If network option time falls by the wayside, what will replace it? ........................................ 31

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The biggest buyers in network television during the second quarter ............................................ 42

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What makes Samantha run?

Community Club Awards, that's what. Samantha and 100,000 other Baltimore clubwomen eagerly buy the products of CCA-participating advertisers on W-I-T-H and amass mountains of proofs-of-purchase in competition for the $10,000 W-I-T-H gives away each 13 weeks to women's clubs to spend as they like for worthy projects.

$190,000 is the total cash W-I-T-H has distributed through CCA, and if you think this isn't a powerful incentive, you should see the millions of bottle-caps, box-tops, labels and sales slips we collect.

Let us show you how we can increase your sales. You'll find it refreshing to hear about a merchandising plan that really works. Write, phone or wire today.
HOW TO SPOT AN EXPERT

Two management experts are called in to streamline a large, over-organized firm. Their efforts to save steps, however, bog down in a disagreement over where to relocate the men’s rest room.

Disturbed, the firm’s “Committee for the Preservation of Peaceful Personnel” resolves the deadlock with a contest. The expert who solves a certain problem first, shall have his rest room plan installed.

The experts were simply asked to join the nine spots shown above with four straight connecting lines.* However, it took them both so long to solve this problem that the firm’s “Committee for Evaluating the Efficiency of Management Experts” fired them on the spot.

If you can find the solution, send it in and win an exciting new prize. We’re offering several, so tell us what you’ve already won.


*To make sure your spots connect, place them on WMAL-TV, the station first in the Washington, D. C. market, 6 P.M.-Midnight, Monday-Friday. (June '61 ARB)
A new television structure of revolutionary design is scheduled for completion in November to mark the 7th anniversary of our founding. It will be a lasting symbol of our creative dedication to the area we serve, and a fitting evidence of the public approval of our efforts in their behalf.

BUILDING WITH HOUSTON KIRK-TV VITAL
Dr. Lee de Forest, in 1908, patented his invention, the audion—a three-element electrode tube that amplifies voice currents. The audion has been hailed as one of the twenty greatest inventions of all times.

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

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.
Electronic buyer

Time salesmen got cold shudders last week from report that major agency was about to automate their business. Report said Dancer-Fitzgerald-Sample planned to load its electronic computer equipment with 12 months of rating information on TV stations and thus be able to pick stations for its campaigns by merely feeding availability lists into machine, punching couple of buttons and making up campaign lists from whatever computer says are best ratings buys. "It could be the closest approach to pure numbers buying anybody's ever seen, and the agency wouldn't even need to talk to us if it didn't want to," said one salesman. But check with DFS officials brought word that report was premature and probably exaggerated: They say they're using electronic equipment in billing and bookkeeping and, like many another agency, are considering its possibility for other uses including buying and research applications, but that they've reached no decisions on these new possibilities yet.

Presidential special

Three U. S. Presidents—Kennedy, Eisenhower and Truman—will participate in duPont Special on NBC-TV, Oct. 8 (10-11 p.m. EDT) titled "The USO Wherever You Go." Former Presidents Eisenhower and Truman already have been filmed at their respective homes and last Friday arrangements were being made for Kennedy filming at White House. Program will include top talent and clips of wartime USO films, according to Col. Ed Kirby, USO director of public relations, former head of Army's radio-tv branch and former NAB public relations director (1938-41).

Talent participation will be something more than "walk-ons" it's understood. Among those scheduled to participate are Jack Benny, Joe E. Brown, Bing Crosby, Bob Hope, Lena Horne, Danny Kaye, Frances Langford, Merle Oberon, Dick Powell, Debbie Reynolds and Danny Thomas. In addition, other stars from U. S. shows in 1961 will be picked up overseas. Clips from wartime USO films will include Irving Berlin, Gary Cooper, Marlene Dietrich, Al Jolson, Kay Kyser, Marilyn Monroe and Dinah Shore.

Civil suit against MCA

This week, possibly today (Monday), Justice Dept. will file civil suit in Los Angeles court seeking to require MCA and its vice president, Taft Schreiber, to appear and testify publicly before FCC Network Study investigation. In two appearances before commission, Mr. Schreiber refused to submit MCA records under subpoena or to testify (Broadcasting, March 13).

To apply or not to apply

One effect of FCC's three months postponement of its deintermixture and all uhf rulemaking project from Oct. 2 to Jan. 8 (for reply comments) will be to give all uhf licensees, including networks, breather to ponder whether they will apply for parallel uhf assignments to be thrown open in their markets. VHF licensees are confronted with this vexing choice: If they don't apply, choice uhf availabilities may be snapped up by others; if they do apply, they load themselves with additional expense and, at same time, give impetus to all-out move to uhf before results of $2 million experiments in New York are known.

Among networks, it's generally expected that ABC will go for dual uhf-vhf operation, in some measure feeling it's committed to this course. CBS and NBC, however, reportedly are still evaluating pros and cons in preliminary stage only. One official said all uhf is least likely in major markets where networks have owned stations and that they probably will let FCC decide to shift to uhf at any time, if move is made to start dual operations.

Bypass major issues

Most major items of controversial nature on FCC meeting agenda last week were passed over in first commission session in over month. Among these was question of whether to renew licenses of General Electric and Westinghouse stations in face of criminal antitrust convictions of parent companies and executives. Before FCC are conflicting documents which (1) recommend hearing on character qualifications (submitted by general counsel) and (2) Broadcast Bureau position that licenses should be renewed (CLOSED CIRCUIT, Sept. 4).

Also passed over was controversial proposal calling for FCC to charge fees for its services, designed to recoup entire congressional appropriation for agency operations (Broadcasting, July 10). Under normal procedure, both cases will be on agenda for Sept. 20 meeting.

Bernard to Syracuse

Joe Bernard, recently resigned vice president and general manager of ch. 2 KTVI (TV) St. Louis, accepts position as vice president-general manager of W. R. G. Baker Radio & Television Corp., prospective applicant for recently allocated ch. 9 in Syracuse. Company, established by late W. R. G. Baker, former G.E. electronics executive and former president of Electronic Industries Assn., was created to seek third uhf in market. Dr. Barker's widow is stockholder and director, along with number of prominent Syracusans, including T. Frank Dolan, attorney and businessman; Leonard Market, manufacturer; Dan Casey, advertising agency executive, and Robert N. Groves, retailer. Veterans Broadcasting Co. (WVET-AM-TV Rochester) already has filed for ch. 9 and other applications are expected. Mr. Bernard, prior to joining KTVI in 1957, was vice president and general manager of WGR-AM-TV Buffalo and has deep roots in Empire state.

Considerable increased activity among Washington attorneys and engineers has been triggered by FCC's action proposing sub-standard drop-ins in eight markets, as well as provision for new vhfs in Rochester and Syracuse. In addition to newcomers, numerous old-line broadcasters in both radio and tv are in process of preparing applications for new available assignments (besides two New York cities, sub-standard drop-ins are provided for in Baton Rouge, La.; Birmingham, Ala.; Charlotte, N. C.; Dayton, Ohio; Jacksonville, Fla.; Johnstown, Pa.; Knoxville, Tenn. and Oklahoma City, Okla.).

Streamlined press relations

Awaiting FCC members when they returned to their desks following August recess were recommendations of special consultant Mike Connolly for improving dissemination of commission information to public. Mr. Connolly studied information operations of other government agencies before making overall recommendations for new commission procedures. He favors broadcasting information specialist to follow and report on more important cases and news conferences by FCC members. Connolly recommendations have not been taken up officially by FCC but informal discussions are underway. If adopted, plan would result in radical changes in present commission public information practices.
Detroit's No. 1 Station
Now No. 1
In the Entire
U.S.A.
37.3%
Share of Audience
(Sign-on to sign-off, Sun. thru Sat., July, 1961 ARB)
Biggest Share in Any 4-or-More-Station Market

WJBK-TV
Channel 2 CBS

A Storer Station — Represented By Storer Television Sales, Inc.

Broadcasting, September 11, 1961
WEEK IN BRIEF

If option time goes, does TV networking go, too? Networks will try to make this point to FCC. But already industry's watching newly-emerging patterns. One is CBS-TV's affiliate inducement plan. See . . .

WHAT REPLACES OPTION TIME? . . . 31

Some light, and perhaps some heat, will be thrown on FCC's proposals and philosophies in programming at Georgia seminar; NAB tests of proposed logos are attracting out-of-state interest. See . . .

SECOND BATTLE OF ATLANTA . . . 50

The new director of the NAB Code Authority, Robert D. Swezey, thinks the TV code can be an affirmative influence on TV programming. He has some ideas he hopes will improve TV. See . . .

SWEZET ON NAB CODES . . . 66

P&G leads advertisers in network TV spending for second quarter and for June. Occupying second and third places in second-quarter report by TVB are Lever Bros., American Home Products. See . . .

P&G HOLDS TOP TV SPOT . . . 42

Chrysler Corp. has big plans for its new car line to be introduced late this month. And that means a bigger ad budget, including new television buys, starting next year. See . . .

CHRYSLER CONFIRMS AD BOOST . . . 33

Chicago is coming up and so is Los Angeles among originating markets for national radio and TV spot, but New York holds to first place, though both radio and TV volume have dropped there. See . . .

N.Y. SPOT SHARE DROPS . . . 36

Testimony in reopened Jacksonville ch. 12 case conflicts about the hiring of a lawyer by the city (an applicant), payment for his services and what the payment was for. See . . .

JACKSONVILLE CH. 12 CASE . . . 70

Another major TV film series producer, MGM-TV, is moving into live and video tape production. The studio has engaged Harry Anger to develop and produce two new TV properties. See . . .

MGM-TV SETS LIVE, TAPE TV . . . 92

Texas broadcasters are trying to get state tax officials to give radio stations which lease or rent programmed aural tapes the same tax exemptions given TV stations for film or video tape programs. See . . .

TEXAS TAX PROBLEMS . . . 76

Like motion picture houses, community antenna TV operators realize the value of promoting their wares on radio. One estimate is that CATV spends nearly $1 million a year in local radio. See . . .

RADIO GETS CATV MONEY . . . 60

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BROADCASTING, September 11, 1961
WPIX-11 has a “corner” on the kiddy market. During the late afternoon and early evening hours when children dominate TV viewing, WPIX-11 dominates all competition seven days a week. Every year the biggest new children’s show is fed into the most fabulous back-to-back lineup of children’s shows in television. This year it’s DICK TRACY. No other station comes close in delivering the tremendous New York children’s market of more than three million youngsters.
Paar parries Senate in Berlin tv taping

Use of troops in taping his show at touchy Berlin border crossing was defended by Jack Paar Friday in trans-Atlantic telephone conversation with NBC officials.

Taping incident caused uproar in official Washington and Defense Dept. ordered investigation. White House expressed concern, and Senators denounced action in scorching speeches.

NBC said Mr. Paar reported that taping of show, to be presented Tuesday night, was done "with the full cooperation and permission of the U. S. Army." At conclusion of taping, Mr. Paar told NBC, he was thanked by officers in charge for way he handled presentation, particularly for including close-ups, so that families of men could see them on television.

But in Washington, Defense Dept. said Army has been asked to explain presence of seven officers and 50 enlisted men at Friedrichstrasse crossing during taping. Arthur Sylvester, assistant defense secretary for public affairs, said that with charges of provocative incidents involved in dangerous Berlin situation, it was "naive, to say the least," for Army to let Communists watch filming of entertainment-type show.

Double Strength • Mr. Paar told NBC that presence of more than normal complement of men resulted from fact guard was being changed. Thus, relieving and retiring units were involved, plus other military personnel attracted by curiosity, according to Mr. Paar.

Senate Majority Leader Mike Mansfield, (D-Mont.) led denunciations in Senate, declaring that what is transpiring in Berlin "is not a tv spectacular. It has overtones of profound tragedy and should not be made a game ."

Sen. Hubert Humphrey (D-Minn.) said use of troops is "intolerable and should not be done ."

Sen. Bourke B. Hickenlooper (R-Iowa), of Senate Foreign Relations Committee, said he was "utterly shocked" and that all those involved "should be condemned ."

Use of troops for such activities said Sen. Leverett Saltonstall (R-Mass.) might lead to "a shooting scene ."

Sen. Jacob Javits (R-N.Y.) bucked trend of Senate speeches. He said Senators should be patient and get facts from Pentagon inquiry before expressing views.

MGA to rejoin AFM; fund change planned

Musicians Guild of America, formed three years ago by group of Hollywood musicians in protest against trust fund policies of American Federation of Musicians, will be dissolved and its members reinstated in AFM, according to agreement negotiated by Herman Kenin, AFM president, and Cecil Read, MGA president.

International executive board of AFM has approved pact and MGA board is expected to approve shortly.

Agreement calls for AFM to seek to negotiate changes in its existing phonograph record agreements so that 50% of money now payable to Music Performance Trust Funds will be paid to individual musicians who contribute to making records.

AFM also affirms its policy of seeking residual or re-use payments for recording musicians in all other fields. AFM will grant full, uninterrupted membership rights to musicians who were expelled or otherwise disciplined for MGA activities, and all fines are nullified.

All instrumentalists employed under AFM contract jurisdiction will have right to ratify union's contracts. AFM will establish committee on recording musicians in Los Angeles not later than April 1, 1962, to give advice on bargaining proposals and negotiations and on other matters.

WVUE (TV) gets ch. 12

Initial decision proposing to grant ch. 12 New Orleans to Coastal TV Co. was adopted by FCC Friday (Sept. 8).

Coastal had merged with former competing applicant, Supreme Broadcasting Co. (Broadcasting, June 26) and two firms have been jointly operating WVUE (TV) New Orleans on ch. 13 on temporary basis.

Ch. 12 role confined to paperwork—Kays

At FCC's Jacksonville ch. 12 hearing Friday (see page 70), Washington lawyer Harlan L. Kays Jr., associate of Tampa attorney Miles H. Draper, testified he was paid some $2,400 for doing job which applicant's attorney of record could have accomplished at no extra charge.

Mr. Kays said he was under impression that he and Mr. Draper were retained by City of Jacksonville, losing applicant for ch. 12 in 1955-56 comparative hearing. He said he had not practiced before FCC and that Mr. Draper, friend of former Commissioner Richard A. Mack, told him Mr. Mack "would get him off on right foot ." Mr. Kays denied discussing merits of case with Mr. Mack or telling him he represented city.

Mr. Kays said he was not retained to do political missionary work. He said he told Mr. Draper, "I know you know the big boys and I don't."

Mr. Kays said he understood Jacksonville City Commissioner J. Dillon Kennedy had retained Mr. Draper on behalf of city but "didn't want us to take an active part until after the initial decision ."

Defines Role • Mr. Kays claimed his only role in proceedings was to watch for FCC documents pertaining to case and get dates of oral arguments or conferences. When asked by Hearing Examiner James D. Cunningham if he knew pertinent documents are automatically supplied by the FCC to interested parties, Mr. Kays admitted he did.

Directly contradicting Mr. Draper's earlier testimony, Mr. Kays said he reported "8 or 9 times" on his FCC activities to Mr. Draper. At close of his testimony, attorney Kays made state-
WEEK'S HEADLINERS

Richard G. Cummins, former creative di-
rector of Erwin Wasey, Ruth-
rauff & Ryan, New York, ap-
pointed to new post of vp and
creative di-
cision of
EW&RC with
headquarters in Chicago, effective im-
mediately. Central division includes
Pittsburgh and Houston offices in addi-
tion to Chicago. For past two years
Mr. Cummins has been with Aitkin-
Kynett, Philadelphia advertising agen-
cy. Mr. Cummins will be responsible for supervising and coordinating all
creative activities, including art, copy
and radio-tv copywriting.

Oliver A. Unger, formerly president
and board chairman of National Tele-
film Assoc., has joined Home Enter-
tainment Co. as executive vp and mem-
ber of board. He will supervise pro-
gramming for wired pay tv system
which he has developed and is ready to
franchise. As NTA president, Mr.
Unger pioneered in bringing feature
films to television.

John T. Rey-
nolds has been
appointed to newly - created position of vp and
general manager, net-
work programs, Holly-
wood, CBS-TV. Mr.
Reynolds, who
had been vp, ad-
mis-
tration, Hollywood, will now supervise and co-
ordinate all west coast creative and
operating departments. Before joining
network, he was vp and general man-
ager of KHJ-TV Los Angeles.

For other personnel changes of the week see FATES & FORTUNES

‘CBS Reports’ opener to feature Eisenhower

Former President Dwight D. Eisen-
hower will be star and subject of open-
ing CBS Reports program of season,
Oct. 12 (10-11 p.m.). Filmed hour
will have Mr. Eisenhower discussing
ups and downs of his administration.
It will be first of series of such pro-
grams CBS-TV will present on former
Chief Executive, announced last May
(At DEADLINE, May 8).

FCC renews WNEW-TV
despite Minow dissent

Over dissent of Chairman Newton
Minow, FCC Friday (Sept. 8) an-
nounced license renewal had been
granted to Metromedia Inc.'s WNEW-
TV New York without prejudice to
final decision in Orlando, Fla., ch. 9
ex parte case. John W. Kluge, Metro-
media president, formerly was princi-
pal owner of Mid-Florida Tv (WORZ-
TV), winning ch. 9 applicant, which
has been accused of making off-the-
record contacts during pendency of Or-
lando case (BROADCASTING, June 5).
Chairman Minow said license should
not be renewed until Orlando case is
resolved.

WENY, KCUB sales
among 14 approved

FCC approved 14 station sales in first
meeting since August recess, announced
Friday. Among them:

• WENY Elmira, N. Y.: Sold by Gann-
nett Newspapers to WENY Inc. for
$240,000 and agreement not to com-
pete. WENY Inc. is headed by D. M.
Simmons and associates who also have
interest in WMMB Melbourne, WOND
Pleasantville and WOSI-FM Atlantic
City, all New Jersey.

• KCUB Tucson, Ariz.: Sold by Ralph
R. Bufford to Oscar I. Dodek and Max-
well M. Marvin for $225,000 plus
$25,000 for consultancy and agree-
ment not to compete. Messrs. Dodek
and Marvin own KABQ Albuquerque, N. M.
Chairman Minow and Commissioner
Lee voted to send letter concerning ex-
cessive spot announcements.

Business briefly...

Curtis Publishing Co., Philadelphia,
has started radio-tv drive for its re-
vamped Saturday Evening Post. One-
minute announcements on all four ra-
dio networks and prime time spot tv
 commercials in about 30 markets will
be used each Tues., Wed. and Thurs.
Agency: BBDY, N. Y.

Westclox Division, General Time
Corp., N. Y., has begun four-month
spot radio drive on 220 stations in 90
markets. Agency: Hicks & Greist, N. Y.

BROADCASTING, September 11, 1961
WJW TV - CLEVELAND’S NUMBER ONE STATION* IS GAINING MOMENTUM...

ON TRACK EIGHT

with

- POST '48 MOVIES
- EXCITING NEW MORNING SHOW
- INCREASED NEWS COVERAGE
- CLEVELAND BROWNS FOOTBALL
- CLEVELAND INDIANS BASEBALL
- CLEVELAND’S ONLY LATE MOVIE MONDAY THRU FRIDAY

REPRESENTED BY STORER TELEVISION SALES, INC.

*JULY 1961 ARB
DATEBOOK

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

*Indicates first or revised listing.

SEPTEMBER

Sept. 11—Space communications panel by Washington sections, Institute of Radio Engineers and American Institute of Electrical Engineers. Dr. John Pierce, Bell Labs.; Dr. Elmer W. 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. Billmore Hotel, Atlanta.


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

Sept. 22-24—Advertising Federation of America, 10th district convention. Hotel Mayow, Tulsa.


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

Sept. 26—Resumption of FCC hearing on network programming practices, Federal Court House, Foley Square, New York City.


* Sept. 28-29—Tennessee Assn. of Broadcasters, Head House, Chattanooga. Speakers include FCC Commissioner Rosel R. Hyde; Vincent T. Wasilewski, NAB executive vice president-elect; Mark Hallman, McCormick-Erickson, Atlanta; Tommy Martin, Mutual Life Insurance Co. of New York; Ben}

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Editor and Publisher Sol Taishoff

Editorial

Vice President and Executive Editor Edwin H. James

Editorial Director (New York) Rufus Criteria

Managing Editor Art King

Sponsored Editors

J. Frank Beatty; Bruce Robertson (Hollywood); Frederick M. Fitzgerald, Earl B. Abrama, Lawrence Christopher, James Schirmer, Leonard Simon; Hold Hopkins; Dawson Hall; Staff Writers: George W. Darlington, Bob Forbes, Malcolm Winter, John M. Simms, Leonard Zeidenberg; Editorial Assistants: Jim DeBettines, Donald Bogan, Anne McManus, Rosemary Studer; Secretary to the Publisher: Gladys Hall.

Business

Vice President and General Manager Maury Long

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Southern Sales Manager: Ed Sellers; Production Manager: George L. Dant; Traffic Manager: Harry Stevens; Circulation Manager: Syd Abel; Advertising Assistants: Foggy Lieb, Robert Sandor; Secretary to the General Manager: Doris Kelly.

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Circulation and Readers Service

Subscription Manager: Frank N. Gentile; Circulation Assistants: David Culpick, Christine Harangees, Edith Lin; Burgess Hess, Steve Boll; Director of Publications: John P. Costgrove.

Bureaus

New York: 444 Madison Ave., Zone 22, Plaza 8-8344.

Editorial Director: Rufus Criteria; Bureau News Manager: David W. Berlyn; Assistants: Rocco Famighetti, Staff Writers: Richard Erickson, Shane Halbert, Morris Gelman, Jeannie Weiss.

Vice President and Sales Manager: Winfield R. Levi; Sales Service Manager: Edward B. Manning; Advertising Representative: Don Kuyk.

Chicago: 360 N. Michigan Ave., Zone 1, Central 9-4115.

Senior Editor: Lawrence Christopher; Midwest Sales Manager: Watten M. Middleton, Assistant: Barbara Kolar.


Senior Editor: Bruce Robertson; Western Sales Manager: Bill Merritt; Assistant: Virginia Stricker.

Toronto: 11 Burton Road, Zone 10, Hudson 8-2854. Correspondent: James Montagnes.

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BROADCASTING, September 11, 1961
two eyes are better than one

CBS-TV, CHANNEL 6
KMOS-TV
ISEDALIA, MO.

IS NOW JOINED WITH
KRCG-TV
JEFFERSON CITY

This two-station hook-up now dominates central Missouri. Gives you strong sales-support in 39 productive counties, with EBI well over one billion dollars, up nearly 3% from last year. You'd need ten newspapers or a dozen radio stations to cover this productive market—but KRCG-TV plus KMOS-TV can do the whole job—and better, for less. Transmitting top CBS shows and strong local features on both Channel 6 (Sedalia) and Channel 13 (Jefferson City) they're hitting new highs in audience-response, and total homes. It's time NOW to take advantage of this new selling-force in central Missouri. Reach for the phone, and get full details from your Blair man.

JEFFERSON TELEVISION COMPANY, Jefferson City, Missouri

Represented nationally by BLAIR TELEVISION ASSOCIATES
SERVING THE ONE TOP 40 MARKET OF FLINT • SAGINAW • BAY CITY AND MIDLAND FROM WITHIN!

One Call TAKES 'EM ALL

Serving the One BIG TOP 40 Market of Flint • Saginaw • Bay City and Midland From Within!

channel 5

WNET-TV
Eastern Michigan's First VHF Station - First All Ways!

Sanders, KICD Spencer, Iowa; Elmo Ellis, program director, WSB Atlanta; Charles Lamb, publisher, The Music Reporter; Gov. Buford Ellington, Tenn.


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


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. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

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

Oct. 3-4—Canadian Electronic Conference of Institute of Radio Engineers. Toronto, Ont.

Oct. 5-6—Society of Motion Picture & Television Engineers, 99th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham, Eastman-Kodak, is program chairman. Among topics to be discussed: Subscription tv, tv equipment and techniques and tv recording. Lake Placid Club, Lake Placid, N. Y.

Oct. 3-4—Advertising Research Foundation conference, Hotel Commodore, New York City.


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


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

Oct. 8-18—International seminar on instruc-

RAB management conferences

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

Sept. 15-19 Sea Island, Ga.

Sept. 21-22 Dallas.

Sept. 28-29 Des Plaines, Ill.

Oct. 5-6 Omaha.

Oct. 9-10 Palo Alto, Calif.


OCTOBER

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

Oct. 2-4—Canadian Electronic Conference of Institute of Radio Engineers. Toronto, Ont.

Oct. 5-6—Society of Motion Picture & Television Engineers, 99th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham, Eastman-Kodak, is program chairman. Among topics to be discussed: Subscription tv, tv equipment and techniques and tv recording. Lake Placid Club, Lake Placid, N. Y.

Oct. 3-4—Advertising Research Foundation conference, Hotel Commodore, New York City.


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


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

Oct. 8-18—International seminar on instruc-

RAB management conferences

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

Sept. 15-19 Sea Island, Ga.

Sept. 21-22 Dallas.

Sept. 28-29 Des Plaines, Ill.

Oct. 5-6 Omaha.

Oct. 9-10 Palo Alto, Calif.

AN IMPROVED VERSION OF A PROVEN FAVORITE

For years telecasters have known and relied on the RCA-5762. Now the 5762A combines the rugged dependability of the original with important improvements.

The 5762A is unilaterally interchangeable with the 5762/7C24. Its entirely new grid design and grid characteristics make it ideal for both TV and FM. Its maximum plate dissipation is 4 Kw and it can be used at the highest VHF channel. The synchronizing-level power output is 6.35 Kw with less than 1 Kw of driving signal.

The new type retains the highly efficient radiator of its predecessor; the thoriated tungsten filament for economical power consumption; the complete shielding between filament leads and plate; the low grid-to-plate capacitance; and the high permance. It is a worthy successor to one of the most respected tubes in broadcasting.

Also from RCA...

A NEW GENERATION OF BROADCAST VETERANS

Every familiar RCA broadcast tube has been steadily improved over the years. Each of the types below, manufactured for years, are in service in hundreds of transmitters. Today's improved versions represent the best transmitting tube investment the broadcaster has ever been able to make.

<table>
<thead>
<tr>
<th>No.</th>
<th>Type</th>
<th>Typical Broadcast Application</th>
<th>Sensit</th>
<th>Plate Dissipation Watts</th>
<th>Power Output Watts</th>
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<tr>
<td>813</td>
<td>Beam Power Pentode</td>
<td>TV, AF Power Amplifier and Modulator</td>
<td>100</td>
<td>300 (two tubes)</td>
<td>1650</td>
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<tr>
<td>823A</td>
<td>Power Triode</td>
<td>TV, Radio</td>
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<td>12,000 (two tubes)</td>
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<td>575A</td>
<td>Half-Wave Mercury-Vapor Rectifier</td>
<td>TV, Radio</td>
<td>Half-Wave Rectifier</td>
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<td>679</td>
<td>Half-Wave Mercury-Vapor Rectifier</td>
<td>TV, Radio</td>
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<td>866A</td>
<td>Half-Wave Mercury-Vapor Rectifier</td>
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<td>Half-Wave Mercury-Vapor Rectifier</td>
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<td>300A</td>
<td>Half-Wave Mercury-Vapor Rectifier</td>
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Be sure you have the latest ratings and technical data on these important tube types. Check with your Authorized RCA Broadcast Tube Distributor this week—or write directly to Commercial Engineering, Section I-13-0-2, RCA Electron Tube Division, Harrison, N. J.

The Most Trusted Name in Electronics
All Cincinnati is talking about the joint press conference which WCKY Total News and Information arranged and broadcast between bitter enemies James Hoffa, International General President of the Teamsters Union, and James Luken, leader of 4 Cincinnati Teamster locals which have broken away from the Teamsters. Hoffa visited Cincinnati August 27th in an attempt to rally the rest of the Teamster locals and to prevent further revolts. WCKY persuaded Hoffa and Luken to appear face to face on the Sunday afternoon press conference. We opened the conference to all reporters who wished to attend. Over 40 representatives of radio and TV stations, newspapers and magazines accepted our invitation, among them the New York Times, the Detroit Press, the Dayton Daily News, KWK St. Louis, WIP Philadelphia, WOSU Columbus, UPI, AP, Mutual, NBC-TV, CBS-TV, Life Magazine and all the other Cincinnati radio and TV stations and newspapers. The broadcast ran an exciting 40 minutes of questions, answers, give and take between Luken and Hoffa. Favorable comment poured into our WCKY switchboard after the broadcast from Cincinnatians who are vitally interested in such public discussions. No wonder WCKY is Cincinnati’s most talked about news station! You talk to your AM Radio salesman about WCKY!

wcky
50,000 WATTS • CINCINNATI

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.

national 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. Miller, Purdue Television Unit, is associate director. Purdue U, Lafayette, Ind.


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


Oct. 25-26—Sigma Delta Chi, 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.


Oct. 27-29—American Women in Radio & Television, southwest area conference. New
Storer Programs Inc.

Presents

a Distinguished New Television Series

Men of Destiny

Featuring:

Pulitzer Prize Journalist Bob Considine

in an exciting new television series on the lives and times of the world's most outstanding personalities who helped shape the political, cultural, social, military, and scientific patterns of our times.

Now joining SPI's initial program offer

"Divorce Court" sold in the markets below:

San Francisco, Washington, Dallas/Fort Worth, Houston,
Los Angeles, Baltimore, Buffalo, Seattle, Sacramento, Detroit,
Cleveland, Atlanta, Milwaukee and in numerous other markets.
DANCER-FITZGERALD-SAMPLE BUYS COLOR TV

With its Sunday night "Bullwinkle Show," General Mills makes the move up to Color TV this Fall. The trend to Color is growing. Are you with it? Learn more about Color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

Orleans.


Oct. 30-Nov. 1—Annual radio fall meeting, jointly sponsored by Institute of Radio Engineers and Electronic Industries Assn. Hotel Syracuse, Syracuse, N. Y.

NOVEMBER

Nov. 2-3—Ohio Assn. of Broadcasters fall convention. Columbus Athletic Club, Columbus.

Nov. 2-6—Assn. of National Advertisers, annual national meeting. The Homestead, Hot Springs, Va.

*Nov. 3—Oral argument on FCC's option time proposals (rescheduled from Oct. 27).

Nov. 5-8—Broadcasters Promotion Assn., annual convention. Waldorf-Astoria Hotel, New York City.

Nov. 9—California Broadcasters Assn., annual meeting. Mark Hopkins Hotel, San Francisco.

*Nov. 10—New deadline for comments in FCC rulemaking concerning major revision of fm broadcast rules, (extended from Sept. 3).

Nov. 10-12—Advertising Federation of America, 2nd district convention. Hershey Inn, Hershey, Pa.

Nov. 12-15—Public Relations Society of America, 14th national conference. Shamrock-Hilton Hotel, Houston. Final day of conference will be in Mexico City.

*Nov. 13-16—Public Relations Society of America, 14th national conference. Edward R. Murrow, director of USIA, to deliver keynote speech at opening session. Hotel Shamrock-Hilton, Houston (first three days); Mexico City (last day).

Nov. 14-16—IKE, Mid-America Electronics Conference, Kansas City, Mo.


Nov. 15-17—Television Bureau of Advertising, annual meeting. Statler-Hilton Hotel, Detroit.

*Nov. 17-18—Oregon Assn. of Broadcasters, fall meeting. Multnomah Hotel, Portland.

Nov. 24-25—Advertising Federation of America, 8th district convention. Hotel St. Paul, St. Paul, Minn.

- DECEMBER

*Dec. 4—Deadline for comments on FCC's proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14249); Champaign-Urbana, Ill. (Doc. 14244); Columbus, S. C. (Doc. 14246); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wis. (Doc. 14229); Montgomery, Ala. (Doc. 14249); Rockford, Ill. (Doc. 14260).

*Dec. 4—Deadline for comments on FCCs proposals to expand use of uhf band, including dual vhf-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).


*Dec. 11—Reply comments due on FCC rulemaking to make major changes in fm broadcast rules. (formerly set for Oct. 9).
cipher

To reach people, a station needs more than a transmitter. It can not treat people as though the public were a cipher. Only those stations which program with a due regard for the needs of the people, are truly important to people. How well we have succeeded is perhaps best indicated by this fact: each of our radio and television stations commands the allegiance of the most responsive audience in its coverage area. People listen. People watch. People know.
they felt the needle in 6

(all 6 ABC owned radio stations started a

ABC acts to produce action! Every month a major public service effort on ABC owned radio stations reaches out to six of the nation's largest metropolitan areas - New York, Chicago, Pittsburgh, Detroit, Los Angeles and San Francisco. Each month a new stimulus to community action springs from each city's most stimulating station. Recently a polio vaccination campaign on ABC stations was spearheaded by appeals from such "local" talent as Eleanor Roosevelt and Henry Fonda in New York, John Wayne and Red Buttons in Los Angeles, Pie Traynor and David MacDonald in Pittsburgh. The
result: action! The anti-polio drive is just the beginning. Month after month these public service projects will reach ever-larger audiences in six of the nation's largest markets. This is the kind of living radio that produces community action. This is the kind of living radio that produces action for the sponsor who knows where to find it—on ABC owned radio stations!

**ABC OWNED RADIO STATIONS**

WABC NEW YORK  WLS CHICAGO  KGO SAN FRANCISCO  KQV PITTSBURGH  WXYZ DETROIT  KABC LOS ANGELES
Enjoyable
EDITOR: I enjoy Broadcasting. It's a good book and the reporting and make-up are excellent. Your comprehensive market features are very well done. You can be very proud of the very fine list of institutional advertisers you have.—M. Anthony Matte, Manager Advertising Department, Standard Oil Co. of California, San Francisco.

Doubly worthwhile
EDITOR: I have had some nice letters and comments about the article [MONDAY MEMO, Aug. 28] which make it doubly worthwhile. As a long time media reader of Broadcasting, I have always admired the thoroughness of your treatment of the industry.—James W. Beach, Foote, Cone & Belding, Chicago.

Minow file
EDITOR: I am interested in completing my personal files on the current status of the FCC’s role in the regulation of broadcasting. I should very much appreciate it if you would send me clippings of your major 1961 editorial statements on government regulations of broadcasters’ programming, particularly as it concerns the celebrated speech of Newton Minow.—E. Patrick Healy, Director of Media Relations and Planning, Young & Rubicam, San Francisco.

[The editorials have been dispatched.]

Politz survey
EDITOR: WBEN would like your permission to reprint your fine article on the Politz Radio Survey (BROADCASTING, Aug. 28). We will give credit to BROADCASTING on each copy.
We will... distribute them around the time our salesmen make slide and tape presentations to prospective local advertisers.—Joe A. Hufnager, Promotion Manager, WBEN-AM-FM-TV Buffalo, N. Y.

[Permission granted, with proper credit to BROADCASTING.]

Texas market story
EDITOR: ... I think the issue boosting Texas was well written and gives several towns wide publicity. But whoever wrote it failed to get out of Waco. It is merely stated that Fort Hood is 46 miles away; actually, Fort Hood joins Killeen, with 23,000 population. KLEN serves more than 63,000 people within a ten-mile area. I really enjoy reading your magazine.—A. W. Stewart, President, KLEN Killeen, Tex.

Outsider
EDITOR: I am 24 and have an honors degree from Liverpool University in politics and economics. I have only one ambition and that is a career in broadcasting on the current affairs side. As it is impossible to enter broadcasting in Britain because the BBC selects only Oxford and Cambridge men in limited numbers, I am anxious to try my luck in the U. S.—and am ready to come over now.

I visited the U. S. in 1959 as a vacation student and did broadcasts at WNAG Grenada, Miss., and WSOC Charlotte, N. C. I have journalistic experience and have made many tapes in Europe and Britain. I have been a professional interviewer recruiting students for industry since graduating in 1960.


Broadcasting manners
EDITOR: It did my heart good to read “Wanted: good manners” [OPEN MIKE,
IN RADIO IT'S THE SALES CLIMATE THAT COUNTS!

WPEN PHILADELPHIA

Creates A Responsive Audience With

PACE SETTING

*VIGNETTES
25 DAILY

EXCLUSIVE

*HELICOPTER TRAFFIC REPORTS

VETERAN PERSONALITIES

FIGHTING EDITORIALS
FIRST IN PHILADELPHIA

MIDDLE OF THE ROAD MUSIC

AWARD WINNING

*NEWS

WPEN PHILADELPHIA

*Ask For Availabilities
Represented Nationally By GILL-PERNA
From 6 a.m. to 12 midnight, Sunday through Saturday, WGN reaches more Midwest homes in the average quarter-hour than any other Chicago station. (Chicago Nielsen Station Index, June-July, 1961, report.)

63,400 homes reached in the average quarter-hour—a 30 per cent increase over previous report.

From this clear-cut and indisputable first position we salute all media buyers with a job to do in the nation's second largest market!

WGN-Radio in Chicago

No. 1
First in sound!  
First in service!  
First in sports!  
* * FIRST! * *

Chicago's Quality Radio Group station

Aug. 28. I am in complete agreement with this gentleman.—Richard L. Stinnett, St. Louis, Mo.

EDITOR: . . . During the past few weeks, I have forwarded some 40 resumes in answer to Help Wanted ads in your columns. To date, I have received exactly two answers—one offering a beginner's salary, despite my experience dating to 1935 in radio, tv and the theatre, and one which required more activity in sales than I feel qualified to accept. . . . (Name withheld by request).

Logology

EDITOR: We thought you might be interested in the reaction of our news editor, Lloyd Emmert, to the combination of a request for logging music (BMI) and the FCC's proposed logging changes.—Ted Rand, General Manager, KDRS Paragould, Ark.

BOOK NOTES

Television in the Public Interest, by A. William Bluem, John F. Cox & Gene McPherson, Hastings House, 190 pp; $6.95

Tips and detailed instructions on how to prepare public service announcements and programs for tv are provided here by three specialists in the field. Mr. Bluem is director of television programming for the tv-radio center of Syracuse U.; Mr. Cox is television coordinator of the National Education Assn., and Mr. McPherson is production director of WBNS-TV Columbus, Ohio.

The authors outline the correct public relations approach to induce commercial stations to carry public service spots—"Don't bring the FCC with you," they caution, "A station is not required to carry all public service material submitted to it . . . A station would certainly resent any implication that it had to be forced to have a public conscience."

Technical skills, such as preparing scripts, using film, tapes and slides and proper on-camera conduct, are covered thoroughly. The text book is illustrated with drawings and photographs.
Why WOW-TV bought Seven Arts Vol. I and Vol. II

Says Bill McBride:

"With this top quality feature film fare, we CREATE AN IMAGE that helps pull in audiences around the clock. Both packages of these Warner's 'Films of the 50's' are very well balanced in action, drama, comedy and variety. Now we can telecast today's top stars, in today's pictures, to today's audience."

BILL McBRIE
Program Director
WOW-TV, Omaha, Nebraska

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

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L.A.: 232 So. Reeves Drive GRanite 6-1564—Stete 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)
A good tv commercial has drama, realism in right mixture

If anything characterizes our attitude toward corporate messages, it is that we prefer to think of them as "stories of chemistry" rather than as "commercials." A story implies a plot with beginning, middle and end, and all the other elements of a successful dramatic show. Most of our successful commercials have these ingredients. We try to have commercials revolve around a problem important to the viewer; then we solve the problem as it would be solved in any dramatic work.

In looking to create a better public understanding of du Pont and its activities, we frequently tell our story in terms of a product. We begin the creative task by considering how this product can be related to the self-interests of the viewer. Since many of our products serve the viewer in a form he can't readily recognize, this is often a difficult job.

