Under the shelter of a single, all-embracing KPRC-TV sales plan. Programs, spots, participations — every kind of television you need, all through one source: KPRC-TV, Channel 2, in Houston, Texas. All through one man: Your Edward Petry & Co. representative. And all paid for with one easy-to-handle monthly payment. One station, one man, one payment — that's the one modern way to buy Houston television.

P.S. A friendly KPRC-TV representative is waiting for your call.

"One station, one man, one monthly check to pay — that's the modern KPRC-TV way!"

Courtesy of Travelers Insurance Companies, Hartford 15, Connecticut
WNAX-570 FOREMOST IN FARM SERVICE

In WNAX Big Aggie Land—farmers just naturally turn to WNAX-570 for authentic farm information. They know they’ll get the complete story whether it be weather, markets or farm news.

Farm advertisers, too, know they can reach and sell upper midwest farmers through the medium of regional radio WNAX-570. WNAX is able to produce results that spell r-e-n-e-w-a-l.

18½ hours of farm programming per week, backed by expert knowledge and know-how of Craighton Knau, Farm Director; George B. German, Inquiring Farm Reporter; and Lyle Hansen, Farm Advisor, reaches farm families in five rich agricultural states every day.

See your Katz Man—he’ll give you details on how the WNAX-570 Farm Service Department can sell for you effectively.
BRINGING THE MOON INTO FOCUS

How far is it to the moon:
in miles?
in years of work?
in dollars spent?
in people employed?
in acres of new industry and homes?

The answer to the first question is simple—238,857 miles. The answers to the others aren't quite that easy or exact.

Last August, The White House announced Cape Canaveral would serve as the launching site for Project Nova... the space program that plans to put an American on the moon before the dawn of a new decade.

Thursday, November 9, WCKT presented "The Lunar Boom", 8:30 - 9:30 in the evening. WCKT News Teams had toured the state with cameras and news gathering facilities — brought back the pictures and statements that tell the story of promise and expectation, reality and speculation. WCKT News brought Florida's moon boom into focus... Another WCKT Documentary serving community needs through "New Force" journalism—citizenship and showmanship.

BISCAYNE TELEVISION CORPORATION
WCKT - Channel 7 · Miami · WCKR - Radio 610

BROADCASTING, November 20, 1961
Half a century ago, before the advent of television, entertainment and cultural opportunities were limited in scope and available to only a few. Today, in sharp contrast, WGAL-TV regularly presents worthwhile educational, cultural, and religious programs; accurate and informative news and sports coverage; as well as the finest in entertainment, all of which enriches the lives of many thousands of men, women, and children in the WGAL-TV viewing audience.
WDOK to Transcontinent

Negotiations for acquisition of WDOK-AM-FM Cleveland by Transcontinent Television Corp. for $1.4 million were completed last week, subject to usual FCC approval. Frederick C. Wolf, owner and manager of WDOK, will continue in management capacity under TTC ownership. WDOK, MBS affiliate, operates on 1260 kc with 5 kw and WDOK-FM on 102.1 mc. Transcontinent, of which David C. Moore is president, owns WGR-AM-FM-TV Buffalo; KFMB-AM-FM-TV San Diego; KERO-TV Bakersfield; WDFN-AM-FM-TV Kansas City and 60% of WNEP-TV Scranton. Transaction handled by R. C. Crisler & Co., Cincinnati.

Am station study

Moving cautiously, FCC last week instructed staff to undertake broad study of competition in am broadcasting with particular scrutiny of engineering standards and how they might be bolstered to preclude plethora of grants resulting in degradation of service and economic injury to established stations. Station over-population problem was raised recently by Commissioner Fred W. Ford who posed questions but admitted he didn't know answers and therefore urged study.

FCC is wary of arbitrary limitation of competition, since this would raise serious legal questions. Assignment is to re-evaluate engineering standards with view toward better service where needed but without degrading existing services. Majority is opposed to direct consideration of economic injury but thought is that indirect approach through engineering standards would obviate primary consideration of programming deterioration through excessive competition. Exploratory study, with no deadline, was assigned general counsel, chief engineer and chief of broadcast bureau.

Color blockbuster

Color-conscious RCA is reported preparing new promotion for color tv that will be RCA's "most extended" to date. It's set to start on or about Feb. 5. RCA right now is reluctant to release details, but formal word may be expected in early December.

ratings revisited

Quiet investigation of rating services now underway by staff of House Regulatory Agencies Subcommittee is designed as followup to report of American Statistical Assn's Technical Committee on Broadcast Ratings (Broadcasting, March 27). Among questions left unanswered in that report and expected to engage subcommittee's attention among others this session: how are ratings used by stations, advertisers and agencies and what is their effect on programming decisions? Potentially most explosive question, however, remains that of possible survey rigging by smaller firms in individual cities.

FCC priorities

Here's unofficial schedule of priorities at FCC on pending policy considerations: (1) space satellites; (2) option time; (3) tv allocations (drop-ins, interim operation); (4) programming inquiry (includes network licensing or regulation; final phase to open Jan. 9); (5) multiple ownership.

Contingent sales out?

Contingent sales, whereby multiple owner with maximum holdings proposes to sell one outlet after he receives approval for acquisition of another, are headed for trouble. FCC plans shortly to initiate rulemaking procedure to preclude maximum multiple owner from acquiring an additional outlet. He would have to be below seven-station limit before he could acquire additional outlet.

Rulemaking, of course, would not affect any pending cases involving maximum station holdings. Basis for new rulemaking is that contingent transactions encourage speculation, which FCC frowns upon.

Autumn lessons

Windup of NAB's Fall Conference series leaves this best guess for 1962 schedule—day agenda will be repeated. Series demonstrated fast-moving pace is popular. Another conference discovery—Gov. LeRoy Collins has become adept at fielding tough questions asked by delegates and newsmen.

HPL realignment

CBS Radio is implementing economy and decentralization move affecting 15-year-old Housewives Protective League programming and promotion operation, starting Jan. 1. Service, which has been directed from special HPL unit in New York, will be supervised by local CBS stations. In its heyday, HPL programming was carried on 14 stations and grossed more than $3 million. It is now on 11 stations, seven of which are CBS-owned and will continue HPL. Headquar-

ters staff members in New York are expected to be absorbed into other departments.

Competitive satellite?

Sen. Russell B. Long (D-La.) and staff are conferring with White House and other administration officials preliminary to drafting legislation to provide for ownership and operation of U.S. communications satellite system. Sen. Long, whose Monopoly Subcommittee held hearings on subject (Broadcasting, Nov. 13), is opposed to plan of FCC-created international common carriers committee; he feels it serves interest of committee members only.

Legislation he is contemplating, and for which he hopes to obtain President's support, would create privately owned but broadly based system (including radio-tv interests that want to participate), which would compete with existing carriers for international communications business.

