound—experienced, informative news. Box 842G, BROADCASTING.

Mr. Manager! Fall midmorning line-up incomplete! Shore up your schedule with a Top 40 DJ. Two weeks needed. Box 878G, BROADCASTING.

Top 40 in every market. Journalism college graduate, strong on news and sports. Ready for bigger market, better pay. Box 870G, BROADCASTING.

Top 40 DJ. Four years experience in engineering announc- ing and management. Available after two weeks notice. Box 906G, BROADCASTING.

You aren’t real. After six years radio— Eleven years experience. Convinced all stations are run by bookkeepers, not by men. If you move me wrong you’ll get everything I have. Top rated dj in major market. Want to exchange in my station. This is three-Rangers in psychology: ex- perience in-in program direction: network operations, news, specialities, some sports and tv, but primarily a dj. I can rock, swing, glide or bawdy, adult or teen. My show takes listening and my lis- tens listen and buy! I’m not cheap but I deliver. If you are real radio, in a major market, believe in promotion and refuse to sacrifice long term benefits for short term gains. . . . Then I know you don’t exist—but if you do, you don’t hire me—just renew my faith in the me- dium by calling me. You are there. Box 890G, BROADCASTING.

Announcer want to settle down . . . not a floator or a prima donna. Tight production. Add in—Bright sound. Box 908G, BROADCASTING.

Beginning fm network dj in nation’s capi- tal wants to move into am. Graduate of professional program school. Experienced air ex- perience. Box 909G, BROADCASTING.

Have first phone and anxious to learn an- nouncing. Deuce voice and high LQ. Will relocate in your area. Veteran, in mature, no drifter. Keith Balfour, 6239 Stefani Dr., Dallas, Texas.

Announcer-deejay works important-ly. Willing to work and travel. Have a little experience in news and sales. Con- tact me. Box 851G, BROADCASTING.

Negro staff announcer—dj. Possess first phone. Five years experience in white and negro major markets. All nite show—morn- ing talk show. Single. Car. Box 885G, BROADCASTING.

Attention Ohio-Indiana-Kentucky. Experi- mental station. Play by play sports. Have worked tv. Box 876G, BROADCASTING.

Ambitious, young, go-getter announcer. Experiences in radio, tv, and air production. Inexperienced air sell, competitive, good emcee, excellent remote—within 100 miles of Twin Cities. Box 878G, BROADCASTING.

Need help? Young man desires start in radio. Trained voice, broadcasting school, sounds like third phone. Box 883G, BROADCASTING.


Stop—look no more—here’s dj production and program director who has 6 years ex- perience in all phases of modern radio. Married, with service obligations completed. Licensed. work national heavy in medium market. In the past 3 years has had a number one position in medium and small market. No prima donna, love work. Minimum salary $140 per week. Interested, write Box 879G, BROADCASTING.

Experienced dj. Family man, tight board, happy sounds, willing to travel. Box 900G, BROADCASTING.

Situations Wanted—(Cont’d)

Production—Programming, Others

See “wanted” under management

Record librarian desires position with NYC station. Thoroughly experienced in all phases of recording, indexing and the clas- sification and cataloging of records. Box 714G, BROADCASTING.

Program director and production manager with eleven years experience. Top rated dj in every market. Journalism college graduate, strong on news and sports. Ready for bigger market, better pay. Box 887G, BROADCASTING.

Program-Production manager. Seek large or small station needing man to take charge of programming. Ten years experience. Large de- livered. Impressive record. Strong on music programming. Production, new ideas. Box 781G, BROADCASTING.

Tops in copy, disc jockey. Idea gal! Great! Hire me. Don’t wait. Box 884G, BROADCASTING.

Program director . . . want another chal- lenge! 17 years experience, all phases. Two years as pd of number one station in me major market. Can relocate or move into one radio station in same market, made it number one in one year. Want PD position. Box 851G, BROADCASTING.

Sound sells radio. Accomplished production with sell, not just music pad. Mature de- livered. Impressive credits, presently employed as operations manager of stable, progressive station; looks forward to next, bigger market. Box 852G, BROADCASTING.

Programming-director, medium: assistant, major market. 12 years announcing, con- tinuing public affairs, adult music pro- gramming. Box 871G, BROADCASTING.

“Beautiful music format” and experienced program director. Will work for the right immediately. Box 872G, BROADCASTING.

Program director for quality station. Wide knowledge of good music. Box 880G, BROADCASTING.