Judging by research studies, one of our most successful commercials opens on an apartment house fire, with the sound of sirens to make the viewer look up from his evening paper. Then we introduce a man who escaped the fire and show his anguish as he learns of an elderly neighbor who has died. Quickly, we establish his character as he resolves to design a fire alarm that will prevent such tragedies, as he struggles to find a fool-proof power source to keep the warning horn blowing.

Meanwhile, in this two-minute film, we create suspense as he tries and fails, until with the aid of du Pont research he succeeds in developing a successful warning device. The end of our story, shows du Pont "Freon" propellant solving the inventor's problem and contributing to safety.

Added to the dramatic elements of the story, based on fact, are such things as well-written, properly-delivered narration, quality production, good taste and authenticity. The combination in this instance produced a commercial that conveyed our message about research and technical service.

From extensive research studies, these and other guide posts or principles have been developed, tested and verified. We believe generally that when they are applied, a commercial has an advantage in its bid for success. Still there is always the inevitable commercial with inspired writing and superb pictures that makes a hit with viewers even though it violates all the principles.

Our creative people know that such elements as intelligibility, demonstration, the "you" approach, and a compelling initial signal enhance a commercial's chance of success. In fact, analysis of our commercials in light of such qualities allows our research consultants to predict with reasonable accuracy what viewers will learn.

And yet we have found through our own experience that even talented people, by oversight or by design, occasionally omit important principles. We have evidence to indicate that there's a reduction in effectiveness when they do.

It is our feeling that interesting, informative and believable commercials can accomplish the same ends as techniques which are overly repetitive, loud, or border on the annoying. Du Pont commercials are designed to be intriguing, factual presentations of subjects of significance to viewers.

**Agency Talent**  To make them so, we rely on the creative talents of our agency and our own commercial supervisor and on the judgment and taste of our five-man tv section, plus the specialized knowledge and experience of technical, legal and public relations advisors. Accuracy and honesty are prime requirements.

Laboratory scenes, for example, are staged with such care that we've never had a scientist complain about their authenticity. Whenever a dramatic demonstration has been in conflict with technical accuracy, it has had to give way. Whenever a copy line has implied more than a product can perform, it has been challenged and deleted. Whenever a product point seems to disparage someone else's product, it's restated to stand on its own merits.

The policy on product points got a severe test recently while we were demonstrating some anti-freeze protection. We wanted to show a radiator boiling over. To avoid associating the demonstration with a particular make of car, we sought — and found — a rebuilt car that had features of several makes but could be identified with none.

**Real People, Places** We've found that real people and places add to the believability — and acceptability — of our commercials. We've used retired employees, research chemists, county judges and government scientists on camera. Their performances make up in reality what they lack in acting ability and we plant to continue using real people on screen where they can be most effective. We've shot footage in plants and laboratories, on farms and in the deserts and mountains.

By following our principles, we have been able to measurably increase the effectiveness of corporate commercials. For example, during the four-year tenure of Show of the Month (CBS-TV), the application of these principles resulted in a significant increase in the percentage of viewers who could prove they had seen the commercials. In the last two years of the series, it is estimated each commercial attracted and held nearly one million more viewers than during the first two years.

Lest creative people be concerned that we believe in writing commercials by formula, we should point out that our final principle is, "Don't be afraid to break a rule." We want to plot new directions continually and to try new commercial techniques, and we will study and evaluate new ideas with the hope of verifying other principles which might help us write more effective commercials.

There's no pat formula for effective commercials. We don't even want to find one, for in so doing we might lose the really great story that breaks all the rules. But not even the most sensitive creative person can object to an occasional reminder of basic principles.

---

Charles E. Crowley, as manager of television for E. I. du Pont de Nemours & Co., is active in both du Pont's tv commercial and programming activities. He joined du Pont 12 years ago and was initially associated with the company's Atlantic City exhibition. He later supervised men's wear advertising for the textile fibers division. A graduate of Syracuse U., Mr. Crowley served as a captain in the U.S. Air Force during World War II.
The Saturday Sound of New Haven

For the 10th consecutive year, exclusive action packed play-by-play broadcasts of Yale football every Saturday. Every day of every year you get sales action from Big Buy WELI.

For your WELI Plus-Radio* Plan, ask your H-R man! In Boston, call Eckels!

*Full-scale merchandising, from Sound to Sales
Thank you, Commander Shepard and Captain Grissom. Not for the quote, of course—just for the idea. Seems we have a problem of pinpointing the location of the Crown Stations for some of our advertising friends in New York, Boston, Philadelphia, Cleveland, Detroit, Chicago, etc. So just for the record: We operate the three most enterprising broadcast operations in Portland, Seattle, and Spokane (TV, AM, and FM). Together, we cover 75% of your customers in the Pacific Northwest. There is one further item that needs clarification. Strange as it seems, there are still a few time buyers around who continue to think of the Pacific Northwest as the end of the line. Indians, loggers, dance-hall girls, bewhiskered prospectors and all that stuff. Sort of an authentic Gaslight Club. We wish to correct that impression. Most of the Indians we know are now selling mutual funds, building 707 jets, or designing atomic reactors. The sons and daughters of the loggers and the dance-hall girls are either erecting new apartment houses or speculating in soy bean futures. And honestly,
we haven't seen a man with a beard since the last time we visited San Francisco. The truth is the Pacific Northwest is jumping. We're even jumping ahead of New York with an internationally recognized Fair - the Seattle World's Fair - starting next spring. We have 4,000,000 people making more money than ever before. We've become the second largest and second richest market in the West. Second only to California, of course, and they're second to nobody (as you may have heard). One last word. Our major claim to fame is not that we blanket the big population centers of the Pacific Northwest. Our major claim is that we serve them. Know a more beautiful way to sell?

THE CROWN STATIONS
KING, AM, FM, TV, Seattle
KGW, AM, TV, Portland
KREM, AM, FM, TV, Spokane
there is nothing harder to stop than a trend

ABC-TV, with 8 out of the top 15 shows, again shows the way in audience ratings.*

Where program popularity counts most... in the markets where they can watch all 3 networks... most homes continue to watch ABC. The latest 24-Market Nielsen also records some leading reasons for ABC's popular victory: Adventures in Paradise, The Untouchables, Naked City, My Three Sons, 77 Sunset Strip, Lawman, The Flintstones, The Rebel...8 shows, that is, in the top 15. More shows, that is, than Nets Y & Z combined. More grist for the trendmill.

ABC Television

*Source: Nielsen 24 Market TV Report, Average Audience, week ending August 20. All commercial programs, Monday through Sunday, 6:30-11:00 P.M.
WHAT COULD REPLACE OPTION TIME?

CBS-TV's new compensation plan might set the pattern
Networks would need stronger position with affiliates
Agencies might become potent force in station programming

New patterns are beginning to take shape in the relationships between television networks and their affiliates and may be propelled into reality by decisions to be reached in the next few months.

The result may, in turn, produce changes in the buying habits of advertisers and lead to more widespread involvement of agencies in the programming decisions of stations.

The speed with which the new outlines take form will depend primarily on what FCC does in its pending option-time case. But FCC's impending action is not the only energizer at work. The whole question of network program clearances, already a multi-million-dollar problem for the networks, is becoming more difficult for both networks and advertisers and is therefore commanding more time and thought in search of fresh solutions.

If option time is abolished, then obviously the traditional network-affiliate relationship will move into a totally new era to be governed by a totally new set of values. If option time is wholly or partly retained, a new set of approaches will probably evolve gradually from the networks in an effort to increase their importance to their affiliates and thus solidify the access at least partially assured them by option time.

Odds Stacked - These views, although not unanimously held, reflect the consensus of representatives of both extremes in the debate over the importance or unimportance of option time in the networking economy. It is also their consensus that the odds are higher than 50-50 that FCC's decision will go heavily against option time.

This opinion is a seemingly realistic extension of the sequence of events in which (1) FCC ordered option time cut from three to two and a half hours per day part (broadcasting, Sept. 19, 1960) (2) The networks did not appeal this decision but opponents of option time did, on the ground that it is not only improper but illegal, and (3) FCC asked the court to return the case without decision, so that the commission could have a fresh look at it.

This look is now coming up. FCC has set Oct. 6 as deadline for filing comments and Nov. 3 for oral argument. The networks indicated last week that they would not let pass this opportunity to marshal as strong a case as they can make in opposition to critics - notably KTTV (TV) Los Angeles and the Justice Dept. - who contend that option time violates antitrust law and must therefore be abolished. The networks will renew their contention - which FCC itself recognized while cutting the amount of option time by a half-hour - that networking is in the public interest and that option time is essential to successful networking.

New Patterns - Apart from the option-time question, some new patterns in the affiliate-network relationship already are at least vaguely visible. The clearest to emerge thus far is CBS-TV's new station-compensation plan, which instead of a flat rate offers a higher level of payment for clearances beyond a certain number of hours (broadcasting, May 8).

Critics have charged that the plan was designed to circumvent the cutback in option time, and FCC is investigating it along with other non-standard contracts of all networks. CBS officials deny the plan was intended to be a substitute for option time but acknowledge that its end result may incidentally run in that direction.

Authorities at the other networks will not say that they might introduce similar plans, and some officials contend it would be both ineffectual and unnecessary to do so, but observers generally feel that if the plan passes muster with FCC and also with CBS-TV affiliates, then eventually its principles will be reflected in affiliation contracts offered by ABC and NBC.

CBS-TV Plan - The plan as developed by CBS-TV eliminates the stand-
ard system of paying affiliates 30% of their gross rates for each so-called "converted hour" of commercial programming that they clear (after the first free hours). Instead, the plan pays 10% for each hour up to a certain level—about three-fifths of all commercial orders—and 60% of their rates for each hour cleared after that.

The dollar importance of clearances was emphasized by CBS-TV when it first detailed its new plan last spring. Officials said non-clearance of CBS-TV commercial orders during the first quarter of this year ran at a rate which, if projected over the full year, would mean $15 million in unrealized business for CBS-TV. Uncleared orders during that quarter, according to officials, were 61% higher than in the same period of 1960.

At that time CBS-TV had been having an especially difficult clearance problem on morning programs, which officials say has since been substantially cleared up, but reports from all three networks and from a number of advertisers say the general clearance problem—especially on nighttime shows—is becoming worse instead of better.

Closer Affiliate Relations 1 There are differing views on what the networks would or might do to shore up clearances if option time were eliminated entirely or substantially. It appears generally agreed, however, that one of their first moves would be to step up the already-steady tempo of their station relations activities in terms of more personal visits and even more frequent telephone and postal liaison with affiliates.

Agencies also would probably find themselves engaged more heavily in evangelistic work directly with stations. Agency executives already appear frequently on network closed-circuit appeals to improve clearances and in some cases go themselves or send their own emissaries to woo affiliates who are reluctant to clear their programs. Whether option time is killed or kept, the prevalent belief appears to be that both network and agency intervention at the station level is more apt to increase than diminish over the next few years. This personal evangelism would be designed to minimize the so-called "checkerboarding" effect which many network authorities insist would become rampant if option time were abolished. Their contention is that especially in prime-time periods many stations would substitute local or national spot programs which yield them a better financial return, either moving the corresponding network shows into less desirable hours or rejecting them outright. Thus, according to this argument, advertisers could not be assured of reaching the audiences they were trying to reach and in addition would lose the benefits of high-rated adjacent shows.

New Buying Plans 1 If this argument should prove true to an extreme degree then the corollary contention is that the advertisers would overhaul their current buying practices, redirecting great chunks of their budgets into spot television or other media.

At the opposite extreme is the viewpoint, shared privately by some network authorities, that abolition of option time would have no real effect on networks, advertisers or affiliates. This contention is based on the reasoning that clearance problems exist even within option time—most spectacularly in the area of public-affairs programming—and that therefore option time does not solve anything that strong programming can't solve better.

Those who take this tack argue that non-clearance stems essentially from one of four causes:

1. Desire to substitute special local-interest programs on a one-time basis: local election returns, local sports events, civic ceremonies and the like. This form of non-clearance within option time is specifically provided for in FCC rules and, while it runs into a lot of money for the networks, it is understandable and there's nothing the networks can do about it in any case.

2. Inadequate allocations: Three networks trying to get their programs into markets that have only two stations. This is obviously impossible to do on a live-feed basis. FCC recently took steps to clear up this problem in most of the major markets which still lack a third station, but the new stations remain to be built and in the meantime the competition for clearances is bitter and is apt to remain so.

3. Station avarice: This typically shows itself when a station pleads "public interest" in rejecting a prime-time network program and then substitutes a syndicated series which, sold on a local or national spot basis, brings a higher financial yield than network shows return. Some contend this practice is growing because an increasing number of station managers are getting over-rides or other commission arrangements in their employment contracts and thus are exceptionally sensitive to their stations' profit-and-loss sheets.

4. Rejection of network offerings on grounds that they are too violent, lacking in taste or for other reasons are unsuitable for broadcast: This is seen as a relatively insignificant factor in the overall clearance problem. Said one official: "Not many stations have this sort of irascible integrity."

Financial Incentive Plan 1 The possibility of solving clearance problems by holding out a bigger financial carrot to stations—unless it's a carrot too big for the networks themselves to swallow—also is discounted by a number of authorities. Their argument is that escalator compensation arrangements, somewhat akin to CBS-TV's new plan but working up to an approximate 50-50 split of the net billings, were standard features of radio network affiliation contracts for many years and yet did little or nothing to stem the tide when it turned against network radio.

On this reasoning—which obviously is not shared by CBS-TV officials—those who question the advantages of the escalator system of compensation get back to their argument that it is the quality and appeal of network programming that will always be the deciding factor in selling programs both to advertisers and to affiliates.

The timing of network orders—whether the networks get their schedules and tentatively hold in time to seek clearances before affiliates have made other commitments—also bears on the problem, as does the volume of non-network programming that is available to stations. This latter factor is cited by both those who think that option time is essential to insure clearance and those who think it isn't.

Are those who argue that the diminishing volume of production for syndication is creating a scarcity of first-run material which, with or without option time, leaves affiliates more than

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**ARBITRON'S DAILY CHOICES**

Listed below are the highest-ranking television shows for each day of the week Aug. 30-Sept. 6 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

<table>
<thead>
<tr>
<th>Date</th>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thur., Aug. 31</td>
<td>The Untouchables (9:30 p.m.)</td>
<td>ABC-TV</td>
<td>20.2</td>
</tr>
<tr>
<td>Fri., Sept.  1</td>
<td>Twilight Zone (10 p.m.)</td>
<td>CBS-TV</td>
<td>18.5</td>
</tr>
<tr>
<td>Sat., Sept.  2</td>
<td>Have Gun, Will Travel (9:30 p.m.)</td>
<td>CBS-TV</td>
<td>24.0</td>
</tr>
<tr>
<td>Sun., Sept. 3</td>
<td>What's My Line? (10:30 p.m.)</td>
<td>CBS-TV</td>
<td>20.2</td>
</tr>
<tr>
<td>Mon., Sept. 4</td>
<td>Barbara Stanwyck (10 p.m.)</td>
<td>NBC-TV</td>
<td>15.7</td>
</tr>
<tr>
<td>Tue., Sept.  5</td>
<td>Thriller (9 p.m.)</td>
<td>NBC-TV</td>
<td>18.1</td>
</tr>
<tr>
<td>Wed., Sept. 6</td>
<td>U. S. Steel Hour (10 p.m.)</td>
<td>CBS-TV</td>
<td>23.0</td>
</tr>
</tbody>
</table>

Copyright 1961 American Research Bureau

32 (BROADCAST ADVERTISING) BROADCASTING, September 11, 1961
Above are stills from two Lionel commercials prepared by Grey Adv. Still on the left shows a boy “blow molding” a globe from the toy firm’s plastics kit. A young-ster and his dad (right) run a set of Lionel’s HO trains.

**TV PREVIEW**

Lionel Corp.’s toy and train division, New York, which, it says, will spend just under $1 million (time costs) in tv between early October and the week before Christmas, has made a series of eight one-minute and three 20-second commercials for the holiday-season drive.

Lionel, which reports it invested about half that amount in tv last year, is planning to use 75 markets in the U.S. and eight in Canada, as well as half of NBC-TV’s Thanksgiving Day Parade Nov. 23. Lionel’s agency, Grey Adv., New York, now in the midst of setting up the spot drive, is trying to get spots on children’s shows (4-7 p.m.).

Jacques Zuccaire, Lionel’s toy and train division advertising director, noted last week, “Lionel is well aware of the dubious publicity accorded the toy industry concerning exaggerated commercials. This year’s Lionel commercials were very carefully prepared to assure compliance with the NAB Code which seriously frowns on unrealistic glorification of toys. Our trains and science sets will do all that our tv commercials claim they will do.”

The eight commercials, made at Transfilm-Caravel and Eastern Films studios in New York, include one for each of eight Lionel products—famous inventor series, weather station, plastics kit, electronics engineering, HO trains, satellite launching car, minute man rocket launcher, and sheriff and outlaw and gold bullion car.

ever dependent on their networks not only for news, information and big entertainment shows, but also for virtually all network offerings.

Others contend that the volume of syndicated programming is greater than ever—because of the growing number of off-network shows now being offered through syndication—and that there-fore affiliates would program more of this syndicated material and clear less network programming if option time didn’t exist.

There is general agreement that affiliates currently are being asked to clear—more network material than option-time rules now require. On the average each show is feeding some 9 to 10 hours, of which 7 and a half are in option time.

To get as much clearance as possible, some inducements are built in—for example, local cut-ins for station sale within NBC-TV’s Today and Jack Paar Show (not included in the foregoing estimate of total network hours), and Gunsmoke re-runs which CBS-TV is offering this fall under the title of Marshal Dillon and which the affiliates are free to sell locally or in national spot. There is some speculation that this sort of arrangement may become more prevalent as an extra incentive to affiliates as the drive for clearances continues, whether option time continues or not.

**CHRYSLER CONFIRMS AD BUDGET BOOST**

NBC-TV special among plans revealed at junket for newsmen

The long-range prospect of increased broadcast billings from Chrysler Corp: appeared good last week as company executives confirmed earlier reports of plans to step up overall advertising effort, including new network tv spending after the first of the year (Broadcasting, Aug. 28).

Details aren’t yet set, except that Chrysler plans an NBC-TV one-hour special in February featuring scenes from current top Broadway shows.

The public introduction date of all Chrysler Corp. cars has been advanced one day to Sept. 28 and the firm’s 84 models in the Valiant, Lancer, Plymouth, Dart, Dodge Polara 500, Chrysler and Imperial lines will be promoted through Chrysler’s co-sponsorship with Gillette of the World Series on NBC-TV. The baseball buy is part of the firm’s $3.5 million sports package that also includes football and other special events. Leo Burnett Co., Chicago, is agency for the corporate account.

N. W. Ayer, Philadelphia, is buying a major market radio spot campaign this fall to build dealer showroom traffic for Plymouth-Valiant. BBDO, Detroit, is buying tv spots for Dodge and Dart, and Young & Rubicam, New York, is buying tv spot for Chrysler.

Lynn A. Townsend, Chrysler’s new
Detroit SRA meeting

Premiere meeting of the newly organized Detroit chapter of the Station Representatives Assn. will feature Gail Smith, director of television advertising for General Motors. The date is Sept. 25, the day before he appears in New York to testify before the FCC. The new SRA chapter will meet at Detroit's University Club and all key agency and client contacts, particularly those in broadcast decision-making positions in the auto market, will be invited to attend. Charles Fritz, vice president in charge of the Blair offices in Detroit and president of the new SRA chapter will preside.

Business has been so good...

NORMAN, CRAIG & KUMMEL REVAMPS MEDIA DEPARTMENT

Business at Norman, Craig & Kummel, New York, the nation's 29th largest advertising agency, has been so good this year that last week it restructured its media department better to service its growing list of clients.

The department was reorganized into three separate buying groups, with each group responsible on distinct accounts for the purchase of print, broadcast and outdoor media. Formerly NC&K's media structure was divided separately into print, outdoor and broadcast sections.

A spokesman for NC&K said the realignment was motivated by the agency's "recent expanding volume of business." In the past nine months Norman, Craig & Kummel has obtained Colgate-Palmolive's Ajax account (from McCann-Erickson) with billings of $3 million; Schick Inc. account (from Benton & Bowles) with billings of $3 million and the Wash N' Dri account of the Unexceded Chemical Corp. (from Warwick & Legler) with billings believed to be about $1 million. During the same period the agency lost only the Ronson Corp. account for the company's lighters and accessories (to Doyle Dane Bernbach), which billed $3 million, and the Speidel Corp. account (to McCann-Marschalk) billing about $1.5 million a year. These shifts reportedly resulted in a net gain of at least $2.5 million to the current rate of annual billing for the agency, which in 1960 was about $33 million (of which $16.7 million, or some 47% was in broadcast). Indications are that this year the agency is putting more of its total billings into broadcast.

The media department change also involved several personnel shifts. Eugene Stampler, NC&K's vice president in charge of the print buying section, was named head of overall media relations.

Henry Halpern, who had been acting media director, relinquished his media responsibilities but continues as marketing and research director and vice president.

Murray Roffis, who for the past seven years has been a media supervisor at McCann-Erickson, was appointed assistant vice president and media director of the agency. Mr. Roffis was previously media buyer at both Compton and Maxon. He will head one of three newly-created buying groups. The other two buying groups are headed by Sheldon Boden, an assistant vice president and formerly chief timebuyer for the agency, and George Coleman, also an assistant vice president and formerly in charge of media services. Norman, Craig & Kummel clients coming under the jurisdiction of Mr. Roffis include Colgate-Palmolive; Mr. Boden will be responsible for the Chesbrough-Pond's Co., among other advertisers, and Mr. Coleman will handle media buys for Schenley Industries Inc., as well as several other agency clients.

Miss Stampler, though not involved with any of the individual media buying groups, continues on the Maiden Form Brassiere Co. and Chanel Inc. accounts.

In still another move, the agency announced that it had formed a separate media research department specifically to facilitate media buys. Bruce Erickson was named manager of the new department.

Also in advertising...

Car market analysis = Westhouse Broadcasting Co., New York, in the first of a series of marketing analysis reports planned for the coming months on various product categories, has released an automotive report to agencies and their clients. The study, which was originally conducted by The Pulse Inc. for its May 1961 TV Profile, has been retabulated and extended to show how much was spent for new cars, including trade-in value. Among the major findings in the studies: one out of two families never buys a new car, and the top fourth in total income buys almost one-half of all cars costing $3,000 or more.

Agencies join = Consolidation of Leonard & Preston Adv. with Warren & Litzengerber, both Davenport, Iowa, was announced in a joint statement by the two agencies last week. In the merger, Sam Preston, formerly of Leonard & Preston, becomes a partner in the new firm.

New affiliation = Co-ordinated Marketing Inc., New York, and their subsidiary Co-ordinated Public Relations Associations, whose total billings are over $8 million, have affiliated with Bergenholtz & Arnesen, Copenhagen, and Zentrum Fur Absatzforderung (center for marketing), Zurich.

Bowling presentation = Radio Advertising Bureau, New York, in a presentation aimed at bowling lane proprietors, reported that in 1961, more than 27 million Americans will spend over $1 billion in bowling alleys. In a previous RAB survey of local business, more than 40% of the stations responding reported revenue from bowling lane proprietors.

34 (BROADCAST ADVERTISING)
WAY OFF BROADWAY

Along Castleton Avenue in Staten Island, River Road in Red Bank and Bradley Street in Westport, these are the shows that are drawing bigger audiences than all the Broadway and Off-Broadway theaters put together.

In the entire New York area—where show biz is the most—the radio station that presents the most (and virtually the only) show business as usual is WCBS Radio. National headliners such as Arthur Godfrey, Art Linkletter, Garry Moore, Bing Crosby and Rosemary Clooney appear with New York's favorite local stars.

Around town, the "crack" of dawn has come to mean another Sterling witticism as The Jack Sterling Show opens the bill from 6-10 am for the 12th straight year.

Following the all-star CBS Radio Network line-up, Allen Gray opens the matinee with the New York company of the Housewives' Protective League. This is the favorite program that sponsors the product.

Very big at the box office and the supermarket cash register.

For the rest of the afternoon, Bob Dixon, Martha Wright and Kenneth Banghart are At Your Service. Fashion, food, news, Dimension, traffic, weather and stock market reports. The new and exciting around town—concerts, restaurants, theatre, movies, sports events. Interesting guests. Fascinating talk.

Late Flash—just signed—Carol Burnett and Richard Hayes, starting in the fall in an early evening program of music and comedy.

Even further off Broadway—in Boston, Chicago, St. Louis, Philadelphia, Los Angeles and San Francisco, to be precise—the other CBS Owned Radio Stations, too, are cases of adult entertainment. This live show business is another example of the kind of "idea" radio that makes these stations outstanding in their areas. Another reason why audiences applaud and sponsors find that there's big business in show business on THE CBS OWNED RADIO STATIONS.

WCBS New York WBBM Chicago WEAF Boston WCAU Philadelphia KMOX St. Louis KNX Los Angeles KCBS San Francisco REPRESENTED BY CBS RADIO SPOT SALES.
N.Y.'S SPOT SHARE DROPS
SRA report shows it's still top originator of business, but Chicago and L.A. show big gains

New York, spot broadcasting's top market in originating the business, continues to be No. 1 but it is placing a slightly smaller share of it.

On the other hand, Chicago, which continues as No. 2 market in the U. S. originating national spot either for radio or tv, is gaining heavily in radio, and is ever so slightly ahead of its percentage last year in tv.

Both cities remain comfortably ahead of third-place Los Angeles, though that city is gaining rapidly in originating both radio and tv spot business.

New York agencies now account for 53.5% of the spot radio volume, a considerable drop from last year's 59%. Tv volume moved down from 62.5% to 62.11%. Runnerup Chicago moved up from 18% to 23.4% in radio and from 18.5% to 18.6% in television.

A detailed summary including the top 10 advertising centers in which radio and tv spot originate was made possible by Station Representatives Assn. which is releasing a compilation today (Sept. 11).

SRA earlier reported that national spot radio's estimated gross time sales for the first half of 1961 totaled $89,644,000, a 4.7% decline from the first half of 1960 (BROADCASTING, Sept. 4).

The growth of Los Angeles as an advertising center is reflected in SRA's spot buying report. Radio spot placement emanating there rose from a 3.4% share of all business placed in the U. S. in 1960 to 5.5% this year. The tv spot share was up from 3.5% to 4.25%.

Other compilations by market: San Francisco, up from 3.4% to 4.35% in radio, 3.63% to 4.8% in tv; Detroit, down from 5.8% to 5.72% in radio, up from 1.6% to 1.77% in tv; St. Louis, down from 3.5% to 2.19% in radio, down from 2.8% to 2.57% in tv; Atlanta, down from 3.0% to 2.18% in radio, up from 1.7% to 2.5% in tv; Dallas-Ft. Worth, down from 1.3% to 1.26% in radio but up from 1.2% to 1.57% in tv; Boston, up slightly to 0.47% from 0.4% in radio, and from 0.3% to 1.1% in tv; Philadelphia, down from 1% to 0.8% in radio, but up from 1% to 1.5% in tv.

All other national advertising centers combined placed less of the U. S.' radio spot share (down from 1.2% to 0.24%) and similarly of tv (down from 2.1% to 0.4%).

Spot tv rates leveling off

Spot tv rates in general have gone up this year, but their rate of increase is smaller than in previous years, a survey of rate trends made by The Katz Agency revealed last week. The station representative based its conclusion on a study made of key rates for a sample of 50 major market tv stations, which have been used for similar analyses since 1955.

Among the Katz findings:
- The average increase for daytime minutes on a one-time basis between July 1960 and July 1961 was 2.4%, compared with an 11% increase for the same spot buys between July 1959 and July 1960.
- Rates for 12-plan daytime minutes went up an average 1.3%, compared to a 12.3% average increase in 1960 over 1959.
- Base rates for nighttime half-hours showed an average increase of 2% this year, or 5.6% less of an increase than occurred in 1960 when base rates for the same time periods moved up 7.6% over 1959.

N.Y. seminar to analyze means of using research

The use of research in making advertising decisions will be discussed by Advertising Research Foundation members at their annual conference Oct. 3 at New York's Hotel Commodore.

Among the scheduled speakers: Alfred A. Whittaker, vice president and director of advertising, Bristol-Myers Co.; Clark Leavitt, creative research supervisor, Leo Burnett; David B. McCall, senior vice president and copy chief, Ogilvy, Benson & Mather; Arthur Hull Hayes, president, CBS Radio, and Edward Gudeman, Undesecretary of Commerce (keynote address).

Also to speak: John D. Henry, manager, market research department, Procter & Gamble; Harry V. Roberts, professor of statistics, U. of Chicago; Alfred N. Watson, vice president, marketing services, U.S. Rubber; George H. Brown, director, marketing research office, Ford Motor Co.

RTES overhauls its format

The Time Buying & Selling Seminar of the Radio & Television Executives Society will undergo a complete overhaul this season, it was confirmed last week by RTES (BROADCASTING, Sept. 4, Aug. 28).

Luncheons and guest speakers have been replaced by an eight-week course in the "ins and outs" of broadcasting, taught by industry executives in classroom style.

Kick-off session will be held Oct. 24—with the remaining seven sessions conducted on successive Tuesdays. All will be held 5:30-7 p.m. at CBS Radio studios, 49 E. 52nd St., New York.

Above, RTES executives discuss the new seminar format. They are (left to right), Roger Bumstead, seminar vice chairman and chairman of registration committee; Claude Barrere, executive director, RTES; Matthew J. Culligan, RTES president; Erwin Ephron, seminar chairman; Harold S. Meden, press & promotion committee chairman, and Cris Rashbaum, seminar vice chairman and program committee chairman.
"WHIO-TV REPORTS"

WINS CIVIL DEFENSE AWARD

We wish civil defense weren't necessary. Unfortunately, it is. Since this is so, WHIO does what it can to promote awareness—and what it has done has produced award-winning recognition.

WHIO-TV received a special award—one of four given nationally from the International Association of Public Information Officers for Civil Defense. This award was given "WHIO-TV REPORTS," a weekly public affairs program, for a series of discussions on civil defense presented during 1960. The coverage included "CIVIL DEFENSE IN ACTION," "RADIOACTIVE FALL-OUT," "FALLOUT SHELTERS," and "NORAD, AMERICA'S WARNING SYSTEM." WHIO Radio, too, won honors for its efforts in behalf of civil defense.

WHIO remains keenly aware of its responsibility, and will continue to keep Dayton area listeners and viewers fully informed on all events of vital local, national, and international interest.

James M. Cox (right), president of WHIO-TV and WHIO Radio, accepts the special Civil Defense award from Rob Roy Begland, Governor of the International Association of Public Information Officers.

Here, Mr. Cox (left), accepts the special Ohio State award for the promotion of Civil Defense on WHIO Radio from Thane Duray, Deputy Director of the Ohio OCDM.

Ask George P. Hollingbery for details of the role played by WHIO-TV, WHIO-AM, and WHIO-FM, in this, Ohio's 3rd, and the Nation's 34th market.

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina.

Broadcasting, September 11, 1961
Radio opens doors for insurance agents
DOES BIG JOB FOR NORTHWESTERN, WHERE OTHER MEDIA FAILED

It took Northwestern National Life Insurance Co. (NWNL), Minneapolis, 25 years to discover radio—and that was purely by chance. Now, 16 months later, Northwestern is not merely one of 111 Northwesterners in the Minneapolis phone book, it is the Northwestern and the proof is in its till.

Moreover, it took radio just three weeks to prove its effectiveness—create an image for NWNL, send sales booming and project “Frank Carling” into the region’s most popular insurance salesman—to the surprise and delight of Northwestern National.

The switch to radio was long in coming. In fact, it was NWNL’s last resort in attempting to spread its message, hitherto apparently unspreadable as relatively few people knew where the company’s home office was despite the fact that the agency (in terms of assets) is the largest in Minnesota. Northwestern’s previous failures in print media and the various radio successes of BBDO, Minneapolis (its agency) with other clients, finally inspired the move.

Along with radio’s magic in telling Northwestern’s story was BBDO’s maneuver in devising a series of humourous spots, a reversal of the usual stuffy, hard sell associated with insurance advertising. The minute commercials feature Frank Carling, a fictional insurance salesman, and a gang of pesky youngsters he is apt to encounter while making his rounds.

Saturation • The radio endeavor became reality in May of 1960 with the launching of a six week saturation experiment in the Minneapolis-St. Paul area. The plan called for 177 spots per week, the bulk (more than 50%) being aired by WCCO. According to Kenneth K. Wunsch, director of advertising and public relations for NWNL, the schedule could have been cut in half and the same impact achieved. Today NWNL spends about 70% of its ad budget on spot radio.

NWNL has altered its course of action since those early days when Frank Carling was popping up all over the Twin Cities. Today WCCO airs only 12 spots weekly with a like number being shared by other stations in the area. But its operation has gone regional with Frank Carling and the gang spreading their comical antics (and Northwestern’s image) as far west as the state of Washington and as far south as Arkansas.

Here’s the rundown of the stations airing the commercials: WCCO, KSTP, KRSI, WTCN, WLOL, WMIN, all Minneapolis-St. Paul; KKF, KAKE, KWBB, all Wichita, Kan.; KWBW Hutchinson, Kan.; KARK, KTHS, KLRA, all Little Rock, Ark.; KGVO, KVSS, both Missoula, Mont.; WBY, WJPG, both Green Bay, Wis.; KALE Richland, KORD Pasco, KEPR Pasco-Kennewick-Richland, all Washington, and about 20 smaller markets placed by NWNL’s branch offices in those communities. A spokesman for BBDO said the next major market for the appearance of Frank Carling would be Honolulu where Northwestern is planning a heavy sales pitch in the next couple of months, the firm has offices in 30 of the 50 states.

Measuring Frank Carling’s success can be a difficult chore and the drumbeaters don’t readily do it. But they are quick to point out the following reports and allow any conclusions to be drawn:

• Frank Carling was nominated for the presidency of the Little Rock, Ark., Junior Chamber of Commerce—and almost won.

• An NWNL agent posing as Frank Carling invaded Watertown, S. D. (about 200 miles from Minneapolis), received the red carpet treatment from a number of families and made an “astounding” amount of sales.

• Mason Adams, the New York actor who portrays Frank Carling, in a recent trip to NWNL headquarters, was so convincing in the role that he has a standing offer to join the firm whenever he wants.

• For the first time in 15 years NWNL appeared at the Minnesota State Fair (which ended last week), using a Frank Carling theme, and attracted 15,000 people who were interested in insurance.

And the list continues with each tale seemingly outdoing the previous one.

Frank Carling was created by Brad Morrison, a New York free lance writer-producer (now with BBDO, Minneapolis). Chuck Goldstein Productions, New York, recorded the commercials under the supervision of BBDO’s Duane Zimmerman. A total of 25 spots have been recorded, each running 55 seconds with the remaining five seconds being devoted to a live tag identifying a local NWNL agent in a given community.

The culmination of the Frank Carling successes came earlier this year when it was selected by Radio Advertising Bureau as the outstanding regional radio commercial of 1960.

Here’s Frank Carling in action, a typical telephone bout with a member of the company...
Every important food chain in Fargo uses big time on WDAY-TV — on a year-round basis!

This does more than confirm the judgment of the large national advertisers who use WDAY-TV. Because these big local advertisers don’t have to depend on ratings, coverage maps or other printed material that may or may not tell the whole story of any station’s effectiveness. These local advertisers know their market and its preferences. They just simply can’t be wrong.

PGW has all the facts. Ask your Colonel!

**WDAY-TV**
FARGO, N. D. • CHANNEL 6
Affiliated with NBC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Jane Johnston speaks for Red Owl on the Red Owl Theatre on WDAY-TV

Bill Weaver speaks for Super Valu in their very heavy spot schedule on WDAY-TV

Carol Olson speaks for Fairway-Super Fair in the Phil Silvers Show on WDAY-TV

Glen Hanson speaks for Piggly Wiggly on “Bold Venture” on WDAY-TV
of the younger set.
Tommy (a child): "Hello."
Frank Carling (insurance salesman): "This is Frank Carling of NWNL."
Tommy: "Of what?"
Carling: "Of Northwestern National Life."
Tommy: "Oh, why didn’t you say so?"
Carling: "I did."
Tommy: "No, you said NWNL."
Carling: "Yes. That’s what we call the company."
Tommy: "Why?"
Carling: "Er... ah... easier to remember. Like an abbreviation, sort of."
Tommy: "Oh?"
Carling: "Like the word percent. See, what I want to tell your Dad is that he can save four cents out of every dollar on his NWNL premiums by paying them in advance."
Tommy: "Yeah..."
Carling: "So instead of four cents on every dollar, we shorten it up and say four per cent, right?"
Tommy: "But how come you call it NWNL instead of Northwestern National Life?"
Carling: "Look, can’t I just talk to your Dad?"
Tommy: "Sure, I’ll call him. Hey, J. B., F. C., of NWNL wants to talk to you about saving four P. C."

RIVAL COMMERCIALS
Study analyzes cross-effect of adjacent placements

How much effectiveness—if any—does a commercial lose if a commercial for a rival brand precedes or follows it?

The emergence of participating spot announcements on network and local programs prompted several advertisers to engage Schwerin Research Corp. to conduct three studies in this area. Schwerin released its findings last week and reached these conclusions: A commercial becomes less effective in relationship to the amount and nearness of the competition it encounters; a strong commercial appears to be hurt less than a weaker one, in adjacency situations; a commercial is hurt less if it precedes rather than follows a rival commercial.

In one study, SRC tested four different brands of a household cleaning product by exposing its test audience to all four commercials in a row without intervening entertainment. Subsequently each of them was shown separately as a participating spot in a 30-minute control show with two other commercials for unrelated products. The results indicated that the strongest commercial, when tested alone, had a 37% loss in effectiveness when it battled the other three; the second strongest commercial suffered a 69% loss; the third lost 100% of its effectiveness, and the fourth, ineffective at the outset, remained that way.

The second study involved the testing of commercials for three makes of an appliance, first singly in a 30-minute control program and then all together in the same show. Schwerin reported that the strongest commercial suffered a 39% loss in effectiveness. The other two, which initially had been substantially weaker than the first but had been about even with each other, suffered 97% and 100% loss in effectiveness, according to SRC.

The third study explored the question of preceding or following a rival commercial. Two brands of a drug product were tested, first singly and then together in a control show. When the stronger of a two was placed first in a show, it lost only 22% of its effectiveness but lost 43% when it was placed second. The weaker of the two commercials lost virtually all of its effectiveness when it was placed into contention with the stronger commercial in the control show, SRC reported.

Commercials in production

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

Films Five Inc., 18 East 50th St., NYC 22
Sunbeam Bakers (Sunbeam Bread), six 60s, ten 20s, ten 10s, live, film, Nox Lempert, prod. mgr. Agency: B. A. Advertising Bureau; Robert Pollock, a.e.

Gerald Productions, 421 West 54th St., NYC 19

International Video Tape, 9015 Wilshire Blvd., Los Angeles 35


Keltz & Herndon Inc., 3601 Oak Grove, Dallas 4, Tex.
Dean’s Milk (Milk), one 60, animation, film, Marty Young, prod. mgr. Agency: Clinton E. Frank Co.; Budd Weeding, a.e. Approx. cost: $4,800.

Pantomime Pictures Inc., 8961 Sunset Blvd., Hollywood 69

Skelton Studios, 1416 North La Brea Ave., Hollywood 28
Our own nationally honored food authority exemplifies the
QUALITY TOUCH

Julie Benell, twice honored with top awards by the Grocery Manufacturers of America! As food editor of The Dallas Morning News and star of her own "Julie Benell Show" on WFAA-TV (now in its 10th year), she has received countless other awards, including many for her role in public service and humanitarian work. But more important, she moves merchandise! Grocers, almost without exception, say they can feel the impact of her endorsement immediately.