Kaselow's MBS beat

Latest program innovation on Mutual which began yesterday (Nov. 19) is 10-minute "news specialty" conducted by Joseph Kaselow, New York Herald Tribune columnist who pioneered advertising as regular newspaper feature. While 10-minute program will be devoted principally to news of advertising world, it will be much more than that according to Robert F. Hurleigh, Mutual president. Format covers interviews with leading figures in advertising and, according to Mr. Hurleigh, will show "that there's more to advertising than Madison Avenue and gray flannel suits."

NAB Latin tour

Three-week goodwill tour of Latin America by members of NAB board has been arranged. Herbert E. Evans, president of Peoples Broadcasting Corp., Columbus, and NAB delegate to Inter-American Assn. of Broadcasters, has notified board members of itinerary, which begins Feb. 4 from Miami (following NAB board meeting) and concludes Feb. 25. First-class jet tour will accommodate about 40 and will include visits to radio and television stations, as well as sessions with United States and other officials. Itinerary covers Mexico City, Lima, Santiago, Buenos Aires, Rio de Janeiro, Brasilia and Panama. Tab per person, exclusive of meals (other than on planes): $1,395.
WPIX-11 services New Yorkers by delivering local news and special events with consistent excellence and dependability—as attested to by our six Sylvania Awards, two Emmy Awards, the Headliner Award and the DuPont Award. Over the years WPIX-11 has been the only New York Independent to provide live television news on a regular basis as part of its service to the community. One more important reason why WPIX is New York’s prestige independent.

Where are your 60 second commercials tonight?
WEEK IN BRIEF

For the fourth straight year J. Walter Thompson Co. is the leading agency in broadcasting billings—$125 million in radio and tv, according to BROADCASTING's annual survey of leading agencies. Ted Bates is second. See...

JWT, BATES LEAD AGENCIES... 27

Maybe some of the carping criticism of tv is backfiring, drawing support for the medium. At least, the idea arises out of comments by speakers at meeting held last week by Television Bureau of Advertising. See...

DETOUR WELCOMES TVB... 60

Here's a lively bit for the new year. FCC has summoned the three tv networks to a hearing opening Jan. 9 at which they will be questioned on financial, program, talent, news, ratings and other basic topics. See...

CARPET'S OUT FOR NETWORKS... 86

The latest thing in media buying—automatic computers—was examined last week at New York agency session. But there also was close attention to the qualitative factors that influence the purchase of time and space. See...

WITH OR WITHOUT NUMBERS... 50

It looks now as if the race for the new vhf channel in Rochester will involve 11 applicants. All but one of these are commercial applicants. Next FCC step will be to schedule these aspirants to a hearing. See...

11 WAYS TO ROCHESTER... 74

Best spot tv buy of the year is mid-winter, when some advertisers take a rest, according to a leading representative firm. The custom makes no sense in tv, it's explained, because audiences are at a peak. See...

BARGAIN TIME FOR SPOT TV... 58

Up on Capitol Hill they're still investigating tv despite the fact that Congress isn't in session. Last week Dodd Senate subcommittee queried NBC Chairman Robert Sarnoff but there's no word on what was said. See...

SARNOFF HEARD IN SECRET... 85

The last of NAB's Fall Conferences, Nov. 20 in Jackson-ville, Fla., wraps up a series of fast-moving, one-day meetings in which the problems that harass broadcasters have been discussed all over the U. S. See...

NAB FALL SERIES ENDS... 87

When fm is discussed there are two approaches. Some conceive fm as sure to become the basic aural medium. But others think of it as a supplemental service. More comments on FCC's new fm proposals. See...

FM—BASIC OR SUPPLEMENTAL... 78

Ten rules designed to improve tv programming have been offered by David Levy, ex-NBC official. One rating-free night a week, more open-end programs and other ideas are offered as ways to provide balanced service. See...

10 RULES FOR BETTER TV... 68

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BROADCASTING, November 20, 1961
we use pistols instead of shotguns!

(Each of the 6 ABC owned radio stations shoots for the mass audience in its own way!)
Read made chairman at final TVB session

A. Louis Read, WDSU-TV New Orleans, was elected chairman of board of TVB Friday at close of three-day annual meeting in Detroit where major sales promotion presentations were made before top auto advertiser and agency representatives (early story page 60).

Mr. Read succeeds Glenn Marshall Jr., WIXT (TV) Jacksonville, Fla., for one-year term.

TVB officers re-elected: president, Norman E. "Pete" Cash; secretary, Payson Hall, president of Meredith Publishing Co. stations; treasurer, Gordon Gray, WKTU (TV) Utica, N.Y.

Directors re-elected for two-year terms: Richard Borel, WBNS-TV Columbus, Ohio; Mr. Gray; Donald Kearney, Corinthian Stations; Clair McCollough, Steinman Stations; John Murphy, WLWT (TV) Cincinnati.

Director was elected for two-year term as director, succeeding Otto Brandt, KING-TV Seattle. Elected to one-year terms to fill vacancies: Jack Tipton, KLZ-TV Denver; John Vrba, KTTV (TV) Los Angeles.

Optimism of delegates for increased advertising budgets from auto industry brightened Friday with forecast by auto officials of banner sales year in 1962, based on selling upturn this fall. Automakers now see 7-million-car year, compared with 5 million for 1961.

Broadcasters on Friday lunch showed films of successful local public service and editorial projects demonstrating that tv's influence in marketplace tops all other media. Case history presentations were made by Mike Shapiro, WFIAA-TV Dallas-Ft. Worth, and Messrs. Brandt, Read and Vrba.

NAB group to revise recording standards

Revision of recording and reproduction standards, including new section on stereo, is underway by NAB's engineering committee. Standards, originally drafted in 1949 and revised in 1953, cover disc and tape facilities used in broadcasting.

Decision to take new look at recording and reproduction standards was made by NAB committee Nov. 15. Two subcommittees were established, on discs and on magnetic tape. A. Prose Walker, Collins Radio, is chairman of former; and Warren L. Braun, WSVA-AM-FM-

Tribute to Mr. Sam

FCC adopted resolution Friday (Nov. 17) saying "it has lost a true friend and wise counselor" in death of House Speaker Sam Rayburn. Commission noted that Rep. Rayburn, as chairman of House Commerce Committee, introduced bill in 1934 which resulted in birth of FCC and Communications Act. Even after his election as speaker, "he continued his abiding interest in, and intimate knowledge and understanding of, the FCC and the many problems it faced . . ." resolution said.

Commission expressed heartfelt sympathy to Rayburn family, including his nephew, FCC member Robert T. Bartley.

TV Harrisonburg, Va., heads latter.

George W. Bartlett, NAB engineering manager, is chairman of full committee. Other members at meeting were Ross H. Beville, WWDC-AM-FM Washington; Emile Vincent, ABC; Price Fish, CBS; George Nixon, NBC, and Mr. Braun. Mr. Walker was absent. Attending meeting also were C. J. Lebel, Audio Devices Inc., New York, for Magnetic Recording Industry Assn., and E. H. Uecke, Capitol Records, for Record Industry Assn. of America.