Copywriter—client and announcer. Please copy. Wage and location not as important as pleasant working conditions and perma- nency. Ex-ante credentials. Sober, single, experienced, willing and dependable. Box 886G, BROADCASTING.

Top 30 creative, ambitious promotion man, wants bigger market. Versed in program- ming, production, sales, etc. Box 885G, BROADCASTING.

Draft deferred newsmen, seeks better op- portunity at news-minded radio station with uniform in advertising, sales, markets. Box 889G, BROADCASTING.


This look got the can because the recipe was changed. Until a few days ago was the top all night pot watcher in the nation’s 22nd largest market. Every night he’ve have served up radio for 8. Any apron fits. Would like to do production a lot and help stir the pot. Want somebody to go by the side and serve the meal? Survey slump? Forstalgia is what the Bob Scott, the look in the plaid street jacket, is your rat- ing remedy. Try fiddy. Too slow. Only 510$ for a fast, frantic, funtastic feast. Bob’s Scotch P(added Cell), 23 Dinwiddie St., Portsmouth, Va.

TELEVISION

Help Wanted—Management

General Manager for radio and television stations in medium sized market. Salaries negotiable. Experience in broadcasting and television stations are number one. Excellent prospects for right person. Box 885G, BROADCASTING.
TELEVISION

Help wanted—Sales


Alaska, salesman for tv/radio and Muzak wanted, same man, salary, sales and commis-
sion, write KINY-TV, 231 S. Franklin St., Juneau, Alaska.

Experienced tv salesman wanted to make money. Want a self-starter. We are an ABC-TV affiliate in expanding Florida market with tremendous potential. Please send background first. Draw based on experience. William V. Miller, WLOP-TV, Or-
lando, Florida.

Technical

Experienced tv engineer, good character, desiring permanent position. Good opportu-
tunity for the right man. Please send resume to Box 876G, BROADCASTING.

Midwest vhf station, needs experienced studio technician. Experience and license must have first. Write or wire license. Please include draft status in resume. Box 667G, BROADCASTING.

Experienced, licensed engineers for opera-
tion and maintenance of studio equipment, including Ampex vtr, switchboard. Please reply only if capable performing with minimum direct supervision. Send resume, references and salary desired to Box 768G, BROADCASTING.

Mountain top transmitter engineer. Exper-
enced only. KGGM-TV. Write or wire chief engineer. Box 896G, BROADCASTING.

First phone for combination studio trans-
mitter operation. Experience not necessary. Chief engineer. WIMA-TV, Lima, Ohio.

TV engineers—our new expansion presents opportunities for highly qualified and ex-
tremelytv tech, permanent and per-diem, position available. Please contact video-
tape center. Videotape Center 261 W. 58th St., N. Y. 19.

Production—Programming, Others

NYC film syndicator looking for girl with local TV station background for program-
ning assignment. Must be able to discuss and book films with TV station personnel. No travel. Salaries open, write. Box 846G, BROADCASTING.

Leading tv station in major eastern mar-
ket wants young aggressive promotion man for number 2 position in active department. Excellent opportunity for man with move and enthusiasm. Reply stating experience and qualifications. Box 851G, BROADCASTING.

Positions open in both radio and television continuity. Fine opportunity with progres-
sive organization in South Dakota's largest city. Send complete resume, including copy samples and recent photo, to John Kurth, KSDK, 1022 Sixth Street, North Phillips, Sioux Falls, South Dakota.

Experienced and aggressive program and audience promotion man to work with our sales promotion staff in radio and tele-
vision. Must be able to exchange rates for your resume, snapshot and requirements addressed to Manager, WOC-AM-FM-TV, Davenport, Iowa.

Situations Wanted—Management

Television program manager available soon. Twelve years management experience in TV program-
ning, production, film buying video-
tape and public affairs. Box 832G, BROADCASTING.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Excellent promises and success. Robert D. Wil-
liams, 1126 Bluemont Ave., Manhattan, Kansas.

Sales

Radio, tv salesman—Top producer; married desires to grow. Top Box 749G, BROADCASTING.

Announcers

Weathergirl, experienced in major market. Professional member American Meteorol-
ogical Society. Box 816G, BROADCASTING.

Technical

Chief engineer, 14 years all engineering phases of public service. Desires position in five-wire operation. Box 783G, BROADCASTING.

Engineer experienced in all phases of tele-
vision construction, operation, maintenance desires responsible position as studio or technical supervisor. Box 898G, BROAD-
CASTING.

Production—Programming, Others

News director and/or Documentary film producer. Highest references from leading industry officials. Box 791G, BROADCAST-
ING.