WFAA-TV believes in getting the right person for the right job — be it weatherman, sportscaster, or a queen for the kitchen. It is the only way to further that all-important "quality touch" so vital in the selling of a quality product. Doesn't yours belong here?
P&G HOLDS TOP TV SPOT

Lever, American Home Products place, show in totals for second quarter gross time billing compilations

Procter & Gamble, Lever Bros. and American Home Products were the top ranking network tv advertisers in gross time billing in the second quarter of 1961. Television Bureau of Advertising, New York, also will report today (Sept. 11) that the three giant advertisers also led the list of network advertisers for the month of June.

Leading brands on network tv in the second quarter were Anacin tablets at $2,608,938, Crest toothpaste at $2,154,038, and Winston cigarettes at $2,137,269. These three brands also took top spending positions in the brand list for June.

In the product category, building materials, equipment and fixtures was an outstanding example among 20 of a total of 28 classifications to show first-half spending increases over the same period a year ago. Gross time billings of building materials network advertisers rose from $1,442,115 in the first half of 1960 to $2,488,140 in the same period of 1961, an increase of 72.5%.

Leading brands advertised in the building materials classification during 1960's first half were duPont paints with billings of $1,447,734; Pittsburgh Plate Glass paints and windows, $645,346; and DeVo and Reynolds Paint at $130,564.

TvB's second quarter report on tv spot billing was previously released (BROADCASTING, Sept. 4).

Network Tv Advertisers

by Product Classification

<table>
<thead>
<tr>
<th>June 1961</th>
<th>2nd Qtr. 1961</th>
<th>Jan.-June 1961</th>
<th>Jan.-June 1960</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; farming</td>
<td>$360,030</td>
<td>$841,697</td>
<td>$1,311,484</td>
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<tr>
<td>Apparel, footwear &amp; accessories</td>
<td>863,141</td>
<td>3,216,984</td>
<td>5,768,215</td>
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<tr>
<td>Automotive, automotive accessories &amp; equipment</td>
<td>3,570,990</td>
<td>10,671,568</td>
<td>23,235,484</td>
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<td>Beer, wine</td>
<td>565,501</td>
<td>1,669,668</td>
<td>3,212,532</td>
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<tr>
<td>Building materials, equipment &amp; fixtures</td>
<td>586,578</td>
<td>2,072,293</td>
<td>2,488,140</td>
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<tr>
<td>Confectionery &amp; soft drinks</td>
<td>976,119</td>
<td>4,837,695</td>
<td>10,858,549</td>
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<tr>
<td>Consumer services</td>
<td>277,196</td>
<td>1,542,774</td>
<td>3,176,110</td>
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<td>Drugs &amp; remedies</td>
<td>6,904,884</td>
<td>19,597,904</td>
<td>44,787,312</td>
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<tr>
<td>Entertainment &amp; amusement</td>
<td>367,948</td>
<td>444,555</td>
<td>797,270</td>
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<tr>
<td>Food &amp; products</td>
<td>11,089,821</td>
<td>34,076,999</td>
<td>68,655,114</td>
</tr>
<tr>
<td>Freight, industrial &amp; agricultural development</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Gasoline, lubricants &amp; other fuels</td>
<td>1,559,606</td>
<td>4,864,209</td>
<td>8,784,000</td>
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<tr>
<td>Horticulture</td>
<td>94,445</td>
<td>153,834</td>
<td>165,790</td>
</tr>
<tr>
<td>Household equipment &amp; supplies</td>
<td>2,871,699</td>
<td>8,254,915</td>
<td>15,228,073</td>
</tr>
<tr>
<td>Household furnishings</td>
<td>298,500</td>
<td>855,441</td>
<td>1,845,537</td>
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<tr>
<td>Industrial materials</td>
<td>1,128,937</td>
<td>3,684,255</td>
<td>9,474,368</td>
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<tr>
<td>Insurance</td>
<td>794,674</td>
<td>2,616,734</td>
<td>5,756,628</td>
</tr>
<tr>
<td>Jewelry, optical goods &amp; cameras</td>
<td>1,064,272</td>
<td>3,888,999</td>
<td>6,553,829</td>
</tr>
<tr>
<td>Office equipment, stationery &amp; writing supplies</td>
<td>142,709</td>
<td>678,688</td>
<td>1,147,584</td>
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<tr>
<td>Publishing &amp; media</td>
<td>131,206</td>
<td>458,897</td>
<td>1,104,240</td>
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<tr>
<td>Radio, tv sets, phonographs—musetical instruments, accessories</td>
<td>50,868</td>
<td>473,937</td>
<td>1,039,031</td>
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<tr>
<td>Retail or direct by mail</td>
<td>40,929</td>
<td>118,671</td>
<td>145,164</td>
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<td>Smoking materials</td>
<td>6,603,123</td>
<td>28,105,081</td>
<td>39,571,508</td>
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<td>Soaps, cleansers &amp; polishes</td>
<td>7,128,767</td>
<td>23,061,126</td>
<td>43,111,675</td>
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<tr>
<td>Sporting goods &amp; toys</td>
<td>7,315,685</td>
<td>22,027,478</td>
<td>1,737,790</td>
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<tr>
<td>Toiletries &amp; toilet goods</td>
<td>11,526,640</td>
<td>30,911,269</td>
<td>58,964,120</td>
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<tr>
<td>Travel hotels &amp; resorts</td>
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<td></td>
<td></td>
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<tr>
<td>Miscellaneous</td>
<td>640,259</td>
<td>2,140,779</td>
<td>4,376,000</td>
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<tr>
<td>TOTAL</td>
<td>$59,894,527</td>
<td>$181,359,153</td>
<td>$363,869,472</td>
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</table>

Source: TbB/LNA-BAR

Top 25 Network Company Advertisers

<table>
<thead>
<tr>
<th>Source: TbB/LNA-BAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second Quarter 1961</td>
</tr>
</tbody>
</table>

1. Procter & Gamble $13,247,068
2. Lever Brothers 8,443,052
3. American Home Products 7,859,991

BROADCASTING, September 11, 1961
The FBI ended John Dillinger's career in crime outside a Chicago theatre in 1934. His dramatic finale as well as his daring bank robberies and incredible jail breaks were accurately passed along to Central Ohio by its favorite radio station, WBNS.

Newscasts in those days were sponsored by the Ohio Fuel Gas Company as part of its program for good community relations.

In 1934 the Ohio Fuel Gas Co. served 358,000 customers; today, 756,000. Annual sales then were 49.5 billion cubic feet; today, 309.8. Ohio Fuel broadcasts on WBNS help tap the 2% billion dollar consumer spendable income of our alert and affluent listening audience.

Now, 324 consecutive months later, Ohio Fuel continues to be a good neighbor with indefatigable Chet Long as the town crier.

This client-station loyalty is solid proof that the home town advertisers who hear their dollars at work also know the wisdom of putting WBNS Radio at the top of their radio advertising budget. John Blair & Company will be happy to fill you in.
Colorful prelude to the 1961 All-American Soap Box Derby at Akron, Ohio, on August 20 was the Parade of Champions which included the 152 champions and more than 2,500 persons.

Along with more than 50,000 boys around the world who competed in the 1961 All-American Soap Box Derby, Chevrolet says “Thanks 50,000 times over” to all the Derby sponsors.

The All-American theme under which the boys competed in 1961 was “Champions from the Start”—one that fits the sponsors, too, in their continuing efforts in behalf of the Derby.

The pleasure of being associated with you in 1961 could be equalled only by the opportunity of working with you again in 1962 on the “greatest amateur racing event in the world.”

... Chevrolet Division of General Motors, Detroit 2, Michigan.
These are 152 newspapers, radio and television stations, civic and fraternal groups represented by the 152 boys who raced in the 1961 All-American:

Aberdeen (Wash.) Active Club
Akron (Ohio) Beacon Journal
Albany (Ga.) Optimist Club
Albuquerque (N.M.) Tribune
Alton (Ill.) Jr. Chamber of Commerce
Amarillo (Tex.) Jr. Chamber of Commerce
Ambridge (Pa.) R.D.O. 983 & Beaver County Times
Anderson (Ind.) Herald Eagle
Asheville (N.C.) Jr. Chamber of Commerce
Ashtabula (Ohio) Jr. Chamber of Commerce
Bangor (Maine) Daily News
Beloit (Wis.) Daily News
Berens (Ind.) Daily Republican
Bethlehem (Pa.) Morning Call
Bergen County (N.J.) Hackensack Record & Englewood Jr. Chamber of Commerce
Beloit (Wis.) Daily News
Benton (Ill.) Journal
Beloit (Wis.) Daily
Billings (Mont.) Billingsgazette
Biloxi-Gulfport (Miss.) Daily Herald
Bloomington (Ind.) Daily Herald Telephone & Jr. Chamber of Commerce
Blufield (W. Va.) Jr. Chamber of Commerce
Bowling Green (Ky.) Bowling Green-Warren County Jr. Chamber of Commerce
Bradford (Pa.) Journal
Bremerton (Wash.) United Veterans Council of Kitsap County
Canton (Ohio) Jr. Chamber of Commerce
Charlotte (N.C.) American Legion
Chicago (Ill.) Harbordale Jr. Chamber of Commerce
Cincinnati (Ohio) Life
Cleveland (Ohio) Plain Dealer
Colorado Springs (Colo.) Jr. Chamber of Commerce
Columbia (Mo.) Missourian
Cerro Azul (Pa.) Jos. Wagner Post 771, American Legion
Cecil County (Ohio) Jr. Chamber of Commerce
Dallas (Tex.) Optimist, Inc.
Dayton (Ohio) Jr. Chamber of Commerce of Greater Dayton
Des Moines (Iowa) Jr. Chamber of Commerce
Détroit (Mich.) News
Dover (N.H.) Lions Club, Inc.
Dubuque (Iowa) Chamber of Commerce
Elkhart (Ind.) Jr. Chamber of Commerce
Elliwood City (Pa.) Ledger
Endicott (N.Y.) WENE-Radio
Eugene (Ohio) KOKE Radio
Evansville (Ind.) Jr. Chamber of Commerce
Findlay (Ohio) Jr. Chamber of Commerce
Flint (Mich.) Journal
Fort Dodge (Iowa) Jr. Chamber of Commerce
Fort Lauderdale (Fla.) News
Fort Worth (Tex.) Star-Telegram
Frederickburg (Va.) Free Lance-Star
Gary (Ind.) Post-Tribune
Glen Burnie (Md.) Kiwanis Club
Grand Junction (Colo.) Daily Sentinel
Greely (Colo.) Jr. Chamber of Commerce
Greensboro (N.C.) Jr. Chamber of Commerce
Hamlin (Ohio) Jr. Chamber of Commerce
Hancock (Mich.) F.D.E.
Hartford (Conn.) Times-Herald
High Point (N.C.) Jr. Chamber of Commerce
Huntington (W. Va.) Jr. Chamber of Commerce
Indiana (Pa.) Evening Gazette
Indianapolis (Ind.) Star
Jacksonville (Fla.) Jr. Chamber of Commerce
Kalamazoo (Mich.) WKZO AM & TV & Optimists
Kansas City (Mo.) Ararat Temple
Knoxville (Tenn.) Jr. Chamber of Commerce
Kokomo (Ind.) Foreman's Club & Tribune
Lancaster (Ohio) Eagle-Gazette
Laredo (Tex.) Times
Levittown (N.Y.) Police Boys' Club
Levittown (Pa.) Bristol Courier-Levittown Times
Lockport (N.Y.) Union Sun & Journal-Sunrise Optimist Club
Lubbock (Tex.) Avalanche-Journal
Lyndhurst (Va.) Jr. Chamber of Commerce
Manchester (Mich.) Jr. Chamber of Commerce
Mansfield (Ohio) News Journal
McKeeport (Pa.) Daily News
Meridian (Miss.) Star
Michigan City (Ind.) Jr. Chamber of Commerce
Middletown (Ohio) Optimist Club
Midland (Tex.) Jr. Chamber of Commerce
Minneapolis (Minn.) Jr. Chamber of Commerce
Mission City, B.C. (Can.) Fraser Valley Record
Moses Lake (Wash.) Jr. Chamber of Commerce
Muncie (Ind.) Star
Natchez (Miss.) Optimist Club
New Orleans (La.) States-Item & Recreation Dept.
New Philadelphia (Ohio) Jr. Chamber of Commerce
Newport News (Va.) Hampton Roads Jr. Chamber of Commerce
Norfolk (Va.) Jr. Chamber of Commerce
Norfolk (Va.) Virginian-Pilot
Norfolk (Va.) Jr. Chamber of Commerce & Times Herald
Ocala (Fla.) Jr. Chamber of Commerce
Ontario (Ont.) WTVT-TV & Optimists
Orange (Va.) Jr. Chamber of Commerce
Owensboro (Ky.) Messenger & Inquirer
Paducah (Ky.) Optimist Club & Jr. Chamber of Commerce
Parkerburg (W. Va.) Jr. Chamber of Commerce
Penelope (Fla.) Fiesta of Five Flags
Pepi (Ill.) Western Illinois Broadcasting Co.
Petersburg (Va.) Progress-Index
Phoenix (Ariz.) KOOL Radio-TV
Portland ( Ore. ) Oregon Television, Inc.—KPTV
Poughkeepsie (N.Y.) Jr. Chamber of Commerce
Providence (R.I.) Providence Journal, Inc.—WPRO
Ravenna (Ohio) Journal-Record
Rivermont (Wyo.) Jr. Chamber of Commerce
Rooanoke (Va.) Times and World-News & Optimist Club
Rochester (Mich.) Jr. Chamber of Commerce
Rochester (N.Y.) Times-Union
Rock Island (III.) Blackhawk Shrine Club & Davenport Newspapers
Rochwell (Mich.) Daily Record
Sacramento (Calif.) 20-30 Club & Sacramento B&I & KFRA Radio-AM
Saginaw (Mich.) Jr. Chamber of Commerce
St. Catharines, Ont. (Can.) Standard
St. Charles (Mo.) Daniel Boone District Association (Committee of Moose Lodge)
St. Marys (Pa.) Daily Press
St. Paul (Minn.) Jr. Chamber of Commerce
Saline (Ohio) Capital Journal
Salt Lake City (Utah) Chamber of Commerce
San Bernardino (Calif.) Sun
San Juan (G.P.) Chamber of Commerce
San Marcos (Calif.) Jr. Chamber of Commerce
Sedalia (Mo.) Jr. Chamber of Commerce
Sheboygan (Wisc.) Press
Sidney (Ohio) Sunday Publishing Co.
Sioux City (Iowa) Jr. Chamber of Commerce
Sioux Falls (S.D.) Argus-Leader
Smyrna (Ga.) Jr. Chamber of Commerce
Springfield (Mass.) Jr. Chamber of Commerce
Staten Island (N.Y.) North Shore Kiwanis Club
Tacon (Mass.) News Tribune
Tallahassee (Fla.) Democrat
Tampa (Fla.) WTAT-TV & Jr. Chamber of Commerce
Temple (Tex.) Exchange Club
Tulsa (Ohio) Jr. Chamber of Commerce
Waco (Tex.) News Tribune and Times Herald
Warran (Ohio) Tribune Chronicle
Wausau (Ind.) Kosciski County Shrine Club
Washington (D.C.) WTOP Radio
Waterdown (Ont.) Public Opinion
Westbrook (Maine) Jr. Chamber of Commerce
Wichita (Kans.) Eagle & Beacon
Winston-Salem (N.C.) Jr. Chamber of Commerce
Wooster (Ohio) Daily Record
Zanesville (Ohio) Jr. Chamber of Commerce

Soap Box champions from the Philippines, Venezuela, West Germany, Puerto Rico and Hawaii meet at Derby headquarters, Akron.

E. N. Cole, Chevrolet general manager and a General Motors vice president, awards championship trophy to Wichita's Richard Dawson as the champ's mother looks on.

BROADCASTING, September 11, 1961
Sweeney calls for "above-par" selling

With above-par selling, radio has its "best chance" of the past decade during the next 14 months. The medium can add $55-60 million annually in new local business and nearly $30 million in new national spot and network business.

That was the message delivered last week by Radio Advertising Bureau President Kevin B. Sweeney to 50 station managers attending the opening of RAB's 1961 management conferences at Haddonfield, N. J.

The gains, Mr. Sweeney said, can come by the 1963 budget-making time next year "if we sell consistently enough and intelligently enough."

Mr. Sweeney noted an RAB survey of agency media directors made a month ago, saying "in this survey are the clues to the kind of selling it will take to carve the entire $30 million out of television even if we don't hack a cent out of print media." The questionnaires, he found, contain a "virtual blueprint to the kind of information.

All we have to do is to present it."

The broadcasters were told it was only "our own apathy" that was preventing them from obtaining a "much larger share of the retailer dollar for 1962." Most (some 85%) of the local gains can be had from retailers, Mr. Sweeney said at the first of a scheduled eight meetings.

Business briefly...

Aarben Pharmacal Co., Division of Wander Co., Chicago, will use spot radio in its introduction of a new product, "Getric" decongestant, in an extensive test campaign throughout the midwest, starting Sept. 17. The number of radio markets is undetermined, but in the Chicago area, the drive will be spearheaded by Paul Gibson, star of CBS-WBBM Housewives Protective League Shows. Agency: Geyer, Morey, Madden & Ballard Inc., western division, Chicago.

Bonomo Candy Div., Gold Medal Candy Co., Brooklyn, which has used TV spot consistently in the past for "Bonomo Turkish Taffy," will use network TV for the first time this fall. The product will be promoted on ABC-TV's new Saturday morning children's show, On Your Mark, starting Sept. 23. Commercials will be aired live by program host Sonny Fox. In addition to the 88-station network lineup, a TV spot drive of one-minute films and live commercials starts this month in major eastern markets. Agency: Mogul, Williams & Saylor Inc., N. Y.

Roman Products, New York, kicks off regional radio and TV campaign on 6 TV and 5 radio stations in N. Y., Boston, and Philadelphia Sept. 17, for its pizza, ravioli and manicotti. Agency: Smith/Greenland Inc., N. Y.

Strohmeyer & Arpe, New York, for its Marie Elisabeth sardines and Re Umberto olive oil, will begin a 20-week spot TV campaign in N. Y. area Sept. 18. Agency: Sanders, Lowen & Alexander Adv., N. Y.

Derby Foods Inc., Chicago, has purchased sponsorship in International Showtime, new NBC-TV show which begins Sept. 15 (Friday, 7:30-8:30 p.m. EDT). Agency: McCann-Erickson, Chicago.

Airequipt Manufacturing Co., New Rochelle, N. Y., has bought participations in NBC-TV's Jack Paar Show (Mon.-Fri., 11:15 p.m.-1 a.m. NYT) for its Superba Slide Projectors from now until Christmas. Agency: Sudler & Hennessey, N. Y.

Mohawk Carpet Mills, New York, has bought Home for the Holidays, a musical variety show to be presented on
3 FIRMS INVEST $1,000,000 EACH IN ADVERTISING

How will they profit from it?

Let us take three theoretical competitors. Each is dealing with a narrowing profit margin. Each needs to make his advertising pay. And each one's budget is the same.

The first competitor believes in a marketing type of advertising agency. He thinks the advertising will take care of itself if all the marketing factors are right.

The second competitor believes in a highly creative type of advertising agency. He thinks the marketing factors will take care of themselves if the advertising is brilliant.

The third competitor believes in an agency which is highly creative in its advertising... ...and in its marketing advice, media selection, research, publicity, promotions, packaging, show selections.

It is entirely possible that any one of the three will get value, and profit, from his budget.

But—in these days of the profit squeeze, isn't it likely that the third competitor will get the most?

Young & Rubicam Inc., Advertising
NBC-TV Thanksgiving Day (5:30-6:30 p.m. EST). Agency: Maxon, New York.

The Kiwi Polish Co., Pottstown, Pa., has placed a 52-week order with CBS Radio, starting Sept. 4. It's the company's biggest broadcast buy. Agency: Donahue & Coe, New York.


Agency appointments...


A rather solid indication that you get more sales for your client on WTA-E-TV, and at lower cost. See your Katz representative for the facts on the ever increasing move of local and national advertisers to WTA in Pittsburgh.

TV PREVIEW

This is the musical comedy commercial which Mars Inc. will use once on its Oct. 19 one-hour special on ABC-TV and then give away free to all other candy manufacturers for their own use in tv. The one-minute commercial took three weeks to produce in Hollywood and will be distributed to the candy industry through the National Confectioners Assn.

Jack Denove directed for Don Zabel, who produced for Needham, Louis & Brorby, Chicago, Mars Inc. agency. Hal Kaufman wrote the script and Bill Davis was in charge of art and set direction. Both are with NL&B. Cast of nine children and adults act and dance in the commercial which features all original lyrics, music and choreography promoting the quality, taste and benefits of candy in general.

Mars Inc. program Oct. 19 will be carried in the 8:30-9-30 p.m. period and will be a musical comedy romance, "Feathertop," based on a story by Nathaniel Hawthorne. Program will star Jane Powell and Hugh O'Brien.

Astor opens rep office

N. Arthur Astor has announced he is opening offices to handle national sales for the Foster Group stations (KPRO Riverside, KREO Indio, KYOR Blythe, KROP Brawley, all California). Prior to handling national sales for the Foster stations, Mr. Astor was Los Angeles manager of Headley-Reed. The new office is located at 6332 Hollywood Blvd. Telephone: Hollywood 6-4251.

Studebaker-Packard agency

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 (BROADCASTING, Sept. 4). S-P's advertising agency is D'Arcy Adv., not Doyle Dane Bernbach as erroneously reported last issue.
Take TAE and see how to score more sales in PITTSBURGH, PA.
Representatives of the NAB and FCC—will be on hand Sept. 15 in Atlanta to hear a down-to-earth discussion of the FCC’s program logging proposals, as well as what is expected to be a no-holds-barred session on the FCC’s intrusion into radio and TV programming and the position of NAB on these matters. This is the South East Radio-TV Seminar, sponsored by the Georgia Assn. of Broadcasters (Broadcasting, Aug. 14 et seq.).

Representing NAB at the burgeoning conference will be Vincent T. Wasilewski, newly named executive vice president of NAB. Representing the FCC will be Kenneth A. Cox, chief of the commission’s Broadcast Bureau.

Both are being exhorted to visit a couple of the Georgia stations which ran week-long tests based on the FCC’s proposal to require additional information on programming. They are expected to accede to these suggestions.

The SERTS meeting, originally limited to state association chairmen in the seven southeastern states, was later opened to all state chairmen. Last Thursday, GAB officials decided to throw the meeting open to all broadcasters who desire to attend.

More than 50 acceptances have already been received, Jack Williams, GAB executive secretary, reported last week. These include 15 from Georgia alone, and more than 35 from outside the state.

GAB plans to record the entire proceedings, Mr. Williams stated, and a transcript of the day’s meeting will be available upon request. A fee will be charged to cover the cost of reporting the meeting.

Four Georgia stations completed their dry run of the proposed new program logging requirements. The most gentle of their reactions were expressed in terms like “cumbersome,” “unnecessary,” and “burdensome.”

NAB Tests = Eleven NAB member stations begin today (Sept. 11) a six-day test of the FCC’s proposed programming logs. The NAB-designed logs are divided into two parts—the first is being used for the first three days of the test; the second, the last three days.

The first, NAB told stations, is drawn up in “literal” compliance with the commission’s proposals; the second reflects some of the modifications which have been suggested to ease the burden on broadcasters.

The forms were hammered out over the last 10 days by the NAB staff, primarily by Mr. Wasilewski and Douglas A. Anello, chief counsel.

The eleven test stations comprise three TV outlets and seven radio stations. The TV stations represent large, medium and small markets; one being in the east, the other two in western states. All of the stations are network affiliated.

The radio stations also cover the three categories of stations separated geographically.

NAB officials refused to divulge the names of the stations for fear they would be besieged by inquiries.

Accompanying the two log sheets was a 7-page memorandum of instructions. These included a run-down of the differences between present logging practices and the suggested new ones.

Georgia Reaction = A BROADCASTING check with the four Georgia stations used as guinea pigs in testing the effectiveness of the FCC’s proposals, elicited these comments:

“Either we keep up our programming broadcast standards, or we log.” This is the considered opinion of Charles C. Smith, WDEC Americus, Ga., after a week of a dry run on the FCC proposed logging program requirements.

“Some of the requirements are patently ridiculous,” Mr. Smith observed last week. “They get right down to the literal version of what FCC wants for program logging.”

NAB’s ‘literal’ version of what FCC wants for program logging.
ANYBODY REMEMBER THE HIT PARADE?

When there was real excitement about which tune would be "number one across the nation"?
Today, single records lack that excitement.
We know you're not out to sell music, but music is basic to your business.
What can we do about it?
Warner Bros. Records this week introduces to all members of the radio industry a revolutionary new concept in singles. We call it the:

![SINGLE](image)

What "Plus 2" means is this. Customers get a standard single with one important difference: four selections for the price of two.

WHAT DOES THIS MEAN TO RADIO?

Excitement in singles records sales means excitement about radio programming. If you feel, as we do, that the "Plus 2" concept will benefit everyone, then we encourage you to join with us in promoting this excitement.

Variety in programming. Each "Plus 2" Oldie has been edited to approximately 1:15 playing time, compared to 2:15 for the new selections. Mixing an ever-increasing library of short "Oldies" with new hit material will mean a new variety in listening, plus more and different selections played in the same unit of air time.

Better spacing of commercials. Double-spotting will not be needed as often by mixing "Oldies" with new hits. For example:

<table>
<thead>
<tr>
<th>BEFORE &quot;PLUS 2&quot; SINGLES:</th>
<th>WITH &quot;PLUS 2&quot; SINGLES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 Regular Singles (2:15) = 16:00</td>
<td>4 Regular Singles (2:15) = 9:00</td>
</tr>
<tr>
<td>with</td>
<td>with</td>
</tr>
<tr>
<td>8 Double Spots (2:00)    = 16:00</td>
<td>4 Double Spots (2:00) = 8:00</td>
</tr>
<tr>
<td>Total Playing Time: 34:00</td>
<td>plus</td>
</tr>
<tr>
<td>8 SONGS + 8 SPOTS</td>
<td>6 &quot;Oldies&quot; (1:15)       = 7:30</td>
</tr>
<tr>
<td>11 SONGS + 8 SPOTS</td>
<td>with</td>
</tr>
<tr>
<td></td>
<td>6 Single Spots (1:00)   = 6:00</td>
</tr>
<tr>
<td></td>
<td>plus</td>
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<tr>
<td></td>
<td>1 &quot;Oldie&quot;               = 1:15</td>
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<td>1 Double Spot           = 2:00</td>
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<tr>
<td></td>
<td>Total Playing Time: 33:45</td>
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Warner Bros. Records is behind the "PLUS 2" concept 100%... with ads, promotion, merchandising aids. We're in for the long-term push. We invite... we urge all members of the radio industry to join with us in promoting the "four songs for the price of two" concept to stimulate singles sales and radio excitement.

The "PLUS 2" Single can bring back those breathless Hit Parade days, with excitement plus about radio programming.

But we need your help.

JAMES B. CONKLING, President
WARNER BROS. RECORDS, INC.

BROADCASTING, September 11, 1961
minutiae. I’m convinced that the FCC cannot read a log kept like this and determine whether or not a station is serving its community.”

WDEC, a 1 kw daytimer, ran a full test of the FCC’s logging requirements from Aug. 29 through Sept. 2.

“We started out with the one announcer on the board keeping the log. We found that he could not complete 1,909 entries because he was busy with program material and we were not going to let him compromise our standards. After two days of this single man operation, we hired a second man to do nothing but maintain the log. This took him full time,” Mr. Smith said. He continued:

“If the FCC makes us follow this detail, it will require 4,601 hours a year. This means another man, and that’s a minimum cost of $5,291.15. We can’t afford that kind of money for this kind of paper work.”

Detailing some of the problems, Mr. Smith pointed to the requirement that the end of a program, the start of a spot announcement, its conclusion, the start and end of the station’s ID, the start and end of a time signal or weather report, and the start of the next program all must be listed on the proposed log. “No man can do all this in 30 seconds with any degree of accuracy,” Mr. Smith said.

“Why must off time be logged?” Mr. Smith asked. “It’s obvious that when a program or spot or announcement starts, the preceding one has ended.”

Why log station IDs?, was another question asked by Mr. Smith. This is a station’s bread and butter; its call letters are the one thing any station operator is going to put on regularly and often.

No Need • “Some of these logging requirements are totally unnecessary, others are absolutely asinine.” These are the sentiments of H. Randolph Holder, WGAU Athens, Ga., and president of the Georgia Assn. of Broadcasters.

“If one man must maintain this log, he cannot maintain program quality and I would think that broadcast quality is primary,” Mr. Holder declared.

The requirements, he said, are cumbersome, complicated, burdensome and unnecessary. Some listings are superfluous, he added, like having to log non-commercial announcements and commercial announcements. Obviously if one type is identified, all the others belong in the second category, Mr. Holder commented.

Mr. Holder, whose 250 w fulltime station ran its test Aug. 20-26, ventured the opinion that the FCC undoubtedly can get the information it seeks without all the cumbersome machinery of handwritten listings. He also expressed the view that smaller stations should be exempt from all or the greater part of the logging requirements. “If this goes into effect without significant changes, we are going to have to hire an extra man to handle it. We run 20 hours a day; this means it will cost us $8,372 a year,” he said.

During the WGAU test, all four announcers were required to keep the test log. “We found,” Mr. Holder said, “that most of them were just about 60% complete. It couldn’t be otherwise without deteriorating the standards of broadcast program quality.”

“There are some things we like,” Mr. Holder concluded. “These are the long-needed changes in program classifications for modern radio—like sports and public affairs as new categories.”

Quality Down • John Foster, WCON Cornelia (250 w full time) reported on Thursday that programming quality had deteriorated by 50% with his test still having two days to run.

“We started on Sunday and one announcer could handle it all right,” Mr. Foster explained. “On Monday, however, when we were back to normal, the board man on duty kept it up until noon at which time he gave up in disgust. I had to put another announcer in to maintain the log.

“Yesterday I was giving my regular newscast and I had to cut the mike off for a number of seconds just so that I could complete the log. We had nothing but dead air for a time.”

Mr. Foster feels that the proposed logging requirements are “not practicable at all.”

Not only will it be necessary to hire an additional man, Mr. Foster stated, but a lot of the information doesn’t seem to be necessary at all. “I don’t see why we can’t leave out entertainment entirely. Obviously the programming between announcements or news or discussion is entertainment,” he said.

No Give • The lack of flexibility in handling logging was the complaint of Charles E. Doss, 1 kw daytimer WROM Rome, Ga., who ran his own version of what he deduced was the FCC’s requirements Aug. 20-26.

“We have a program which is basically music, running from 9 a.m. to noon. It is in this program that we run announcements about local civic groups—PTA meetings, garden club shows, civic association campaigns, etc. Just when these announcements are made cannot be scheduled; they even come in during the program. The man on the board cannot take the time to log them properly, particularly when an on-off listing is required.”

One man could handle this logging.
Will he “measure up” in his school work, too?

“What about your youngster? Even though he may appear to be in tip-top condition—like the one shown here—it is a sensible idea to have his health checked before school opens.

Your child’s doctor will be alert to problems—both physical and emotional—that could interfere with your youngster’s school progress. For example, he might have some slight and unsuspected defects of his eyes or ears which, if attended to now, could prevent difficulty later on.

And when you see the doctor, you can talk with him about your child’s health habits. If, for instance, he skips or barely eats breakfast, he will have a poor start for his day’s work at school.

Now’s the time to make sure, too, about your child’s protection against the communicable or “catching” diseases. Are his immunizations up-to-date against polio, diphtheria, whooping cough, tetanus and smallpox? Protection against influenza is also given to some children.

A preschool check-up could make the difference between a good or a disappointing year at school—for children who are entering as well as those who are returning to school.

To supplement your doctor’s advice, Metropolitan Life will send you its informative booklet, ABC’s of Childhood Disease.

Metropolitan Life
INSURANCE COMPANY

A MUTUAL COMPANY • Home Office—NEW YORK—Since 1861
Head Office—SAN FRANCISCO—Since 1895
Head Office—OTTAWA—Since 1924 • Over 3000 Offices, U.S.A. and Canada

NOTICE TO EDITORS—For more than 40 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation’s health and safety.
Mr. Doss surmised, "if he had nothing else to do."

The proposed requirements should be revised, the WROM general manager said. Some things seem wholly unnecessary, he added, like identifying commercial announcements for businesses in which the owner or owners of a station have interests. This is already on file at the FCC. Another is the need for identifying local news items in a newscast.

Mr. Doss reported that he had to put on a second man to help maintain the logs.

The cost runs two ways, he concluded. There is the cost of a program man spending more time on paperwork and less time on programming; or there is the need to hire an additional man. This would cost WROM another $4,000—$5,000 a year. That's a pretty substantial piece of change for a station my size.

State groups hear about editorializing

Two state broadcaster associations heard words of wisdom and warning concerning the use of broadcast editorials. The Arkansas and Mississippi associations were addressed, respectively, by Ted Rand, manager of KDRS Para-gould, Ark., and A. Louis Read, vice president and general manager of WDSU-AM-TV New Orleans.

"Editorials," Mr. Read said, "may eventually put broadcasters into an intimate relationship with public issues which could enlighten and elevate the whole industry and fill the dangerous gap left in our public debate by the trend toward newspaper monopolies."

He added that some stations are trying to get into the editorial swim without getting wet, wading in knee-deep with occasional editorials or with weekly editorials.

Mr. Read urged the Mississippi broadcasters to consider going beyond news and into opinion—only if certain conditions can be met, mainly having the right kind of news operation.

"Editorials cannot be done well, and probably should not be done at all, unless someone can spend three to four hours, at least, on editorial research and writing," he commented. "If the news director cannot see his way to handling this additional work day after day, and if the station management is not sold on editorial possibilities to the extent of hiring another man, then I would say to forget it. A hastily-researched, hastily-written editorial benefits no one," he added.

Establishing an editorial broadcast at a regular hour every day is a step along the road to "trivia" according to Mr. Rand.

In a speech before an Arkansas Broadcasters Assn. meeting, Mr. Rand said, "Editorializing for the sake of editorializing appears foolish to me. It robs you of the Sunday punch you need for editorials of purpose." Instead of daily editorial, he prefers a daily five-minute program which "sometimes" carries editorial opinion, properly labelled. On other days, the broadcast consists of in-depth features, book reviews, reviews of speeches, opinions of others and even eulogies.

"Broadcast an editorial every day," he said, "and you can be sure that..."
The Third World War
BEGAN IN 1848

"The future is with us, for we are confidently marching forward long the only correct path, the path charted for us by our teacher, great Lenin."
— N. S. Khrushchev, Report of the Central Committee, 20th Congress, CPSU

Karl Marx, the theoretician, wrote the Communist Manifesto in 1848. But it took Lenin, the man of action, to breathe life into Marx's words... and thus set in motion Communism's confiscations of human liberty.

Lenin's action plan for world conquest is cloaked today by Communism's monotonous surface cant of "peaceful coexistence."

Lenin said:
"As long as capitalism and socialism exist, we cannot live in peace; in the end, one or the other will triumph — a funeral dirge will be sung either over the Soviet Republic or over world capitalism."

And...

"... force alone can settle the great problems of political liberty and class struggle, and it is our business to prepare and organize this force and to use it actively, not only for defensive purposes, but also for the purpose of attack..."

"Lenin meant what he said without equivocation. What he said, what he believed, and what he practiced, in my opinion, constitute 'Leninism.' And I, for one, find no reason to doubt the word of Nikita S. Khrushchev when he asserts that the injunctions of Lenin must be the guide to all Communist activity."
— J. Edgar Hoover
   Director, Federal Bureau of Investigation

We can answer the Communist Line only if we know what it is. Through these ads, and the prime time announcements on WKY Radio and Television, we're telling a few facts about Communism.

Maybe this isn't the way to sell time on a radio and television station. But then in Russia there isn't any time to sell. The government owns it all.
IN PORTLAND OREGON

THEY EYE IT...

AND BUY IT...

ON KOIN TV

KOIN-TV is Portland's resultful station because it reaches 7 of every 10 homes in a rich 33 county area, with highest ratings (see the latest Nielsen).

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

people sooner or later will say, 'There goes that smart s.o.b. from the radio station, again.'"

Collins names members of NAB research group

The first meeting of NAB's special committee on research will take place in New York on Sept. 18 and 19, it was announced last week coincident with the naming of members of the full committee.

Don McGannon, president of Westinghouse Broadcasting Co., was named chairman of the committee last month (Broadcasting, Aug. 28). Members of the committee, who will study the feasibility of establishing an NAB research and training center, as named by NAB President LeRoy Collins last week:

Julius Barnathan, ABC Television; Hugh M. Beville Jr., NBC; George C. Hatch, KALL Salt Lake City; John P. Cowden, CBS; Daniel W. Kops, WAVZ New Haven, Conn., and WTRY Troy, N. Y.; Irving Lichtenstein, MBS; Richard B. Rawls, KPHO-AM-FM-TV Phoenix, Ariz., and Willard Schroeder, WOOD-AM-TV Grand Rapids, Mich.

The idea of establishing a research center was first broached by Gov. Collins at the NAB convention last April. He expanded his ideas at the NAB board meeting in June and received authority to set up a committee to study the idea. Among the subjects which ought to be studied, according to Gov. Collins, are ratings, editorializing,judicial proceedings coverage, the maintenance of freedom and responsibility for broadcasters, new techniques in public affairs programming, the relationship of the broadcaster to the community, the radio spectrum and the future of radio.

Shea announces group to handle ASCAP talks

A broadcaster executive committee was announced last week to handle the coming tv industry negotiations with ASCAP on licensing agreements.

The announcement was made by Hamilton Shea, chairman of the All-Industry Television Station Music License Negotiating Committee. On the committee with Mr. Shea are John McCoy, Storer Broadcasting Co.; Alan Hartnick, Metromedia; Clifford Kirtland, Transcontinental Television; Charles Tower, Corinthian Broadcasting; William Grant, KOA-TV Denver, and Robert Smith, WCNY-TV Bristol, Va.

The negotiation committee, Mr. Shea said, will meet in the next two weeks with the all-industry committee's legal firm to draw up a schedule of discussion points for the negotiations. He noted the makeup of the committee includes "some of the outstanding legal and financial talent in the broadcasting industry." Messrs. McCoy, Grant and Hartnick are attorneys; Messrs. Kirtland, Shea and Tower have extensive financial and controller management backgrounds, and Mr. Smith, in addition to being an attorney has experience in smaller markets.

'Instant cash payments' to media start

Geyer, Morey, Madden & Ballard's introduction of sight drafts for 'instant cash payment' to media (Broadcasting, July 10) recently got off to a $35-million start. That's the total (when validated) of the sight draft envelopes being inspected above by George B. Arnold Jr. (l), assistant treasurer, and William G. Carmody, secretary and assistant treasurer. The drafts were mailed to more than 1,000 newspapers, radio and tv stations which will use them on a monthly basis, and in effect, pay themselves net amounts due for advertising placed by the agency for its clients. GMM&B plans to widen the prompt payment plan to cover all media on its clients' schedules. The First National City Bank of New York is the agency's bank on the new system.
FIRST-RUN FILMS FOR FIRST-CLASS VIEWING!

WMAR-TV is now the only Baltimore station offering late evening films nightly, Monday through Saturday!