Donovan, Lideen elected BBDO vice presidents

Two new vice presidents, Michael J. Donovan and Paul N. Lideen, have been elected at BBDO, New York.

Mr. Donovan, associate media director, joined agency in 1959 in his present post. Previously he was vice president-media director at Benton & Bowles, media supervisor at McCann-Erickson and buyer at Ward Wheelock.

Mr. Lideen, account executive, joined BBDO in 1956 and served as associate director of agency's marketing department prior to his new assignment. He has been in marketing and research work at A.C. Nielsen Co. and Market Research Corp. of America.

MGM nets $12.6 million, highest in 15 years

Net income of MGM for year ended Aug. 31, 1961, hit 15-year high of $12,676,516 or $3.02 per share, according to annual report mailed to stockholders over weekend. Earnings for same period of 1960 were $9,594,908 or $3.83 per share.

Gross revenues for fiscal 1961 amounted to $140,539,527 against $130,444,607 last year. Television income for year rose to $18,014,611 from $14,127,538 in 1960. This includes revenues from programs produced for tv as well as feature films. As of Aug. 31, 1961, contracts written for both pre-1949 and post-1948 pictures totaled $62.6 million, of which $14.7 million remains to be earned.

NTA offers 40 features in color to tv stations

National Telefilm Assoc., New York, announced Friday (Nov. 17) it is offering for sale to stations group of more than 40 color feature films. In past, these features were sold in black-and-white versions, but according to NTA spokesman, this is first time company has assembled features specifically for sale in color.

Films are mainly from 20th Century-Fox library but some were made by Selznick and London Films. Included in package are "Captain From Castile," "Crash Dive," "Leave Her to Heaven," "The Dolly Sisters," and "Wilson."

Kansas City merger unites two agencies

Merger of two Kansas City advertising agencies, Bruce B. Brewer & Co. and Jones & Hanger Inc., was announced last week. Merger will be effective February 1, 1962.

Combined operation will continue under name of Bruce B. Brewer & Co. New partners (all from Jones & Hanger) joining Brewer organization are M. Frank Jones, Robert C. Hanger, J. W. Dick-Peddie Jr. and Donald G. Forbes.

Others joining Brewer as members of client service staff are Charles R. Ea tough, Robert M. Metheny and Robert
III ledge. They formerly were with Jones & Hanger.

Brewer agency, prior to 1944, was known as Ferry-Hanley Co. Founded in 1908, it reportedly is oldest agency in Kansas City.

RAB plans group hears of new sales techniques

Radio Advertising Bureau's plans committee has been apprised of new techniques for creating radio revenue on both national and local levels, including expansion of RAB "sales caravan" to at least four additional states.

Kevin B. Sweeney, RAB president, told committee last week that "enthusiastic" response of merchants and stations in Ohio trial run of "sales caravan" (Broadcasting, Oct. 23) spurred decision to carry it to other, as yet unspecified, areas.

Plans committee also heard details of "important new national-selling development designed to sharply increase national radio billing," which will be subject to approval by board of directors on Nov. 29 in New Orleans.

In addition, Mr. Sweeney announced that RAB will conduct individual sales training courses for radio salesmen, with bureau executives going into markets to request of stations to teach course based on latest techniques. Miles David, RAB vice president, showed news sales presentation method which member stations will get in early 1962.

Time-Life unit joins in German tv production

New television program production company to produce German-language live and film tv programs has been formed in Cologne, Germany, by Time-Life Broadcast Inc., New York, and German publishing firm of M. DuMont Schauberg, Cologne, it is being announced today (Monday). New company is named DuMont-Time Fernseh-Programmgesellschaft GMBH.

H. Pickelson, vice president of Time-Life Broadcast Inc., and John R. Snedaker, general manager of Time-Life International Ltd., London, will serve on new company's board of supervisors. Their German counterparts will be publishers Alfred Neven DuMont and Ernst Bruecher. Eduard Graf Wickenburg of DuMont will act as general manager until American tv executive is appointed to post in few months.

Crisp appoints Gardner

Crisp Products Inc., Warminster, Pa., has appointed Gardner Adv., New York, as agency for Mim fabric conditioner and other Crisp products. Radio and tv are among media to be used.

Unfair to fm?

KATT (FM) Woodland (Sacramento Valley), Calif., accused ABC Radio of "discrimination" against fm-only stations and Friday (Nov. 17) asked FCC to make full investigation of affiliation policies. Station said it attempted for several weeks to affiliate with ABC and network has refused even though it has no primary outlet in KATT's area.

Mr. Lucas, KATT general manager, told FCC that ABC stated affiliation was out of question because "Madison Avenue just wouldn't buy an fm station." He charged action by ABC is "direct violation of the rights of the people."

KXMC-TV group buys KCJB for $170,000

Sale announced Friday subject to FCC approval: KCJB Minot, N.D. (1 kw on 910 kc) sold by North Western Enterprises Inc. to Big K Inc. for $170,000.* Buyer is owned by KXMC-TV Minot (49%), Chester Reiter (20.4%) and W. D. Hurley and Lloyd R. Anno (15.3% each).

Mr. Reiter, 2% stockholder in selling corporation, until 1959 was manager of KCJB-TV Minot; Messrs. Hurley and Anno are vice presidents of North Dakota Broadcasting Co. (KXGO-AM-FM-TV Fargo, KXMC-TV Minot [49%], KCJB-TV Valley City, KXMB-TV Bismarck, all North Dakota, and KXAB-TV Aberdeen, S.C.).

Compton made trustee for IGM-IBEW fund

Dr. Wilson Martindale Compton, nationally known educator, has been named trustee of broadcast industry re-education fund established by International Good Music Inc. and International Brotherhood of Electrical Workers.

Fund is first of its kind in broadcasting industry. It was set up to train and re-train employees whose jobs have been displaced by automated equipment and program services made and sold by IGM to broadcasting industry. Fund will exceed half-million dollars when augmented by several federal sources.

Dr. Compton, retired, is former president of Washington State U. and former director of U. S. Information Agency. He will authorize payments to established schools where displaced employees receive training.

Tax on tv proposed to assist theatres

Broadway producer Herman Shumlin, representing League of New York Theatres, suggested Friday (Nov. 16) that possible 5% tax be imposed on tv revenues to subsidize dramatic arts endeavors. Mr. Shumlin, testifying before House Select Sub-Committee on Education (story, page 80), claimed that electronic forms of entertainment have been important competitors which have hurt theatre business.

Mr. Shumlin charged broadcasting industry of taking "free ride" on theatre. He said broadcasting's best talent had developed in theatre.

"Five per cent would make little difference. It's all paid by the soap companies and the soup companies, anyway," he said.