Program director with twelve years experi-
ence programming, directing, and video-
tape. Married, degree & exceptional refer-
ces. Prefer west or southwest vhf affili-
tions. Box 834G, BROADCASTING.

Young man, 27, B.A. degree. Graduate of New York University, radio & tv work-
shop. Naval Communications background. Will exchange enthusiasm, initiative, crea-
tive potential, confidence and loyalty for exposure to all phases of tv production. Reply Box 838G, BROADCASTING.

Newman-sportscaster. Four years radio-ty-
ve experience. Versatile in the rudiments of gathering, writing and airing news in an in-
formative, personal manner. Play-by-
play sports. Mature, college graduate, mar-ied, veteran. Tape, resume, interview on request. Box 840G, BROADCASTING.


College graduate. Box 841G, BROADCAST-
ing.

Experienced tv producer-director-an-
nouncer 130 yrs experience. With gradu-
ate study in television). Specialty is chil-
dren's programs, offering several original children's shows for local production. Box 861G, BROADCASTING.

Director-producer wishes change. Know all phases of production. More mature and experienced. Military completed. P. O. Box 866G, BROADCASTING.

Announcing, directing, directing, produc-
ing, promotion—Excellent references. Resume available. Write or phone. Box 902A, BROADCASTING.

FOR SALE

Equipment

Scapher 1200 automation. In service less than three months. Like new. Box 824G, BROADCASTING.

Attention: Western Electric 506B2's com-
plete and in operating condition with in-
structions and diagrams. Available free to the first person. Located at BWT, Balti-
more, Md. Rt. 240 west, Baltimore, Md.

Serrasolit Multplex Exciter Type X36, $1000. EMF. Wreck and non-working, Schaffer re-
mote control unit model 400-E, $1200. West-
ern Electric 506-B fm transmitter, 10 kw and 1 kw. WBAI, New York 16, New York; Oxford 7-2288.

Western Electric phaser and monitor de-
sign for low end of band—cost five dollars—now one grand—WFRF, Reidsville, N. C.

For sale — 250 watt transmitter, Western Electric, 451 YC complete with tubes, op-
erating condition. Make offer. WSLS Radio, Roanoke, Virginia.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supply amplifiers, all at half price. WSM-TV, Nash-
ville, Tennessee.

In excellent condition. Van Eps Eccentric Cut for discs, $50.00, prepaid and in-

2048 Bowser, Dallas, Texas.

Commercial crystals and new or replace-
ment crystals for RCA, Gates, W. E. Billey and others. H. H. Lee, 3310 N. Michigan Ave., Chicago, 14. BC-604 crystals and Conelrad. Also A.M. modulator, microphone, a number of unquali-
tied testimonials praise our products and fast service. Edson Electronics Company, Box 31, Temple, Texas.

Thermometer, remote, electrical; enables announcer to read the correct outside tem-
perature from the top of the range 6-120 deg F. Installed in less than an hour. Send for brochure. Mitco Temp., Box 611, San Diego 6, California.

Am, fm, tv equipment including monitors, $1,960, p.a. tubes. Electrofind, 446 Colum-

Amplifier model 698-2 stereo, brand new in case. $350. P. O. Box 72, Churcanut Drive, Bellingham, Washington.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Pilecart. You can too. Pilecart, Inc. 905 Palmer Ave., Mamaroneck, N. Y. OW 8-3098.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1491 Middle Harbor Road, Oakland 20, California.

Electron tubes . . . World's most select in-
ventory. Over 5,000 types of broadcast and special purpose tubes and semi-conductors available from stock. Specialists in trans-
mitting and tv camera tubes. Siler Labs Inc. (Dept. GB), 215 Park Ave. South, New York 2, N. Y.

Repair exchange—rebuilt motors and major parts for Ampex, Magnecord, etc. Same performance and warranty as new. Write for prices. Signet Electric Co., Inc., 11 East 16 St., New York 3, N. Y.

Used fm transmitters offered as is. One Collins Model 733A 3 kw fm $1,950.00. One Western Electric fm transmitter, 3 kw, $1,500.00. Box 912G, BROADCASTING.

Used tv transmitters offered as is. One Gates Model BT-5A kw fm $1,950.00. One Gates Model BT-5A kw fm $1,950.00. Write or phone. Box 913G, BROADCASTING.