First-Run "Big Movie of the Week" on Saturday nights has consistently had the largest audience of any feature film in Baltimore. Now, in addition, WMAR-TV is presenting, on Friday nights, another First-Run series, "Films of the 50's" (premiered Friday, September 8th). "Channel 2 Theatre," a long-time Monday through Thursday night feature also offers many First-Run films. Don Bruchey (photo) is host.

The recently purchased SEVEN ARTS package with such films as "The High and the Mighty", starring John Wayne and Robert Stack; "Hondo", starring Wayne and James Arness; "A Star is Born", starring Judy Garland—plus selected NTA titles—"Viva Zapata", with Marlon Brando; "12 O'Clock High", with Gregory Peck, and "Prince of Foxes", with Tyrone Power will run on Fridays and Saturdays. Many First-Run films from other top packages will be shown Mondays through Thursdays.

This is VIEWMANSHIP at its best... First-Run films for First-Class selling in the nation's 12th market!

No Wonder—In Maryland Most People Watch

WMAR-TV 

THE KATZ AGENCY, INC.
National Representatives

CHANNEL 2—SUNPAPERS TELEVISION—Baltimore 3, Md.
Salant asks for repeal of Sec. 315 restraints

If television is freed from the restrictions of Section 315 of the Communications Act, the medium can go forward to fulfill its "enormous potential" in the field of politics, Richard A. Salant, president, CBS News Division, told the annual meeting of the American Political Science Assn. in St. Louis last Thursday (Sept. 7).

He asserted that television has "barely begun to play the full and responsible role of which it is capable" in political broadcasting because of Section 315. He reminded his audience that the well-known joint appearances during the 1960 presidential campaign were made possible because the provisions of Section 315 were suspended temporarily. "Television's contribution to the 1960 campaign was only a beginning," Mr. Salant declared. "Much is left to be done. Section 315 must be repealed—so that these new techniques can be continued, improved and applied to all levels of elective offices. And broadcasters must sharpen their techniques—experiment with more direct debate, with less confining formats, and with other kinds of program types."

Mr. Salant explained that in the 1960 campaign, CBS Radio and CBS-TV contributed time with a monetary value of more than $2 million to major candidates. He added: "The clearest and most direct protection, then, against the dangers of a purchase of an election by obiterative purchase of television time is repeal of Section 315—thus assuring all significant candidates free time in quantities apparently beyond their desires."

Broadcasters praised for heart fund help

Radio and tv stations aired a total of 320,000 appeals in support of the heart fund drive early in the year, according to partial data collected by the American Heart Assn. In addition the campaign was supported nationally by networks and their advertisers through 270 tv and 464 radio network appeals.

In a letter to John F. Meagher, NAB radio vice president, Rome A. Betts, executive director of AHA, expressed "deep gratitude to the nation's broadcasters who, in contributing to and stimulating medical progress, perform a public service of first magnitude."

Mr. Betts said the industry "reflects a vigorous sense of community responsibility which we feel is characteristic of men and women in broadcasting."

Triangle renews Blair rep contract

A long term renewal of the national representation contract between the Triangle stations and the John Blair Companies was announced jointly last week by Roger Clipp, vice president and general manager of the Triangle Broadcast Div., and John Blair, head of the representative organization.

Under the terms of the contract, Blair-TV will continue to represent WFIL-TV Philadelphia; WNBC-TV Hartford-New Haven, Conn.; WFBG-TV Altoona, Pa.; WNBC-TV Binghamton, N. Y., and KFRE-TV Fresno, Calif. National representation of WLYH-TV Lebanon, Pa., will continue to be handled by Blair Television Associates.

In radio, John Blair & Co. will continue representing WFIL Philadelphia, WNB-F Binghamton and KFRE Fresno. The Blair organizations have represented the Triangle Stations since 1954.

NetALERT gets workout

CBS Radio's new NetALERT system got its first operational workout last Tuesday (Sept. 5) when it was used to flash news bulletins about nuclear testing. The first bulletin at 12:24 p.m. was a special report from Moscow by Marvin Kalb, CBS newscrack; the second bulletin followed shortly with a report from George Herman, CBS

Outstanding Exclusive Broadcast Properties

This is a profitable fulltime property in a medium size market. Station has outstanding local acceptance. 29% down and balance over 7 years.

Powerful daytimer with fulltime possibilities in a rich, secondary market. Excellent real estate and good earnings. All cash required.

Single station market daytimer near a medium metropolitan area. Combined operation. Grossing over $60,000. Needs an owner-operator. 29% down.

BLACKBURN & Company, Inc.

WASHINGTON, D. C.

Jack V. Harvey Joseph M. Stibrick

RCA Building Federal 3-9270

James W. Blackburn

MIDWEST

H. W. Cassill

333 N. Michigan Ave.

Chicago, Illinois

Financial 6-6400

CHICAGO

ATLANTA

Clifford S. Marshall

Stanley Whitaker

Robert M. Baird

John G. Williams

Jackson 5-1576

BLACKBURN & Company, Inc.

NEW ENGLAND

$275,000

NEW YORK STATE

$215,000

MIDWEST

$75,000

WEST COAST

Cohn M. Selph

Company, Inc.

RCA Building Federal 3-9270

C. Clifford, Fulton Bank Bldg.

9411 Wilshire Blvd.

Beverly Hills, Calif.

Crestview 4-2770

58 (THE MEDIA)
CHAPTER Hands

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

- WPTV (TV) West Palm Beach, Fla.: Sold by John H. Phipps to Scripps-Howard Radio Inc. for $2 million cash. Sale is contingent on FCC approving also change in antenna height and site. Scripps-Howard Radio Inc. owns WEWS (TV) Cleveland, WCPO-AM TV Cincinnati, WNOX Knoxville and through Memphis Commercial-Appeal and Press-Scimitar WMC, WMCF (FM) and WMCT (TV) in that city. WPTV, on ch. 5, began operating in 1954. Broker was R. C. Crisler & Co.

- WTTC Towanda, Pa.: Sold by Victor Michael, T. Justin Myers and Leroy Hopkins to Clifford S. Brown and Harry M. Brown. father and son, for $75,000. The senior Mr. Brown is a theatre owner in Kane, Pa.; Harry M. Brown is news director of WFRM Coudersport, Pa. Mr. Michael retains his interest in WMLP Milton, Pa. WTTC is a 500 w daytimer on 1550 kc. Broker was Blackburn & Co.

APPROVED. The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 110).

- WMEG Eau Gallie, Fla.: Sold by Victoria C. Martin, A. V. Chatterton and Thomas Cary to Charles E. Verner and WALLIS R. Kinney for $150,000 plus agreement not to compete for eight years within 50 miles. This is first transfer involving outright change of ownership approved by the FCC's Broadcast Bureau under its new, delegated authority.

New southwest rep firm

Creation of a new southwest regional station representative, Air Media Time Sales Inc., Dallas, was announced last week by Wells Bruen, president of the new company.

Mr. Bruen, formerly with George P. Hollingbery Co., said the firm already has obtained commitments from a number of stations. The list will be released at a later date. The new firm is located at 3810 Inwood, Suite 114, Dallas.

Six Montana stations form radio network

Announcement was made last week of the formation of the Silver Dollar Radio Network, composed of six Montana stations with a single rate card and a single billing.

Joseph Sample, Billings, heads the new group which includes KOOK Billings, KBKM Bozeman, KXLF Butte, KFBB Great Falls, KCAP Helena and KGVO Missoula. Other officers are Dale Moore, KGVO, vice president, and W. C. (Bud) Blanchette, KBBF, secretary. Bettye Zuck, formerly traffic manager of the Cowboy Network, has been appointed general manager of the Silver Dollar Network with headquarters in Billings.

George P. Hollingbery Co. has been appointed national rep for the new network with Art Moore & Assoc. handling sales in the Northwest.

Witty: tv affects grades

Heavy television viewing “significantly lowers school grades” of elementary students but does not affect reading or hobbies, Dr. Paul Witty, professor of education at Northwestern U., told a meeting of the American Psychological Asn. in New York. Dr. Witty, who said he has spent 11 years in continuous study of tv viewing habits of children in the Chicago area, said viewing has “levelled off” to 21 hours per week for average elementary school pupils; 20 hours for parents; 14 hours for high school students and 12 hours for teachers.

Magazine-backed study tosses curve at day tv

Women under 50 years of age, and those living in “better” income households show a comparative lack of interest in daytime tv, according to a survey conducted by C. E. Hooper for McCall’s and The Ladies’ Home Journal.

Covering four daily daytime tv programs—As the World Turns, The Guiding Light, The Edge of Night (all CBS-TV), and Concentration (NBC-TV)—the study included 2,042 housewives selected at random from telephone listings in 79 U. S. cities.

An analysis of each of the four programs showed more than 80% of the women interviewed did not see any one of the five telecasts of a particular program “last week.” The frequent viewers, those who saw a specific show five times “last week,” accounted for only 8% of those quizzed.

EXCEPTIONAL QUALITY BUYS

SOUTHEAST—Popular fulltime major market radio station that has almost hit $400,000.00 in annual billing. Priced at $600,000.00 with easy to live with terms. Another H&L Exclusive.

SOUTHWEST—Wonderful Opportunity. 50% of promising radio station in large growing Southwest market for $50,000.00. Buyer can manage facility. Grossed $90,000.00 last fiscal year. Another H&L Exclusive.
Local radio gets catv advertising budgets

NCTA STUDY SHOWS $1 MILLION ANNUAL EXPENDITURE

Over $1 million is spent yearly on local radio stations throughout the country by community antenna systems advertising their services.

The figures are based on a survey by the National Community Television Assn., among its members. NCTA asked how much each spends weekly on radio advertising. Of the 93 replies received from the 475 members of the organization (a return of 19.5%), 27 said they do not advertise on the air, but 66 said they use radio and spend, in the aggregate, $2,300 a week. The average weekly expenditure in radio for these 66 is $35 per week.

Counting about 800 catv systems operating in the country, and deducting 240 as representing the percentage not using radio, the $35 weekly average can be counted as commercial time buying by the remaining 560 catv systems.

Three catv systems told NCTA they spent a total of $1,350 in television itself during the past six months.

Community antenna systems bring tv to subscribers by picking up video signals off the air and conducting them to customers' homes via coaxial cable lines. Monthly charges for this service run $3.50 to $9; some systems also bill for installation.

Program Sponsors = Most of the advertising by catv companies are spot promotions for the service, but a significant number sponsor full programs. For the most part these are high school (and in several instances the local junior college) football, basketball and hockey matches. News and weather shows are also sponsored by some cable companies. In many instances the antenna company underwrites the cost of public service spots (Red Cross, Community Chest, Chamber of Commerce, etc.).

One of the most interesting uses of radio by cable companies is that on KCLS Flagstaff, Ariz., by the Flagstaff TV & Cable Co. By telephone from its own office at 3:45 p.m. Mondays through Fridays, the catv company broadcasts a 10-minute program of recommended evening tv viewing from Phoenix. The time is donated by KCLS as a public service program. The Flagstaff catv system carries the four Phoenix tv stations. It serves over 4,000 subscribers.

Other ventures, involving the catv system and local radio station:

- West Virginia. basketball tournaments during the last two years have been carried by WTRF-TV Wheeling, W. Va., sponsored by catv systems in Clarksburg, Fairmont, Elkins, Weston and other cities of north central West Virginia.

- Live telecasts, originated in the catv studio by KIUN Pecos, Tex., every afternoon presenting local news, weather, sports and panel discussions have been transmitted by the Pecos Cable Television Co. in that city.

- Local news is covered for tv stations (about 50-60 miles distant) by the Panther Valley Television Co. in Lansford, Pa. News "as it happens" is immediately passed on to the tv stations. This is usually the first report received and is used on local area telecasts.

- KLEA Lovington, N. M., a daytime-only station, uses one of the Lovington Antenna Co.'s channels for nighttime, audio-only broadcasts of local news, sports, bingo games and elections. The catv system supplies a vidicon tv camera for studio presentations originated at the radio station and used mainly in conjunction with local charity drives, Chamber of Commerce fund campaigns and other items of local interest.

- In Farmington, N. M., the Farmington Community tv works with KNDE-AM-FM there in getting stereo to its customers. KNDE stations broadcast stereo by using the am and fm outlets for separate audio channels. By feeding KNDE-FM through one of the catv channels, Farmington cable customers can receive the fm stereo signal on their tv sets, and get the other stereo channel on their am sets off the air.

H-L files counterclaim against Stubblefield

Hamilton-Landis & Assoc., station brokers, filed a counterclaim against one-time associate, William T. Stubblefield, last week in U. S. District Court in the District of Columbia. The firm also denied allegations made by Mr. Stubblefield in his civil suit against Hamilton-Landis and Ray V. Hamilton, its principal, seeking commissions and wages totaling over $53,000 plus an undetermined amount for commissions (Broadcasting, Aug. 14).

In its counterclaim, Hamilton-Landis asserts that Mr. Stubblefield used corporate funds for his private accounts. It also alleges that Mr. Stubblefield breached a provision in his contract forbidding him to engage in station brokerage business for a period of time.

The station broker firm asks the court to assess "exemplary" damages against Mr. Stubblefield of $100,000 plus actual damages or, in the alternative, 2½% of $10.3 million for breach of contract. The $10.3 million represents the amount of business in the firm at the time Mr. Stubblefield left. The contract provides a 2½% penalty of this amount for violating the ban on competing.

Mr. Stubblefield was with Hamilton-Landis from September 1957 to October 1958. He now owns and manages WAGE Leesburg, Va.

KFOX, AFTRA sign pact; KFWB strike continues

There was no change last week in the strike of the American Federation of Television & Radio Artists against KFWB Los Angeles, which begins its third month today (Sept. 11). Both sides expressed their willingness to meet and consider any reasonable proposal, but there was no meeting nor any new proposal. The AFTRA pickets continued their march in front of KFWB's studio doors.

However, AFTRA did announce that it had signed a new contract with KFOX Los Angeles, the first agreement to be completed with any of the 17 Los Angeles area independent radio stations whose contracts with AFTRA expired last April 30. The new KFOX contract is a two-year deal, calling for weekly increases for staff announcers of $17.50 over the two-year period, $10 the first year and an additional $7.50 the second,
NEWS from the far corners of the world

..filmed with AURICON 16mm Filmagnetic Cameras and SOUNDCAST Magna-Stripe raw stock!

News-gathering services all over the world bring Talking-Pictures with "Living Sound" to America's 45 million television screens — filmed with the incomparable Auricon Filmagnetic Camera and Soundcraft's Oscar-winning Magna-Stripe raw stock. Magna-Stripe, Soundcraft's exclusive method of putting magnetic stripes on film, is unaffected by photo developing processes.

Write for complete information about Soundcraft Magna-Stripe raw stock:

REEVES SOUNDCAST CORP. Great Pasture Road, Danbury, Conn. LOS ANGELES: 342 N. LA BREA AVENUE

Using Auricon Filmagnetic Cameras loaded with Magna-Stripe raw stock, you get highest picture quality and all the advantages of magnetic tape — with no signal loss in transfer from the original to the final print! If it's news you're after, or the production of commercial and industrial sound-films, use Auricon Filmagnetic Cameras and Soundcraft Magna-Stripe raw stock — for high-fidelity results in single-system filming!

"THEY GO TOGETHER"

Write for complete information about Auricon Filmagnetic Cameras:

BACH AURICON Inc. 6998 Romaine St., Hollywood 38, Calif. SOUND-ON-FILM EQUIPMENT SINCE 1931

BROADCASTING, September 11, 1961
RECIPE: Take 4 top stations, sandwich into one BIG market, serve with extra helping of simultaneous merchandising and promotion effort. It's economical as a one purchase, one film, one billing dish ... served in any combination to fit any appetite.

'Ve do it yourself' for White House handyman

Memo to JFK, a book presenting NBC News correspondents' evaluation of major world problems facing President John F. Kennedy, will be published Oct. 3 by George P. Putnam's Sons Inc., New York.

William R. McAndrew, executive vice president, NBC News, who wrote the opening chapter of the book, explained last week that the book's purpose is "to extract the issues that make the difference between a free society and a slave one, and to re-emphasize the directions to be followed by the Kennedy Administration to keep the world alive and free." He said the book is the work of men trained to report and evaluate.

A preface to the book is written by Robert E. Kintner, NBC president. Chapters on overseas areas are by the following correspondents: John Chancellor, Joseph C. Harsch, John Rich, Irving R. Levine, Edwin Newman, Welles Hangen, Cecil Brown, James Robinson and Wilson Hall. Sander Vanocur wrote the final chapter which concerns President Kennedy's plans to deal with problems posed in the book's preceding chapters.

The contract also provides for two weeks' additional termination pay, doubletime pay for work on Christmas or New Years, restrictions on employment of part-time announcers to two days a week and gives AFTRA members the right to respect picket lines of other unions whose strikes against the station have been sanctioned by the Los Angeles County Federation of Labor and approved by the national AFTRA. This is a new clause for AFTRA and a most important one, according to Claude McCue, executive secretary of the Los Angeles AFTRA local. It will be mandatory in all future AFTRA contracts, he said.

Gittleson organizes sales-promotion firm

Broadcast House Enterprises Inc., offering sales and promotion services to radio and tv stations, has been established with home offices in Manchester, N. H. Norman Gittleson, a broadcasting executive of 15 years, heads the new organization.

Plans are now underway to open branch offices in New York, Chicago, Atlanta, Dallas, Los Angeles, San Francisco and Toronto.

The firm's first promotion, "Number's Up," tested in Omaha and Lincoln, both Nebraska, already has been sold to 19 stations. They are: KQTV Fort Dodge, KBIZ Ottumwa, KROS Clinton, KCRG Cedar Rapids, KIOA Des Moines, all Iowa; KTOP Topeka, KWBC Hutchinson, KELO Wichita, all Kansas; WQV/A Molines, WRRR Rockford, both Illinois; KTLN Denver, WYCN Colorado Springs, KTUX Pueblo, all Colorado; KBON Omaha, KLMS Lincoln, both Nebraska; WERC Erie, Pa.; KGW Enid, Okla.; WHEN Syracuse; KUSN St. Joseph, Mo.

Broadcast House Enterprises is located at 45 Market St., Manchester. Telephone: NA 7-7669.

Catv outfit registers offering with SEC

Multiple-catv system owner H&B American Corp. last week filed with the Securities & Exchange Commission to register $2,575,000 of 6% sinking fund debentures due 1973 and 12-year warrants to purchase 206,000 shares of common stock. The debentures and warrants will be offered in exchange for $2,575,294 of 3% outstanding 10-year notes due 1964.

The company is engaged almost totally in the catv industry. A few years ago it had highly diversified interests; H&B still retains a home barbeque equipment manufacturing division but has announced its intention of selling it. H&B operates 26 catv systems in Alabama, Arizona, California, Idaho, Iowa, Maine, Montana, New Jersey, New Mexico, Washington and Canada. It plans to acquire eight other systems in New Jersey, Florida and California. H&B also furnishes tv signals to its own and other systems by means of microwave relay.

Monthly rates to subscribers vary from $3.50 to $7. Connection charges are $9.95 to $141. Most H&B subscribers receive five channels, though systems vary from three to seven channels.

The company showed gross operating income on its catv holdings of $1,312,987 for the nine months ending April 30, 1961, but showed net loss of $89,856. H&B stock is listed on the American Stock Exchange; its market price was $123 high of 63% and a low of 1% in the first half of 1961.

Company officers and directors own 16% of the outstanding stock. David E. Bright is board chairman and president.

BROADCASTING, September 11, 1961
KALEIDOSCOPIC! Dixieland jazz, Picasso, glass blowing, photojournalism, set design, modern music—“Montage” has many faces. The range of subjects covered on this weekly public affairs program is inexhaustible, as “Montage” takes its viewers on expertly-guided tours of the fascinating world of the arts... with particular attention to the local scene. Sometimes startling, always entertaining, during its three years on the air “Montage” has won two annual awards from the Ohio State University Institute for Education by Radio-Television. Too, the series has won a devoted following among St. Louis audiences, who month after month, year after year, find their favorite television programs—information and entertainment—on CBS Owned KMOX-TV

CHANNEL 4, ST. LOUIS
KSET goes into publishing

KSET El Paso, Tex., may be forgiven if it cares to boast about the extent of its coverage. The station has gone into the newspaper business with the establishment of its own publishing company.

The publishing business, too, has brought with it changes in KSET's rate card, which now lists a column for space rates. Available to KSET advertisers, too, is a package plan whereby they can get newspaper space in addition to radio time for a single price.

Currently KSET (the Sun Publishing Co.) prints the international El Correo, distributed in El Paso and Juarez, and one (El Sol) of five suburban shoppers it plans to have in operation soon.

Media reports...

13 for Mutual - Thirteen new affiliates have joined Mutual, according to MBS stations vice president Charles W. Godwin. New affiliates are: WIVY Jacksonville, Fla.; WSTN St. Augustine, Fla.; WKID Champaign-Urbana, Ill.; KJUD St. Johns, Mich.; KDET Center, Tex.; KMIN Grants, N. M.; KYOR Blythe, KPRO Riverside, KROP Brawley and KREO Indio-Palm Springs, all in California, and KVNI Coeur D'Alene, KWAL Wallace and KSPT Sandpoint, all in Idaho.

Edison awards - Nominations are open for the Thomas Alva Edison Foundation National Radio & Television Station Awards for Serving Youth in 1961. The awards give recognition to a local radio and tv station which have distinguished records of program service to youth. Each winning station receives an Edison scroll, and a $1,000 scholarship award to an outstanding local high school senior. Nominations are made by national civic organizations cooperating with the Edison Foundation.

Negro programming - WWRL New York effective Monday, Oct. 2, will devote its full 24-hour broadcast day, Monday through Friday, to serve Negro audiences in metropolitan New York and New Jersey. Weekend programming will continue to serve Spanish, German, Czechoslovakian and Greek speaking New Yorkers.

Radiothon - Thanks to the financial efforts of KORL Honolulu, the Hawaiian Little League team was able to participate in the Little League World Series at Williamsport, Pa. J. Akuhea Pupule started a radiothon on his early morning program, reaching the goal of $5,000 four hours later.

Colorcasting - KBTV (TV) Denver, an ABC-TV affiliate, will begin telecasting in color today, Sept. 11, says president and owner, John C. Mullins. In addition to a six-night-a-week schedule of color movies, much local programming and extensive use of color on local commercials is planned. The station's color equipment is estimated at $100,000.

Editorializing award - C. E. Peacock, news director of WWGP Sanford, N. C., was presented with a resolution which was unanimously passed by the Lee County board of commissioners. The citation praised him and the station for displaying a high degree of civic responsibility and initiative by presenting constructive criticism of issues facing the people through the use of on-air editorializing.

Award - WTTG (TV) Washington has been named winner of the Mass Media Award by the 10 Washington area chapters of the American Assn. of University Women for its Shakespearean series, An Age of Kings. It was the first time since the award was established in 1952 that a series not locally produced was judged the winner.

Scholarship - The Maryland-D.C. Broadcasters Assn. has established a $500 scholarship at American U., Washington, D. C., for a student to be selected on the basis of scholastic rating, interest in broadcasting and need. The announcement was made by Mrs. Virginia F. Pate, WASA Havre de Grace, Md., chairman of the group's education committee.

Station on wheels - WWLP (TV) Springfield, Mass., has acquired a new mobile tv and video tape cruiser which it calls "a tv station on wheels." Built at a cost of $125,000, the new mobile unit is equipped with three tv cameras, portable video tape equipment, an audio and microwave relay, a 100-foot portable tower, lighting and audio equipment.

Advertisers honored - WBAL-TV Baltimore, in a continuing effort to increase the quality of its programming, has awarded 18 special citations to advertisers who have sponsored informational, educational, cultural, religious and other programs which it feels serve the interests of the community.

Seven Sisters fund - WIP Philadelphia has raised $5,270.41 for its "Seven Sisters" fund. The money will go to the seven Schaefer girls, whose mother died in childbirth and whose father was killed recently in an automobile accident.

It's official now:

Wasilewski, exec vp

Vincent T. Wasilewski, 38, was named executive vice president of NAB last week. The announcement, widely reported earlier (Broadcasting, Aug. 14, 28), was officially made by NAB President LeRoy Collins last Thursday.

At same time Gov. Collins announced the appointment of Robert D. Swezey as director of Tv Code Authority (see page 66).

Now vice president in charge of government affairs, Mr. Wasilewski has been with the NAB for 12 years. He was graduated from the U. of Illinois and joined NAB's legal staff in 1949. He became chief counsel in 1953, government relations manager in 1955 and a vice president last year. He holds a B.S. degree in political science and a Doctor of Jurisprudence degree. He is a member of the American Bar Assn., American Judicature Society and
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?

AMERICAN TOYS
BEECHNUT
CRACKER JACK
DELUXE READING TOYS
GENERAL TOYS
GOLDEN BOOKS
HAPPY HOUR TOYS
KOOL-AID
MARX TOYS
MATTEL TOYS
POLL PARROT SHOES
THRIFTY BINDERS
VIEWMASTER
WELCH GRAPE JUICE
WESTERN TABLET
WHITMAN TOYS

CHANNEL

The eyes of Pittsburgh
Represented nationally by Blair-TV

BROADCASTING, September 11, 1961
Swezey: The codes are affirmative, not negative

Robert D. Swezey, whose broadcast roots go back to the old Blue Network, is the new director of the NAB Code Authority—and he's got some ideas that he hopes may improve TV programming.

The new code director—named officially by NAB President LeRoy Collins last week but whose appointment had been reported for weeks before (BROADCASTING, Aug. 14)—feels that the NAB codes were established to accomplish an affirmative good, not just as a list of "shall nots."

And he ought to know what he's talking about. Mr. Swezey, 54, a pioneer broadcaster who joined NBC in 1939 and who was general counsel of the Blue Network when it split off from NBC in 1942, helped write an earlier version of the radio code and the TV code. He was chairman of the NAB committees which drafted the two codes—the revised radio code at Atlantic City in 1947 and the TV code in Washington in 1952.

"The first thing I'm going to do," he said last week, "is to familiarize myself with all the details of the codes. After all a lot has happened since they were inaugurated, and I've been away from broadcasting for the last two years."

Mr. Swezey was executive vice president and general manager of the Mutual Broadcasting System in the post World War II days. From 1948 to 1960 he was executive vice president, general manager and part owner of WDSU-AM-TV New Orleans. He served as a special assistant to Secretary of Labor James P. Mitchell during the last year of the Eisenhower administration. At present he is a consultant and a director of a helicopter company.

After he reads all the code material, he explained, including minutes of the code review boards, he plans to meet individually with each member of the code staff. "After that," he said, "we'll have our big staff meeting and get to work."

The TV code staff at present numbers seven; Edward H. Bronson is director of Washington headquarters, with Harry Ward as assistant director and Peter Friend in charge of monitoring; Stockton Helfrich is director of the New York code office, with Warren Braren as assistant director; Frank Morris is assistant director in Los Angeles, with Jim Gillis as executive assistant. E. K. Hartenbower, KCMO-TV Kansas City, is chairman of the TV Code Review Board.

The radio code, revised last year, is under the direction of Charles M. Stone, stationed in Washington. Cliff Gill, KEZY Anaheim, Calif., is chairman of the Radio Code Review Board.

In discussing his philosophy, Mr. Swezey begged off being too concrete, because, as he said, "you've got to give me time to catch up." His primary attitude, he explained, will be to try to make the code authority an affirmative structure, "not just against things."

"So many of the 'problems' are relatively minor. We tend to get lost in trivia," he explained.

"Of course," he added, "there are a lot of practical problems. But these can be handled in the light of intelligent self-interest. For instance take this outcry about violence on children's programming. Nobody wants to contaminate a child's mind; maybe we can work with broadcasters and advertisers to put something better, something finer on for the younger."

"But all, the structure is in the codes now; children's programs should uplift as well as entertain."

This affirmative injunction is inherent throughout both codes. Mr. Swezey pointed out. It is his intention to try to approach code administration in this light, rather than in a negative way.

"Don't misunderstand me," he warned, "we're going to move slowly. We're going to try to find out precisely where the problems are. How bad is TV? If there are bad spots (and no one can deny there are some) we're going to find out where it is wrong.

"I don't want to sound like an apologist for the industry, but we've got to consider that TV is one of the mass media. After all, that are the codes."

Mr. Swezey is a graduate of Harvard U. and its law school. He was an NAB board member and chairman of the TV board during his years in the industry.

His contract with NAB is for two years. Although his salary was not disclosed, it's understood to rank second to Gov. Collins'. The NAB president gets $75,000 a year plus an expense allowance. Mr. Swezey will report directly to Gov. Collins. The five-man code review boards will act on appeals. They will also recommend changes in the codes.

The new code director will assume his NAB office Oct. 15. He hopes to attend the NAB regional meetings in Salt Lake City and San Francisco.

In announcing the appointment, Gov. Collins said: "We are particularly fortunate to obtain the services of Mr. Swezey. Nothing is more important to the future of broadcasting than a strong and effective self-regulating code operation, and I am confident he will bring to this work the competence, dedication and recognition which will enable it to achieve that stronger and more effective status."
PBC is proud to be in Broadcasting

Broadcasting is the industry that in one evening brought Shakespeare to more people than had ever before participated in this experience. Broadcasting has often made a magnificent contribution in the areas of public discussion, and personalities from all over the world have been brought to its microphones and cameras. This is the industry that presents great orchestras, fine plays, great entertainment, play-by-play accounts of exciting athletic contests, outstanding news events the moment they happen, invaluable assistance in emergencies, and a thousand other programs which are enlightening, desirable, and which offer new hope amidst the sometimes tawdry and cheap aspects of American life.

Broadcasting is an industry with great power and potential for good. (Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)

PEOPLES BROADCASTING CORPORATION
246 North High Street • Columbus, Ohio

WNAX, Yankton, S. D. WMMN, Fairmont, W. Va.
WTTM, Trenton, N. J. WSGR, Cleveland, Ohio
WRFD, Columbus — Worthington, Ohio
KVTV (TV), Sioux City, Iowa

A subsidiary of Nationwide Mutual Insurance Company, Columbus, Ohio
Indoctrination seminar for the sales staff of the new National Sales Division of RKO General Inc. was addressed by an array of speakers that included Thomas F. O’Neil (above), board chairman of General Tire & Rubber Co. (BROADCASTING, Aug. 28).

The new unit, which goes into operation Oct. 1, will be national sales representative for the RKO-General owned stations that include WOR-AM-FM-TV New York, WNAC-AM-TV and WRKO (FM) Boston, KHJ-AM-FM-TV Los Angeles, CKLW-AM-TV Windsor-Detroit, WHBQ-AM-TV Memphis, KFRC-AM-FM San Francisco, WGMS-AM-FM Washington and the Yankee Network.

RADIO NEWS

L. A. study shows constant service

“There are but a few fleeting periods of not more than a few minutes when news is not available to radio listeners in Los Angeles County.” So states Ernest Kreiling in an analysis of the news and public affairs programming of the county’s 24 am radio stations prepared as a thesis in the Dept. of Telecommunications of the U. of Southern California.

On the average, these stations devote one-eighth of their time between 6 a.m. and midnight to news and public affairs programming, Mr. Kreiling reports. During the daytime hours, the five- and 10-minute periods without news are between 15 and 25 minutes after the hour, 25 to 15 minutes before the hour and 15 to five minutes before the hour. At most other times, news is available from a number of stations and at 5 and at 6 p.m. listeners can choose among 13 stations for news. The frequency and length of newscasts diminish after 7 p.m. “It remains for the listeners to determine for themselves whether this represents too little news, too much or just enough,” he comments.

Public affairs programming represents only 1.3% of the 6 a.m.-midnight time during the week, in contrast to the 12.2% devoted to news and is distributed 64.2% weekdays, 35.8% weekends, a smaller concentration on weekends than might have been anticipated. The public affairs weekday programming comes mostly from KNX, CBS-owned Los Angeles station whose schedule includes Story Line, several hours of public affairs programming each afternoon, and KGFJ, independent station programmed for Negro listeners, which carries more than the average of this type of program. KGBS, also above average, airs most of its public affairs programming on weekends.

There is wide variation in the amount of time devoted to news and public affairs programming by the Los Angeles am stations, Mr. Kreiling reports. The three network stations allocate an average of 25.3% of their schedules to news, versus 10.1% for the independents, and 3.0% to public affairs, versus 11.1% for the non-network stations. The more powerful stations tend to devote more time to news and public affairs than the medium or low-powered stations, with individual variations within each group. Overall, 17 of the 24 stations fall below the average, which achieves its level largely through the network outlets and through KGBS, KGFJ, KFOX and KLAC.
REPORTED THE TRADE PRESS IN MARCH 1959: "A new working tool to make spot announcement handling as simple as push-button technology will permit." The attention was focused on the new Gates Spot Tape Recorder, soon to be called the greatest boon to broadcasters since the invention of the microphone. Now, two years later, more than 500 stations from coast to coast have one or more Spot Tape Recorders in operation. Just look at the application: On one tape 13" wide are 101 announcements up to 90 seconds duration each. You simply move the index lever to the spot your log calls for, push the play button and let Spot Tape do the rest, including automatic rewind and perfect cue for split-second airing of the next spot. Let us tell you more about the exclusive Gates Spot Tape Recorder. Write today for Brochure No. 73 — yours for the asking.
GOVERNMENT

JACKSONVILLE CH. 12 CASE

Reopened to find if there were any off-the-record contacts with commissioners in original grant

Testimony in the FCC's reopened inquiry into whether its original grant of ch. 12 Jacksonville, Fla., had been influenced by off-the-record contacts with commissioners made the case "curiouser and curiouser" as Alice In Wonderland put it.

For example, a partner in a Jacksonville engineering firm gave a Jacksonville city commissioner $5,000 to pay a Tampa lawyer for services in gaining a grant for the city, one of the applicants for the channel. Yet the commissioner claimed he had never engaged that lawyer's services and has never reimbursed the engineer for the $5,000. So testified J. Dillon Kennedy, city commissioner in charge of utilities and the city's radio station WJAX.

The lawyer, Miles H. Draper, said the $5,000 fee was "to neutralize any political influence" exercised by one of the competing parties, Jacksonville Broadcasting Co. Mr. Draper said he had found no such influence. He roundly denied the suggestion of FCC Counsel Hilburt Slosberg that the $5,000 fee was paid so that he would exert influence on his friends at the FCC, notably former Commissioner Richard A. Mack, whom Mr. Draper referred to as "an old friend." Mr. Draper said he gave roughly half the fee to Harlan L. Kays Jr., a Washington, D. C. associate, for keeping him apprised of any developments in the case. When Mr. Slosberg asked if Mr. Draper couldn't have gotten the same information free from the FCC secretary's office, Mr. Draper said he probably could have. When asked if he preferred to pay Mr. Kays $2,500 for the service, Mr. Draper said he did.

Mr. Draper testified that he had discussed his testimony with Mr. Kays, slated to be a Friday witness, on Thursday. He said he told the Washington lawyer that FCC counsel was trying to learn why they were paid such a large fee for so little work. He volunteered: "You must understand that for a person to be able to walk into certain offices in the city of Washington, there are years of activity," and "not everyone can do this" and be well received and gain information.

Mrs. Annette E. Huttley, chief of the FCC Minutes Div., testified to the agency history of the case. The hearing examiner's initial decision, issued April 4, 1955, favored Jacksonville Broadcasting Corp. Oral argument was held in February 1956 and on Aug. 29, 1956, the commission voted to grant the channel to Florida-Georgia Television Co. The vote: Commissioners Hyde, Mack, Lee and Doerfer voted to grant the channel to Florida-Georgia; Commissioner Craven abstained, and Commissioner Bartley and Chairman McConnaughey voted for Jacksonville Broadcasting.

Another Old Friend • One of the issues before Chief Hearing Examiner James D. Cunningham is to determine whether any commissioner voted on the original grant who should have disqualified himself. Francis P. Conroy, a Jacksonville lawyer unconnected with any applicant, said he had been a friend of Commissioner Mack since high school days. Mr. Mack called him to ask his opinion of the three applicants before the final decision, Mr. Conroy said, but he was unable to give him any information. Mr. Conroy told Commissioner Mack he knew principals of two of the applicants, Florida-Georgia TV and Jacksonville Broadcasting Corp., and that those companies had the reputation of being financially sound.

Mr. Kennedy, Jacksonville city commissioner, testified that he had told Mr. Draper he was "interested" in whether political influence was a factor in getting an FCC grant. He also told Mr. Draper of his interest in the city of Jacksonville getting ch. 12 in February 1955, Mr. Kennedy said. (An attorney representing the city at the hearing announced that Jacksonville no longer wished to be an applicant and was participating in the hearing at the request of the FCC.)

Mr. Kennedy claimed that at no time had he asked Mr. Draper to take any action in behalf of the city with the FCC and that when Mr. Draper billed him for $5,000 for services it came as a total surprise and that he had no idea why the fee was charged.

Mr. Kennedy said he did not answer Mr. Draper's request for $5,000 but went to "my best friend" George B. Hills, of the engineering firm representing Jacksonville's application, for advice. Mr. Hills advised Mr. Kennedy to pay and said he would put up the money, Mr. Kennedy testified. Examiner Cunningham asked Mr. Kennedy if Mr. Hills had been reimbursed; Mr. Kennedy said no and explained Mr. Hills had given the money to him as a gesture of friendship.

"Favorable & Sympathetic" • Mr. Draper gave the engineering firm receipts for the $5,000 and sent a letter explaining that his fee was "in no way contingent on the result." Mr. Draper was paid after the decision which denied the city of Jacksonville. The lawyer's letter said, "We created a favorable and sympathetic response, but there was one factor which we were unable to overcome which I can only relate to you and not in a letter. We thought, for a time, we had overcome this factor but apparently we had not."

Questioned by Mr. Slosberg, Mr. Draper said the "favorable and sympathetic response" was created with the lawyer's friends at the White House and the Republican National Committee, not at the FCC. He said he had ascertained from Republican National Chairman Leonard Hall that tv grants were not influenced by politics and that no Jacksonville applicant had approached the committee. He said he got similar information from sources in the White House which he did not specify.

Mr. Draper said the "factor we were unable to overcome" was an FCC policy against granting licenses to municipalities because management was liable to change on the outcome of elec-

600 MINUTES OF COLOR TV COMMERCIALS PRODUCED

BY J. WALTER THOMPSON

During 1959-60, J. Walter Thompson Company created and produced more than 600 minutes of Color TV commercials. The trend to Color is growing. Are you with it? Get the facts about Color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

BROADCASTING, September 11, 1961
Crêpes a la Masson
OLD NEW ORLEANS FAVORITE

1 lb. Lump Crabmeat
1 lb. Cooked Shrimp
1 lb. Cooked Lobster Meat
1/2 cup Chopped Shallots
1/2 cup Chopped Mushrooms
1/2 lb. Butter
2 cups White Wine
1 cup Cream
4 Egg Yolks
Cognac

Favorite Pancake Recipe

Sauté shellfish ingredients with 1/4 lb. butter for five minutes. Sauté shallots and mushrooms with 1/4 lb. of butter until shallots are soft, then add white wine and cook for five minutes. Add to this mixture cream and cook until simmer. Remove from fire and add egg yolks. Flambe-baste shellfish mixture with cognac and combine 1/2 of shallots and mushroom sauce.

Prepare 12 crêpes (use favorite pancake recipe and thin slightly) and fill each with shellfish mixture, roll, and serve at once covered with remaining sauce. Superb serving for six.

WWL-TV... new New Orleans Favorite

ENTERTAINMENT PLUS is the key to New Orleans television... and the ENTERTAINMENT PLUS station in New Orleans is WWL-TV.