Subcommittee member Rep. Robert N. Giaimo (D-Conn.) stated Friday afternoon that relief for low economic status of musicians should come from sources now benefiting "handsomely" from their services. He listed these as: juke boxes, wired music services and radio stations.

He described radio as "a billion dollar-a-year industry" which pays nothing to musicians, and said "under the antiquated copyright law of 1905" radio stations are exempted from paying artists when replaying their records for profit.

KYLD-TV asks reopening of deintermixture case

KYLD-TV (ch. 17) Bakersfield, Calif., Friday asked FCC to reopen hearing to expedite deintermixture of that city by requiring KERO-TV to shift from ch. 10 to ch. 23. On Oct. 20 Hearing Examiner David I. Kraushaar issued initial decision saying Broadcast Bureau had not proved urgency and recommending KERO-TV be left on ch. 10 until current license expires (At Deadline, Oct. 23).

KYLD-TV asked FCC permission to intervene in case, charging Broadcast Bureau did not make use of important available data. Station said evidence it can present "demonstrates beyond doubt" plight of Bakersfield uhf stations and urgency of deintermixing.

Station argued this might be key case in future deintermixture proceedings.

Educators asks for ch. 30

National Educational Radio & Tv Center Friday asked FCC to institute rulemaking to reserve ch. 30 in Elmira, N. Y., for noncommercial educational use and to designate channel for Elmira-Corning, N. Y. FCC earlier had denied NETRC request for ch. 9 to be reserved for etv in Elmira.
The new Channel 10 is now on the air

At 3:01 a.m. on November 20, the nation’s newest television station signed on in the No. 1 market of the nation’s fastest growing state.

Completely new, from latest RCA transmitter and associated studio equipment, to the most modern and strongest tower and antenna in Florida.

More than a year has been devoted to program planning and personnel training, to back up the audience-accepted schedule of ABC-TV’s basic affiliation.

For availabilities, contact any H-R Television, Inc. office.
The Embassy of Ghana

His Excellency W. M. Q. Halm, Ambassador to the United States from Ghana, and some of the members of his family, in the garden at the Embassy... another in the WTOP-TV series of the Washington diplomatic scene.
These days, the price of a turkey is too darned high

You know that overrating ratings can lead to a hit show that reaches a costly quantity of non-prospects. And the cash register will ring up a turkey.

Also you know that even if you reach the right prospects — but with the wrong commercials — it's another kind of turkey. Equally costly.

You know, too, that the advertiser who does not move swiftly to get the right show, at the right time, may see his competition get the business. And he gets the bird.

In these days of spiraling costs, choosy consumers and speedy competitors — who can afford a turkey?

 Doesn't it make sense to want a whole combination of smart programming, swift daring, and creative selling commercials?

Don't you need an agency which is best equipped, on all fronts, to bring down your cost per sale — and bring up your profits from television?

YOUNG & RUBICAM, Advertising

BROADCASTING, November 20, 1961
DATEBOOK

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

*Indicates first or revised listing.

NOVEMBER


Nov. 21—Radio & Television Executives Society, Time Buying and Selling Seminar, fifth session. "Using Research For Your Decisions." Instructors: Mary McKenna, Metromedia Inc.; William Murphy, Papert, Koenig, Lols; CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Nov. 21—Philadelphia chapter, American Women in Radio and Television, dinner meeting. Hotel Sheraton, Philadelphia.

Nov. 21—Florida Assn. of Broadcasters, one-day seminar following NAB regional meeting of the day before. Speakers include: James O. Junilla, ass't to the FCC Bureau chief, Marcus Cohn, Washington attorney practicing before the FCC; Arthur Gilbert, FCC Florida engineer. Robert Mckeever, Fla.

Nov. 24—Deadline for answer from CBS-TV and affiliates to FCC letter questioning propriety of the network's sliding-scale affiliate compensation plan.


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

*Nov. 27-Dec. 5—Hearing by House subcommittee on Effects of Imports and Exports on American employment. (Dec. 1 has tentatively been set as the day to be devoted to consideration of runaway production by U.S. theatrical and TV films. Other days will be given over to foreign competition problems as they affect other industries.)

Nov. 28—Radio & Television Executives Society, Time Buying and Selling Seminar, sixth session. "Buying the Schedule." Instructors: Ann Janowicz, Ogilvy, Benson & Mather; Walter Thompson. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Nov. 30—Academy of Television Arts & Sciences, New York chapter, fourth annual "close-up" of TV personalities (David Brinkley and Chet Huntly). Astor Hotel, New York City.

DECEMBER

Dec. 1—Joint radio seminar between Southern California Broadcasters Assn. and U. of Southern California Seminar to explore Greater Los Angeles community needs as they are related to radio broadcasting. Hancock Auditorium, USC campus, Los Angeles.


Dec. 1—Argument before U. S. Court of Appeals for the District of Columbia on Connecticut theatre owners appeal from FCC decision authorizing pay TV operation in Hartford, Conn. Rescheduled from Nov. 9.


Dec. 4—Deadline for comments on FCC's proposal to add additional uhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14236); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14236); Dayton, Ohio (Doc. 14236); Jacksonville, Fla. (Doc. 14236); Johnstown, Pa. (Doc. 14236); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14237).

Dec. 4—Deadline for comments on FCC proposal to deintermix Springfield, Ill. by shifting ch. 2 to St. Louis. Original grant of ch. 2 to KTVI (TV) was remanded by court for exploration of extra activities.


*Dec. 6-7—House Small Business Committee hearing on opportunities to small advertisers to buy prime time on radio and television.

Dec. 6-8—NBC Radio & TV Affiliates, annual convention. 8th anniversary observance. Beverly Hilton Hotel, Beverly Hills, Calif.


*Dec. 7—Colorado Broadcasters Assn. special winter meeting, beginning at 1:30 p.m. with business meeting and free discussion. Dinner speaker to be FCC Commissioner Hyde. Continental-Denver Hotel, Denver.

Dec. 11—Reply comments due on FCC rulemaking to make major changes in FM broadcast rules. (Rescheduled from Oct. 5.)


JANUARY 1962

Jan. 1—Reply comments due on FCC proposal to expand use of uhf band to deintermix eight markets by deleting single uhf stations.

Jan. 6-14—International Television Festival at Monte Carlo, sponsored by the government of Monaco.

Jan. 9—Final phase of FCC hearing on network TV programming practices and policies. Spokesmen for the three TV networks will testify. Washington, D. C.

Jan. 17—Awards presentation of the International Television Festival at Monte Carlo. Gold Nymph awards will be presented for outstanding TV programs. The Opera House, Monte Carlo, Monaco.


Jan. 23-25—Georgia Radio-TV Institute, under auspices of GAB and U. of Georgia, 17th annual program. Featured speakers...
talk about impact!

Results? WCKY advertisers feel the IMPACT. In traffic count, in cash register count, in customer count. You talk about IMPACT and you’re talking about WCKY ... a communicating force in the lives of over a million people in the rich Tri-State Cincinnati area. Talk to AM Radio Sales and you’ll get the IMPACT.