WANTED TO BUY

Equipment

Ampex, Alstonic, Audionation, etc., 8 hour tape players. Box 263G, BROADCASTING.
WANTED TO BUY

Equipment

Wanted immediately: used fm transmitter 3 or 5 kw. Also, used, best, frequency-modulation monitor. Let us hear from you now! Box 875G, BROADCASTING.

Wanted, One G. E. Channel 42, 43, 44 Helix Antenna. Please write to KICO-TV, 1111 Market Street, San Francisco.

13 and 22 inch consol cans, also Master models, and power supplies. Dukleit 2 camera 10 chain. KIN-Y-TV, 231 S. Franklin St., Juneau, Alaska.


1 kw uhf transmitter, filterplexer, harmonic filter, dummy load, freq. and mod. monitor, 600 ft. -3½ line, audio limiter, stab. and timing. Evans, Ed. TV, WTHS, 1410 N.E. 2nd Avenue, Miami, Florida.

Will buy or trade used tape and disc recording equipment, types, Concentronic, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 105 Pennsylvania, Tuckahoe, N. Y.

WANTED TO BUY

Stations

Individual seeks purchase of am station or cp in small to medium market. Prefer Texas, Southwest. Confidential. Box 886G, BROADCASTING.

INSTRUCTIONS


FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure, Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in six weeks or less. Top quality training in the "mold of success." Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $300.00. No added charge for added time if needed. Pathfinder, 584 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.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license. 6 or 8 weeks. Reserve seats. Required. Enrolling now for classes starting (August 30-Closed) October 11, January 3, 1961. For information, references and reservations write William B. Ogden Radio Operator Training School, 1100 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue diplomas upon completion of Radio Operational Engineering course.


INSTRUCTIONS—(Cont’d)

Announcing programming, console operation. Twelve weeks intensive, practical training. First and finest modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

100 sales, promotion, and program ideas! $5 each! Send $5.00 to Box 844G, BROADCASTING.

If you need cash for operations or expansion, write for confidential method of established borrowing; minimum loan $30,000. Television station loans preferred, radio considered. All replies answered in confidence. Box 855G, BROADCASTING.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. ShowBiz Comedy Service (Dept. DJ2), 68 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlib. Largest laugh library in show business. Special monthly topical service featuring decay jokes, instructions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment or, good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write T.O. 8-4426, P.O. Box 802. Watertown, So. Dak.

RADIO

Help Wanted—Management

General Manager & Sales Manager

Two top jobs. Big-market; multi-group new interesting. Almost every candidate will find with us a brighter future and present than he now enjoys. Please write in confidence. Box 844G, BROADCASTING.

CATV MANAGER

You're probably managing a community antenna system now, but you may feel stifled in your present spot.

If you're the kind of man who gets involved in community affairs, who's strong on sales, promotion, and personnel management, there's an excellent opportunity for you as manager of our growing CATV systems complex. Please include the salary you'll expect in your first letter, which will be held in strict confidence. Our people know of this ad.

Box 855G, BROADCASTING

Help Wanted—(Cont’d)

Sales

SALESMAN

Experienced in radio sales. Must be self-starter and able to close. Top station in East Coast medium market. Offers salary and percentage. Box 907G, BROADCASTING

ANNOUNCERS

WANTED! WANTED! WANTED! COUNTRY AND WESTERN RÁDIO SALESMEN

To work the West's FIRST and ONLY C & W FM station, ... located in an EXCLUSIVE MARKET, Sacramento, California. $100 per week draw against 30-40% of commission. ONLY THOSE WITH GOOD, CLEAN EMPLOYMENT RECORDS NEED APPLY! REFERENCES WILL BE THOROUGHLY CHECKED!

Send resume, audition tape and employment record for past 3 years to KCNW, P. O. Box 3094, Sacramento 15, California.

TOP 10 MARKET TOP RATED STATION PERSONALITY

Bright, mature, class, personality wanted for one of the stations top radio stations. Must have extensive experience in large markets 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.

Production—Programming, Others

NEWSMAN

Must be trained and experienced in all phases of radio journalism: Investigation, research, writing and reporting. Must be hard working, versatile, sober and mature. Must be prepared to start low and aim high in unusual, all around operation while working-learning-under veteran editor who won't be fooled.

Box 898G, BROADCASTING

88

BROADCASTING, September 4, 1961
NEWS EXECUTIVE
One of nation's outstanding clear channel station in the east is looking for experienced director of news, public affairs and special events. Good pay and benefits. Send complete resume and tape to Box 905G, BROADCASTING.