Here are two outstanding SHOWS, each a PLUS, presented on WWL-TV. Each day of the week Hap Glaudi, the premiere sports authority in New Orleans, brings to sports fans throughout the WWL-TV viewing area sports reporting in depth. His highlights of the latest sports events and hard-hitting opinions about the sporting world grab the attention of every viewer.

Another ENTERTAINMENT PLUS feature of WWL-TV is its wonderful 6 p.m. programming. 6 p.m. on WWL-TV Monday through Friday means the most exciting series of programs in town. • Yancy Derringer on Monday continues to merit one of the strongest ratings in the area. • Tuesday finds the population watching Official Detective. • This Navy town watches Silent Service on Wednesday. • Arthur Jones, local big game hunter, presents his highly-rated Wild Cargo program each Thursday. • Last, but not least, is Man Without A Gun seen on Friday.

These are but a few of the ENTERTAINMENT PLUS FEATURES on WWL-TV. Get the complete story from Katz, and then sell your product on the ENTERTAINMENT PLUS station in New Orleans.

Prepared at Masson's Beach House by Chef de Cuisine Ernest Masson

ENTERTAINMENT PLUS station in New Orleans is WWL-TV.

EAT YOUR WAY TO SUCCESS. THE BEST WAY TO EAT IS THE NEW ORLEANS WAY!
his Washington associate Mr. Kays to Commissioner Rosel H. Hyde and had attempted to introduce him to Commissioner Mack. He said he had not instructed Mr. Kays to approach either commissioner on the merits of the Jacksonville case.

Mr. Draper's testimony conflicted with that of Mr. Kennedy on whether the latter had retained the lawyer to perform services on behalf of the city of Jacksonville's tv application. Mr. Draper held there had been a definite commitment for him to look into "political influence" by other applicants in exchange for $5,000. He said Mr. Kennedy had met him at the Jacksonville depot in September 1955, told him to "go ahead" in behalf of the city's application and promised him $2,500 the following month, the balance by year's end.

According to testimony by both Mr. Draper and Mr. Kennedy, the city commissioner paid the lawyer $2,500 cash in March 1956, the money supplied by Mr. Hills, after several requests for payment by Mr. Draper. The Hills firm gave Mr. Draper a check for $2,500 in October 1956. Receipts for both payments were sent by Mr. Draper to the engineering firm.

National Airlines seeks Supreme Court stay

National Airlines last week asked the U. S. Supreme Court to stay the FCC's order voiding its license for ch. 10 Miami and the request was immediately opposed by L. B. Wilson Inc., holder of an FCC permit to substitute for the present ch. 10 cp.

The request to the Supreme Court was filed by National Airlines after the U. S. Court of Appeals for the District of Columbia on Sept. 1 denied a request for a stay. This order was issued without a decision. The same court last July upheld the FCC's ruling voiding the 1957 grant of ch. 10 to National Airlines' subsidiary, Public Service Television Inc., and disqualifying all applicants except L. B. Wilson Inc. because they engaged in off-record talks with FCC commissioners. The commission, in issuing the new grant to L. B. Wilson Inc., specified that its first license term would be for four months. National Airlines has asked the Supreme Court to review this appeals court decision.

Pending a ruling on the stay request by a Supreme Court justice (the court is now in recess, but a single justice is available to act on motions and petitions), the FCC does not plan to act, it was ascertained. If the Supreme Court denies the stay, it is presumed the commission will then order National Airlines' WPST-TV Miami off the air so that L. B. Wilson can commence broadcasting. It is assumed that National Airlines will be given a couple of weeks grace. L. B. Wilson Inc. has built its station and is prepared to begin operating immediately after it receives the green light from the FCC.

FCC's plan could stunt fm growth—WHFS (FM)

The FCC's plan to revamp the fm spectrum may bring about the end of fm's growth, WHFS (FM) Bethesda, Md., cautioned in comments on that rulemaking (Broadcasting, July 3).

The station offered a counterproposal which would establish different fm station classifications and new mileage separation standards. WHFS feels the FCC separation standards are unnecessarily high and will prevent the authorization of more than a few new stations except in sparsely populated areas. The station said its plan would clear up the existing cases of interference and, at the same time, expand coverage to areas now underserved. The WHFS plan specifies frequencies and power to be authorized in each classification of fm station.

Commenting on the same FCC proposal, Jampro Antenna Co. submitted an engineering statement favoring the use of directional fm antennas in certain applications.
A Word* About the Duluth-Superior Market

or the Superior-Duluth Market, as the Case May Be, and It Is;
or WMT's First Cousin Sounds Off.**

As the westernmost terminus of the Great Lakes—St. Lawrence Seaway shipping route, Duluth-Superior is a major international market and port now in the midst of prosperous activity expected (even by non-WEBC'ers) to continue. This is hardly calculated to cause dancing in the streets of Manhattan, Chicago, and other hip megalopolises but it thrills us to the depths of our southermost terminus. We figure a little of the thrill may rub off on time buyers.

One Sieur DuLhut built a trading post hereabouts in 1678; people came to enjoy pelt pelf, scenery and skiing; before you knew it they were listening to WEBC. Meanwhile iron ore from the Mesabi flowed east, coal flowed west; grain flowed in all directions; the military built; flour mills bloomed, drydocks, paper mills and timber grew. We looked up one day and there was a $52 million weekly industrial payroll, which is nicer to meet coming than going.

We never did understand how they count these things, but there are 294 wholesale establishments hereabouts doing more than $312 million worth of business a year. The farm market is responsible for another $95 million. When it gets down to big numbers, though, we shine in the grain dept. During the Seaway's first season over 86 million tons of grain were exported.

We're the second market in Minnesota (those other Twins top us). Cross the river and we're the second market in Wisconsin (Milwaukee, you know). Makes us kind of proud: second in two different states. Not many metro markets can make that claim, especially on Lake Superior.

No advt. of this type would be complete without a few ratings pratings. We have the largest share

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*658, excluding sig.

**It sounds real on in the Duluth-Superior market, or the Superior-Duluth market, as the case may be, and it is.
SOME ANSWERS FOR DODD

Juvenile Delinquency subcommittee subpoenas

Kintner, Levy for special executive session

Robert E. Kintner, NBC president, and David Levy, the network's former vice president for television programming, were summoned to Washington under subpoena last week to testify in closed-door hearings before the Senate Juvenile Delinquency Subcommittee.

Subcommittee Chairman Thomas Dodd (D-Conn.) said the executive sessions were held "in the interest of fairness," in an effort "to get all the facts." It was the first time the subcommittee had gone behind closed doors since June when it began its current inquiry into the effect of television crime and violence on juvenile delinquency.

Mr. Kintner, who testified on Thursday, referred all questions about his testimony to Sen. Dodd. Mr. Levy, who was reassigned to other duties from his position as TV network vice president in July (Broadcasting, July 10), appeared on Wednesday. He could not be reached for comment.

Sen. Dodd declined to shed much light on the proceedings. But, in answer to a question, he said it was "reasonable to assume" the subcommittee was pursuing questions raised by the testimony of previous witnesses who had mentioned the NBC executives.

Tors’ testimony

Joseph Tors, a Ziv-US producer, mentioned both men in telling the subcommittee, on June 8, of what he said were NBC’s efforts to inject more sex and violence in the Man and the Challenge series he produced for the network two years ago.

Mr. Tors said he was informed that Mr. Levy wanted more sex and violence in the program, and that Mr. Levy was receiving "instructions from Mr. Kintner." This information was passed on by Joseph Daley, of Doyle, Dane, Bernbach, which represented one of the sponsors, Mr. Tors said.

Messrs. Kintner and Levy were also mentioned in various memoranda dealing with Challenge, which were read into the record on July 28. In a May 19, 1959 memo from Ziv-UA executive Joseph W. Bailey to John L. Sinn, company president, the term "Kintner edict" is used. Sen. Dodd at the time defined this as a call for more sex and violence.

The memo also observed that "without further word from Dave Levy we cannot ignore what has been told to us with respect to the injection of sex and violence into the series."

In another memo, Richard Dorso of Ziv-UA wrote Mr. Levy that "the two major story facets to be stressed in the new concept of Challenge are sex and violence." Sen. Dodd said at the hearing the memo was a confirmation of a prior conversation between the two men.

After the subcommittee’s session with Mr. Kintner, Sen. Dodd said there will be more closed-door hearings, which "would probably" be followed by open hearings.

The subcommittee had intended to hold public hearings last week. But before any witness list was announced, plans were changed and the subcommittee went into the closed sessions, which were not previously announced.

KWK revocation hearing opens today

A formal hearing in the FCC’s license revocation action against KWK St. Louis begins today (Monday) in that city at the U. S. Court House and Custom House before Hearing Examiner Forrest L. McClennen.

The commission has challenged KWK Radio Inc.’s qualifications as a licensee because of alleged fraudulent contests (Broadcasting, Nov. 7, 1960). At issue are the conduct of station “treasure hunts” and “Bonus Club” contests. Complaints from KWK listeners made it appear that KWK was “perpetrating a fraud on its listeners,” the FCC charged in its revocation order.

Thomas Fitzpatrick, assistant chief of the FCC hearing division who is trying the KWK case for the government, said the first witness will be a representative of the St. Louis Better Business Bureau. He is expected to testify that the BBB local publication had warned its readers about troubles KWK vacation contest winners had had with the airline involved. Also, the FCC plans to call at least two women contest winners to recount their personal difficulties.

Other witnesses for the government will include four women whose names were called on the KWK Bonus Club contest and who were unable to contact the station within a required one minute because the KWK telephone was busy. Other witnesses will include KWK officers and personnel and an official of the airline. The FCC and KWK have agreed upon a stipulation of facts on the conduct of the Bonus Club contest which will be made a part of the record.

There is a possibility the hearing will be recessed after the FCC presents its case to allow KWK attorney Robert Booth time to complete the defense. Mr. Booth fought several unsuccessful procedural battles with the commission and fight for radio, June 19, 1961.
RCA TV Microwave Spans 136 Miles in a Single Hop!

New TVM-1B Equipment Carries TV Signals
Over Great Salt Lake To KID-TV, Idaho Falls

Engineered by RCA specialists, this single-hop Microwave system transmits TV programs from a 9000-ft. mountain peak near Salt Lake City...traveling across the length of Great Salt Lake, and through a mountain pass to the receiving point in Idaho, 136 miles away. From there the programs are distributed via another RCA Microwave link, 89 miles long, to station KID-TV in Idaho Falls.

"We're getting the kind of superior performance and reliability that one might expect from short-hop studio-to-transmitter links," reports Carroll Secrist, KID-TV Chief Engineer. "The new TVM-1B equipment has been in operation since January 1961. A series of measurements recently made indicate: video signal-to-noise ratio (PP/RMS)...64db; audio signal-to-noise ratio...greater than 65db. Propagational reliability, conservatively estimated at 99.9 percent, is approaching 99.99 percent."

RCA's new TVM-1B Microwave Relay equipment is designed for maximum performance with reliability and economy in transmission of television programs in black-and-white and color. This superiority of performance and reliability is being proved daily in over 700 TVM systems now in use.

A new RCA TVM-1B Microwave system for your installation may be counted on to accomplish impressive results. Be sure to consult your RCA representative on your microwave plans. Or write to RCA, Broadcast and Television Equipment, Department ZB-22, Building 15-5, Camden, N. J.
**WGN is #1**

From 6 a.m. to 12 midnight, Sunday through Saturday, WGN reaches more Midwest homes in the average quarter-hour than any other Chicago station. (Chicago Nielsen Station Index, June-July, 1961, report.)

63,400 homes reached in the average quarter-hour—a 30 per cent increase over previous report.

From this clear-cut and indisputable first position we salute all media buyers with a job to do in the nation's second largest market!

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**Law exempts tv tape, film but would tax radio tapes**

The Texas Assn. of Broadcasters is trying to get state officials to equalize sales tax provisions so that radio and tv are treated alike. TAB officials have asked the state comptroller to issue a ruling bringing radio broadcast tapes under the same ruling as television film, and the state attorney general to rule similarly. Failing this, Texas broadcasters plan to ask the legislature to amend the law.

The difference in payment of the sales tax between TV film or video tape and aural tape arises, TAB reported last week to its members, because the tax statute specifically exempted film and video tape.

This was discussed Aug. 31 by a group of TAB broadcasters and Robert S. Calvert, state comptroller.

In the broadcasters' group were Jim Hairgrove, president of TAB (KBRZ Freeport), Bonner McLane, TAB executive secretary; Bill Deason, KVET Austin, J. C. Kellam, KTBC-AM-TV Austin and attorney Ed Clark; Clyde Rembert, KRLD-AM-FM-TV Dallas and attorney Bob Clark, and TAB legal counsel Larry Jones.

In its report, TAB made these observations following the conference with the state tax officials:

**For Television** = "1. There is no tax on your time sales; this is part of your service to the customer; 2. leased films and film shows will be taxed, but this tax is specifically set up to be paid by the lessor companies and is specifically banned from being passed on to you; 3. all raw film and/or video tapes purchased by you will be taxed to you by your supplier since you, under this law, are the ultimate consumer; 4. you may not pass on the tax to your customers under #3 above; 5. film and/or video tapes made for a customer where he, the customer, retains ownership—as in the case of a political candidate who has a series of commercials made by your station for his use on other stations—must be handled in one of two ways: a. if you break down your charges to him into services and film and/or video-tape cost, you must tax him for the film and/or video-tape materials charge you made; b. if you make a lump-sum charge to him and list it simply as film service 'production' or some other similar 'service' charge, you do not have to charge the tax since you are performing a service, the bulk of which is due to your manpower and equipment, with the film and/or video tape representing only a minute portion of your charge; and also you have paid tax on it as the consumer.

"6. Where you do charge the sales tax to a buyer (example: a customer who wants a film print of his commercial to take with him and you charge him, breaking down the charge into film and service costs), you are allowed to tax the buyer, and this difference between what he, the buyer, pays and what tax you paid for the film originally, must then be reported and paid to the state; on the forms to be provided from the comptroller's office there will be a specific place for such credits to be listed and credited against your tax; basis for this reasoning is that the same item cannot be taxed twice under this law."

**For Radio** = "1. All raw audio-tape purchased by you must have a sales tax charged to you and paid by you which cannot be passed on direct to the customer; 2. music libraries and other such rental-lease arrangements will be taxed on a "usage" basis—and you, the station, will have to pay the 2% tax on the monthly fee charged to you; 3. the same ruling on audio tapes re-sold to outsiders applies as in numbers 5 and 6 under television."

**For Both** = "All equipment purchases from tubes to consoles will be taxed, and this tax will be charged to you by your supplier."

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**Landis resigns**

James M. Landis, President Kennedy's adviser on regulatory agencies and an acknowledged draftsman of the White House's reorganization bills (the FCC's was defeated by the Congress), resigned as of Sept. 1, it became known last week. The White House announced his resignation at the same time Mr. Landis was named a co-respondent in a divorce suit filed by public relations consultant Joseph A. Todd. Mrs. Todd was Mr. Landis' secretary at the White House.

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**Medal for Kaye**

Five resolutions have been introduced in Congress—four in the House, one in the Senate—calling on the President to issue a gold medal to entertainer Danny Kaye for "the humanitarian work" he has performed for the United Nations Children's Fund, including appearances on film and tv.

*BROADCASTING*, September 11, 1961
IN LOS ANGELES, TAKE THE abc TRAIN

A city of bustling people. That's Los Angeles. And "busy" is a synonym for KABC-TV. With a rush and a roar, ABC's Flagship in the West has more than kept abreast of America's fast-moving second market. Good sense in service to the community, and good taste in programming has made the difference...a difference that moves merchandise...fast!

GO FIRST CLASS ON...

KABC-TV

Owned and Operated by American Broadcasting-Paramount Theatres, Inc.

Represented by ABC-TV National Station Sales, Inc.
Petitions Find Fault with Commission Proposal

UHF's urge reconsideration of drop-in plan

The have-nots (those who haven't vhf channels) were heard at the FCC last week in a dozen petitions for reconsideration of the FCC's announced plan to add vhf channels in 11 cities and delete single v's from eight intermixed markets (BROADCASTING, July 31).

The parties seeking a new audience had similar petitions denied when the commission announced the cities it planned to deintermix and add additional v's. In so doing, the commission had announced criteria it considered for cities meeting vhf drop-in requirements and last week's petitioners felt they were better qualified than the "have's."

Most unique of the petition was that of ch. 67 WNOK-TV Columbia, which objected to FCC plans to delete ch. 10 (WIS-TV) from that market and make it a vhf (BROADCASTING, Sept. 4). WNOK-TV said that the better solution would be to add ch. 8 to Columbia instead of making the market all u. Such a move would comply with the FCC's announced criteria except that Columbia is not one of the nation's top 75 markets, WNOK-TV pointed out.

This criterion is "unlawful," WNOK-TV maintained, because the FCC failed to take into account the many factual and legally pertinent factors with respect to Columbia "which are at least as important as the unexplained and unjustified selections of communities on the basis of 'television economics' and ranking." The commission ignored these facts, the uhf outlet said: (1) even if ch. 10 is shifted a u still cannot compete in Columbia because of 10 surrounding vhf signals; (2) the importance of Columbia as the state capital; (3) that it is the largest city in the state, and (4) a 1960 resolution by the state assembly asking that a second vhf be assigned to Columbia.

Cardinal Point: Ch. 49 WAKR-TV Akron, Ohio, charged that the FCC overlooked a "cardinal point" in dismissing the station's petition to assign ch. 12 there. Akron is "unique" among the top 75 markets in that it is the only city in that group which could utilize a vhf and meet all of the FCC's announced criteria, WAKR-TV said.

Of the top 75 markets, 62 have at least one vhf; five fail to meet the announced reduced mileage separations (120 mile co-channel, 40 mile adjacent), and in five others a vhf would have an adverse effect upon established u's, the petitioner said.

San Bernardino-Riverside, Calif., would conflict with international agreements and Canton, Ohio, has never had an operating uhf. Thus, WAKR-TV said, Akron is unique and should get ch. 12. The station said it has continued operations in spite of heavy losses because each year it hoped the FCC would recognize WAKR-TV's "inequitable allocation and rectify" the situation.

The following uhf stations or individuals also sought reconsideration of the FCC's denial of petitions which would:

- Assign ch. 8 to Milwaukee—requested by ch. 18 WXIX-TV. WXIX-TV said that limiting drop-ins to markets which have only two v's (Milwaukee has three operating, plus WXIX-TV) is gearing tv to a "three-network economy" which has failed to adequately meet the needs of the public.
- Add ch. 5 to Toledo, Ohio—requested by KUTV (TV) Salt Lake City which said it planned to apply for the vhf in Toledo. This would require shifting ch. 12 (WICU-TV) from Erie, Pa., which was proposed in the rulemaking, to Cleveland for ch. 5 (WEWS [TV]).
- Assign ch. 5 to Jackson, Miss.—requested by John M. McLendon.
- Shift ch. 11 from Alpena to Saginaw-Flint-Bay City, all Michigan—requested by Lake Huron Broadcasting Co., licensee of ch. 57 WNIX-TV Saginaw and ch. 11 WLPA (TV) Alpena.
- Assign ch. 3 to Portland, Me.—requested by Leon P. Gorman.

Ch. 10 KLFY-TV Lafayette, La., objected to the proposed assignment of ch. 11 to Baton Rouge, La., at less than the normal adjacent channel separations. WVUE (TV) New Orleans, operating temporarily on ch. 13, asked for reconsideration of the FCC's failure to designate New Orleans as qualifying for a short separation. WVUE is the sole remaining applicant for ch. 12 there but has been able to find a transmitter site only 161.88 miles from ch. 12 WJTV (TV) Jackson

The commission has finalized rulemaking adding ch. 13 to Grand Rapids, Mich., which requires ch. 13 WWTV (TV) Cadillac, Mich., to shift to ch. 9. WWTV said such a "severe modification" of its license should not be required if there is a possibility it is not necessary. If present mileage separations are not maintained, then WWTV said it would not have to shift to ch. 9 at an expense of $146,140. Therefore, the station said, FCC should specify a site for the ch. 13 Grand Rapids operation.

The deadline for commenting on rulemaking which would delete single
"Well, we decided one thing, anyhow: we include Charleston-Huntington and WSAZ-TELEVISION."

In the 72-county, 4-state Charleston-Huntington market, WSAZ-TELEVISION is the only television station seen everywhere. No other single television station even approaches this exclusive coverage. Reason? The market was created by WSAZ-TELEVISION, through its power and programming. Pick Charleston-Huntington and WSAZ-TELEVISION...reach two million people earning $4 billion a year in the heart of the "American Ruhr" region of the great Ohio Valley. Your Katz Agency man can tell you more about this newest Goodwill Station, and why it belongs on your must-buy list.
vhf channels from Madison, Wis.; Rockford, Ill.; Hartford, Conn.; Erie, Pa.; Binghamton, N. Y.; Champaign, Ill.; Columbia, S. C., and Montgomery, Ala., has been extended from Oct. 2 to Dec. 4 with replies due Jan. 8, 1962 (Broadcasting, Sept. 4). And last week, the FCC made the same dates applicable for comments on companion rulemaking to drop-in vhs in Oklahoma City, Johnstown, Pa.; Baton Rouge; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C.

In another deintermixture hassle, William L. Putnam, owner of three New uhf stations (WWLP [TV] Springfield, WRLP [TV] Greenfield and WWOR [TV] Worcester, all Massachusetts), charged that WTIC-TV ch. 3 Hartford, slated to be converted to uhf, "falsely reported" over its facilities that 250,000 people would lose tv service if ch. 3 is deleted. Mr. Putnam said he would present WWLP's financial statements at that time if Mr. DeWitt would reveal those of WTIC-TV.

Mr. Putnam said WTIC-TV replied that the offer was "unacceptable" and that WTIC-TV's only reference to deintermixture had been on a newscast, not an editorial. Mr. Putnam called this "irresponsible journalism" and wrote the FCC to suggest that such broadcasts might be grounds for disqualification of further WTIC-TV pleadings.

A WTIC-TV spokesman said a reply to Mr. Putnam's charges is being prepared.

**Plans to ease program form drudgery**

**COMMENTS POUR IN TO FCC DESPITE NEW DEADLINES**

Although the deadline for filing comments in the FCC's revised program reporting and logging rulemaking has been extended to Oct. 2 (Broadcasting, Aug. 21), interested parties continued last week to submit their views early.

Station Representatives Assn. filed a 62-page document which painstakingly discussed each of the proposed questions and submitted proposed amendments applying the criteria of relevance, clarity and ease of execution for applicants. SRA said that it has attempted to show the commission that much duplication can be avoided, that several questions which yield information of only marginal utility to the FCC but which are extremely burdensome to the respondent can be deleted entirely.

"We make these proposals in the earnest belief that they will reduce the very heavy burden of the original questionnaire without sacrifice of information needed by the commission properly to discharge its responsibilities," SRA said. On an overall basis, the association said, it does not question the FCC's authority to ask for programming information which is reasonably related to the operation of a station in the public interest.

SRA said that the requirement that any announcement which refers to the name of any business must be classified as commercial is "unduly rigid." Data obtained from estimates of population, principal types of business and other area classifications will not serve a useful purpose and should be deleted, SRA said.

The Texas Assn. of Broadcasters joined SRA in a request that the FCC not exclude religious music from a religious programming classification as the proposed forms would do. Also, TAB said, station promotions actually are a public service and should not be catalogued as commercial spots.

Asking an applicant to compare its past vs. future programming places a burden on him which properly should rest with the FCC, the Texas association said. "We would like to suggest that the FCC, in keeping with its authority, attempt to help broadcasters better serve the public with fewer burdensome reports and details rather than continuing to increase the number of reports and unnecessary forms," the association stated in hitting as "almost impossible" some of the other questions.

**Literal Restrictions** — The Tennessee Assn. of Broadcasters said that the form, "would—through literal interpretation—restrict the broadcasters to an extent that would destroy much of the inspiration that has given the operators of radio and tv stations the initiative to provide the public with its finest hours of listening and viewing." The Tennessee broadcasters expressed greatest concern over the requirements that stations properly serve minority interests and controversial issues. "More often than not minority interests are on the other end of the controversy—interest that may be infinitesimal in the eyes of the public at large," the broadcasters said.

Through the imposition of narrowly conceived forms, the FCC would impose rigid controls on programming amounting to government censorship, the Washington State Assn. of Broadcasters charged in comments filed last week. By threatening revocation, the commission can intimidate broadcasters to conform to government imposed standards of programming, WAAB continued.

KPST Preston, Idaho, as did the comments of the state associations, hit the companion logging requirements as a further drain on stations financially and a burden impossible for small stations to bear.

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Cello sports bill okayed in subcommittee
BUT LITTLE CHANCE FOR FINAL ACTION THIS SESSION

The House Antitrust Subcommittee last week approved legislation that would validate the package television contract negotiated last spring by the National Football League and CBS-TV, and others like it. The NFL contract was voided by a federal court on antitrust grounds in July (Broadcasting, July 24).

Approval of the bill came despite strong opposition from the Justice Dept. and the NAB (Broadcasting, Sept. 4). The subcommittee added a section in an effort to meet some of their objections.

The new provision would prohibit blackouts of pro football games except for agreements among the clubs and the network involved not to telecast another game into the home area of a team when it is playing at home.

The subcommittee adopted another amendment, requested by the National Collegiate Athletic Assn., to protect the gate at college football games. The amendment specifies that a package tv contract may not permit the telecasting of a pro game into a college town on those Saturday afternoons, during the regular football season, when the team is playing at home.

The bill, which applies to professional baseball, basketball and hockey, as well as football, was reintroduced, with the amendments, as a new bill (HR 9096) Thursday, by Subcommittee Chairman Emanuel Celler (D-N.Y.), original sponsor of the legislation.

Senate Bill Pending * A similar Senate bill (S 2427), introduced by Sen. Estes Kefauver (D-Tenn.), is now before the Senate Judiciary Committee. The chance of any sports tv legislation being enacted in this session, however, is diminishing, as Congress appears headed for adjournment within the next two weeks.

The subcommittee action followed a public appeal by ABC, which has a contract with the American Football League, for enactment of the Celler bill. Thomas W. Moore, ABC vice president in charge of network programming, said the court decision voiding the NFL-CBS-TV pact endangers ABC's ability to maintain its agreement with the AFL.

He noted that NBC is now able to get back into the NFL tv picture, picking up the rights to two of the league's teams. CBS, reverting to last year's contract, will televise the games of 11 teams, while the remaining team, Cleveland, is tied up with Sports Network Inc. "We're hurt by the fact that NFL teams are once more in a two-station market," Mr. Moore said, "and our chances of successfully presenting the AFL games under such a situation are hurt. I don't believe that three games on television on a Sunday afternoon would be feasible, and that is what is happening in some areas."

Unless legislation is passed to enable the NFL to sign a package contract with CBS, he said, "our ability to pay and continue the television of AFL games in 1962 is almost impossible." The league's eight members will get about $200,000 each from the network this year.

FCC sets new rulemaking on ch 2 Springfield

Following a mandate from the U. S. Court of Appeals in Washington, the FCC last week decided to institute a new rulemaking proceeding looking toward shifting ch. 2 from Springfield, Ill., to St. Louis. Comments are due Oct. 16.

Actually, ch. 2 has been in St. Louis since 1957 with former ch. 36 KTVI (TV) operating on the facility under special authorization. The shift and subsequent assignment of the vhf facility to KTVI were the subject of ex parte hearings both by the House Legislative Oversight Subcommittee and the FCC.

Following the rehearing, the commission proposed to reopen the original rulemaking record to give interested parties an opportunity to reply to representations not made on the public record. In returning the case to the commission, however, the court ruled that this would not be sufficient and that the agency must start fresh with a brand new proceeding (Broadcasting, July 31).

KTVI will be permitted to continue operating on ch. 2 in St. Louis during the pending rulemaking seeking a final disposition of the channel. It was shifted from Springfield in the very first group of deintermixture actions.

Still seeking ch. 2 for Springfield is Sangamon Valley Telecasting Corp., an original but losing applicant for the facility in the Illinois city. The winning applicant, WMAY Springfield, consented to the deletion and was assigned a uhf channel instead, which since has been deleted.

White House vetoes
Hill satellite plea

The White House politely turned aside last week a suggestion from 35 congressmen that a decision on ownership and control of the U.S. communications satellite system be deferred until the system is fully operational.

A White House memorandum, sent to Rep. Emanuel Celler (D-N.Y.), said such a delay "is not possible" since "development of a fully operational system will probably require a decade or more."

Rep. Celler is the leader of a group of 31 House members and three senators who wrote the President last month urging the delay and recommending also that ownership of the system be opened to all communications carriers, domestic as well as international, and to equipment manufacturers (At Deadline, Aug. 28).

The FCC, in accordance with a presidential policy statement, has set up an ad hoc committee of 10 international common carriers to develop a plan for private ownership of the satellite system.

The memorandum was sent to Rep. Celler by Lawrence F. O'Brien, special assistant to the President for congressional relations. In an accompanying letter, he said the congressmen's statement had been directed to executive department officials involved in communications satellite policy.

Although the memorandum said a decision on ownership could not be delayed until the system is operational, it agrees with the congressmen's view that a decision should not be made "at this time and that present commitments
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Get the total WWJ STORY from your PGW Colonel
should not be allowed to delay the system's development."
It also notes that the system is still in the preliminary stages—"both as to technology and as to ownership." And it adds that if the ad hoc committee does not devise a satisfactory plan, "a different approach will have to be taken."
Meanwhile, the memorandum said, the consultation with Congress, interested parties in this country and with foreign nations, which has been underway, will continue.

TRANSLATOR COMMENT
Some are for, some against proposed FCC rulemaking
Comments received by the FCC last week were about evenly divided for and against pending rulemaking which would place rigid restrictions on the use of vhf translators by tv stations to extend their coverage area. Deadline for comments has been extended from this Friday (Sept. 15) to Oct. 20.
NAB, generally speaking, favored the rulemaking but recommended that a strict prohibition be included to prohibit a translator from duplicating the programming of a second station already serving the same area. The association said that the FCC should require translator applicants to specify their programming plans to make sure no duplication would result. The only justification for allowing translators in areas already served by a tv station would be to provide additional programming choices, NAB said.
Multiple-station owners Westinghouse Broadcasting Co. and Triangle Publications Inc. took an opposite view from NAB. WBC said the rules would be unfair to licensees in mountainous terrain as opposed to stations in flat terrain. Stations should be entitled to make further capital investments to overcome handicaps created by terrain factors, Westinghouse said.
Triangle felt the proposed rules are "unduly restrictive" and exceed the limits needed to prevent misuse of vhf translators owned by mother stations. Duplication of existing stations should not be a factor considered, Triangle maintained, in granting translators so that a station could fill in white areas in its predicted coverage area.
The beach resort cities of Rehobeth and Lewes, Del., said that stations should be permitted to construct vhf translators which would extend their signals beyond the normal coverage area. Rehoboth-Lewes pointed out that WTOP-TV Washington has filed for a vhf translator to serve the beach areas and that this would be the best way for the permanent and summer residents to get satisfactory tv service.
Ch. 13 WLVA-TV Lynchburg, Va., also registered opposition to the proposed rules which would prevent that station from securing a vhf translator to serve Roanoke with its ABC programs. WLVA-TV pointed out that a natural mountain range shields Roanoke, which is within its normal coverage area, from its signal and that the only solution is a vhf translator.
WORA-TV Mayaguez, P. R., in favoring the proposal, charged that WAPA-TV San Juan has "tried to . . . corrupt the existing rules" through the use of vhf translators. Uhf KMIJ-TV Fresno, Calif., KVOA-TV Tucson, Ariz., and the Staunton, Va., Video Corp. also favored the proposed rules.

Money not everything, Tedescos tell FCC
Victor and Nicholas Tedesco last week told the FCC that "trafficking" consists of operating and trading in stations with the sole aim of turning a profit, without consideration of the public interest. The brothers contended that although they have bought and sold several stations in the past 13 years, they have always run them with community welfare as a paramount consideration.
The Tedescos' application to buy WMIN Minneapolis from William F. Johns was set for hearing in July by the FCC on charges of possible trafficking (Broadcasting, July 31). As evidence of their public service the Tedescos attached to their pleading for FCC grant-without-hearing some 100 letters of gratitude from civic and charitable organizations thanking Tedesco stations for airing announcements and promoting worthy causes.
Tedesco Inc. currently owns KWKY Des Moines, WIXX New Richmond, Wis., KFNF Shenandoah, Iowa and KCUE Red Wing, Minn. (sale to a third party is pending FCC approval). The company also has applied to buy KBLO Hot Springs, Ark., WRNE Wisconsin Rapids, Wis., and a new am station in Chisholm, Wis.

from studios in dover and convent station, n. j.

**WDHA-FM—105.5 mc**

**RADIO STATION OF DREXEL HILL ASSOCIATES**

THE GREATER NEW YORK METROPOLITAN AREA'S PIONEER FM STEREOPHONIC STATION NOW BROADCASTING FINE MUSIC PROGRAMS IN STEREO 18½ HOURS A DAY.

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(Using stereophonic broadcast equipment designed and built in the laboratories of Drexel Hill Associates.)
SPECIAL PULSE QUALITATIVE STUDY OF SAN DIEGO RADIO, SHOWS......

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WROC-FM, WROC-TV, Rochester, N.Y. • KERO-TV, Bakersfield, Calif.
WGR-FM, WGR-AM, WGR-TV, Buffalo, N.Y. • KFMB-AM, KFMB-FM,
KFMB-TV, San Diego, Calif. • WNEP-TV, Scranton-Wilkes-Barre, Penn.
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How Do You Measure Television?

On the bias, obviously. But whose? That of nose-counters who equate big numbers with stature? That of tv critics who prefer to kill audiences instead of bad guys? Or something in between?

One yardstick we suggest: the distance from a station to its community. Corinthian has always believed that local programming is the shortest distance to its viewers.

A look back at highlights of the past season's local affairs programming—*in prime time*—is informative: In Tulsa, a candid study of a local John Birch Society leader and a report on "Tornado Alley." In Houston, a look at emergency hospital procedures and a teenage spectacular. In Sacramento, Civil Defense and a full hour non-clinical approach to VD problems. In Indianapolis, a report on flood control and a study of Indiana highways. In Fort Wayne, the work of a school for the mentally retarded and a program with the Fort Wayne Philharmonic.

Enlightened sponsors are discovering the value of such programming—but, sponsored or not, Corinthian stations are continuing these local efforts on a monthly basis in prime evening time.

When the instrument is Corinthian television, twenty-one inches reaches from station to community—and from seller to buyer.

*Responsibility in Broadcasting*

**THE CORINTHIAN**

BROADCASTING, September 11, 1961
FCC LAXITY ON RACE NEWS CHARGED

Senate racksets investigators differ on FCC's duty

Senate racksets investigators, whose gambling inquiry has been making headlines, last week criticized the FCC's policy on the broadcasting of horse-race information.

But since the criticism was based on conflicting points of view, it probably won't help the commission revise its policy. Sen. John L. McClellan (D-Ark.), chairman of the Permanent Investigations Subcommittee, indicated he feels the FCC isn't tough enough; Sens. Karl E. Mundt (R-S. D.) and Carl T. Curtis (R-Nebr.) fear commission policing of horse race news presents the danger of censorship.

At the same hearing, a subcommittee staff member testified that his check of radio stations between New York and Virginia found 17 stations which broadcast horse race news fast enough to satisfy bookies—or did until recently.

Dee W. Pincock, the FCC's assistant general counsel, told the subcommittee the commission has no set rules on the broadcasting of horse-race information. But, he added, if a station carries information "too specialized to be of general news interest," the commission investigates to determine whether the news could be of interest to gamblers.

Complaints Only • He also said the commission acts only on complaints—and has received only seven of this type since Jan. 1, 1957.

Sen. McClellan said he couldn't understand why the commission doesn't promulgate a hard and fast rule on horse-race information—one stations could be required to follow. He was not impressed by Mr. Pincock's assertion that the FCC considers each case on its merits, taking into account a variety of factors.

Sen. McClellan also was critical of the FCC's practice of monitoring a station after first giving notice that it is the object of a complaint. "That's like warning a place you're going to raid it," he said.

But Sens. Curtis and Mundt thought Congress should state in legislation precisely what is legal instead of relying on the judgment of commission members as to what constitutes proper programming.

"I have grave doubts that we can cure the problem [of horse-race gambling] by attacking it at the [point of] dissemination of information," Sen. Mundt said. "That's close to censorship."

But he scolded FCC Chairman Newton N. Minow for not paying as much attention to "real life crime" as to crime on tv. He was referring to what he regards as laxity by the FCC in examining the qualifications of applicants for special service radio stations.

Irwin Langenbacher, the staff investigator who made the survey of race-result broadcasting by east coast stations, said 17 broadcast results 15 to 30 minutes after a race. Previous testimony indicated that results information within 30 minutes of a race is helpful to gamblers.

Stations identified by Mr. Langenbacher as making such broadcasts are: WAQE Towson, Md.; WILK Asbury Park, N. J.; WTEL and WCAM, both Camden, N. J.; WILM Wilmington, Del., and WABW Annapolis, Md. He said WTEL officials told him Wednesday they were dropping race results that day because of "a lessening in public interest." He said the Annapolis station discontinued spot horse race news six months ago.

Two other stations—WHEC and WBBF, both Rochester, N. Y.—also were mentioned in the hearing. Sen. McClellan disclosed that a Rochester high school teacher had written to FCC Chairman Minow, complaining that the horse-race information carried by the two stations were apparently inciting some of her students from wealthy families to gamble.

Mr. Pincock said both stations dropped the programs when the FCC notified them of the complaint.

CBS wants holdup on certain fm cases

CBS asked the FCC last week to suspend all hearings and grants on fm applications which are contrary to proposed new fm rules pending final disposition of that rulemaking (BROADCASTING, July 3). The network pointed out that it presently is protesting three fm applications (Des Plaines, Ill.; Palo Alto, Calif., and San Jose, Calif.) which have been set for hearing and all of which, if granted, would be prohibited under the proposed rules.

There are about 10 fm applications so affected, CBS said, and no worthwhile purpose would be served by causing the parties and government to spend the time and money involved prior to a final disposition of the rulemaking. The tenor of the FCC's proposal "clearly indicates a serious doubt . . . that the rules presently in force and effect promote the public interest," the network said. Comments in the rulemaking presently are due Nov. 10 with replies to be filed by Dec. 11.

Represented by H-R

STATIONS

BROADCASTING, September 11, 1961
Meyner hits again at WNTA-TV sale

Rampaging Robert Meyner, governor of New Jersey, threw a follow-up punch last week at the proposed sale of WNTA-TV Newark-New York to educational interests. In a petition cosigned by some two dozen New Jersey officeholders, Gov. Meyner said the sale violates the Communications Act, the Sherman Antitrust Act and the Constitution of the United States. Last July in response to the FCC’s inquiry into methods to bring an educational tv channel to New York and Los Angeles, the governor accused the FCC of employing “obviously questionable tactics” (BROADCASTING, July 10). Last week he threatened to take the sale to court if the FCC approves it.

The contract between National Telefilm Assoc. and Educational Television for the Metropolitan Area Inc. specifies the deal must be completed by Dec. 1. Litigation could delay and increase the consummation.

Gov. Meyner told the FCC that WNTA-TV has only $500,000 in real assets and that the $6.2 million sale price constitutes trafficking and “an obvious fraud upon the viewing public.”

The three tv networks (which own New York stations) are putting up $500,000 each toward the purchase price and independents, WOR-TV and WNEW-TV, $250,000 each. Although this arrangement reportedly met the approval of the Justice Dept., Gov. Meyner brands it a violation of anti-trust laws.