IMPACT! This is WCKY! In its myriad facets, WCKY leaves an unforgettable impression, an IMPACT on today’s intelligent mind. The listening world is waiting for ... NEWS, of course. WCKY pounds through with Total News and Information ... in-depth news that leaves no wavering doubts of the meaning of events, past and present, on the international, national and local scenes. WCKY skillfully probes, persistently prods to the source of NEWS ...... and makes that IMPACT.

WCKY
50,000 WATTS • CINCINNATI

include: Pierre Salinger, Clair McColough, Sol Talehoff, and Ann Corrick.

FEBRUARY 1962

Feb. 1—Deadline for entries for the American TV Commercials Festival. Contact Wallace A. Ross, director; 40 East 49th St., New York 17.

Feb. 4-13—Advertising Recognition Week.

Feb. 5—Deadline for comments on FCC’s 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.

Feb. 5—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. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wis. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

Feb. 7—Advertising Federation of America, mid-winter legislative conference. Participants include FCC Chairman Newton N. Minow, PTC Chairman Paul Rand and Secretary of Commerce Luther C. Hodges. Statler-Hilton Hotel, Washington, D. C.


*Feb. 28—March 15—Art Directors Club of Los Angeles, 17th annual western exhibition of advertising and editorial art. Western advertisers, agencies, artists and producers have submitted examples of their work in commercials, titles, stills, or print. Los Angeles Museum of Science & Industry.

March 1962

*March 14-16—Electronic Industries Assn., committee, section, division and board meeting. Statler-Hilton Hotel. Washington, D. C.


*March 19-23—Georgia Assn. of Broadcasters, first annual regional meeting of broadcasters from Griffin, Albany, Bayley, Augusta, Canton.


*March 30-31—Advertising Federation of America, sixth district meeting. Detroit.

APRIL 1962

*April 1-4—National Assn. of Broadcasters, annual convention. Conrad Hilton Hotel, Chicago.

*April 9—Academy of Motion Picture Arts
The Wise Owl is the one who considers the fact that WLOS-TV delivers 67% more food sales, 41% more automotive sales, 71% more gasoline sales, 74% more drug sales than the second station.*

No matter what the target... WLOS-TV is dominant.  *Sales Management Survey of Buying Power, May 10, 1961—ARB Total Net Weekly Circulation

Dominant in The Carolina Triad

WLOS-TV

A Wometco Enterprises Inc. Station Servicing
GREENVILLE — ASHEVILLE — SPARTANBURG

Represented by Peters, Griffin, Woodward, Inc.  • Southeastern Representative: James S. Ayers Co.
why ATC is the most widely used tape magazine system in broadcasting

If price was the only factor involved in the manufacture of an Automatic Tape Control system, most of our problems would be solved. But because ATC magazine-loaded tape units must produce high fidelity playback in conjunction with the finest broadcast equipment made, we have refused to make any concessions in materials and components just to meet a price. The ATC is an engineer's delight. High quality, heavy-duty construction is evident throughout. All electrical components are conservatively rated for long life and marked for easy identification. All components and wiring are easily accessible for efficient preventative maintenance. Modular construction eliminates costly downtime. High performance vacuum tube circuitry assures reliable operation to +65° C. ATC delivers a frequency response of ±2 db from 70 to 12,000 cps; ±4 db from 50 to 15,000 cps. Signal-to-noise ratio is 55 db, and wow and flutter is under 0.2% rms. AUTOMATIC TAPE CONTROL, INC., introduced the original Automatic Tape Control system in 1958. Formerly distributed exclusively by Collins Radio Company, the ATC system is now in use in over 600 radio and TV stations. More than 4,000 units have been manufactured, installed and proved under actual "on-the-air" conditions. For complete information and illustrated brochure, write, wire or phone collect today.

made by broadcasters for broadcasters

AUTOMATIC ATC TAPE CONTROL

209 E. Washington St. · Dept. 113 · Bloomington, Illinois

& Sciences, 34th Oscar awards ceremony at Civic Auditorium. Santa Monica, Calif.

*April 25—Assn. of Industrial Advertisers, Eastern New England chapter and Hartford chapter, all-day marketing and advertising clinic. Hotel Somerset, Boston.

*April 27-29—Mississippi Broadcasters Assn., annual convention. Broadwater Beach Hotel, Biloxi, Miss.

MAY 1962

*May 2-5—Institute for Education by Radio-Television, national convention. Deshler-Hilton Hotel, Columbus, Ohio.


*May 9-12—Western States Advertising Agencies Assn., 12th annual conference. Theme of this year's conference is: "Advertising Achievements—West." Oasis Hotel, Palm Springs, Calif.

*May 10-12—Advertising Federation of America, fourth district meeting. Jacksonville, Fla.

*May 23-25—Electronic Industries Assn., 38th annual convention, committee, section, division and board meeting. Pick-Congress Hotel, Chicago.

JUNE 1962

*June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers. Royal York Hotel, Toronto, Ontario, Canada.

*June 23-27—Advertising Federation of America, 58th national convention, in conjunction this year with Advertising Assn. of the West. Denver-Hilton Hotel, Denver.

*June 23—Advertising Federation of America, ninth district meeting. Denver.


AUGUST 1962

*Aug. 5-7—Georgia Assn. of Broadcasters, annual convention. Holiday Inn, Jekyll Island, Ga.

SEPTEMBER 1962

*Sept. 11-13—Electronic Industries Assn., committee, section, division and board meeting. Baltimore Hotel, New York.

*Sept. 12-14—Advertising Federation of America, first district meeting. Cape Cod area.


*Sept. 20-22—Advertising Federation of America, tenth district meeting. Shreveport, La.

NOVEMBER 1962

*Nov. 10-25—World Economic Progress Assembly and Exposition under international auspices. Special sectors devoted to radio and tv. McCormick Place, Chicago.

*Nov. 27-29—Electronic Industries Assn., committee, section, division and board meeting. Jack Tar Hotel, San Francisco.
Why WFLA-TV bought Seven Arts' Volume II

Says George Harvey:

"The first Seven Arts package offered fine TV entertainment, but it's a stronger over-all package. We bought it to improve our Friday Night Movie. It takes an exceptional movie product to deliver maximum audience in a prime time slot against competitive network programming. Warner's 'Films of the 50's' give us the best available product for that kind of exposure."

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—STATE 8-8276

For list of TV stations programming Warner Bros. ‘Films of the 50’s’ see Third Cover SRCS (Spot TV Rates and Data)
Radio for itself

EDITOR: In your article "Radio reps still welcome" [BROADCAST ADVERTISING, Nov. 6] one quotation, attributed to me, was unfortunately out of context.

What I said was that our men sell on more than one level. Our men sell the concept of radio and the benefits derived by using this medium at the account executive, client, media director and media supervisor levels.