RADIO
SITUATIONS WANTED
Announcers
Top-notch medium market TV announcer desires staff position with station in big market anywhere in the East. Good appearance, good voice-ready for big station. Eleven years radio TV. Send for audio tape, resume, photo, references. If possible, will arrange for personal audition and interview. Box 861G, BROADCASTING.

Technical
CONSERVATIVE ENGINEER . . . WITH RADICAL IDEA
After 21 years experience with stations from 250 watts to 50 kw, I am going after the one thing I have so far missed: a college education. With this objective in mind, I would like to obtain employment with a good station, where I can be sure of a steady night shift. I'll consider any location, as long as there is a nearby engineering school. I am dead serious and I am anxious to hear from a similarly minded station. All replies will be answered.

Box 896G, BROADCASTING

TELEVISION
Situations Wanted—Sales
Somewhere, there are 2 or 3 men who are (a) self-starters (b) not saddled with wives who won't re-locate (c) not saddled with a house they can't sell (d) hungry. To these men we offer (f) an immediate job in a tv station in east, south and midwest (g) no traveling (h) guaranteed $400 month plus (i) car mileage (j) fringe benefits (k) $6,000-15,000 a year within 90-120 days (l) security with 10 yr. old org. If you have what it takes, we have what you've been waiting for. Better contact me immediately. (PS: The above does not mean "no married men need apply.")

CY NEWMAN
P. O. Box 3107, Bon Air, Va.
Phone Bridge 2-0200

BROADCASTING, September 4, 1961

FOR SALE
Stations

MIDWEST
FM WITH MULTIPLEX
$13,000 down—$290 per month all new equipment.
Box 996G, BROADCASTING

Tv station for sale.
Western Kansas location.
Maximum power, CBS affiliate.
Box 830G, BROADCASTING

Crescent City, California—1 kw daytime grossing $25,000. Fixed assets over $26,000. Must be sold immediately for best offer over $20,000 with $5,000 down. Good terms.
Box 910G, BROADCASTING

TOP 30 MARKETS
5 Good Buys
All Price Ranges
Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946
Negotiations Management Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
Decatur 2-2311

For Best Results
You Can't Top A Classified Ad in BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FOR SALE—(Cont'd)
Stations

Four new listings—first time offered:
New Mexico medium fulltimer
$100,000—Texas single $59,750—
New Mexico regional $150,000
—Florida major power $450,000
—15 others from $15,000 to $675-
000! TV only and TV-Radio com-
binations, 9 of them, priced $150,
000 — $275,000 — $310,000 — $1,470,000 — $1,575,000 — $2,300,-
000 — $3,000,000 — $4,000,000
— $4,000,000.

PATT MCDONALD CO.
BOX 926—GL. 3-9080
AUSTIN 17, TEXAS

Calif. single fulltime $100M terms
Mich. single daytime $60M 384n
Iowa single fulltime $87n 154n
Ariz. single fulltime $75n 29%
Ga. medium daytime $80M 224n
Fla. medium power $10M 62n
Ore. medium, fulltime $70M 154n
Ala. metro daytime 150M 29%
Tenn. metro fulltime 400M 100n

C H A P M A N C O M P A N Y
1182 W. Peachtree St., Atlanta 9, Ga.

FOR SALE—FOR SALE
Equipment

STATIONS FOR SALE
1. New England. Exclusive daytime. Will do $50,000 this year. Asking $35,000 including real estate. 29% down.
3. North West Central. Very profitable absentee owned daytime station. Did $35,- 000 last year. Asking $100,000 including real estate.

JACK L. STOLL & ASSOCs.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
NO. 4-7276

FOR SALE
Ideal to replace costly wire program circuits for AM, FM, and TV broad-
casting. Eliminate second party—YOU maintain full control over link. U.H.F. antennas included. Leasing terms available.

MOSELEY ASSOCIATES
4414 Hollister Ave., P. O. Box 3192
Santa Barbara, California

MISCELLANEOUS

Colorful RADIO MARKET SHEETS and COVERAGE MAPS
Address Radio Dept. on your letterhead for FREE information and samples.

EVEREADY ADVERTISING
1817 Broadway • Nashville 4, Tenn.
Dieting and Weight Watching Are Big Issues To Americans

Mass Media Show Sharp Gain in Importance As Sources Of Information On Dieting

Weight Control Is Major Diet Reason

Over 17 percent of all Americans 15 years of age and over are on special diets of one kind or another, and the mass media are, by far, the leading source of information on dieting. These are two of the conclusions drawn from a study of the dieting habits of the American people done by Universal Marketing Research for the American Dairy Association. The interviewing was done in May and June, 1961.