The sale violates the Constitution, according to Gov. Meyner, by allowing control of ch. 13 to fall into the hands of the Board of Regents of New York. Each state should have control of its own educational activities, according to the Constitution, he stated.

Gov. Meyner repeated his July charges that the sale is a base attempt to deprive New Jersey of its only commercial vhf outlet. The Communications Act, he said assures equitable distribution of facilities.

Gov. Meyner also questioned the financial qualifications of the New York educational group to operate the station.

KGMS sale to Capitol hit by Broadcast Bureau

The $600,000 sale of KGMS Sacramento, Calif., to Capitol Broadcasting Co. should not be approved because of excessive overlap of three stations which would be commonly owned and for the failure of Capitol to determine the Sacramento programming needs.

So recommended the FCC’s Broadcast Bureau in proposed findings to a hearing examiner. Capitol principals A. J. Kirsik (51.1%), Theodore Wolf (29%), A. Judson Sturtevant Jr. (10%) and Herbert W. Dustin (9.9%) also have interests in KFAX San Francisco and KFIV Modesto, Calif.

The bureau said that approval of the sale would not be in the public interest since 102,866 persons residing in an area of 3,644 sq. miles would receive primary service from two or more of the commonly-owned stations. Also, the bureau charged, Capitol made a “meager showing” of its programming plans for KGMS during a July hearing on the transfer and demonstrated an unfamiliarity with the needs of Sacramento.

Examiner postpones hearing on KWTX-TV

Edward Kenenhan, counsel for The LBJ Co., last week asked Hearing Examiner Asher H. Ende to postpone a hearing scheduled by the FCC on increase of power and antenna height for LBJ Co.’s KWTX-TV Waco, Tex., until the commission passes on the station’s request for reconsideration.

Mr. Kenehan pointed out the FCC set the application for hearing on a 4-3 vote (BROADCASTING, July 31) and said he thought the petition would persuade one or more commissioner to change his vote. He said “We feel we can establish conclusively that there is no control of KWTX-TV by KTBC-TV Austin.” The FCC set as a hearing issue whether the increased power of KWTX-TV would cause a duopoly situation by overlapping the Austin station’s coverage area. The LBJ Co. (of which Mrs. Lyndon B. [Lady Bird] Johnson is board chairman and president) owns 25% of KWTX-TV and controls KTBC-TV. The company has applied to sell KRGG-TV Weslaco, Tex.

Examiner Ende said he would postpone the hearing until after the commission acts on the LBJ Co. petition for reconsideration.

Kennedy backs FTC plan for injunctive power

The Federal Trade Commission, which is in an uphill fight to gain new cease-and-desist powers from Congress, has received a helping hand from President Kennedy.

He wrote a letter to House Commerce Committee Chairman Oren Harris (D-Ark.) stating that the FTC needs the new authority to do a more effective job of protecting the small businessman.

At issue are several House bills which would enable the FTC to call a temporary halt to trade practices challenged by the FTC as unfair while such cases are still pending before the agency.

The Kennedy letter was dispatched after Commerce Committee members, during a hearing last month, criticized the bills on the ground they do not provide enough protection for companies against which the FTC might act (BROADCASTING, Aug. 28).

The President gave the bills his “strong support,” noting the FTC has no power to halt illegal practices until a case has been completed. “As a consequence,” he added, “small businessmen who are often the target of discriminatory and monopolistic activities are often irreparably harmed or destroyed long before the lengthy process of adjudication has been completed.”

KERO-TV wins concession

KERO-TV Bakersfield, Calif., won a concession from the FCC last week in a battle to prevent a shift of the station from ch. 10 to ch. 23 or 45 in the FCC’s proposed deintermixture of that market. KERO-TV several months ago petitioned the FCC to make available to it financial figures on Bakersfield uhf stations referred to by Broadcast Bureau attorneys. The FCC, last week, said KERO-TV may inspect revenue figures but not other financial form replies or underlying workpapers.

BOSTON STATION SCHEDULES
16 COLOR PROGRAMS A DAY!

Station WHDH-TV has lined up a full schedule of live shows, feature films, and cartoons for the Fall Color TV season. Coast-to-coast, Color is the trend. Are you with it? Get the full Color story from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel.: CO 5-8900
close, compact, crowded… Providence,
the “Must Buy” market responds most to the
showmanship of WJAR-TV. Programmed to
penetrate, WJAR-TV reaches the big “Must Buy”
audience with the best of NBC-ABC plus prime
feature films… a harvest of sales power from
continuing market leadership.

* ARB 1960 TV Homes

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ABC Edward Petry & Co. Inc.
**A MIRAGE, SAYS WCKT**

**FCC erred on ch. 7 reversal, charges Miami applicant**

Charging that the FCC has "pur-ported to grant a mirage . . . as un-lawful as it is contrary to the public interest," WCKT (TV) Miami (ch. 7) last week petitioned the commission to reconsider its decision vacating the grant to Biscayne Tv Corp., the WCKT licensee (BROADCASTING, July 31).

In its July decision, the FCC dis-qualified WCKT, East Coast Tv Corp. and South Florida Tv Corp. and awarded ch. 7 to the remaining appli-cant, Sunbeam Tv Corp. Sunbeam was the only applicant the FCC did not find guilty of off-the-record con-tacts with and attempts to influence the commission. The decision, however, will not become effective until further order.

WCKT said last week the commis-sion grant to Sunbeam is unlawful be-cause: (1) the decision is not a valid revocation of WCKT's permit, since the station was denied due process; (2) character qualifications cannot be isolated from all other factors in reach-ing a comparative decision; (3) WCKT cannot be denied or Sunbeam granted on any basis since only two commis-sioners who voted in the July decision heard the original oral argument on the merits.

(4) Sunbeam deliberately concealed material facts from the commission "which reflects so adversely on its char-acter as to require comparative evalu-ation of its qualifications to operate the station it seeks; (5) the decision is inherently deficient in that facts of vital decisional significance were omitted and the conclusions were not supported by the record as a whole, and (6) assuming for the sake of argu-ment that the decision is legally sound, the disqualification of WCKT is arbi-trary and capricious.

**Isolated Acts** - The FCC, WCKT said, has decided certain "isolated acts" involving WCKT principals are to be controlling in a determination of the applicant's character. WCKT argued that it is entitled to a full hearing on its character qualifications and that the commission erred in its decision. "The commission's July 26 decision would deny Biscayne (WCKT) rights which are not denied to those convicted of criminal violations, to communists or to those who have sworn falsely or otherwise made misrepresentations to the commission," the applicant stated.

Further, WCKT continued, the Sunbeam application has been abandoned and no longer resembles the original application. Of the 11 original Sunbeam officers and directors, only one (Sidney D. Ansin) remains and he no longer is president, WCKT said. Sunbeam has made no effort to relate the true facts to the commission, the peti-tioner charged.

On the present record, the commis-sion cannot find that Sunbeam is finan-cially or technically qualified, WCKT maintained, and pointed out that Sun- beam's proposed antenna site is now a housing development.

The Miami ch. 10 case (in which the FCC voided a grant to National Airlines [WPST-TV] and disqualified two of three remaining applicants) had an "unfairly damning effect . . . " upon this proceeding with vital distinguishing characteristics wholly ignored to the gross prejudice of WCKT, the Biscayne argued. "The tarring of Biscayne with the brush of ch. 10 not only is violative of due process; it is unconscionable from the standpoint of the penalty as-sessed for the conduct involved."

Biscayne asked that the July decision be vacated "as incomplete, unsup-ported by the record as a whole and arbitrary," and that a new evidentiary hearing be conducted, preferably be-fore the commission en banc.

**Hill group probing runaway production**

A House subcommittee began an in-quiry late last week to determine whether public hearings are warranted on runaway film productions, and im-ports of musical movie sound tracks and television commercials.

Rep. John H. Dent (D-Pa.), chair-man of the House Subcommittee on the Impact of Imports and Exports on American Employment, was scheduled to begin two days of talks Friday with officials of the movie industry and affected unions.

The production of U. S. movies and musical sound tracks abroad has long been a sore point with American actors and musicians.

**Unions ask FCC to stay Rochester tv shifts**

Two labor organizations last week asked the FCC to reconsider and stay the agency's approval of a realignment of tv station ownership in Rochester, N. Y. (broadcasting, Aug. 7). Petitioning for reconsideration were the National Assn. of Broadcast Employees & Technicians and the American Fed-eration of Ty & Radio Artists.

The commission approved without a hearing (and in so doing dismissed pro-tests by NABET and AFTRA) a $6.5 million deal whereby ch. 10 Rochester sharetimers WVET-TV (Veterans Broadcasting Co.) and WHEC-TV (owned by Gannett newspapers) pur-v
We're living in a needing, buying, growing America—a time for new and improved products and services—the creation of new jobs. More than ever, a businessman with an idea, with the urge for something better will move ahead with our expanding economy.

But after the idea, what follows can be a costly period of research and development. Not necessarily—if you use the immense 9-billion-dollar fund of research and patent information that's available at your U.S. Department of Commerce. Think of the saving—in time and money.

For example: there are reports on extensive research by your Government in new products and processes. A translation of data on inventions and discoveries abroad—information on over 3 million patents—a fortune in patents owned by your Government. All this is yours—for your use and your benefit.

Take advantage of the many ways in which your business can grow. In developing new products and services. In the lucrative foreign markets. In new U.S. markets. In attracting new industry to your local community. Just phone or write the U.S. Department of Commerce Office of Field Services in your city, or Washington 25, D.C. Your U.S. Department of Commerce is always ready to help you grow with America!

NOW'S THE TIME TO GET GROWING IN A GROWING AMERICA!

BROADCASTING, September 11, 1961
MGM-TV SETS LIVE, TAPEd TV SERIES

Anger signed to issue two new programs to start in 1962

MGM-TV has joined the growing list of major tv-film-series producers moving into live and tape production.

The company said last week it has arranged with Harry Anger to develop and produce two new properties for tv: Crazy Club, a comedy revue to be made as a series of either half-hour or one-hour shows, and You Don't Say, a half-hour audience participation game show, to be produced live or on tape in New York. Both properties will be ready for network tv presentation by January 1962.

A typical Crazy Club program will consist of a group of three- to five-minute comedy acts linked together by a name host. The game show will offer prizes and feature two or three professional personalities as well as members of the audience. No casts have been chosen for either program.

Mr. Anger, who until about six months ago was vice president in charge of television for General Artists Corp., and formerly was executive producer of the Perry Como Show, created the new programs and will be in charge of production. He will not be on the MGM-TV staff, but will have office space in the company's New York headquarters.

MGM-TV is financing the programs and subsequently will be the selling agent for them. If taped, they probably will be produced at the MGM Telestudios, now being used to tape commercials. MGM-TV bought the video tape studios from National Telefilm Assoc. last May.

MGM-TV, which will have four filmed series (National Velvet, Cain's 100, and Dr. Kildare on NBC-TV, and Father of the Bride on CBS-TV) on the networks this season, said the move into the live and tape production field is part of its general diversification plans.

Earlier two other major producers of filmed tv series also announced diversification in the same direction. Screen Gems Inc., New York, said it had retained Herbert Sussan Enterprises, New York, to develop 1-hour and 1½-hour live and tape tv projects for this season, and that it had entered a co-production agreement with Aladan Productions, without prior consultation with the labor groups. Since approval of the transaction, they said, an official of one of the stations has told NABET that the broadcasters now would be even less disposed to make concessions to NABET.

The FCC erred in dismissing the earlier protests on the grounds the union-stations controversy is a private matter and not subject to FCC jurisdiction, the latest petition argued. NABET and AFTRA also again attacked an alleged concentration of control over mass media in the Rochester area by Gannett. Commissioners Newton Minow and Robert Bartley dissented to the sale approval on the concentration issue.

**PROGRAMMING**

Tv film distributor files for stock sale

A distributor of British feature films to television with additional tv-series interests is expanding and last week filed with the Securities & Exchange Commission to register 150,000 shares of common stock for public sale.

Programs for Television Inc. (PTI), New York, has a library of 38 J. Arthur Rank movies, 25 of which have been shown theatrically in the U.S. It has leased some of the features to NBC for national showing and some on a regional basis to Lone Star Beer and Gordon Potato Chips. PTI has distribution rights to the tv series, Main Event, which features boxing matches introduced by film personalities; the company financed production of this series at a cost of $487,500. At the end of May, 27 half-hour segments were complete and 12 more were in production. PTI also distributes 78 15-minute episodes of Art Linkletter & The Kids on a 40%-of-profits arrangement.

PTI purchased exclusive distribution rights to the 38 films for $1 million. Pay tv rights are not included. It holds the franchise on 35 of the films through April 1967, with shorter terms on the
Research is the key word which links the objectives of the leading audience measurement service and the world’s largest independent data processing firm.

To ARB clients, this alliance of objectives and resources promises an expansion of research services to meet every television audience measurement need of the '60's...and beyond.
other three pictures.

Proceeds of the stock issue will be applied to certain loans and the balance used to finance production of more tv series, according to the registration statement.

For the year ended May 31, 1961, PTI grossed $1,183,671 from distribution and time income for a net income of $44,929 or 18c per share of common stock. Common stock is held primarily by Leonard Loewithnan, president; Everett Rosenthal, executive vice president, and Samuel Schulman, a director, 29% each. In addition to certain indebtedness the company has 250,000 shares of common stock outstanding. Mr. Loewithnan drew a salary of $38,526 in fiscal 1960 and Mr. Rosenthal earned $33,564. Both officers have agreed that for a one year period beginning Sept. 1, 1961, they will not draw more than $30,000 salary each.

SAG VS. TALENT AGENT.

Union says no more waivers for television production

Screen Actors Guild has notified talent agents that from the first of next year they can no longer act as producers of theatrical or tv films at the same time continue to represent performers belonging to SAG.

After Dec. 31, 1961, SAG stated Thursday in submitting to the Artist's Managers Guild its demands for a new contract to replace the one expiring on that date, the talent union will no longer grant or renew waivers of its talent agency regulations permitting an agent to be a producer as well. Agents presently holding production waivers will be allowed a six-month extension from Jan. 1, 1962, to terminate their production activities, but after that date if the agent continues its production activities, its agency franchise from SAG will automatically be surrendered, the talent union said.

"Since 1952," the SAG proposal opens, "MCA Artists Ltd. and a number of other agents have been granted waivers of those provisions of the agency regulations which prohibit production activities. These waivers, granted in the early days of television film production, were designed to encourage and promote tv film production and employment in a depressed motion picture industry. In more recent years, additional waivers were granted agents because failure to do so would have been discriminatory. This policy cannot be continued, for it inevitably opens wide the door to such waivers to any and all applicants without limit. None of the waivers granted by the guild were designed or intended to be permanent. The waivers have served their purpose; the reasons for their creation no longer exist."

Although MCA, through its ownership of Revue Productions, has been the largest and most consistent talent agency to take advantage of the SAG production waiver, it is by no means the only agency do so, a SAG spokesman explained. He listed Famous Artists (Charles Feldman), Mitchell J. Hamilbury, Frank Cooper, Art Rush, James J. Saphier, Ashley-Steiner Corp., General Artists Corp., John E. Gibbs & Co., Lester Salkow, Jerome Hellman Assoc. and Orsatti Co., as using or having used these waivers. He added that some of these agencies have not been in production for several years and some never entered production or got beyond the stage of making a pilot which was not sold and never became a series.

The new contract provisions proposed by SAG would also forbid an agent from financing or guaranteeing the financing of any motion picture production for either theatre or tv exhibition. Package show representation, says SAG, "shall not include casting, negotiating or drafting actor employment contracts, acting as payroll department, handling of claims or disputes under actors' collective bargaining agreements or similar services."

Performers shall not pay commissions on tv residual or commercial reuse fees which would reduce their net compensation below SAG minimums, nor on payments made to actors for meal penalties, rest period violations, travel or living expenses, interest on delinquent payments or penalties for late payments, SAG proposes. Nor shall commission be payable on money collected by SAG and distributed to actors for the release of theatrical motion picture to television.

Are specials only for special viewers?

A tv program that's a "special" in format may not be special at all in attracting a mass audience. In fact there's statistical evidence now that an informational special (which is usually low-rated even when presented as a regular network program) brings the entire index down when lumped with its entertainment counterpart.

Specifically, a new Nielsen study of the 96 network tv specials of all types telecast from October 1960 to April 1961 finds:

- Specials of all types last season got a Nielsen average audience of 17.2 compared to an average audience of 18.6 for regular programs. Without news and documentary programs included, however, specials last season gained a 19.6 average audience. The study also showed that specials had little or no variation in ratings from month-to-month; the range in ratings for specials was greater, some receiving an average audience rating of over 25.0 and some a rating under 15.0 with no middle ground for this program type.

- The Nielsen study during this same period last season also measured popularity of the various types of shows and touched on audiences of pre-empted programs. It showed:
  - Variety shows were the most popular type of specials last season, followed by general drama and documentaries. Regular programming follows this same pattern of program popularity.
  - The rating of the pre-empted shows has a direct effect upon the ratings of the special that's doing the pre-empting. In addition the performance of the special and the performance of the program usually filling the time slot show a high degree of similarity.

KIVA (TV) polls viewers for program preferences

The management of KIVA (TV) Yuma, Ariz., thinks it knows what its audience wants in prime television fare this season and that the chances for carrying it are good.

In a recent survey, KIVA distributed
It happened so smoothly that many people aren't aware of it even now.

But today, in many parts of the nation, atomic electric power is cooking meals... heating, lighting, cooling... supplying power for jobs and businesses.

Investor-owned electric light and power companies are already operating 5 atomic electric plants. They are spread across the country from New England to California. Still more are to come.

These new atomic plants result from research and development programs carried on by the investor-owned electric power industry—many independent companies that plan and function on a nationwide scale. Many companies work together in operating each of the plants, so that all can learn more about the best ways of turning atomic energy into electric power.

But the investor-owned electric light and power companies realize that atomic electric power, even in today's useful stage, is by no means the ultimate answer to America's future need for electricity.

They are studying techniques for producing and distributing power even newer than today's methods. For example:

The thermoelectric generator—provides current through heated semi-conductor metals.

Magnetohydrodynamics—generates current when fiery fuel shoots through a magnet.

The fuel cell—produces electricity from low-cost fuels.

Ever higher-voltage transmission—new lines and facilities for greater capacity than even today's electric "expressways."

Each method may some day play a part in supplying the tremendous amount of additional power America will need for new homes, new jobs and new businesses.

It is only natural that the more than 300 investor-owned electric companies explore every possible source of greater electric strength for the nation. Power is their responsibility. Their skill and resources have made this the world's greatest electric nation. They can supply all the additional electric power Americans will call for.
KMOX keeps building on ‘At Your Service’

At Your Service, an all-discussion-and-information program which KMOX St. Louis started a year ago, is now occupying 37 hours of the station’s broadcast week and is still growing.

The newest feature to be added is “Ask the Clergy,” in which religious leaders of all faiths answer telephone questions from listeners. The show is presented during prime weekday time.

Another feature with a similar audience-questions format, which the station says is marked success, is “Ask Your Doctor,” in which questions from listeners are answered in different fields of medicine each day by American Medical Assn. specialists in those fields. Still another is “Sounding Board,” on which listeners get a chance to talk to a variety of guests ranging from Eleanor Roosevelt and Arnold Toynbee to Charles Taft and Jackie Robinson. Hosts for this feature are Jack Buck and Professor Roy McCarthy.

News, public affairs and editorial comment also are included in At Your Service. The program starts at noon with 15 minutes of hard news broadcast by Rex Davis, KMOX’s news director. At 12:15 “Strictly Editorial” follows, with Mr. Davis reading and commenting on editorials from newspapers throughout the country. This is followed by “Open Line,” where listeners phone in questions and comments.

Also presented at intervals during the day’s seven hours of At Your Service are varied features including sports and comedy sketches.

KMOX says that representatives from stations as far away as Canada have visited to observe the program first-hand, as well as representatives from more than a dozen American cities. The station says it has also received inquiries from Germany, Japan, Mexico and the Netherlands Antilles.

The Giant’s market

2.1 million People
$2.8 billion Incomes
$1.8 billion Retail Sales

Compare it with Birmingham, Miami, and New Orleans, “The Giant’s”

GREENVILLE-SPARTANBURG-
ASHEVILLE MARKET

Contact us or our
Reps. for facts, availability and assistance

WRGB
puts your
MESSAGE
WHERE
THE SALE BEGINS

The number 1 voice and picture in Northeastern New York and Western New England.
SPECIAL EFFECTS: 1001 special reasons why your commercials should be on SCOTCH® BRAND Live-Action Video Tape!

There is nothing new about special optical effects in TV. What is new...excitingly new in video-taping special effects on "Scotch" brand Video Tape is the instantaneous speed, ease and economy with which tape does the whole bag of tricks...does 90 per cent of them merely by pushing a button! No waiting for days, weeks, while lab work and processing laboriously create an "effect." On video tape you create electronically, instantly. And "1001" is just a number—in creative hands there is no limit!

By pushbutton and an electronic special-effects generator you can create thousands of variations...wipes, dissolves, fade-outs...you can matte a person or product from one scene into an entirely different one...combine several images of the same person on the screen...introduce pixie or giant characters with normal-size people...do split-screen "before and after," or a montage of different scenes...combine photographs, miniature sets, drawings, cartoons, movies, with live or tape scenes...produce pop-on overlay effects, faces, product labels...do limited animation of titles, cartoons, as well as smoothly integrating film animation with tape...create rain, snow, fire, smoke, even dream sequences—you name it!

And special effects are just the dressing on the salad. Basic video tape advantages for black and white and color, include: (1) new picture quality, "real-life" presence, (2) immediate playback that eliminates errors...provides "how're we doin'?" feedback, (3) time and money savings.

Get the tape story! Next TV storyboard you produce, take to your local video tape house for analysis—and a bid that will surprise you. No cost or obligation. FREE ILLUSTRATED BOOKLET: "Techniques of Editing Video Tape"—a sampling of ideas used by video tape editors in building shows from tapes, splicing and special effects. Send to: 3M Company, St. Paul 6, Minn.

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ton, N. Y., and a segment of the station's concept of total news reporting, is now being produced on the campus of Cornell U. Working with the Cornell News Bureau, the station videotapes five-minute programs in which professors from various fields present their commentary on national and world events and explain the significance of the people, places and events currently in the news.

Hour of news • What is reported to be the first daily one-hour television news program in the Los Angeles area will premiere on KNXT (TV), Oct. 2. The Big News will be presented Monday through Friday at 6:30 p.m., PDT, with CBS-TV's 15-minute Douglas Edwards with the News concluding the hour. Features include special events, human interest, sports, weather, and special reports.

Mission accomplished • Gotham Recording Corp., New York, has completed the first 13 programs of its radio series, The World of Folk Music, with Burl Ives. Produced for the Social Security Administration, the show will be distributed throughout more than 600 Social Security offices around the country. Theodore Bikel, The Limeliters, Josh White and Oscar Brand are among those appearing with Mr. Ives in the series. Production of another 13 programs will be started soon.

Promotion plan • Ziv-UA, New York, has announced a new retail merchandising plan for advertisers of its syndicated Everglades series. The plan includes visual aids for retailers, with notice and details of the firm's sponsorship of the show, 30 display pieces, signs and tags and badges for store managers and clerks.

New documentary • Perspective on Greatness, a new, hour-long documentary series of 13 shows, will debut on WOR-TV New York this fall. The series, which will profile a different famous figure each week, is produced by Hearst Metrotone Productions, using the Hearst film files.

Syndicated radio show • A new syndicated radio feature entitled Out of the Mouths of Babes, is being produced by Troubadour Productions Inc., New York. The three-to-five-minute programs will be available in packages of either five or 10 shows per week. The shows feature interviews with young children and their reactions to unusual and humorous subjects.

Paar in Berlin • Jack Paar, currently on business-vacation trip in Europe, will tape three full-hour segments of his NBC-TV show in Berlin (to be broadcast during the Paar shows of Sept. 12, 13 and 14).

Another for 1962-63 • MGM-TV and BBC-TV are planning to co-produce a series of 39 half-hour adventure programs called Zero One. The series, which is targeted for the 1962-63 season, is scheduled to be filmed in MGM's Elstree Studios in England beginning this fall. The programs will deal with a fictional security organization that protects all major airlines. The two tv companies hope to show the series in both England and the U.S.

Peace Corps closeup • NBC-TV will offer a look at a Peace Corps group preparing for and beginning an assignment in Tanganyika, British East Africa, in an NBC News special colorcast Dec. 15 (Fri. 9:30-10:30 p.m. EST). The report is one of three news specials which will be sponsored by the Elgin National Watch Co., Elgin, Illinois.

Morning room • NBC-TV has scheduled Make Room for Daddy for a Saturday morning showing in addition to the situation comedy's Monday-through-Friday afternoon editions. Starting Sept. 20, repeat episodes from the original Make Room for Daddy nighttime series will be seen in the 11:30 a.m.-12 noon slot on Saturdays. Sponsors will be Chunky Chocolate Corp., through J. Walter Thompson, and Eldon Industries Inc., through Kenyon & Eckhardt.

Christmas in Sept. • The 10 Stafford Show Specials, a series of hour-long programs which Independent Television Corp. is producing in Europe for possible syndication in this country, finished taping its Christmas show on Friday Sept. 1. The program was staged in London's Westminster Abbey and featured Miss Stafford performing with the Westminster Choir. It's said to be the first time commercial tv cameras were ever permitted inside the famous Abbey.

Sideline rooters • The League of Women Voters of the U.S., Washington, D.C., has sent a memorandum to all local and state league presidents urging them to help get NBC-TV's new Continental Classroom course in American government "off to a flying start." The league's major objectives are: Encourage stations to carry the course; help interest colleges and universities to offer it for credit; get people to enroll in the course, to listen to all lectures, or to listen to certain selected lectures, and form discussion groups or other activities to make the course "more meaningful." The program will start Sept. 25 (Mon.-Fri. 6:30-7 a.m. local time).

Eye on fashion • WNBC-TV New York presented the latest fashion creations of Italy and France, together with their American line-by-line counterparts, on Fashion is News: Dateline Rome, Sept. 10 (11:15-11:45 p.m. EDT). Sponsored by Alitalia Airlines and produced in
cooperation with Macy's, the show will be repeated Sept. 15 (7-7:30 p.m.).

Exclusive rights = CBS-TV has obtained exclusive rights to broadcast the 1962 World Amateur Ice Hockey Championship. The tournament will be held in Denver and Colorado Springs March 8-18, 1962.

School documentary = KGO-TV San Francisco's Expedition-California series has been selected for in-school instructional programming on KQED (TV), educational station in that city. It is the first locally-produced commercial series to be used for such a purpose. The program will be run twice weekly on KQED starting in February 1962.

KGO-TV has offered it to KVIE (TV) Sacramento, an etv outlet for that part of the state.

Receives award = KHOU-TV Houston-Galveston, a Corinthian station, was awarded the Texas Bar Assn.'s annual journalism award for its public affairs documentary, "So You're About to Have an Accident." The program deals with the rights of citizens involved in traffic accidents as related to police, ambulance, court, hospital and insurance interests. The program was prepared by Bob Levy, staff news writer at KHOU-TV.

Pulse says influence of N.Y. critics declines

The Pulse Inc. has handed bad news to New York's tv columnists: A study which would seem to indicate the writers' popularity and influence are on the wane.

Pulse, in a report on a study in Metropolitan New York last May, revealed that of the 75% of viewers who read the columnists' news and reviews of tv programs, only 28% do so regularly. This is a considerable decline from the 50% found in a similar Pulse study in 1958.

Laurence Roslow, Pulse associate di-
The National Educational Television & Radio Center, New York, announced last week that its 52 tv station affiliates have agreed to carry various outstanding NET programs in prime time on Monday, Wednesday, and Friday.

John F. White, NETRC president, noted that this is the first time stations have set aside prime time periods for exceptional NET series, chosen from the 10 hours of programs each station receives weekly from the center. In the past, stations used the programs at their discretion.

On Monday evenings, stations will present documentaries, including the Intertel series (shows from Britain, the United States, Canada and France) and Prospects of Mankind, a discussion series, with Mrs. Eleanor Roosevelt as moderator and hostess. On Wednesday evenings, stations will carry "Significant Persons" programs (examples: Richard Rodgers comparing his experiences in working with Lorenz Hart and Oscar Hammerstein II, and Edward Albee acting to a rehearsal of a scene from one of his plays). NET stations will teletac Festival of the Arts, productions of operas, dramas and concerts, on Friday evenings. Humble Oil & Refining Corp. is underwriting the national distribution of the Festival series at a cost of more than $200,000.

Mr. White voiced the belief that the prime time project is "an important step toward the long range goal—a live network of interconnected educational stations."

Most NET programs are produced on tape.

Sillerman's new shop

Michael M. Sillerman, who resigned recently as executive vice president in charge of sales at Programs for Television Inc., New York, has formed a specialized program and sales consultancy business. His office will be at 1270 Ave. of the Americas, New York, N. Y. Telephone is Circle 7-7660.
Four Star to produce educational films

Four Star Television, extending scope of its activity to include the production of educational films, has negotiated an alliance with National Astro Laboratories, Pasadena. The television production company will have an integrated interest with one of the country's leading measurement standards laboratories, Four Star President Dick Powell announced Sept. 6.

He revealed that Executive Vice President Thomas J. McDermott had been researching the educational field for more than a year before Four Star decided definitely to engage in production for that market.

National Astro Laboratories is currently developing technical training "packaged programs" for all branches of the military service and prime contractors to the military. NAL President Michael Rothbart, at conclusion of the negotiations, declared that "Four Star's reputation for quality production, personnel and facilities, in every way highly qualifies them to engage in the business of producing the high level type of film needed as part of the technical training package called for in all stages of our missile development program."

New tv film process to feature the Marxes

A half-hour film comedy series, tentatively titled The Marx Brothers, will be produced in the new Tri-Cinemation process for the 1962-63 season, Jerome Hyams, vice president and general manager of Screen Gems, announced last week.

Through this new animated art form, to which Screen Gems has exclusive rights, Groucho, Chico and Harpo Marx will be represented visually by life-like figures that will move and look like the Marx brothers themselves. SG is preparing the series for network presentation. Actual production will be by DHB Inc., with which SG concluded a co-production agreement several weeks ago (Broadcasting, Sept. 4).

Networks extend G-T shows

Goodson-Todman Productions Inc., New York, reports that options on two of its tv game shows have been extended by the networks. The programs are Say When and Number Please.

NBC-TV's Say When, which started in January, is seen Monday through Friday, 10-10:30 a.m. ABC-TV's Number Please, which started in July, is currently in the Monday through Friday, 12:30-1 p.m. period, but will shift to 2-2:30 p.m. Oct. 2.
Markets paying more for quality film—Reed

Official Films Inc., New York, finds in an analysis that medium-size television markets currently are paying better prices than ever for quality syndicated programs. Seymour Reed, president, reports price increases range 5-15%, depending on market size.

Mr. Reed, in releasing OF's analysis last week, explained the price rise as the result of two factors—a dearth of quality syndicated programs attributable to a general reduction in program production, and "the rock-bottom prices these markets had been paying, which were not at all realistic." He said the differential being paid by medium-size markets will help to stabilize the syndication industry.

Official last week also reported that 12 new stations have bought its Peter Gunn, Mr. Lucky, Yancy Derringer and Wire Service off-network series, raising the number of total markets sold on these programs to 43. Latest stations to sign are: KIRO-TV Seattle; KMBC-TV Kansas City; KCPX-TV Salt Lake City; KTRK-TV Houston; KONO-TV San Antonio; WKRG-TV Mobile; WBRZ (TV) Baton Rouge; KFRE-TV Fresno; KERO-TV Bakersfield; WSJS-TV Winston-Salem; KPTV (TV) Portland, Ore., and WLBT (TV) Jackson, Miss.

Jerrod buys TACO for $2.7 million

Jerrod Electronics Corp., Philadelphia, has acquired Technical Appliance Corp., Sherburne, N. Y., for $2.7 million. The acquisition, Jerrod's second major one of the year, was announced in New York last week.

TACO's 1960 sales were approximately $3 million. It manufactures radio and tv antennas for consumer, industrial and military use.

In February, Jerrod joined with the Harman-Kardon Inc., Plainview, L. I., through the exchange of stock at a ratio of one share of Jerrod for 1.8 shares of Harman-Kardon stock. For the fiscal year ended Feb. 28, Jerrod reported gross income of approximately $12 million, including operating revenues from sales and services for Harman-Kardon during the fiscal year 1960-61.

Sidney Harman, president of Jerrod Electronics, said the $2.7 million for TACO will be paid over the next four years in installments. He emphasized the 27-year-old antenna manufacturer has never failed to report a profit to stockholders.

Present TACO management will remain intact, Mr. Harman said. Herbert H. Brown is president, and Tore Lundahl is executive vice-president. Both are founders of the company.

EQUIPMENT & ENGINEERING

CBS shuts down semi-conductor plant

CBS Electronics has discontinued its semiconductor operations, it was disclosed last week along with the revelation that it has reached agreement on terms for Raytheon to purchase the real estate, physical facilities and certain inventories at the Lowell, Mass., plant.

The CBS Electronics Division of CBS Inc. also has set up a special personnel unit to assist employees in finding new positions. There are an estimated 600 factory and 250 white collar people involved. Raytheon also will assist the employees in finding jobs at its own plants nearby. When CBS Electronics closed its Danvers, Mass., operation last June, the division set up a special personnel unit that placed all of the people affected. Raytheon will start operating the Lowell facilities after the purchase is consummated (about mid-October). Currently CBS Electronics is primarily in defense work.

Technical topics...

New microwave series * Collins Radio Co., Cedar Rapids, Iowa, has announced a new series of microwave transmitters and receivers for video relaying over long, multi-hop distances, as well as for wideband data transmission and high density communications. The systems operate in the 6-8,000 mc and the 11-15,000 mc bands. Transmitter outputs in the 6-8 kmc band are 100 milli-
Providing ideal color TV transmission characteristics is a delay equalization circuit in the receiver, correcting phase differential in the video signals.

**Curriculum guide** • RCA's Communications Products Dept. has published a curriculum guide to assist administrators of secondary schools in establishing electronics training programs. The book may be obtained from RCA electronic training products distributors or by writing to RCA Audio Products, Meadow Lands, Pa. Price is $2.

**Small stereo recorder** • A compact, lightweight stereo tape recorder and playback system which can record from any source, add to existing recordings and play stereo tapes has been developed by Pentron Electronics, Chicago. The "Pentron 880" weighs 28 pounds and sells for $369.95 with microphone, connecting cables, a reel of blank tape and a take-up reel.

**Equalizer** • A phase and gain equalizer, Model VCE1, for use in video circuits to correct for differential phase and gain errors in color TV systems or sync compression and white stretching in monochrome circuits is now available from American Microwave & Television Corp., San Carlos, Calif., at a cost of $185.

**Compact unit** • A new microphone, for use by "man-in-the-street" radio-TV interviewers, was introduced last week by RCA. In use, the compact unit attaches by cable to a telephone line for feeding the program to the studio. A miniature earphone plug enables the announcer both to hear telephone cues from the studio and to monitor the microphone’s output.

**INTERNATIONAL**

**ITC in ten months profits $1.1 million**

During the 10-month period ending April 30, 1961, Independent Television Corp. earned a net profit (after amortization and taxes) of $1,118,682.50. The British TV film production company did not disclose its net earnings or gross income for the period.

The profit figures were included in a financial report ITC made to its parent company, Associated Television Ltd. in London. The report covered a 10-month period, rather than 12 months, so that ITC's fiscal year will correspond to ATV's fiscal year of May 1-April 30.

The financial audit was the first one ITC has ever made public. The company was taken over by ATV early last year. Among its properties are Best of The Post: Broken Arrow, Jeff's Collie, Brave Stallion, Interpol Calling and Danger Man.

Among other disclosures in the report: gross sales through April 30, 1961 of all ITC properties total $50,216.760.06, and net profits in May and June 1961 exceeded net profits of the corresponding months of 1960 by 21.7%.

The company said it could not translate the percentage of increase during the two-month period into dollar and cents figures, and said the gross sales figures do not include sales made on its two new television series, Supercar and Whiplash.

**Ontario premier opposes cameras in courtrooms**

Ontario Premier Leslie Frost declared himself very much opposed to television or press photographers being allowed in Ontario courts. He stated at Toronto on Aug. 31 that "it could be a very great mistake in the British system of justice. In my view the inquisitions conducted on television in the U.S. are a travesty."

Television and press cameras were permitted in a suburban Toronto courtroom late in August, and a TV camera was permitted to film proceedings in a judicial inquiry in Mimico, suburban Toronto, earlier this summer.

The premier gave no indication that he intends to take any action as a result of these two precedent-setting cases. Ontario Attorney General Kelso Roberts has turned the whole question over to his advisory committee.

**NBC converter to help exchanges**

Television standards converter, which adapts TV tapes made abroad to U.S. standards, has been placed into operation by NBC, William H. Trevarthen, vice president, operations and engineering, announced last week. The converter, he said, will "open up South American and European markets to U.S. television and vice versa."

CBS-TV has adopted the use of a
similar converter and ABC-TV reported last spring it hopes to place such a device into operation later this year.

U. S. tv uses a picture of 525 lines, compared to 405 lines in Britain, 625 lines in Western Europe and 819 lines in France.

Abroad in brief...

Overseas offices - ABC Films Inc., New York, has opened five new sales offices to cover various European markets. The Great Britain Division, in London, will be under the direction of Don Angel. The Northern European Division, headed by Mrs. Margaret Jansson in Paris, will have sub-offices in Frankfurt, Germany, and in Stockholm, Sweden. Hugo Lodrini, in Rome, will direct the Southern European Division.

USIA selects - The Plight of Pepito, produced by WTVJ (TV) Miami, Fla., has been selected by the United States Information Agency for television programming on its facilities in Central and South America. The film is a report on the problems of Cuban exiles in south Florida, prepared with the intention of creating understanding in their behalf.

Reps appointed - CKEY Toronto, Ont., appoints All-Canada Radio and Television Ltd., as exclusive representative in Canada and Weed & Co., in the United States.

16 join RSB - Sixteen Canadian radio stations have signed up with the recently-formed Radio Sales Bureau, Toronto, Ont. Applications for membership went out last month, and are being received almost by return mail. The first 16 stations are mainly from the provinces of Ontario and Saskatchewan, with a few from the Atlantic coast provinces. Radio Sales Bureau has opened its headquarters at 321 Bloor St., East Toronto 5, Ont., with Bud Hoffman as president.

Agency named - CKEY Toronto, Ont., has appointed Goodis, Goldberg, Dair Ltd., Toronto, as its advertising agency. Station plans a new campaign in daily newspapers and trade papers under its new ownership.

Rising rates - Advertising rates for the entire West German and West Berlin TVH network during 7-8 p.m. will be increased about 15% effective January 1, 1962. New rates for 60 seconds during this period will be DM 54,300 or about $13,575. It is expected that there will be about 6 million registered tv sets in use when the new rates go into effect. Regional networks also are expected to increase their rates.

**BBG PLANS CLOSER MONITORING**

Will keep tabs on Canadian program content of stations

The Canadian Board of Broadcast Governors is hiring six more station log examiners, an economist and researchers to monitor radio stations with greater efficiency, Bernard Goulet, one of the three permanent governors, told the Atlantic Assn. of Broadcasters at its annual meeting at St. Andrews-by-the-Sea, New Brunswick, late in August.

He stated that recently one Canadian station almost lost its license when monitoring by the BBG showed false log entries.