The quotation attributed to me leaves the inference that we do not give any thought to the problem of radio per se. This is any thing but true. Weed's radio salesmen are constantly selling the idea of radio. However, these presentations are conducted at the proper level among those executives who are responsible for selecting the specific medium.—Marvin D. Melnikoff, director of marketing & research, Weed Radio Corp., New York.

Radio's second step

EDITOR: Radio's return to prosperity, prestige and power as a mass medium certainly depends upon the amputation of the managerial malpractices you note in the editorial [EDITORIALS, Oct. 30]. This, as you say, is the first step.

As to the second step, I submit that management consider the following: (a) accelerate positive selling with expanded publicity, promotion and information . . .; (b) examine its own program logs, taking a moral inventory . . . of its programs and practices, with specific reference to its service and worth to the community and the people who do, or might, listen; (c) once again, in the manner of yesteryear's dominant broadcaster, spend money to make money; scrap any notion that radio is a bargain basement or rummage sale operation; and re-examine the prevalent formula of cutting operation costs to the bone. . .—Edward J. DeGray, Edward J. DeGray & Assoc., White Plains, N. Y.

Radio and the Fifth

EDITOR: I am usually in agreement with your editorial stands, and even when in disagreement rarely is the chasm very great. However, I was shocked at your departure from the very basic ideals of American democracy that you openly expressed in your editorial of Nov. 6 entitled "Radio and the Fifth."

By agreeing with the dismissal of WABQ's chief engineer for invoking the Fifth Amendment in his own defense, you ally yourself with those very people who would overthrow this country. You by your action are pronouncing a man guilty before society without the benefit of a trial. . .—Jack E. Gill, producer, Southern Illinois U. Broadcasting Service, Carbondale, Ill.

(The dismissal of the WABQ chief engineer was a private business decision involving an employer and an employee, and we expressed no opinion on the matter. However, BROADCASTING does not believe that this kind of procedure provides the ultimate solution to the problem of protecting radio and television against the possibility of sabotage or seizure. The main point that the editorial made was that some kind of security system was desirable and ought to be devised by responsible agencies of government working in cooperation with broadcasters.)

For help to media

EDITOR: I notice in reading Section E-30 of the 1961-62 BROADCASTING Yearbook that you may not be aware of our new U. S. Government Radio-TV Office.

The National Media Office, U. S. Forest Service, 1015 North Lake Ave., Pasadena, Calif., was set up to be of service on a national scope to writers, producers, directors and editors in the television, radio, motion picture, magazine, advertising and book fields.—Sent A. Kovar, director, motion pictures, radio & television, U. S. Forest Service, Dept. of Agriculture, Pasadena, Calif.

Missing market data

EDITOR: As one of BROADCASTING's most avid boosters over the past 12 years, I feel the right to one loud protest. In the 1961 Yearbook . . . or rather, not in the 1961 Yearbook, is the section I used in past issues more frequently than any other—the section on market data. I mourn its passing and plead that the editors reconsider the deletion of this information. . .—Tom Elkins, president-general manager, KBUS Mexia, Tex.

(The 1961-62 BROADCASTING Yearbook appeared without market data only because there was no updated information available. Final market figures of the 1960 Census have not yet been released, but will be carried in BROADCASTING as soon as available.)

How to say it

EDITOR: As a result of your article on pronunciation guides [THE MEDIA, Oct. 23] I have been deluged with requests for information. Unfortunately, . . . many readers have been led to believe that copies of state place name pronunciation guides are available at a central point.

What the Council on Radio-Television Journalism has done is to determine which states have or are preparing pronunciation guides. Persons seeking copies of individual state guides should ask for our master survey, then make

WOC-TV Channel 6
D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.

OPEN MIKE®
delivered on WFAA-820 Dallas!

A NEW CONCEPT PAYS OFF! WFAA-820's "Southwest Central" format is just six months old, and already it has made the dominant radio voice of North Texas even BIGGER! There have been gains in 25 of 26 quarter hours; more men listeners; more women listeners; more potential customers delivered on WFAA-820 in the metro and station total coverage area than on any other station!**

"WHAT IS SOUTHWEST CENTRAL"? It's a modern concept in radio . . . more complete news coverage . . . a fresh sound in music . . . feature-ized programming including farm, sports, fashion, food, markets, editorial, business, timely public service features . . . genuine ELECTRONIC JOURNALISM. The "Southwest Central" concept was formulated to retain the solid following of loyal, long-time WFAA listeners and to add appeal for a vast new audience of young adults — that youthful age from 17 to 77 — all prospects for your products!

WFAA-820 truly delivers those who control the nation's purse-strings! Let your PETRYMAN put this potential to work for YOU!

(*) Source: A. C. Nielsen, July-August, 1961

WFAA-820
RADIO DALLAS
At "Communications Center" DALLAS
WFAA AM FM TV — THE DALLAS MORNING NEWS
Thumb tab admirer

EDITOR: Just a note to congratulate the fellow or gal who thought of the easy-finder thumb tabs on the new BROADCASTING Yearbook.—W. Judd Wyatt, director of advertising, FMA Insurance Cos., Columbia, Mo.

BOOK NOTES


A complete transcript of the "summit meeting" on the government's role in broadcasting held last August at Northwestern U. (BROADCASTING, Aug. 7) has been printed in book form by the university press.

Included is Chairman Minow's speech tracing the FCC's authority to consider programming and the legal memorandum in support of this position; the rebuttal of this position by Washington attorney W. Theodore Pier- son; speeches by Dean Roscoe L. Barrow, NAB President LeRoy Collins and Prof. Louis L. Jaffe.

In addition to formal speeches, panel discussions featuring leading industry, government and academic spokesmen are included verbatim.


British-born, BBC-trained author Millerson's title is misleading and seriously underestimates the scope of his work. Far from trying to present a facile picture of television production as a uniquely simple operation whose problems can be solved by the rigid application of an unvarying "technique," he presents the reader with a base from which to confront the problems of TV production. Mr. Millerson outlines the variety of choices open to the technician in arranging his camera, or his characters, or his make-up to get the effect he wants. Accompanying diagrams drawn by the author, provide a pictorial representation of each effect.

Encyclopedic in scope, the work tends to blend successfully the physical and esthetic factors in television production, and supports a conclusion that successful production is the realistic creation of an illusion. The book shows how the illusion can best be established, sustained, and sold to the audience.

Technique of Television Production is a point of departure for the television professional interested in drawing a connection between his own ideas and the realities of the technical situation.
When locally-produced public affairs programming is both informative and popular, you can be sure that the talent which creates it is special. Typical examples: "Alone in Its Greatness," KMOX-TV's salute to the St. Louis Municipal Opera, which attracted a 32% share of audience; "Grant in St. Louis," a candid close-up of an extraordinary American, which had a 36% share of audience; and "St. Louis 1985," an unconventional look into the future, which achieved a fancy 40% share of audience in 4-station St. Louis (ARB). These and other imaginative, local "specials" all competed successfully against strong prime-time network opposition. This all-out attention to the local community is one reason why the community goes all-out for Channel 4. Why, month after month after month, the special audience winner is...
A rule to remember: an ad medium is also for advertising

I want to enumerate some of the things one national advertiser feels might be done to make advertising a more efficient tool and remove some of the cause for criticism of advertising.