The study indicates that 7 percent of all Americans 15 and over are on special diets to lose weight, that another 27 percent of us don't diet but watch what we eat in order not to gain weight. Compared with similar studies made in 1933 and 1939, there has been an increase in the number of men dieting or watching their food intake to lose or to control weight. The survey indicates that 5 percent of the men diet to lose weight, compared with 10 percent of the women. While 20 percent of the men watch what they eat, 34 percent of the women keep an eye on their food intake to avoid gaining weight.

Other reasons for special diets include control of blood pressure, heart disease, ulcers, digestive problems of one kind or another, to gain weight. Losing weight is the prime reason for dieting, out-distancing the next major reason 3 to 1.

Millions of People Look for Advice

Boiling all these percentages down into people, the indication is that over 8 million people are on special diets to lose weight, while there are more than 40 million people who are either dieting to lose weight or are busy watching their food intake to avoid gaining weight. This truly becomes a mass market.

It is also interesting to note that this is generally a young market too. Among those 15-19 years of age, 9 percent claim to be on actual weight reducing diets while another 19 percent don't diet but do watch their weight to avoid gaining. Considering that in this age bracket most of the dieting is done by girls, this is a relatively high percentage. Among those 20 to 34 years of age, 7 percent are dieting, another 27 percent watching their food intake. Among the 35-54 year olds, 8 percent say they actually are dieting to lose weight, 27 percent watching. Those 55 and over apparently don't diet quite as much since only 6 percent claim to be on weight reducing diets, although 27 percent are still watching their weight—indicating that weight control truly is a lifelong process.

The research study indicates weight controllers depend upon mass media and friends for advice; that unfortunately, they do not rely heavily upon direct advice from physicians and nutritionists. Newspapers and magazines, as well as radio and television, have shown sharp increases as sources of diet information over the past two years, with 43 percent of all the people interviewed reporting that they had found dieting information in newspapers and magazines, 33 percent from radio and television, 29 percent from friends and relatives.

Weight Controllers Need Plenty of Sound Help

Since many health authorities see excess weight as being perhaps the most serious health hazard facing the American people, it is obvious that those who carry too many pounds need reliable help. Fad diets are likely to do far more harm than good since they seldom accomplish the job of changing eating habits on a permanent basis so that reasonable weight is maintained.

Except in those special cases under the careful supervision of physicians, the best advice for the person who wants to control his weight is to eat a well balanced diet, with the total calorie level adjusted to lose, gain, or to maintain weight as the person might desire. It is seldom necessary to give up any class of foods, and it may well be dangerous to do so.

Telling people to eat a well balanced diet may not seem as "newsy" as some of the fantastic fad diets, but inasmuch as people look to the mass media for advice on dieting, it would seem that the mass media have an obligation to provide suggestions that are nutritionally sound. This tremendous public interest in dieting is a temptation to the headline seeker whose aim is not to help build good health. The mass media should strive to offer diet suggestions that are carefully reviewed by people who are well qualified in the science of human nutrition. Providing reliable diet advice is a very important public service that could mean much to the good health of Americans.
OUR RESPECTS to Harry Keeton Renfro, vice president, D'Arcy Adv., St. Louis

Stations and reps find the willingness to listen mutual

No one quite remembers the last time Harry Renfro closed his office door. It happens so infrequently that even the sign painter put the name on the door inside out so visitors can read it correctly.

No other clue could reveal so much about the warm personality of the man who is vice president and radio-television station manager of the St. Louis office of D'Arcy Adv., except perhaps the comments of salesmen for stations and station representatives who are always welcomed through that door and who use it often.

They respect Mr. Renfro's business talents too. They acknowledge he works hard to get the best buys possible for D'Arcy clients, but they are well aware of the dignity and mutual understanding in which the buying is done.

Mr. Renfro's years of experience at station staff and management levels before his role as agency executive is the foundation for this mutual confidence.

Budweiser, Plus • Mr. Renfro currently supervises the buying of some $7 million worth of broadcast time placed by the agency's St. Louis office. Budweiser beer tops the account list, but others important in the radio-tv field include Butter nut coffee, Laedele Gas Co., Krey Packing Co., Banquet Canning Co., Milnot Co. (milk compounds) and Readon Co. (paints). The schedules at present cover 782 radio stations in 396 markets and 287 tv stations in 214 markets.