Mr. Goulet also told the broadcasters of the four Atlantic coast provinces that the BBG will likely accept the recommendations of the Canadian Assn. of Broadcasters (Broadcasting, Sept. 4) to compute advertising content on radio stations on a weekly basis. BBG had proposed in new radio regulations discussed at an Aug. 22 BBG public hearing that daily advertising content be 20%, with a 30% hourly limit. CAB had asked for a weekly average of 20% with a daily limit for any one day at 25% and a hourly limit of 30%.

Decisions on the regulations will be announced at the October meeting of BBG at Montreal, Que., Mr. Goulet stated, and said that “most of what the CAB has asked for will be granted. We are sincerely trying to help you within the letter of the law dictated by Parliament.”

T. H. Fenety, CFNB Fredericton, N.B., was elected president of AAB succeeding T. H. Toner, CHSJ St. John, N.B., who was elected radio director of AAB on the CAB board. Marvin Nathenson, CJCB-AM-TV Sydney, N.S., was elected first vice president; J. MacLeod, CKBW Bridgewater, N.S., second vice president, and Bob Wallace, CKMRC Newcastle, N.B., secretary-treasurer.

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BROADCASTING, September 11, 1961
BROADCAST ADVERTISING

John T. McLaughlin, president, Mead Johnson Labs Div., Mead Johnson & Co., Evansville, Ind., succeeds Richard D. Waters as president and general manager, Vick Chemical Co. Div., Richardson-Merrell, New York, and Ernest P. Zobian, vp, Vick Chemical Co. Div., named executive vp. Mr. Waters was recently named executive vp, Richardson-Merrell.

Herbert Y. Gunter, creative supervisor of tv commercials for Norman, Craig & Kimmel, New York, named vp and director of copy. Mr. Gunter will be responsible for coordinating and supervising all of agency's creative departments.

Sam S. Baker, account supervisor, Donahue & Coe, New York, appointed vp. He joined D&C in 1935 and was formerly president of Kiesewetter, Baker, Hagedorn & Smith, New York.

H. Gordon Scowcroft, marketing vp, United Fruit Co., New York, elected marketing vp of special products division, Lever Bros., that city.

Den Reebel, director of pr and advertising for Pittsburgh's Mesta Machine Co. and Kennametal Inc., joins Hickox advertising agency in Cleveland as executive vp.

Harry M. Johnson named vp of Campbell-Mithun, Minneapolis-based advertising agency. Mr. Johnson, who has been with agency for past 17 years, will now concentrate on creative media planning and development of media personnel.

John R. Morris, manager of public information, Campbell Soup Co., Camden, N. J., appointed assistant to vp, marketing.

Jane M. Sarin, account executive for Eldridge Inc., Trenton, N. J., advertising agency, elected vp.

William P. Dunham, group product manager for General Foods, named president of Premium Advertising Assn. of America. Mr. Dunham, who will headquarters in New York, succeeds Gordon C. Bowen.

Robert B. Sabin, marketing executive, Erwin Wasey, Ruthrauff & Ryan, Los Angeles, appointed advertising and sales promotion manager for Eldon Toys, Ungar Soldering Tools & Toys, and Eldon Fiberglass Products, Eldon Industries, Hawthorne, Calif.

Samuel R. Guard, formerly assistant director of research at Marplan, research division of McCann-Erickson, Chicago, to North Adv. there as creative research director.

Milton J. Stephan elected vp of Bozell & Jacobs, Omaha advertising and pr agency. Mr. Stephan, who also supervises company's office in Sioux City, Iowa, joined agency three years ago as account executive. Prior to joining Bozell & Jacobs, Mr. Stephan had fifteen years experience in advertising, both in agency and broadcast fields.

Ronald A. Clouser, assistant advertising manager, Vick Chemical Co., New York, joins N. W. Ayer & Son, as representative in New York office. Stanely M. Goldstein, tv-radio creative director, Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, joins Ayer Philadelphia office as copywriter, and Everett S. Clowes, who was with Seaboard Screw Corp., Philadelphia, joins agency in plans and marketing department.


Clay A. Walker named consumer products sales manager, products sales department, Sunkist Growers Inc., Los Angeles. He succeeds C. B. Hansen, elevated to department manager.

James B. Daly, advertising manager, Saab Motors, New York, joins Lambert & Feasley, that city, in charge of media research, marketing research department.

Dunlap Clark, for two years in account service and media departments of Jack Wyatt advertising agency, Dallas, named media director.

James K. Jurgensoen, account executive and radio-tv director of Lillienfield & Co., Chicago, promoted to director of media.

THE MEDIA

J. Allen Jensen, previously affiliated with KSL-AM-TV Salt Lake City, named general manager of KID-TV Idaho Falls, Idaho, and executive vp of Idaho Radio Corp., owners of KID-AM-TV. Barry ZeVan appointed promotion manager of KID-TV, replacing Bob Jamieson, who has joined KTVB (TV) Boise. Ray Strangio joins tv sales staff. Phil Carpenter appointed to tv announcing staff. Bob Burstenshaw appointed program director of KID, succeeding Leo Higham, who has resigned. Jim Rose joins staff as radio announcer.

John F. Ward, sales manager of WQBS Miami, named general manager of WPOM Pompano Beach, Fla.

Murrell Foster named manager of KFMN (FM) Abilene, Tex. He previously had served in pr capacity for Abilene Christian College.

Jack Fallon, member of sales staff of WIBW-AM-TV Topeka, Kan., for past five years, named station manager of WIBW, succeeding Hilton Hodges, who becomes director of farm sales for both radio and tv.

Howard Fisher, assistant manager of WVCS Springfield, Ill., named general manager of KQAO Austin, Minn. He succeeds Lester Gould who was named national and regional sales manager for station.

John Tobola, assistant manager and chief engineer of KMWOOD Grants, N. M., named manager and chief engineer of KUTA Blanding, Utah.

Robert D. West, production manager of WERE Cleveland, named station manager of WDBN (FM) Barberton, Ohio.

Clayton H. Brace, assistant to president, KLZ-AM-TV Denver, to represent Time Inc. as resident operations manager, Campagnie Libanaise de Television (CLT), Beirut, Lebanon. Time-Life Broadcast Inc., which operates Denver stations, has minority interest in CLT. Mr. Brace, 20-year veteran with stations and for past four years assistant to Hugh B. Tarry, KLZ-AM-TV Denver president, will have overall charge of station management, including program, production sales administration, promotion and engineering. Gen. Soleiman Nefial is CLT president.

Evan White, staff announcer and news reporter for KTVA (TV) and KNKJ-FM Anchorage, Alaska, appointed acting manager of KNKJ-FM and acting news director of KTVA, succeeding Peter Herford, who is on year's leave of absence.

Lawrence Slon, assistant station manager of WXEX-TV Richmond-Petersburg, Va., assumes additional duties of general sales manager. M. Larry Blum, assistant local sales manager, promoted to local sales manager. Robert J.
Host of New York, sales division. Los Angeles, of 106 for KFYR Webb for commercial manager, WMEX Detroit representative for WMGM New York, succeeds Joseph Murphy as manager of merchandising.

Bill Pierson, news editor and news director of KTTLN and KTVR (TV) both Denver, Colo., opens radio-tv school in that city.

R. Philip Irwin, programming supervisor, WVIP Mt. Kisco, N. Y., succeeds John Martin as assistant news editor of WICC Bridgeport, Conn. Mr. Martin joining announcing staff of WNHC-TV New Haven.

Arthur J. Wander, assistant to vp and general manager, WAKR-AM-FM-TV Akron, Ohio, joins WMGM New York as assistant to director, Arthur M. Tolchin. Rick Sklar, program director, WINS New York, joins WMGM in similar capacity.

Kent J. Fredericks, manager of local sales staff of WXYZ-TV Detroit, promoted to national sales manager. Mr. Fredericks succeeds Thomas J. O'Dea, transferred to ABC-TV Network Sales Div. in New York. James P. Conroy, manager of production services, named to succeed Mr. Fredericks.

Dick Taber, general sales manager of WRAM Monmouth, Ill., joins KWWL Waterloo, Iowa, in similar capacity.

William E. Shultz, manager of Merchants Broadcasting System of San Diego (storecasting), appointed account executive at KFMB San Diego.

Barbara Hund, writer, producer and tv teacher with Washington County (Md.) Closed Circuit Tv project, appointed tv producer of Mohawk-Hudson Council on Educational Tv, Schenectady, N. Y.

Dick Newcomer, pr director of WKB-N-AM-TV Youngstown, Ohio, resigns to accept graduate assistantship at U. of Iowa, Iowa City.


Mrs. Everett Needham Case elected a director of RCA. Mrs. Case, wife of president of Colgate U., succeeds Mrs. Douglas Horton, resigned.

F. J. Froeschle, editor-publisher of Ransom County Gazette in Lisbon, N. D., named news director of KXJF-TV Valley City and KXGO-AM-TV Fargo, both North Dakota. Henry Ness, agricultural representative of Fargo National Bank, joins staff of KXJF as farm director. Mr. Ness will retain his position with bank.

Jim Karyan, assistant news director of KTLA (TV) Los Angeles, promoted to associate producer. Bruce Cohn, member of KTLA news staff, named to succeed Mr. Karyan.

John Howard, pr director of WQED (TV), Pittsburgh educational tv station, appointed director of development of WHYY-FM-TV, Philadelphia educational outlet.


Paul Sciandra appointed program director of WGR-TV Buffalo, N. Y. He succeeds George W. Cyr, who resigned (Fates & Fortunes, Sept. 4). Mr. Sciandra will be succeeded by Richard D. Johnson, program manager of WMAQ Chicago.

Gerry Desmond, air personality, WEOO Poughkeepsie, N. Y., named program director.

W. W. Connolly, formerly with WFUN Miami, appointed program director of KXOK St. Louis.

Sam Sherwood, KDWB St. Paul, Minn., air personality, appointed program director. He replaces Ted Randal, who moved to KFWB Los Angeles. Both are Crowell-Collier stations. Jim O'Neill joins KDWB as air personality.

Gene H. Linn, assistant manager of Lubbock Chamber of Commerce, named director of farm programs of KCBK-TX Lubbock, Tex.

Sheldon Fay Jr., formerly independent producer of industrial films and tv commercials, appointed film producer at KPIX (TV) San Francisco.

William B. Chessen, WSTV Steubenville, Ohio, air personality, appointed sports director.

Henry C. Cassidy, European news director for NBC, joins WNEW New York as news analyst.

Sam A. Jaffe, reporter and editor, CBS News, New York, joins ABC News in similar capacity.

106 (Fates & Fortunes)
Clure Mosher joins WINZ Miami as sportscaster.

Roy Heaty and John Hart appointed field reporters of KNXT (TV) Los Angeles. Mr. Heaty had previously served as editor and writer for NBC News, while Mr. Hart was promoted from station news writer. Jack Leppert, cameraman for NBC and Walt Disney, named news film cameraman. Other appointments: Paul Nelson and Pierre Adidge named news film sound technicians; Don Holcombe, film expeditor; and Melinda Cotton, staff secretary.


Irene Chorba named sales secretary of KOMO Seattle, Wash. She replaces Lorraine McDonald, who has moved to KATU (TV) (not yet on air) Portland, Ore.

W. Emerson Rhodes, production staff member for WHEN-TV and air personality for WNDR, both Syracuse, N. Y., joins WSAI Cincinnati as air personality and programming assistant.

Ralph Becker, formerly with WTVH (TV) Peoria, III., named to sales staff of WTTG (TV) Washington.

Robert J. Carr, formerly announcer for WWL New Orleans, named staff announcer of WDSU-TV, that city.

Red Jones, program director of KILT Houston, Tex., joins KWKH Shreveport, La., as air personality.

Henry Clark joins WEAV Plattsburg, N. Y., as staff announcer.

Harry L. Ebbesen, formerly with KTVK (TV) Phoenix, joins KPHO-TV, that city, as announcer.

PROGRAMMING


EQUIPMENT & ENGINEERING

James W. Shackleford, regional sales manager, industrial electronics division, Allen B. DuMont Labs, reappointed southern regional manager for DuMont television, radio and stereophonic high fidelity instruments, DuMont Emerson Corp., Atlanta. Mr. Shackleford was southern regional manager 1953-1960 before joining DuMont.

Harold W. Kaye, manager of customer liaison in military products division of Adler Electronics, New Rochelle, N. Y., named technical assistant to vp and general manager.

Daniel Echo, general sales manager,
 electronic tube division, Allen B. Dumont Labs, New York, named to newly created post of product manager-display devices, electronic tube division, Sylvania Electric Products Inc., that city.

ALLIED FIELDS

Bill Perry, assistant radio-tv director of National Safety Council, joins Chicago Unlimited as executive secretary succeeding Ned E. Williams, who retires. CU is broadcast industry promotion group composed of talent and other creative people in profession.

S. White Rhyne Jr., joins Mullin & Connor, Washington law firm, as partner.

Mrs. Janet Sillen, director of woman's products division, Institute For Motivational Research, New York, elected vp.

INTERNATIONAL

Allan B. Yeates, advertising and pr director of Prudential Insurance Co. of America in Canada, with headquarters in Toronto, and immediate past president of Assn. of Canadian Advertisers, named vp of Spitzer, Mills & Bates Ltd., Toronto advertising agency.

Burt Budin, producer-director of WTVH (TV) Peoria, Ill., resigns to join Irish Television Network, Dublin, Ireland.

W. G. Munro, radio-tv director of McCann-Erickson (Canada) Ltd., named account executive in radio and tv of Cockfield Brown & Co. Ltd., Montreal.

Jack Leddy named program director of CHAB-TV Moose Jaw, Sask.

Arnold Nelson, formerly of Television Representatives Ltd., Toronto, joins retail sales staff of CKNW New Westminster, B. C.

Bob Giles, news director of CKNW New Westminster, B. C., and CKWX Vancouver, B. C., named program manager of CKLG Vancouver.

Terie Hardcastle, formerly in commercial tv production in England and later with CHAN-TV Vancouver, ap-

FANFARE

Storer stations aid area swimming champs

Storer Broadcasting Co. radio stations, in their support of the President's Physical Fitness for Youth campaign, are supporting the U.S. Women's Swimming Team by helping defray the travel costs of the girls from the areas covered by Storer stations.

The girls were selected by the AAU on the strength of their performances in the national AAU championships last month. Each Storer radio station pledged to help defray the travel costs of at least one girl from its area, provided she qualified in the AAU meet for the European trip. Girls from three Storer station areas qualified.

Storer radio stations are WIBG Philadelphia; KGBS Los Angeles; WGBS Miami; WJW Cleveland; WGBK Detroit; WSPD Toledo and WWVA Wheeling, W. Va.

Gold bricking for profit

To inform listeners of its new "golden sound," KIOA Des Moines, Iowa, embarked on a two week promotion highlighting the venture with "gold" bricks that could be turned in to the station for gold prizes (gold cigarette lighters, cuff links, gold radios, etc.).

Promo spots asking "Do You Have The Golden Touch?" started things rolling. The station planted 200 gold bricks around the city with a sticker on one side telling finders to bring them to KIOA studios for gold prizes. All but 17 were found.

Twin Cities sounds

To illustrate the scope of its news and features, WTCN Minneapolis-St. Paul conducted a mystery sound contest, composed of various sounds heard throughout the area in the course of a day. Some 70 different sounds were used, attracting 8,000 phone calls. Station officials were so impressed with the results they are planning a new and larger contest, this time to promote the station's music format. Prizes will range from theater passes to a new car.

Fm stations combine to stage big jazz show

A small family style picnic planned by WBMI-FM Meriden, Conn., has developed into one of the biggest fm promotions in the area with the emergence of a five-station fm network and 14 groups of entertainers combining for a jazz-folk song spectacular scheduled for Sept. 16.

The 6½ hour show is being promoted on 17 New England fm stations by use of tapes and live announcements. Participating stations (WBMI-FM; WRNW [FM] Mt. Kisco, N. Y.; WJZZ [FM] Bridgeport, Conn.; WGHF [FM] Brookfield, Conn.; WLNA-FM Peckskill, N. Y.) are sending their respective jazz hosts to share the m.c. duties. They also are exchanging promotional tapes with each host plugging his own portion of the show.

'Operation Snowball' to push second-set sales

The test promotion plan partly underwritten by Corning Glass Works to enlarge the second-set sales market called "Operation Snowball" in the trade, has been set for Kansas City Sept. 15-Oct. 1. Advertising in all media, including local radio-tv stations, will be used in the $40,000 promotion.

Also cooperating in the promotion is the Kansas City chapter of the National Appliance and Radio-Television Dealers Assn. Underwriters in addition to Corning include Kansas City Power & Light Co. and seven local distributors.
DEATHS

Ernest M. Walker, 56, director of research at Hicks & Greist, New York advertising agency, and former broadcasting executive, died on business trip in Louisville, Ky. Mr. Walker had been with agency for past five years and before that was head of central division of ABC radio network.

Eugene A. Tighe, 64, died Aug. 31 in Jefferson Hospital, Philadelphia. Mr. Tighe was president and treasurer of Dorland advertising agency in Atlantic City, N. J.

Joseph Edward (Ted) Campeau, 63, president and general manager of CKLW-AM-FM-TV Windsor-Detroit, died Sunday, Sept. 3 of heart attack at his home in Windsor, Ont. Mr. Campeau became sales manager of CKLW in 1932 and president and general manager in 1947. He was director of Canadian Assn. of Broadcasters and MBS for many years.

Lee Wholesale Co. (Zenith), Continental Electric Co. (Westinghouse), Sears Roebuck & Co. (Silvertone), Wilson Distributing Co. (Philco), RCA Victor, Magnavox and General Electric. Distributors and dealers also plan additional second-set promotions of their own using paid advertising in various media. Store traffic will be further stimulated by the give-away of 40 portables. An "Operation Snowball" test in a Boston suburb last April boosted set sales by 71%.

Drumbeats...

Appreciation day • KQV Pittsburgh claims an attendance of 60,000 persons at its second annual Appreciation Day at the city’s Westview Park. The shindig started with a giant record hop and ended with an all star outdoor stage show, featuring such personalities as Frankie Avalon, Freddie Cannon and others. The station also claims that “at least 150,000 other people” listened to the show on radio or watched it on WQED-TV, Pittsburgh’s educational tv outlet. Proceeds from rides at the park were turned over to the etv station.

Dare • When a theatre owner in Panama City, Fla., dared anyone in town to take a voyage to the bottom of the sea (Gulf of Mexico in this case) in conjunction with the promotion of a movie of the same name, he got more than he bargained for. John Roberts, a disc jockey on WDLP, that city, went him one better and broadcast his show from under the sea by the use of a hydrophone tied in to the two-way radio of the station’s cabin cruiser, Miss Dixie.

Subscriber session • WBAI (FM) New York, listener-supported station, will hold a “get-together party” for its subscribers and their friends at a Greenwich Village night spot on Sept. 25. The get-together is being planned to bring some of the subscribers together and at the same time to raise additional revenue to help support the non-commercial Pacifica Foundation outlet.

A new aid for tv weathercasters

A parade of television babies may be leading weathercasters out of an impending programming storm — how to give the weather report without throwing in such interesting tid bits as the barometric pressure in Verkhoyansk, Siberia, or ad-libbing heavy dews into expected tidal waves.

Comes now on the scene babies — 82 little characters (see photos) designed to keep announcers reading the official forecast without fear of losing viewer interest. They are Weather Tots, a 183-film package of 15 second sequences, produced by Video Varieties, Pittsburgh, available on an exclusive basis.

The babies depict various weather conditions in their moods, expressions and activities. They are seen in 13 general weather categories ranging from hot to cold and smog to windy.

Stations that have already purchased Weather Tots: WLWA (TV) Atlanta; WANE-TV Ft. Wayne, Ind.; WLWI (TV) Indianapolis; KFDX-TV Wichita Falls, Tex.; WLWD (TV) Dayton, Ohio; WIMA-TV Lima, Ohio; WOTL-TV Toledo; WJAC-TV Johnstown, Pa.; WKST-TV Youngstown, Ohio.
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Aug. 31 through Sept. 6. 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;vhz—very high frequency; uhf—ultra high frequency; ant—antenna; aural—visual; kW—kilowatts; mc—megacycles; D-day—N-night; LS—local sunset; mod—modification; trans—transmitter; uni—unlimited hours; kc—kilocycles; A—auxiliary communications authorization; SSA—special service authorization; STA—special temporary assignment; SH—specified hours; CH—critical hours. *—educational. Ann.—Announced.

New tv stations

APPLICATION
Los Angeles, Calif.—Spanish International Bestco. UHF ch. 34 (580-596 mc); ERP 244 kw vs., 122 kw aur.; alt. height above average terrain 2036 ft., ground above average 252 ft. Estimated construction cost $385,500; first year operating cost $200,000; revenue $200,000. Post Office address 1944 S., Hill St., Los Angeles 15. Studio location Los Angeles Transit, location Mt. Wilson, near Los Angeles. Geographic coordinates: 34°12′-30″ N., Lat.; 118°03′-59″ W., Long. Trans. RCA TTV-1AA, ant. RCA TTV-2AE. Man- Taylor, Freeman, C.B.; president. Frank F. Fice (55%), Emilio Mastrax, Isaac D. Cohen, Edward J. Noble (each 20%); Julian M. Kaufman (5%). Mr. Fice is president and 17% owner of tv sales representative firm, 73% owner of two motion picture theater exhibition firms, sole owner of tv film distribution firm; 6% owner of major record company. Mr. Mastrax has extensive broadcast interests in Mexico; Mr. Noble is majority stockholder of OAM, Inc., a major television agency; Mr. Kaufman is vice president and general manager of tv rep firm. Ann. Aug. 30.

New am stations

APPLICATION
BY ACTION OF BROADCAST BUREAU
Gold Beach, Ore.—Gold Beach Bestco. Co. Granted 1320 kc; 1 kw D. P. O. address box 185, Brookings, Ore. Estimated construction cost $33,000; first year operating cost $23,000; revenue $33,000. Principals: Lawrence D. Anderson, William F. Degross (each 50%); Edward J. Noble. Mr. Anderson is commercial manager of KUBY Brookings, Ore.; Mr. Degross owns mobile homes business and 50% of bowling alley. Action Sept. 1.

APPLICATIONS

New fm stations

APPLICATIONS
KBBS Springfield, Mass. To cease to increase daytime power from 250 w to 1 kw and install new trans. Ann. Sept. 5.

WOKJ Jackson, Miss.—CP to increase daytime power from 250 w to 1 kw and make changes in transmitting equipment. Ann. Sept. 1.

Existing am stations

APPLICATIONS
KBRS Springdale, Ark.—First year operating cost $3,400; first year revenue $3,400. Principals: Joseph E. Trantino (50%), Victor Muscat, Joseph P. Lopez (each 25%); Mid-Continental Park Bestco., Inc.; consideration $50,000. Mr. Trantino is president and majority stockholder of company; Mr. Lopez is president and director of two insurance firms; Mr. Muscat is general manager and one-third owner of WLIS Old Saybrook, Conn. Ann. Aug. 30.

WAOE West Cresent, Calif.—Seeks assignment of license from Del Norte Bestco. Co. to Mason C. Deaver, Virginia E. Meeker. Estimated construction cost $125,000; first year operating cost $30,000; revenue $30,000. Principals: Victor Muscat, Joseph P. Lopez; Aug. 30.

New fm stations

APPLICATIONS
By Action of Broadcst Bureau
Ottawa, Kan.—Ontario Bestco. Co. Granted 95.7 mc; 6.89 kw. Ant. height above average terrain 205 ft. Ottawa, Ont. Estimated construction cost $12,400; first year operating cost $5,400; revenue $5,400. Principals: Roderick B. Cupp, Edwina Cupp (each 50%); C. E. Ernest, Mrs. Ross (each 25%); Mr. and Mrs. Cupp are equal partners in KOPO Ottawa. Action Aug. 30.

Springfield, Ohio.—World Evangelistic Enter- tainment Corp. Granted 100.7 mc; 72 kw. Ant. height above average terrain 211 ft. Springfield, Ohio. Estimated construction cost $32,500; first year operating cost $12,000; revenue $12,000. World Evangelistic Enterprise Corp., non-profit religious organization. Action Aug. 30.

Fredericksburg, Va.—Star Bestco. Corp. Granted 95.3 mc; 42 kw. Ant. height above average terrain 310 ft. P. O. address 305 William St. Estimated construction cost $30,000; first year operating cost $8,000; revenue $8,000. Star Bestco. is owned by Free Lance-Star Publishing Co., Fredericks- burg, whose principals include Charles S. Rowe (55%) and his brother Jack; R. C. Row Jr. (45%). Star Bestco. owns WFLS Fredericksburg. Action Aug. 30.

APPLICATIONS

Shillington, Pa.—David L. Kurts. 977 mc; 777 w. Ant. height above average terrain 210 ft. P. O. address 800 S. Slate St., Ephrata, Pa. Estimated construction cost $40,000; first year revenue $40,000. Value $4,000. David L. Kurts, sole owner, is electrical engineer for JR. Corp. and has 50% of limestone aggregates manufacturing firm. Ann. Aug. 30.

North Charleston, C.—KTM Bestco. Co. Granted 102.5 mc; 517 kw. Ant. height above average terrain 195 ft. P. O. address box 7378, North Charleston, S. C. Estimated construction cost $14,600; first year operating cost $20,000 to $25,000. Edward F. Kamrath (60%), Robert S. Tamblyn (40%). Mr. Kamrath owns stevedoring business Witt-Trans., Inc.; Mr. Tamblyn has been news director of WUSN-TV Charleston, S. C. Ann. Sept. 5.


Ownership changes

APPLICATIONS
KAAB Hot Springs, Ark.—Seeks assignment of license from Edward Krock (50%); Victor Muscat, Joseph P. Lopez (each 25%); Mid-Continental Park Bestco., Inc.; consideration $50,000. Mr. Krock is president and majority stockholder of company; Mr. Lopez is president and director of two insurance firms; Mr. Muscat is general manager and one-third owner of WLIS Old Saybrook, Conn. Ann. Aug. 30.

WAOE West Cresent, Calif.—Seeks transfer of 25% of stock in WOGE Radio Inc. from Petrina R. Calby to E. L. Sill to present 37% stockholder; consideration $91,750 cash and assumption of $1,060,750 liability. Ann. Sept. 1.

Hearing cases

INITIAL DECISIONS

* Hearing examiner Charles J. Frederick issued initial decision looking toward granting applications of Billings, Mont., to change first year nighttime operation to KIMY Billings, Mont., from 250 w to 1 kw, continued operation to 240 w in 1957. Initial decision of KOLQ Broad- cast Inc., for like increased daytime power to 50 kw, continued operation on 1230 kc. 250 w-N, each with interference condition, and Big Horn County Musicians for new station to 1320 kc, 250 w, unli., in Hardin, Mont. Action Sept. 6.

Hearing examiner Isadore A. Hong issued initial decision looking toward granting application of Coastal Bestco. Co. for nighttime operation of WLAT Conway, S. C., with 500 w, DA, continued operation on 1320 kc with 3 kw. Action Sept. 6.

Routine roundups

* Commission granted petitions by Assn. of Federal Communications Consulting Engi- neers and of Havens & Martin Inc., and extended from Sept. 3 to Oct. 30 and from Sept. 29 to Nov. 6 to file comments and re- quests for rehearing of Petition of Subpart G of Part 4 of rules concerning tv broadcast translator stations. Action Aug. 31.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

* Granted petition by Salville Bestco. Co. of Shillington, Pa., to file opposition to petition by Seward Bestco, Inc., to enlarge issues in proceeding on their ap-
GUY C. HUTCHESON  
P.O. Box 32  
Chestview 4-8721  
1100 W. Abram  
ARLINGTON, TEXAS

WALTER F. KEAN  
CONSULTING RADIO ENGINEERS  
Associates  
George M. Sklom, Robert A. Jones  
19 E. Quincy St.  
Hickory 7-2401  
Riverside, Ill. (A WABCage suburb)  
Member APOCB

A. E. Towne Assoc., Inc.  
TELEVISION and RADIO  
ENGINEERING CONSULTANTS  
420 Taylor St.  
San Francisco 2, Calif.  
PR. 5-3100

A. D. Ring & Associates  
30 Years' Experience in Radio  
Engineering  
1710 H St., N.W.  
Republic 7-2347  
WASHINGTON 6, D. C.  
Member APOCB

SILLIMAN, MOFFET & ROHRER  
CONSULTING RADIO ENGINEERS  
Box 68, International Airport  
San Francisco 28, California  
Diamond 2-5208

JAMES C. McNARY  
Consulting Engineer  
National Press Bldg.  
Wash. 4, D. C.  
Telephone District 7-1205  
Member APOCB

HAMMETT & EDISON  
CONSULTING RADIO ENGINEERS  
Box 68, International Airport  
San Francisco 28, California  
Diamond 2-5208

LYNNE C. SMEBY  
CONSULTING ENGINEER  
AM-FM-TV  
7615 LYNN DRIVE  
WASHINGTON 15, D. C.  
OLiver 2-4520

JOHNSON, PETER R.  
CONSULTING ENGINEER  
P.O. Box 9044  
Austin, 17, Texas  
Glendale 2-3013

L. H. Carr & Associates  
Consulting  
Radio & Television  
Engineers  
Washington 6, D. C.  
Fort Evans  
1000 Conn. Ave.  
Leesburg, Va.  
Member APOCB

PETE JOHNSON  
Consulting am-fm Engineers  
Applications—Field Engineering  
Suite 601  
Kanawha Hotel Bldg.  
Charleston, W.Va.  
Dickens 2-6281

COMMERCIAL RADIO  
MONITORING CO.  
PRECISION FREQUENCY  
MEASUREMENTS  
AM-FM-TV  
103 S. Market St.,  
Lee's Summit, Mo.  
Phone Kansas City, Laclede 4-3777

CEMETRY CRYSTALS  
PRECISION FREQUENCY  
MEASURING SERVICE  
SPECIALISTS FOR AM-FM-TV  
245 Concord Ave.,  
Cambridge 38, Mass.  
Phone Tremont 6-7400

MERL SAXON  
CONSULTING RADIO ENGINEER  
622 Hobkins Street  
Lufkin, Texas  
Neptune 4-4262  
Neptune 4-9558

KEITH WILLIAMS and ASSOCIATES, ARCHITECTS  
Consultants—Radio Station Design  
110 North Cameron Street  
Winchester, Virginia  
MOhawk 2-2589

L. J. N. du TREIL  
& ASSOCIATES  
CONSULTING RADIO ENGINEERS  
10412 Jefferson Highway  
New Orleans 23, La.  
Phone: 721-2661

BARKLEY & DEXTER LABS., INC.  
Broadcasting Installation Srvc.  
BROADCASTING  
CONSTRUCTION SPECIALISTS  
P. O. Box 944 — Bristol, Virginia

SPOT YOUR FIRM'S NAME HERE  
To Be Seen by 100,000a Readers  
among them, the decision-making  
station owners and managers  
and radio engineers and techni- 
cal engineers—applicants for am, fm, tv  
and facsimile facilities.  
*ARB Continuing Readership Study

sterreich, September 11, 1961
RADIO

Help Wanted—Management

Manager with a lot of hustle and know-how. Good small market station. Good salary plus override percentage of gross station income. Reply in confidence. This is opportunity kicking you in the seat of your pants. Box 937G, BROADCASTING.

Immediate requirement for manager and chief engineer at new 1000 watt daytime station located in suburban major market in northeast. Write Box 949G, BROADCASTING.

Manager for small market. Tremendous opportunity for one strong in sales and looking for growth. Located in S. E. syracuse. Write Box 955G, BROADCASTING.

Sales

Progressive single market station is looking for a sales manager interested in setting up and starting new sales office in 10,000 population market. Good opportunity, pleasant working conditions. Must be experienced in sales and prefer air voice if possible. Job is now open but will wait for right application. Box 796G, BROADCASTING.

Wanted . . . Sales manager, 5000 watts, major market station in N. Carolina. Must be 25 years of age. Top salary. Apply Box 845G, BROADCASTING.

Great opportunity in metropolitan market. Salary and commissions. Box 887G, BROADCASTING.

Selling, sales manager for 100,000-2 station market. Niagara Falls, N. Y. Security and good earnings for sound man. Box 889G, BROADCASTING.

Major southeastern market station wants experienced, aggressive salesman with ideas. Opportunity to start and build excellent money-making future for right man. Send complete selling resume and late snapshot to Box 958G, BROADCASTING.


Alaska, salesman for radio/television and music wanted, small market, salary and commissions, write KINY, 231 S. Franklin St., Juneau, Alaska.


Announcers

Announcer with first class ticket, maintenance is secondary. Box 923D, BROADCASTING.

Talented personality jocks needed for top chain. Must be able to deliver top job in our top market. To be considered send air-check and resume today to Box 919F, BROADCASTING.

Top new talent in growing Southwest market has opening for afternoon male personality with proven record. No rock and roll condition, background photo first letter to program director. Refer- ences will be checked. Box 799G, BROADCASTING.

HELP WANTED

Announcers

Morning man-program director. Network station, part owner. Located in N. East. Box 947G, BROADCASTING.

Midwest regional network affiliate needs mature voiced announcer. Adult program- ming, time 20 hours weekdays plus additional announcer, air time 44 hours weekly. Immedi- ately available position. Well-known dependable operator. Send resume of training, experience, and picture and tape. Box 850G, BROADCASTING.

Kentucky station needs combination engineer-announcer. Experience and sales. Send complete resume Box 925G, BROADCASTING.

Immediate opening for top job in major market station. Located in the seat of Pennsylvania. Send complete resume Box 950G, BROADCASTING.

Announcer-Personality disc jockey for adult-formatted metropolitan market. Send tape/photo-resume to Box 966G, BROADCASTING.

Dependable commercial announcer with at least 3 years of experience and a background of work. Locate in eastern Pennsylvania. Successful non-screaming format that you must fit into. Play to records required. Complete details plus tape and photo to Box 967G, BROADCASTING.

Announcer—Copywriter. Accent on news. $400 to $450 per month start. KBRZ Freeport, Texas.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Going nights in October. Need ambitious evening announcer with first phone for college market. Sit in, base guarantee for selling and servicing local and regional accounts. Send tape-resume to KLGH, Logan, Utah.

Good board operator, announcer with competent news delivery. No "personality." Daytime a plus in hunting country. Prefer young single man. Immediate opening. KVWM, Show Low, Arizona.

Announcer—Experienced, music and news and sports college town. Apply KNNM, Mary- ville, Missouri.

HELP WANTED—(Cont'd)

Announcers

Need experienced announcer in solid small town radio. Good opportunity for single man. Send tape and references to KVOW, River- ton, Wisconsin.

Combo, first class ticket essential. "Smooth- sound" station, no rock and roll screamers, please. Requires advertising, sales, promotions ability and knowledge in both announcing and sales. Immediate opening. WCNL, Newport, New Hampshire.

New Illinois daytimer needs experienced dj plus news director by October 1st. Bush tape, resume, and pic to (1) Jerry Collins, 503-250-1100, Bloomington, Ill. (2) WBRY, Box 7, Alton, Illinois.

Immediate opening for bright morning man, strong voice, experience in rock and roll. Good market. Good salary. Apply Box 911G, BROADCASTING.

Announcer with first phone. Immediate opening. Send tape and resume or call George, WENK, Endicott, New York.

Announcer—Producer. Immediate opening. Send complete resume and reference letter to Box 915G, BROADCASTING.

Technical

Qualified engineer wanted, with knowledge of RCA 10,000 watt station equipment, RCA magnetic disc, able to handle all studio support, production knowledge an asset. Large metropolitan station. $6,500-$7,500 per year. Apply Box 864G, BROADCASTING.

Young, expansion minded Southeastern group seeks combination man. Must be tops in engineering and have good delivery on air. Will serve as chief for major market station, supervise construction of new fm station. Fine opportunity for talented, capable man not afraid of hard work. Write full details, including references, and include tape and small photo. Salary open, so please state your requirements. Box 865G, BROADCASTING.

Immediate opening—experienced chief engineer for well established, well equipped regional 5000 watt station in Virginia. Would consider aggressive newcomer. Write Box 859G, BROADCASTING.

Chief engineer—Mississippi ND daytimer, going directional—regional applicants preferred. Send complete salary requirements and late photograph first letter. Box 851G, BROADCASTING.

Central control operator with 1st class phone. Excellent opportunity. Write WDBR, Hartford, Connecticut.

Production—Programming, Others

Top-flight chain needs seasoned newsmen with ability to create and write and ferreting out local news. Send sample of written, air-check, and resume to Box 818F, BROADCASTING.

Classified Advertisements

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

SITUATIONS WANTED 20c per word—$2.00 minimum • HELP WANTED 25c per word—$2.00 minimum.

DISPLAY ads $20.00 per inch—STATIONS FOR SALE advertising require display space.

All other classifications 30c per word—$4.00 minimum.

No charge for blind box number. Send replies to Broadcasting, 1725 DeSales St., N.W., Washington 6, D. C.
Help Wanted—(Cont’d)

Production—Programming, Others

Continuity writer. Experienced. 1,000 watt independent market in major city. Send details, references and salary requirements. Box 948G, BROADCASTING.

Experienced man for local news and sports little announcing. Emphasis on news. Must have reporting, writing and engineering experience. Prefer major market. Box 986G, BROADCASTING.


News director—aggressive, hard-hitting reporter capable of building and directing radio news department ... must have reporting, writing and engineering experience. Prefer major market. Send tape photo and full details to Box 977G, BROADCASTING.

Newsmen—gather, write, air local news. Handles taped newscast, introduces new station. WNYE, Hammonton, New Jersey; or WCOJ, Coatesville, Pa.

Complete staff for 5 kw adult-music 5 city market. Must have good voice, aggressive ideas, terrific talent. Requires interviewing, rewrite, shooting film and stills, and challenging opportunities. Send resume and references. Box 958G, BROADCASTING.

Newsmen with versatility and guts for aggressive established am and fm, tv, operation. To interview, rewrite, shoot film and stills, and challenging opportunities. Tape resume and photo to Sam Hall, WTRC, Elkhart, Indiana.

RADIO

Situations Wanted—Management

Manager, sales manager. Currently employed in top 10 market. Send sales, salaries, and references. Box 964G, BROADCASTING.

Major market radio ... 18 years experience. Willing to relocate. Excellent sales record and on-air personality. Box 972G, BROADCASTING.

Management—For a.m. station, experienced all phases, excellent references. Box 949G, BROADCASTING.

Mature, reliable family man, experienced in management and sales. Capable first phone. Southeastern states only. Box 973G, BROADCASTING.

Established record—winner of numerous national awards for creating and producing public affairs and news programs and promotionally able to sell both public affairs and purely commercial ideas. Extensive background including video tape productions ... 14 years commercial radio and tv, married. Proven professional stability. Presently employed. Box 980G, BROADCASTING.

Former station owner seeks position with station manager, management, news, sales, announce sales. J. C. Rothwell, 1115 Blue Skies, Kentwood, Michigan. Box 993G, BROADCASTING.

Late on top pop records? Does your competition have you beat? They are first—really first in your market with all the stations playing their music ... in over 20 years. No obligation. T. R. Productions, 830 Market, San Francisco, California.

Situations Wanted—(Cont’d)

Sales

You need more sales? Write me! Experienced, minimum. Box 964G, BROADCASTING.

Top flight, radioactive sales personality ... results-oriented, creative. Has solid recognition in major market providing top production, promotional and merchandising. Will create the trust power necessary to skyrocket sales. Box 984G, BROADCASTING.

Versatile experienced announcer desires change. Veteran, 25, married D.J., news, production, tight board. Box 912G, BROADCASTING.

Young combo man w. 1st phone. Limited experience. Prefer small town. Box 753G, BROADCASTING.

Happy personality D.J. Presently mornings as wake up "smiling" man. Top 40 or middle market. Box 772G, BROADCASTING.