First, the advertising agencies. My only criticism is of the eagerness of some of the more articulate members of the fraternity to break into print. Look at what these self-appointed critics did after the appearance of Rosser Reeves’ book, Reality in Advertising.

They discovered it was easy to break into print by criticizing the book and the author. The phony heat they engendered contributed nothing to the advertising business.

Now, about magazines and the competitive drive for higher circulation that afflicts some in this field. I would commend to magazines a more little soul-searching and understanding when they plan articles about competing segments of the advertising business.

It is not very convincing or logical for one of the leading mass magazines to carry a lead article criticizing over-commercialization in television and in the same issue, running 102 pages, to carry 48½ pages of advertising, considerably more than the 3 to 30 ratio of commercial time in a half-hour television program. The advertiser reading that article might get the idea that the public didn’t object to over-commercialization in magazines because it was not aware of the ads. That’s an interesting thought!

With some trepidation, I’ll mention newspapers. Practically all publishers have now realized the desirability of offering frequent discounts to national advertisers, but they have more ways of applying them than a cat has fleas. Don’t they realize that the harassed media man may just give up and recommend another medium?

**Diminishing Returns** • I shouldn’t talk about radio because it gets me upset. My company has a rather proud record in radio advertising. In 1940 Brown & Williamson was the biggest advertiser on NBC Radio. I remember when a schedule of six or seven good spots a week in a market really got results. Now they talk about saturation campaigns of 100 or 200 spots.

When will the radio people realize that the advertiser wants results, not numbers? Put six commercials in a 15-minute program, surround it with loud musical expositions of the station’s call letters and slogan, and try to get results! Some station owners have realized that radio today, when properly programmed, can penetrate important, hard-to-reach segments of the market better than any other medium.

Now, finally about television. I don’t worry too much about the FCC. I think Mr. Minow is already bogging down in his own wasteland. None of the critics of television programming will ever agree on what is good programming. No one but a “commissar for culture” could dictate what will or will not be shown on television, and the public wouldn’t stand for that.

Some individual stations tend to over-commercialize, but the NAB has set good standards, and I believe the offenders will be forced into line just as they were on the issue of triple-spotting.

**So Little Time** • The greatest danger today is in the encroachment on the entertainment time within programs. This encroachment is not by the advertiser. Three minutes of commercial time plus billboards in a prime half-hour has been and is standard. Subtract this from the 29 minutes and 30 seconds the network sells as a half-hour show and you would expect about 26 minutes of entertainment. But you don’t get it! The average half-hour show does well to deliver 23 minutes of entertainment.

What’s happened?

First, ABC-TVD gave 10 or 15 seconds more to the station at the break in an effort to attract new affiliates. The other networks followed suit to retain their affiliates. Who gained? Nobody. Who lost? The advertiser and, more important, the viewer. Then the networks started putting in promotions for next week’s show, for next night’s, for the following show.

Then the producers made a big production out of their names. Production studios did the same. Warner Bros. must get more time on their shows than the sponsors do. The network’s contribution to the show has to be acknowledged—even though the network already has a credit at the beginning and end. And not only the actors, but everybody down to the assistant hairdresser must get credits.

**Bumps** • Then there are those pesky little things known in the trade as “bumpers.” It wouldn’t do, according to some producers, to have their fine show contiguous to a commercial; so before and after each story break we have a bumper, “identifying” the program, to the accompaniment of “theme” music, a dozen or more times in the space of an hour—as if you didn’t know the name of the show you were watching. Thus, you get a longer and longer interval between the entertainment portions of adjacent programs. There are frequently seven or eight minutes between the last act of one show and the first act of the next. This is an urgent invitation to the viewer to leave the room, turn off the set, do anything to avoid the annoyance of this real “wasteland.”

All concerned should realize that no one gains and everybody will eventually lose. The viewer isn’t going to sit through it. And if he doesn’t, he won’t see the advertiser’s commercials and thus won’t be influenced to buy his product and the advertiser won’t be able to pay for the show. Maybe then the writers could be persuaded to write a three-act play for a half-hour show so we could avoid concentrating commercials at the end of the show and do away with so-called “epilogues.”

Then we would have perhaps not a Utopia but a chance for an enjoyable evening of entertainment. The viewer would be happy and he would see the advertiser’s message. The advertiser would be happy. And everybody would get cash instead of credit.

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**This MONDAY MEMO** is a condensed version of a talk by John W. Burgard to the Washington Ad Club. He joined B&W in 1932 as an accounting clerk. In 1946 he was promoted to advertising manager. In 1954 he was named executive assistant to the president. In 1955 he became a director and vice president in charge of sales. He was appointed advertising vice president in 1958. Mr. Burgard earlier this month was selected a director of Assn. of National Advertisers.
By Any Yardstick

THE BIG ONE

Takes the Measure

WKRG-TV

CHANNEL 5
MOBILE, ALA.

Call Avery-Knodel, Representative,
or C. P. Persons, Jr., General Manager

BROADCASTING, November 20, 1961

25
NORTH CAROLINA’S GRADE A WORLD

In the rich 33 county Piedmont world of more than 300,000 TV homes reached by WSJS Television’s A Coverage, retail sales exceed a billion dollars and consumer income is more than a billion and a half dollars.

Call Peters, Griffin, Woodward, Inc.
JWT, BATES ONE-TWO IN TOP 50

BBDO third, Y&R fourth among agencies in broadcast totals
Medium-sized firms show high billings in both radio and tv
Cut-off level up from $6.9 to $7 million in 1961, survey shows

J. Walter Thompson Co.'s estimated $125 million in radio and television—$1 million off the 1960 pace—places it on top for the fourth straight year in broadcast billings.

Thompson's most "restless" year was ushered in on a note of major account defections. But as 1961 progressed, JWT moved up again, acquiring more Lever Bros. business and all of Liggett & Myers' tobacco brands (see capsule for details, this page).

This was a year of surprises in the makeup of the top 10 in broadcast spending. The second place radio-tv agency is Ted Bates & Co., reporting in at $117.5 million in broadcast media, $7.5 million behind JWT. Bates at $105 million in 1960 was in a near draw with Young & Rubicam and McCann-Erickson for runner-up honors.

This year both Y&R and M-E have slipped well behind the mark achieved by Thompson and Bates.

The new lineup of the top 50 agencies in radio-tv was disclosed in Broadcasting's 10th annual survey of the leading broadcast agencies. Estimates span the calendar year which ends Dec. 31, 1961.