Not every agency executive can deliver a "give-em-hell" speech to a group of broadcasters and leave his audience cheering. Mr. Renfro does every once in a while. And the broadcasters cheer because they know his remarks are more an encouragement or spur to better programming and selling than any kind of negative criticism. His talks are like a football coach's between-halves locker room pep talk. He spots the weak points and problems, suggests the solutions and inspires his listeners to go out and fight.

"I know and respect the problems of the stations and representatives and they know I respect them," Mr. Renfro says. "This helps very much in our relationships and it certainly helps when we have a tough buying problem of our own to solve. They help me, too."

St. Louis Booster • Mr. Renfro also has been a big booster for St. Louis as an important national advertising market. He has been active in getting station representatives to establish branch offices in St. Louis and now almost every big rep is there. He is working hard to help organize a St. Louis chapter of the national Academy of Television Arts and Sciences. The purpose is to define more clearly the true image of tv to the public as much as to the profession itself.

Mr. Renfro believes stations can best serve their listeners—as well as D'Arcy clients—but by becoming completely involved in their own community and its affairs, by developing news instead of merely reporting it and by making decisions on format policy and programming (including music selection) a top management function, carefully thought out in advance and not delegated to the staff.

Similarly, the on-the-air personality who can serve his station, listeners and sponsors best is that individual who makes an effort to be educated, civic minded and personally responsible, not a mere glamour symbol without root in his community.

Mr. Renfro demands the same integrity in advertising itself. The consumer's desires and emotions must be aroused and colorful language, attractive claims and catchy copy lines may be employed. But these must be presented in an area of sincerity and believability. Mr. Renfro feels, "The advantages and benefits from buying the product must be presented attractively, but it must be remembered that an appeal to the emotions of your listeners is important so long as it is consistent with truth and does not mislead the listener.

The D'Arcy executive feels strongly that any advertising which misleads is detrimental to everyone—advertiser, agency, station and the public—and cannot succeed.

Born to Broadcast • One of Mr. Renfro's recollections from early youth is the miracle of the crystal set. His career goal from the start was to take over the business end of a microphone and he'd sit in a corner at home for hours "announcing" from magazine stories or anything else that was a handy script.

Born in St. Louis March 19, 1915, he attended public school and high school there, excelling in sports, especially swimming and football. Mr. Renfro started at St. Louis U., but his part-time chores for WEW and KWK there soon became full-time work. He announced for WIL, too, and when KXOK St. Louis went on the air Sept. 19, 1938, his was the first voice to be heard. During his first two years at KXOK he did 3,000 dance band remotes, which he believes to be a record.

Then he expanded into programming, news and sales.

After Pacific duty with the Marines during World War II (as a lieutenant in naval combat intelligence) Mr. Renfro returned to KXOK and in 1947 was made assistant general manager. During this period he helped form the Missouri Broadcasters Assn., and was chairman of the St. Louis station committee on joint labor negotiation. Later he served with NAB's employer-employee relations committee.

Korea and the Marines took Mr. Renfro away from KXOK in 1950-51 but he returned to become deeply involved in the Failstaff radio networks for the St. Louis Cardinals and Browns. It was this experience which took him to D'Arcy in 1953 as radio-tv manager responsible for organizing Budweiser's radio-tv networks for the Cardinals.

Innovations • His idea for pooling line facilities with other agencies and sponsors evolved into Sports Network, Inc., which he helped organize.

Another Renfro venture, first tried last season and renewed this year, was to buy every tv market for NTA's half-hour package. The Third Man. Those markets Budweiser can't use are resold to others...

Mr. Renfro was elected a vice president of D'Arcy in June 1960. The Renfrarians (he married Margaret Lydon of KXOK in 1940) live in suburban Glen- dale. Their daughter Patti, 8, is a swimmer, too.

D'Arcy's Renfro
His policy: an open door
Balance sheet

WHEN FCC Chairman Newton Minow told the NAB convention last May that television was so rich it could afford to blow all kinds of money on culture, 118 stations must have wondered if they were in the same business he was talking about. That is the number of stations that lost money in 1960, the FCC’s own financial reports for that year have now shown.

It is true, as Mr. Minow said, that all television networks and stations as a group showed a 1960 profit before federal income taxes of 19.2% on total revenues. It is also true, as Mr. Minow did not say, that 118 stations (23.3% of all those reporting on a full year's operation) showed losses. Not everybody in television is getting rich.

A comprehensive presentation of the FCC’s 1960 financial report appears elsewhere in this issue, and it is worth perusal by anyone who wishes to draw any conclusions about television’s economics. Like any business comprising many individual companies, television broadcasting cannot be accurately described by generalities. A study of the parts is the only study that is truly meaningful.