Dj, newscaster. Tight board—bright sound—experienced, informative news. Box 842G, BROADCASTING.

Radio-ty announcer 10 years experience. Qualifications include radio—tv news director including writing, covering, interviewing, cover, salesman, gulf coast. Top disc jockey for several years. Personal interview preferred. Box 966G, BROADCASTING.

Negro staff announcer—dj. Possess first phone. Five years experience in white and negro major markets. All type show—morning top forty—afternoon. Box 958G, BROADCASTING.


Top 10 job in urban area. Prefer night time job. Local. Box 974G, BROADCASTING.

Top announcer—dj, run tight board, bright sound, experienced newscaster, family, Box 986G, BROADCASTING.

Announcers

Announcer—engineer—14 yrs. top markets, good all around man. 35, employed. Family. Want change. Best References. Box 922G, BROADCASTING.

Girls first gentleman! I'm for you, would prefer night time disc jockey on your station. If you need a dependable girl d.j. who works combo, and has 1st class ticket, is strong on news, and has two years experience, and you'll pay a minimum salary of $400.00 write. Box 984G, BROADCASTING.

Gal—Experienced. Air personality, copywriting, sales. Single, will travel. Box 946G, BROADCASTING.

Compo man strong on news, commercials, sales. Available September. Box 947G, BROADCASTING.

Announcer-dj. I like to sell on the air. Authoritative news. Box 955G, BROADCASTING.


Need that first job. What have you to offer? Speech trained, broadcasting school, some college. Box 978G, third phone. Box 918G, BROADCASTING.

Top, top 40 jock interested in Philadelphia, Chicago, Detroit, Boston and Pittsburgh. Box 979G, BROADCASTING.


Announcer—dj. Friendly air personality anxious to sell your station and your sponsors' products in your area. Box 980G, BROADCASTING.


Sports—play-by-play, pd, staff. 8 years experience. Prefer college graduate and references. Employed. Permanent. Box 987G, BROADCASTING.

Top negro gospel man, 7 years experience serving a large market, a family man dependable, can sell. Mix well, good voice, have car, will travel anywhere. Need a good man? Contact me at Box 986G, BROADCASTING.

Top dj desires well organized, promotion minded, medium-major market station. Box 983G, BROADCASTING.

BROADCASTING, September 11, 1961

BROADCASTING, September 11, 1961

BROADCASTING, September 11, 1961

BROADCASTING, September 11, 1961

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**Situations Wanted—(Cont’d)**

**Announcers**

Experienced radio announcer, family man, sports announcing specialty, production, sales, copywriting, third phone, prefer west coast. Send complete resume. Box 193, Sonora, California.

**Recent broadcasting school grad would like job in north east. sweatered in north, east, west part of Florida. Phone Carl Briggs, AD 2-7149, no letters please. Washington, D. C.**

*Annoy-deejay wants work immediately. Work, or travel. Have little experience in news and sales. Contact L. H. Deardorff, 801 N. Gordon, Burns, Oregon, or call 4631.*

*8 years experience, Tight board. Dependable. Cal Hardwick, 336 3rd SW, Paris, Texas, SU 4-7338 (3rd ticket).*


*Available now: Chicagoan, singing dj, comboman; rated #2. In major Texas market, promote hop. Hot on sales, excellent recommendations. Family man, salary open, ‘I’ll travel anywhere, where the opportunities are.’ Write Chuck 91G, Box 1462, Chicago, Illinois.*

*Staff announcer—three years experience, college, married, have car. All staff duties, including news, sports, dj. Bob Scholz, 1917 E. Terrace Ave, Fresno, California, CA 7-1946.*

**Technical**

**Engineer**

*Engineer, 1st phone wants job. No chief or combo job. Box 982G, BROADCASTING.*

*First phone operator, Chief, combo experience. P. O. Box 303, Seaford, Delaware.*

*1st class license. No experience, willing to learn. Robert House, Box 322, Eagle River, Wisconsin.*


**Production—Programming, Others**

*Are you a gambler? Ten years writing experience makes me a sure bet for top newsroom slot. Strong supporter of local news. North five-figure salary, but am willing to talk in terms of future. Box 943G, BROADCASTING.*

*Up come! To listenable, saiable radio. Energetic big voice talent offers youth, experience, organizational ability for programming/production slot. Larger markets. Box 945G, BROADCASTING.*

*Basic working newsmen. Write-air, local, mobile unit, beeper, remotes. Produce husky, strong sound to wires. Staff—adult appeal. Box 957G, BROADCASTING.*

*Newsmen — Reporter-writer-news caster, 9 years experience police, court, education, politics. Expert at news reporting, features and commentary. Professional delivery. College, Inter-State radio and/or television. Box 970G, BROADCASTING.*

*Sound sells radio. Accomplished production with sell, not just music pad. Mature delivery, big smile. Successfully employed as operations manager of stable, progressive station; looking for time in bigger market. Box 971G, BROADCASTING.*

**Help Wanted—Sales**

*Excellent opening account executive position with major NBC TV Network affiliate in Iowa. Good salary and commissions to experienced salesmen. Will consider radio. Midwest applicants preferred. Send complete resume. Box 988G, BROADCASTING.*

*New independent television station serving Kings-Fresno Counties in California will commence telecasting local sports, western, pop orchestra, teenage records, and live band. We’re looking for a top man or woman, if you have had experience selling and announcing any of these shows on radio or tv, send qualifications, pictures, and air checks to Harold Gunn, KDAS-TV, Lakeside Inn, Clovis, California. Excellent salary guarantee and allowance with large commission.*

**Radio**

*Midwest vhf station needs experienced studio and transmitter man. Must have first phone license. Please include draft status in resume. Box 967G, BROADCASTING.*

*Experienced, licensed engineers for operation and maintenance of studio equipment, including Ampex vhf, am, and south western vhf. Please reply only if capable performing with full supervision. Send resume, references and salary desired to Box 176G, BROADCASTING.*

*Experienced chief engineer and studio supervisor for small market vhf—north central. Write Box 538G, BROADCASTING.*

*New Channel 21 serving Kings-Fresno counties in California to commence operations in October and seeking engineer who has had considerable experience in erecting a station, and remain on staff as chief. All General Electric station, prefer analog. Write qualifying information to Harold Gunn, KDAS-TV, P. O. Box 351, Kingsbury, California.*

*Opening for first phone, video and audio switching and electrical maintenance. Send resume, picture and salary requirements to J. H. Seide, General Engineer, KNOP-TV, North Platte, Nebraska.*

*Switcher and transmitter engineer—first phone. Experiences necessary. Carl Anderson, KHEY-TV, Montrose, Colorado.*

*First phone for combination studio transmitter operation. Experience not necessary. Chief engineer, WISKA-TV, Lima, Ohio.*

**Production—Programming, Others**

**Leading tv station in major eastern market needs experienced studio supervisor for number 2 position in active department. Excellent opportunity for a man with move and enthusiasm. Reply stating experience and salary qualifications. Box 831G, BROADCASTING.**

**All around production man needed immediately in midwest station directing camera, general production does own switching. Write Box 985G, BROADCASTING.**

**TELEVISION**

**Situations Wanted—Management**

*Television program manager available Octo- ber lst. Excellent record. Prefer west coast. Box 951G, BROADCASTING.*

**Management**

*Film manager and film buyer with ten years network and affiliate experience. Available soon. Box 982G, BROADCASTING.*

*TV general manager. Thirteen years in commercial tv. Experience in production, sales, and announcing, with two leading metropolitan station vhs. Mature, married, age 36, married with no children. Was baptized in commercial television back in 1948. At present have the second highest billing in tv in south's largest city, I know the industry, and would like to head up, good progressive tv operation. Will answer all replies. Box 984G, BROADCASTING.*

**Announcers**

*Weathergirl, experienced in major market. Professional member American Meteorologi- cal Society. Box 816G, BROADCASTING.*

*Truly, truly professional radio announcer seeks position in major market. Age 32. Currently employed by a top-rated, nation-widely known, network in one of the top 3 markets. Desire opportunity to do all types of on-camera work. Have considerable amount of on-camera experience. Sea- soned actor, m.c. and interviewer. Will de- liver network caliber commercials. Single, college, married, 30. Business approach to the business. Long hours no concern. No prima donna stuff. Will consider radio stint in addition to tv. Box 986G, BROADCASTING.*

**Technical**

*Engineer experienced in all phases of televi- sion construction, operation, maintenance desires responsible position as studio or technical supervisor. Box 895G, BROADCASTING.*

*First phone operator with four years experience in television and transmitter. Excellent college soon. Ham. Box 981G, BROADCASTING.*

*11 years transmitter experience—3 years in tv, 8 in radio. Prefer Texas or southwest. Box 978G, BROADCASTING.*

**Production—Programming, Others**

*Young man, 27, B.A. degree. Graduate of New York University, radio & tv work- shop, Naval Communications background. Will exchange enthusiasm, initiative, creative potential, common sense and loyalty for exposure to all phases of tv production. Reply Box 836G, BROADCASTING.*

*Newsmen-sportscaster. Four years radio-tv experience. Versed in the rudiments of gathering, writing and airing news in an informative-professional manner. Play-by-play sports. Experienced also as self supported. Box 840G, BROADCASTING.*

*Director-producer wishes change. Know all phases. Do air personality, 8 yrs experi- ence. Military completed. Box 860G, BROADCASTING.*

*Childrens’ show—New, different and ex- cellent. Currently tops in market as self con- signed one hour show. Video-tape available. Top twenty-five markets only. Box 944G, BROADCASTING.*

*Nine years experience in tv production & programming. Also have opportunity ex- perience. Excellent record & references. I would like to show you results. Box 954G, BROADCASTING.*

**Announcers**

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Situations Wanted—(Cont’d)

Production—Programming, Others


TV program manager... Twelve years production (live, film and videotapes), programming, public affairs, film buying and operations manager. Married, degrees, excellent references, and available soon. Box 959G, BROADCASTING.

Production manager/director: Creative professional. Stimulates best team operation. Happy being tops present market, but interested step up. Experienced all phases tv production. Box 975G, BROADCASTING.

FOR SALE

Equipment

Schafer 1200 automation. In service less than three months. Like new. Box 959G, BROADCASTING.

Serrasold Multiplex Exciter Type 938, $1000. EMT Wow and flutter meter; Schaffer remote control unit, model 460-R, $1200. Western Electric 506-B fm transmitter, 16 kw and parts. WBAI, New York 10, New York; Oxford 7-2238.

IBM Type studio clock system. Consisting of 1 255 master clock, 1 432-2 relay, 6 250-45 studio clocks and 1 59-55 studio clock. Will sell for $350.00 FOB WITN, Washington, North Carolina.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-32 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Am, fm, tv equipment including monitors, B&K, 1856, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Turbidie St., Laredo, Texas.

Transmission line, styroflex, helix, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Trade 12 years management experience and $5,000 for downpayment on controlling interest or full ownership of small or medium market operation. Box 959G, BROADCASTING.

Experienced radioman desires to lease station with option to buy. Southwest. No brokers. Box 974G, BROADCASTING.

Equipment

Used television antenna, good condition. Channel 31. Reply to Box 962G, BROADCASTING.

Amplex, Allofonic, Audimation, etc., 8 hour tape players. Box 269G, BROADCASTING.


Wanted: Old soundmirror (brush) recorders. Write to: Larry Wallcoff, WSUI, Iowa City, Iowa.

1 kw uhf transmitter, filterplexer, harmonic filter, dummy load, freq. and mod. monitor. 600 ft.-3/4" line, audio limiter, stab. amp., patch gear, equipment racks. H. Evans. Ed. TV, WTHS, 1410 N.E. 2nd Avenue, Miami, Florida.

250 foot antenna, also 4 turntables in good condition. N. H. Hamilton, Summerville, South Carolina.

OUTSTANDING CAREER POSITION

SENIOR DESIGN ENGINEER

BROADCAST EQUIPMENT

Vitro Electronics, manufacturer of NEMS-CLARKE equipment, offers an outstanding career position to a Senior Design Engineer who is currently working on commercial broadcast equipment.

The man we seek should have a B.S. and approximately five years of experience in the design and development of broadcast equipment, including phase meters, field intensity meters, automatic logging devices, re-broadcast receivers and video connectors. Some experience in solid state circuitry is also desirable as well as familiarity with FCC broadcast regulations.

The appointment is permanent and well remunerated. Our laboratories are located in Silver Spring, Maryland, a residential suburb of Washington, D.C. Public schools are excellent. Company-sponsored graduate courses available at five nearby universities.

All qualified applicants will receive consideration for employment without regard to race, creed, color or national origin.

Write in confidence to:
Mr. D. R. Statter, Director of Industrial Relations

Vitro ELECTRONICS
A Division of the Vitro Corporation of America

PRODUCERS OF NEMS-CLARKE EQUIPMENT
919 Jesup-Blair Drive, Silver Spring, Md.
JU 5-1000
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 FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1130 Spring St., N.W., Atlanta, Georgia.

FCC first class license in six weeks or less. This is the Hollywood “miracle” school. Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $900.00. No added charge for added time if needed. Pathfinder, 2644 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, 3 to 5 weeks. Registrations reserved. Enrolling now for classes starting October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue diplomas upon completion of Radio Operational Engineering course.


Announcing programming, console operations. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

We now have available one of the radio industry’s most outstanding programming men. A gentleman from the East, educated in the Mid-west, experienced in the South-west, Middle-west, South and West coast. A man not un-marred by vicious competition, but a strong man, with principles, always emerging the victor. A pioneer in the field of production and programming geared to Human Response. A man with the brains, the foresight, and the perseverance which make men leaders everywhere. . . .

We would be proud to arrange an interview.

Box 960G, BROADCASTING

MISCELLANEOUS

Sell your product to radio stations via direct mail. 3,000 stations all on gummed labels $45.00. As refunded for each undelivered piece. Box 857G, BROADCASTING.

Yocks for Jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. 325), 49 Parkwy Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlits. Largest laugh library in show business. Special monthly topical service featuring day-by-day contributions. 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. 3, 4, 6, year contracts available. Low rates, call/write P.O. Box 4428, P.O. Box 802, Watertown, So. Dak.

TELEVISION

Help 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 (e) 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 35 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!"

By CY NEWMAN

P. O. Box 3107, Bon Air, Va.
Phone Bridge 2-0200

RADIO

Help Wanted—Management

GENERAL MANAGER & SALES MANAGER

Two top jobs. Big-market; multi-group now interviewing.

Almost every candidate will find with us a brighter future and present than he now enjoys. Please write in confidence.

Box 854G, BROADCASTING

MANAGEMENT SALES MANAGEMENT

Twenty years in broadcasting . . . all classes, independent and networks, top five to smaller markets. Announcer, D. J.-M., newscaster, writer, sales executive at station and agency level. Handled everything from local retail to regional and national blue-chip business. Can build your property into top ratings and top profits as manager or sales manager. Will locate wherever there is maximum growth potential.

Box 929G, BROADCASTING

TELEVISION

Situations Wanted—Announcers

HUSTLING ANNONCER

Presently employed in leading radio station in one of the top 5 markets desires opportunity for much on-camera work in TV or TV-radio operation. 11 years experience in business; college; No. 50

Box 856G, BROADCASTING

FOR SALE

Equipment

FOR SALE

AM BROADCASTING EQUIPMENT . . . COMPLETE FROM MIKES TO TRANSMITTER

Collins 100/250-watt complete transmitter General Radio modulation monitor, frequency monitor and RF amplifier Collins 4-channel console (no pre-amps) Composite remote control unit Two turntables Two Viking tape decks with amplifier and stand Two nineteen-inch racks Two Turner mikes and stand Two speakers with baffles One Collins line equalizer Plus other small miscellaneous items.

FOR SALE as a complete package. Prefer not to split into individual sales. Buy as is. Nothing guaranteed. You pick up and take away.

REASON FOR SELLING: Station under new ownership and has moved into new location with 100% new equipment.

TERMS: Cash on the barrel.

PRICE: BEST OFFER GETS THE WHOLE SHOOTING MATCH.

FOR SALE

Equipment

RADIO REMOTE CONTROL SYSTEM

FOR FM AND AM TRANSMITTERS

Model RRC-10

Eliminate costly wire line charges. Own your own system in 90 days or PROGRAM STLO AVAILABLE SEPARATELY. Attractive leasing.

MOSLEY ASSOCIATES

4161 Hollister Avenue, P. O. Box 3192
Santa Barbara, California

FOR SALE

Station

MICHIGAN DAYTIMER

in small but growing market

sale by owner

Box 941G, BROADCASTING

Calif. single fulltime $100M terms
Mich. single daytimer 60M $80
Iowa single fulltime 87M 15M
Ariz. small fulltime 75M 20M
Ga. medium daytimer 80M 220
Fla. medium power 210M 600
Nev. medium fulltime 70M 150
Ala. metro daytimer 150M 29M
Tenn. metro fulltime 400M 100M
And others

To Buy or Sell Radio-TV properties, its
PATT MCDONALD CO.

Box 9266-G-

AUSTIN 17, TEXAS

Bill Trotter

Paul Yates, Jr.

Box 5411

1398

Memphis, Tenn.

Sanford, Fla.

Mrs. Gerry Switzer

Koste

1620 W. 3rd

40 E. 42nd

Taylor, Tex.

New York 17, N.Y.

FOR SALE—(Cont'd)

Stations

STATIONS FOR SALE

NORTHWEST. Exclusive. Full time. Goss $70,000 last year. Asking $75,000. $20,000 down.


JACK L. STOLL & ASSOCS.

Suites 600-601

6381 Hollywood Blvd.

Los Angeles 28, Calif.

NO BROKERS PLEASE.

EMPLOYMENT SERVICE

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED

ALL MAJOR U.S. MARKETS

MIDWEST SATURATION

Write for application NOW

WALKER EMPLOYMENT SERVICE

Jimmy Valentine

Broadcast Division

83 So. 7th St.

Minneapolis 2, Minn.

Federer 1-0961

FOR SALE

Stations

MIDWEST

FM WITH MULTIPLEX

$13,000 dwn.$820 per month all new equipment.

Box 699G, BROADCASTING

BROADCASTING, September 11, 1961

Continued from page 110

plications for new am stations in Marion and Saltsy, Va., and to Oct. 6 to file replies thereto. Action Aug. 31.

By Acting Chief Hearing Examiner Jay A. Kyle

• Scheduled oral argument for Sept. 8 on opposition of Rollins Bestg. Inc. to request of WHYY Inc., for issuance of sub-
poena duces tecum in Wisconsin Del., tv ch. 12 proceeding, Action Sept. 1.


• Dismissed as moot petition by George F. O’Brien to enlarge issues in proceeding on his application for new station in New Milford, Conn., et al.; petitioner requested issue regarding application of Stratford Bestg. Co., Stratford, Conn., which was dismissed Aug. 29. Action Aug. 30.

• Referred to commission for its consideration and attention petition by WCAIE Inc. (WYVT) Pittsburgh, Pa., to intervene, opposition by Radio Co. of Texas County to petition to intervene, comments of Broadcast Bureau on petition to intervene and statement by WCAIE Inc., re comments of Broadcast Bureau on petition to intervene in proceeding on applications of Robert F. Neathery and Radio Co. of Texas County for new am stations in Houston, Mo. Action Aug. 29.

• Referred to commission for its consideration and attention to petition by WCAIE Inc. (WYVT) Pittsburgh, Pa., to intervene, opposition by Nicholasville Bestg. Co. to petition to intervene, comments of Broadcast Bureau on petition to intervene, and statement by WCAIE Inc., re comments of Broadcast Bureau on petition to intervene in proceeding on applications of Nicholasville Bestg. Co. and Jessamine Bestg. Co. for new am stations in Nicholasville, Ky. Action Aug. 29.

By Hearing Examiner Asher H. Ende

• Granted petition for change of procedural dates filed by Independent Indiana Bestg. Corp., in proceeding on its application for new am station in Indianapolis, Ind., et al. In order, and, on own motion, continued Sept. 25 hearing to Sept. 25, Action Aug. 31.


• Accepted June 14 letter, signed by Horace W. Cross, as applicant’s exhibit 3, without prejudice to right of Broadcast Bureau to seek any questions regarding such letter or make any arguments it deems appropriate regarding effect thereof as issues upon which matter was set for hearing are concerned, and closed record in proceeding on application of Wireline Radio Inc., for renewal of license of station WITK Lewistown, Pa. Action Aug. 29.

By Hearing Examiner Charles J. Frederick

• Granted petition by Broadcast Bureau and continued from Sept. 5 to Sept. 29 to file proposed findings of fact and conclusions in matter of revocation of license of Mandan Radio Association for station KBOM Bismarck-Mandan, N. D. Action Sept. 1.

• Granted motion by Jerome Sill, assignee of and successor to WFPS Inc., Tom’s River, N. J., and continued from Sept. 8 to Sept. 13 oral argument on a petition for leave to amend by Mr. Sill in am proceeding. Action Aug. 30.

By Hearing Examiner Millard F. French

• Granted petition by Broadcast Bureau and extended from Aug. 26 to Sept. 7 time to file proposed findings of fact and conclusions in proceeding on application of Cosmopolitan Bestg. Corp., for new fm station in Newark, N. J. Action Aug. 29.

• By Hearing Examiner Jadore A. Henig

• Ordered, nunc pro tun, on examiner’s own motion, that parties are afforded additional period of time from Aug. 11 to Sept. 18 to file joint request for approval of agreement for dismissal of application of Western
By Hearing Examiner Annie Neal Hunting, supplemental prehearing conference on application of Reber and Frank A. Franco, for new fm stations in Wilmington, Del., and Reading, Pa., Action Sept. 7.

* Granted request by Broadcast Bureau and scheduled prehearing conference for Sept. 9 in proceeding on applications of Rolling Bestg. of Delaware Inc., Wilmington, Del., and cancelled Sept. 5 prehearing conference and ordered that presently scheduled dates for exchange of exhibits, notification of witnesses, and hearing stand as scheduled unless otherwise ordered in proceeding on Rolling's application. Order of Bestg. Corp., Kent-Ravenna, Ohio, for leave to amend its application; denied as most petition for extension of time by Joseph P. Wardlaw Jr., Canton, Ohio, since extension requested was granted by order of Aug. 18 pursuant to petition by Kent-Ravenna Co., petition by Smackover Radio Inc., for new fm station in Grove City, Pa., and Smackover's application for cp of Same to Wond Pleanantville, N.J., and todelay proofs to findings and conclusions previously filed may be filed on or before Aug. 31; and order supplemental proposed findings of fact with respect to station WOND Pleanantville, N.J., and to delay proofs to findings and conclusions previously filed may be filed on or before Aug. 31.


* Granted petition by Broadcast Bureau and extended from Aug. 28 to Sept. 11 time to file proposed findings and conclusions in matter of transfer of control of station KGMS Sacramento, Calif., to Capitol Bestg. Co. Action Aug. 30.

By Hearing Examiner David I. Kraushaar, ordered, in absence of objection by Sapulpa Bestg. Corp., Sapulpa, Okla., within 30 days from date, motion to extend time of Fastow to exchange his engineering exhibits from Aug. 21 to Aug. 23 is granted without prejudice to request that such exhibits may be exchanged on latter date in am proceeding. Action Aug. 30.


* Upon request by James V. Perry, extended from Aug. 31 to Sept. 7 date for exchange of further engineering exhibits in proceeding on his application and that of Quesa Inc., for new fm stations in Grove City, Pa., and Ashtabula, Ohio. Action Aug. 31.

By Hearing Examiner Herbert Sharman, granted petition by Smackover Radio Inc. to extent of continuing prehearing conference from Sept. 8 to Nov. 15, at 9 a.m., and hearing from Sept. 29 to Dec. 18 in proceeding on its application for new fm station in Smackover, Ark., et al. Action Aug. 31.

SUMMARY OF COMMERCIAL BROADCASTING

<table>
<thead>
<tr>
<th>Lic.</th>
<th>CPS</th>
<th>TOTAL APPLICATIONS</th>
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<tbody>
<tr>
<td>AM</td>
<td>3,581</td>
<td>853</td>
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<tr>
<td>FM</td>
<td>862</td>
<td>51</td>
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<tr>
<td>TV</td>
<td>486</td>
<td>548</td>
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OPERATING TELEVISION STATIONS

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<th>Station</th>
<th>Lic.</th>
<th>CPS</th>
<th>TOTAL APPLICATIONS</th>
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</thead>
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<td>527</td>
</tr>
<tr>
<td>UHF</td>
<td>90</td>
<td>17</td>
<td>107</td>
</tr>
<tr>
<td>TV</td>
<td>38</td>
<td>17</td>
<td>55</td>
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</table>

COMMERCIAL STATION BOXSCORE

<table>
<thead>
<tr>
<th>Station</th>
<th>Lic.</th>
<th>CPS</th>
<th>TOTAL APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>3,556</td>
<td>841</td>
<td>437</td>
</tr>
<tr>
<td>FM</td>
<td>55</td>
<td>57</td>
<td>112</td>
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<tr>
<td>TV</td>
<td>1,097</td>
<td>654</td>
<td></td>
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</tbody>
</table>

* There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

BROADCAST ACTIONS

WING DAYTON, Ohio—Granted license covering change of alternate main tran. to auxiliary tran. at present location, using DA-N and remote control D.

WFOY St. Augustine, Fla.—Granted license covering increase in daytime power and installation of new trans.

KXMB-TV Bismarck, N. D.—Granted cp to change ECP to vis. 221 kw, aur. 111 kw, trans. location near St. Anthony, type tran., type ant., changes in equipment; ant. height 1,530 ft.

WKUL Cullman, Ala.—Granted md. of cp to change type tran.

WLSI Pikeville, Ky.—Granted md. of cp to change type tran.

Actions of Sept. 1

* Granted transfer of negative control over delegated authority pursuant to Dec. 0,241 of Statement of Delegations of Authority (first such staff action):

KBEZ-Pima, Calif.—Granted transfer of negative control from Melvin D. and Aldine T. Marshall to L. D. and C. A. Warning; consideration $50,000 for 50% interest.

WHHI Portsmouth, Va.—Granted transfer of control of Akron Bestg. Corp., majority stockholder of license corporation, from Edwin Elliot to Edwin T. Elliot.


* Granted licenses covering increase in daytime power and installation of new trans., for following stations: KTHE Thermopolis, Wyo.; KREW Sunnyside, Wash.; WMMB Melbourne, Fla.

KPOJ Portland, Ore.—Granted license covering installation of new trans.

KBPJ-FM Phoenix, Ariz.—Granted md. of cp to change main studio location; operate trans., by remote control; change type tran. and type ant.

Following stations were granted md. of cp to change type tran.: WEIS Centre, Ala.; WSNW-FM Seneca, S. C.; condition.

WBGB Haileyville, Ala.; WRAB Arab, Ala.; WHPB Ponce, P. R.; WMVA-FM Martinsville, Va., condition.

Following stations were granted extensions of completion dates as shown: WYLD New Orleans, La., to Oct. 10; XBS5 Laramie, Wyo., to Oct. 18; WKZO-TV Kalamoso,
**Actions of Aug. 31**

- Granted renewal of license for following stations: KANE New Iberia, La.; KCJD Shreveport, La.; KOSE Osceola, Ark.; WBEE Augusta, Ga.; WAMC Anna, Ill.; WHME (FM) Evansville, Ind.; WHJB Talladega, Ala.; WNBX Knoxville, Tenn.; WNBX Murray, Ky.
  - Great Falls, Mont. — Granted license for am station.
  - WMGA Mobile, Ga. — Granted license to install auxiliary trans.; make changes in daytime power and installation of new trans. specifying type trans.; type ant. and make changes in antenna system; ERP to 1,110 w;不经批准的作业 extension of license to Nov. 15. (aux. trans.)
  - KXJK Forest City, Ark. — Granted license covering installation of new trans. and installation of main trans. for remote control operation.
  - WSBB Wausaus, Wis. — Granted mod. of license for installation of trans. by remote control during nighttime hours operation only; conditions.
  - WKKN Langford, N.D. — Granted license of license to change studio location and remote control point, while using non-DX.
  - WETT Cheyenne, Wyo. — Granted to install auxiliary trans.; remote control permitted.
  - WITT Ocean City, Md. — Granted to install new trans. at main trans. location for auxiliary purposes.
  - Following stations were granted cps to install new trans.: WFXE Hilo, Hawaii; WVWM Bloomington, Ill.; WHMW Gallup, N.M.; WNBX Mobile, Ala.

**Followings stations were granted cps to install new trans.:** WFXE Hilo, Hawaii; WVWM Bloomington, Ill.; WHMW Gallup, N.M.; WNBX Mobile, Ala.

- KTKK Tucson, Ariz. — Granted to change main trans. location; changes in antenna system; change in main trans. location; installation of new station.

- Following stations were granted mod. of cps to change type trans.: KATY San Antonio, Texas; KFXF Fort Worth, Tex.; WBAT Marion, Ind.; WMAS Springfield, Mass.; WHBC and WJDX-FM — Granted to change main trans. location; type ant. and make changes in antenna system; ERP to 4,110 w; and change main studio location; type ant.; change in ch. and specify time trans.; make changes in antenna system.

- WFXF-FM Bethesda, Md. — Granted mod. of cps to change main studio location; delete remote control operation; space in main station; (increase in height of cp to 230 ft.); and install new ant.; ant. height 230 ft.

- WFLY-FM Franklin, Tenn. — Granted mod. of cps to make changes in ant. system and increase ERP to 800 w.

- Following stations were granted extension of license to Nov. 30: WPBG-WB New Orleans, La. (to Dec. 1); WFFP Marion, Ill., to Jan. 1, 1962; WCVF Clifton Forge, Va., to Nov. 15; KTXR San Antonio, Tex., to Nov. 15; WTSR Bridgeport, Ala., to Nov. 15; WQRT New Smyrna Beach, Fla., to Nov. 30; WTAI Idaho — Granted extension of permission to Nov. 15 to operate from sign-on at 7:00 a.m. to sign-off at 7:00 p.m.

**Actions of Aug. 30**

- Following stations were granted SCA on simplex basis: WACO-FM Waco, Tex.; WJBE-FM Montgomery, Ala.; KFME (FM) Bismarck, N.D.; WROR-FM Rockford, Ill.; WLRJ (FM) Roanoke, Va.
  - WMIS Natchez, Miss. — Granted involuntary change of license: remote control from Mrs. P.K. Ewing to Fayette C. Ewing, executor of estate of Mrs. P.K. Ewing, deceased.

**Actions of Aug. 26**

- Granted mod. for following new vhf tv translator stations: Beaver Lions Club TV Committee on chs. 9, 11 and 13 Beaver City, Utah; translate programs of KTVV ch. 2, CPCX-TV ch. 4, KSL-TV ch. 5 Salt Lake City, Utah; Panguitch Lions Club on chs. 2 and 5 Panguitch, Utah; KUTF-TV ch. 2 Salt Lake City, Utah; KSB-TV ch. 5 Salt Lake City via ch. 13 Beaver City, Utah.

A report of nutrition teaching in elementary textbooks

Leading educators believe that nutrition education should start in the early grades. A good three-quarters of both principals and teachers who think their students do not get three balanced meals say breakfast is most apt to be neglected. A recent study made by educational consultants found in 34 elementary health textbooks that among other breakfasts, a basic cereal breakfast appeared in the majority of textbooks examined. The majority of textbooks examined included breakfast teaching ideas based on the Iowa Breakfast Studies. The Iowa Breakfast Study of School Boys demonstrated that students worked better and the majority of them had a definitely better attitude and a better scholastic record when a good breakfast was eaten.

*A Study of the Teaching of Nutrition in the Public Schools Published by Cereal Institute, Inc., January, 1952

**A Summary of the Iowa Breakfast Studies Published by Cereal Institute, Inc., May, 1957

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Tv's biggest problem is 'people'

Few broadcasting executives can point to a single incident that stimulated their careers, but Dick Pack traces his 30-year span back to the age of 15 when he won a contest on WOR New York.

Westinghouse Broadcasting Co.'s vice president for programming was a Brooklyn high school lad when his prize-winning conclusion to an unfinished radio script for his school in Macy's public relations department—"my first exposure to publicity." He also got small parts in the Macy radio show and "went to a lot of auditions before I convinced myself that I was not an actor."

While still in high school, and until his junior year at New York U., Mr. Pack could offer the "best $2 dates in town" as "New York's youngest drama critic." He reviewed the new plays for WBNX New York, a station in the Bronx. "I was on the third-night list for two review tickets, many restaurants served steak dinners for 75 cents, and the subway cost only 5 cents."

All About Radio • Following his graduation in 1938 from NYU, Mr. Pack joined WNYC New York, the city-owned station, as continuity and publicity director. It was his first full-time job. The important thing about growing up in radio during the '30s, he feels, was the opportunity to learn every job. He's against people becoming specialists too quickly, which he says happens in radio and tv today.

The biggest problem facing television, he thinks, is "people." "Where are tomorrow's executives coming from?" There used to be no limitations in radio because there were always people who could suggest ways to do things when others had no ideas. Thus, the medium stayed alive and vigorous.

One of Mr. Pack's proudest achievements was at WNYC. He created American Music Festival for broadcast in the period between Lincoln's and Washington's birthdays. Started in 1939, the programs of serious and popular music are still an annual event at WNYC.

WOR called again in late 1940, where, at 26, Mr. Pack became director of publicity and was a member of its program planning board. Except for 2 1/2 years in the Air Force he was with WOR until late 1947, then went to WNEW New York as program manager.

Documentary Innovator • A native New Yorker (born Nov. 22, 1915), Richard Morris Pack was assigned to New York's Mitchell Field for his wartime service. He rose to the rank of sergeant in the First Air Force, for which he produced hundreds of radio shows. He worked at developing documentary programs, which he had first started at WNYC with a series of recorded "actuality" reports on various city departments. He was among the first broadcasters to recognize the dramatic value of airing the actual voices of people involved in the news.

In the years 1947-52, Mr. Pack obtained a basic grounding in music and news formats at WNEW, where he also produced several award-winning programs. He won an Ohio State U. first award for his Boris Karloff's Treasure Chest, a children's d.j. show. Also at WNEW, Mr. Pack produced and directed a new program called Telephone Newsreel, which featured beeper phone reports from news sources all over the country. He pioneered, too, in the use of the jingle technique for traffic and weather service announcements.

Mr. Pack moved to NBC in February 1952 as director of programs and operations for WNBC and WNBT (TV) (now WNBC-AM-TV), where he was responsible for some 60 hours a week of local, live tv programming and more than 80 hours weekly of radio programming.

Distinctive Post • Westinghouse appointed Mr. Pack its national program manager in June 1954. He was elected vice president on Dec. 1, 1955. He has the distinction of being the only person to fill this programming position at WBC, which claims to be the first stations, to create an executive programming position. He is in charge of station formula concepts, policy, philosophy—anything that helps stimulate program leadership for WBC stations (WBZ-AM-TV Boston; KDKA-AM-TV Pittsburgh; KYW-AM-TV Cleveland; KPIX [TV] San Francisco; WJZ-TV Baltimore; KEX Portland, Ore.; WOWO Ft. Wayne, and WIND Chicago).

He says the position requires him to keep in touch with, or ahead of, radio trends. He's most keen about building up news programs. Among his efforts to expedite WBC news coverage was the establishment of news bureaus in Washington and Europe. He has originated group projects in the past and more are presently in the works. This fall, Mr. Pack is serving as executive producer of a new children's series for WBC's tv outlets. Titled Adventures in Number and Space, produced in cooperation with Columbia U.'s Teachers College, the half-hour educational shows will guide viewers into mathematics-for-enjoyment. (The multi-award-winning Reading Out Loud series was one of his major group projects.) A second coming WBC series this fall will star Bergen Evans in English for Americans. The 50 half-hour programs will be a basic course in English writing and speech.

Over-all supervision of WBC Productions Inc.'s one-hour PM East and half-hour PM West, a twin series of late-night programs currently carried by 13 tv stations, is another major responsibility.

High on his list of wishes for an ideal way to train broadcasters is an all-broadcast school of journalism. Today's journalism schools, he charges, do not train people for either today's or tomorrow's form of broadcasting. Mr. Pack taught several years at NYU's annual radio-tv workshop. In 1957 he conceived WBC's public service conferences for broadcasters, an annual series which won a Peabody award.

He married the former Laura Lipkin, of Bayonne, N. J., in 1940. She continues her career as a psychiatric social worker. Mr. and Mrs. Pack live in Great Neck, L. I., with their two children, Judy 13, and Robert 11.

WBC'S Pack
Overall program supervision
EDITORIALS

Color blind

UNLESS something dramatic happens to make a basic change in its configuration, the U. S. television system may be said to have reached a plateau of development.

The number of stations on the air next year will approximate the number now on the air.

The number of time periods available for sale, and the prices that can be charged for them, will not be spectacularly bigger than the availabilities and rates now in effect.

The total audience will at best be fractionally larger than today's audience.

Unless, as we say, something dramatic happens to give a new kick to television's curves, television is destined from now on to adhere to a growth pattern that is tied to the growth pattern of the general economy.

Television, we suggest, does not have to settle for that. It has available a force that could propel it to new heights. The force is color television.

It is a force that has been deliberately ignored by two of the three networks and all but a handful of stations. It can no longer be ignored. The self-interest of all broadcasters requires a complete swing to color broadcasting.

A swing to color would not immediately increase the number of stations or networks or the number of time periods available for sale.

It could increase—by dramatic degree—the public enthusiasm for television and the effectiveness of television advertising. The natural result of those two developments would be an increase in advertising revenue.

Color still has technical and economic problems. Color sets are more complicated and more costly than black-and-white sets. Those problems are being licked by manufacturers who apply their production and research brains. The entry of several major set makers— in addition to the pioneering RCA —into the color set market this fall promises to bring about an early solution to the equipment problems.

The biggest problem that remains is the problem of color promotion. That problem can be licked only if broadcasters begin broadcasting in color on a scale that will force viewers to buy color sets.

If broadcasters continue to remain aloof from color operations they will be conceding more and more advantage to other advertising media. Magazines are getting more colorful each week, and newspapers are beginning to learn how to print color. Billboards, car cards and direct mail use color as a basic ingredient of their appeal.

It seems illogical that television, the most modern communications medium, should still restrict itself to pictures shot in tones that Matthew Brady could reproduce 100 years ago.

Last woes of summer

THE summer hiatus is over. Broadcasters, advertisers, agencies, producers and artists are all back on the job. So is government.

For broadcasters it was a fitful summer. Business uncertainties bothered them. But the FCC worried them more.

Advertisers and their agencies interested in broadcasting as a primary means of marketing their products and services worried too. Their concern, however, transcended the FCC as they collided with the tougher New Frontier version of the Federal Trade Commission which, like the FCC, wants broadened authority and which has tinkered with their business to the point of driving them to distraction.

The prognosis for business generally is good. The econo-
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- KTWN-TV; Columbus, Ohio • KLZ-TV; Denver • KELP-TV; El Paso
- KBAS-TV; Ephrata • KEZI-TV; Eugene • KJEO-TV; Fresno • WINK-TV;
- Ft. Meyers • WLBT-TV; Jackson • KLEW-TV; Lewiston • WDSU-TV; New
- Orleans • WVEC-TV; Norfolk • WDBO-TV; Orlando • KEPR-TV; Pasco
- WRCV-TV; Philadelphia • KTVK-TV; Phoenix • WCSH-TV; Portland
- Maine • KGW-TV; Portland, Oregon • KREM-TV; Spokane • WCTV-TV;
- Tallahassee • WTVT-TV; Tampa • KGUN-TV; Tucson • KLIN-TV; Twin Falls
- WNEP-TV; Wilkes-Barre
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