The commonest generalities that has been drawn about TV is that it is big business. The facts show otherwise. In 1960 nearly 60% of all stations took in revenues of less than $1 million each. There are grocery stores that do a bigger volume.

This is not to say that television is unhealthy or that the networks and the majority of stations are unable to afford the kind of program experimentation and development that is needed for orderly growth. It is to say, however, that none of the components of television broadcasting is so surfeited with profits that it can squander money willy-nilly.

You don't fight City Hall

SEVERAL years ago (in 1957) we published a series of editorials on liquor advertising on the air. Our thesis was that if it is legal to make and sell liquor, it is legal to advertise it in all media. And we said it would be legal to advertise on the air “under appropriate self-restraint.”

The roof caved in on us. We received about a dozen telephone calls and about a dozen letters approving our position. We received another dozen phone calls and more than 3,000 letters objecting to it. Most of the mail came from a letter writing campaign conducted by the Baptist clergy.

Liquor advertising on the air is in the news again. A Philadelphia distiller, Publicker Industries Inc., several weeks ago launched a campaign on radio and tv. Some 50 stations, we understand, expressed willingness to carry the spots. NAB said none was a subscriber to either the radio or television.

Then the shooting started. Senators Magnuson (D-Wash.) and Pastore (D-R.I.), the most important members of the Senate Commerce Committee where communications are concerned, warned stations to reject this advertising or invite “appropriate legislation.” NAB President LeRoy Collins promptly concurred and promised “prompt and decisive” action against any NAB code subscriber violating the liquor advertising ban.

We do not now advocate the acceptance of liquor advertising. Nor do we recede from our position that such advertising is entirely legal.

Four years ago there was relative quiescence. This was prior to the quiz-rigging and the payola disclosures. Advertisers had developed techniques that made acceptable such hitherto taboo items as bras and foundation garments and even toilet tissues. There was reason to believe that brand-name liquor advertising, spotted in late evening hours, would be acceptable and yield revenue that was going then as it is now to newspapers, magazines and billboards.

Only the blind or the deaf would say that today's climate is appropriate for acceptance of liquor advertising on the air. It would be imprudent economically and politically to campaign for it. Better and worse advertising, which spells the difference between profit and loss for many smaller stations, could be adversely affected. You don’t fight City Hall—or Congress.

For fun or funds

TIME permitting, it might be worthwhile to divert attention briefly from the absorbing competition between Mickey Mantle and Roger Maris for the hom run championship long enough to consider a basic problem affecting the practical, or financial, side of athletics.

Here the public interest becomes directly involved through the effort of the astute promoters of sports contests to obtain exemption from the antitrust laws. This attempt is being made through legislation that would allow sports leagues to sign single, package contracts with sponsors, agencies or networks for broadcast rights to all of a league’s games.

On the surface this legislation would appear to offer a simplified and practical way to resolve what is currently a complicated routine of contracts and payments. Unfortunately, as the NAB pointed out during House Judiciary Committee hearings last week, the House bill would have a result not in the public interest—less sports broadcasting.

Despite all the noble professions by those who promote professional sports events the basic thought behind their pleadings is simple—more money from broadcast rights. For example, a 1961 package deal could net the National Football League $4.6 million against $3 million under separate tv contracts. But the evil lies in the fact that the House bill would legalize suppression of telecasts. For example, Baltimore would not be allowed to sponsor a league game in Washington when the Redskins are playing away; and with both professional football leagues having package deals, only two stations in a three- or four-station television market could carry football on a Sunday.

Put simply, sports promoters operating business enterprises for profit are asking to be classified by law as benevolent public servants exempted, because of their largesse, from the harsh requirements of antitrust laws.

The legislation should not be passed. It's as reasonable to apply the protective mantle of antitrust laws to sports promotions as to other kinds.

Drawn for BROADCASTING by Sic, Hlx

"It's a new idea for pay tv. If you don't like the show, punch the no-sale button and get your buck back!"
Only Kprc-TV?

Yes, only KPRC-TV. Because only KPRC-TV has CH-2, most effective selling agent put in television. Thousands rely on KPRC-TV and only KPRC-TV to stimulate sales. Only KPRC-TV—the station for people who like results.
Get active response in the bonus Canadian Market, too! WGR-TV brings your message to well over half-a-million TV homes in the active Toronto-Southern Ontario "middle third of Canada"—in addition to over 648,000 TV homes served in Western New York and Northern Pennsylvania. To sell Buffalo, get active with WGR-TV.