Bates' Rise Ted Bates' rise in broadcast billings was not telegraphed over the years. Before 1960, when Bates rose sharply in billings, the agency was solidly entrenched in the fourth (in 1959) or fifth (1956-58) positions. In 1955, it was in the eighth spot and the year before that ranked as the 10th agency in radio-tv. In 1961, broadcast accounts for a greater share (from 79 to 83%) of its overall billing.

J. Walter Thompson, first in television billing at $115 million, has only a $2.7 million edge on Bates, right behind with $112.3 million in television. JWT, however, has a strong hold on network tv supremacy with $91 million. Its nearest rival in network, Young & Rubicam, is at the $70.5 million level.

BBDO in 1960 was on the receiving end of some large account shifts. Last year, Broadcasting predicted, "the full billing effect . . . ought to be felt next year." The estimate now: BBDO should come in with $100.8 million in broadcast billing, a total that this year places it in third place (fifth last year) ahead of both Y&R and McCann-Erickson.

Y&R this year is No. 4 at $95.7 million in radio-tv, followed by McCann-Erickson at $91.9 million and Benton & Bowles at $83 million. Leo Burnett is maintaining a remarkable climb ($10.1 million ahead of 1960) even though it remains in the No. 7 slot. Ranked next in broadcast billings are Dancer-Fitzgerald-Sample with $69.3 million; N. W. Ayer with $63 million, and William Esty with $60 million.

Among the trends this year:

Medium-sized agencies appeared to make impressive gains in broadcast billings, presupposing possible leveling off (in time) of some billing peaks among the top 50.

Radio appeared to get less attention among a few top agencies but remained a high billing medium with such majors as BBDO, N. W. Ayer, McCann-Erickson and William Esty.

At the low end of the top 50, the rising billings have lifted the "cut-off level" from $6.9 million in 1960 to $7 million this year. For the most part, the 50 agencies listed this year are the same ones appearing last year (Cohen & Ale- shire was absorbed by Donahue & Coe; Post & More formerly known as Gordon Best).

Following are brief individual descriptions of the agencies in 1961's top 50 list:

J. Walter Thompson: Combined tv-radio billing: $125 million; $115 million in television ($91 million in network, $24 million in spot); $10 million in radio ($2.5 million in network, $7.5 million in spot); tv-radio share of overall billing: 49%.

This year was one of "ups" and "downs" for J. Walter Thompson, but the "ups" were more frequent than the "downs." The No. 1 agency in radio-tv as well as overall billing was dealt a staggering blow when Schlitz Brewing decided to shift its $16 million account to Leo Burnett, effective in July. But it offset this defection by picking up the $10 million Chesterfield-Oasis-Duke business, effective in July and Liggett & Myers' $16 million filter cigarettes' account from Dancer-Fitzgerald-Sample effective in October.

JWT also bolstered its account position during the year by capturing an estimated $6 million in business from Lever Bros.; $3.1 million from Con- goleum-Nairn; $2.5 million from Pitts- burgh Plate Glass and $1 million from

The biggest agencies in these categories

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<th>Agency</th>
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<td>J. Walter Thompson</td>
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<td>Ted Bates</td>
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<td>McCann-Erickson</td>
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Rinso Blue. During the year, JWT lost a host of small accounts totalling about $4 million in billing. The estimated billing figures represent considerable broadcast buying in the fourth quarter by Liggett & Myers and Pittsburgh Plate Glass, new acquisitions, plus increased activity from an old client, Standard Brands.

J. Walter's hefty investment in network television is for a long list of advertisers. A sampling of clients and their network programs include Lever on Candid Camera, Calvin and The Colonel, and Have Gun Will Travel; Eastman Kodak and RCA on the Walt Disney color series; Ford Motor on Hatzel; Kraft on Perry Como's Music Hall;Scott Paper on Window on Main Street and Father Knows Best (reruns); Quaker Oats on Ichabod and Me; Brillo Mfg. Co. on Bus Stop and Ben Casey; Seven-Up Bottling on International Showtime. Thompson clients were represented on many daytime network shows—among them were Lever, Quaker Oats, R. T. French and Standard Brands.

Many of the network TV advertisers also were busy in spot TV. Among them were Ford and various Ford dealer associations, Seven-Up, Lever, Standard Brands, R. T. French, Scott Paper, Champion Spark Plug and The Reader's Digest Assn.

Ted Bates & Co.: Combined tv-radio billing $117.5 million; $112.3 million in television ($57.2 million in network; $55.1 million in spot); $5.2 million in radio (all spot); tv-radio share of overall billing: 83%.

Ted Bates' climb in the tv world is accentuated this year by an impressive $12.5 million hike in broadcast billing (it was up $10 million last year over 1959). Without doubt, TV is the big billing medium at Bates: an increase recorded of some $7 million. The agency also lifted its radio-TV share from 79% to 83%.

Mobil Oil Co. joined the Bates family this year, Minute Maid Co. was lost and the agency resigned Lehn & Fink. As an agency that practices participations in network buying, Bates has clients and shows galore both in day and night hours.

The network advertiser list: American Chicle, Brown & Williamson, Carter Products, Colgate-Palmolive (including Ed Sullivan Show, Checkmate and Perry Mason on CBS-TV, and Detectives and Thriller on NBC-TV), Continental Baking Co. (mostly daytime), Food Mfrs. (also in daytime), International Latex (participating, Mobil Oil, Standard Brands, Warner-Lambert, and Whitehall Labs and Boyle-Midway, both American Home Products' divisions.

Spot-business volume is from the same companies (also American Sugar

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**TOP 50 AGENCIES**

All dollar figures are millions

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<th>Rank</th>
<th>Agency</th>
<th>Combined Broadcast Billing</th>
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<tr>
<td>1</td>
<td>J. Walter Thompson</td>
<td>$125</td>
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<td>2</td>
<td>Ted Bates</td>
<td>117.5</td>
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<td>3</td>
<td>BBDO</td>
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<td>4</td>
<td>Young &amp; Rubicam</td>
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<td>5</td>
<td>McCann-Erickson</td>
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<td>6</td>
<td>Benton &amp; Bowles</td>
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<td>7</td>
<td>Leo Burnett</td>
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<td>8</td>
<td>Dancer-Fitzgerald Sample</td>
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<td>Sullivan, Stauffer, Colwell &amp; Bayles</td>
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<td>15</td>
<td>Campbell-Ewald</td>
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<td>17</td>
<td>Needham, Louis &amp; Brody</td>
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<td>18</td>
<td>Cunningham &amp; Walsh</td>
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<td>19</td>
<td>D'Arcy</td>
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<td>20</td>
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<td>21</td>
<td>Erwin Wasey, Ruthrauff &amp; Ryan</td>
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<td>Wade</td>
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<td>23</td>
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<td>24</td>
<td>Mason</td>
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<td>25</td>
<td>Gardner</td>
<td>18.61</td>
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<td>Doherty, Clifford, Steers &amp; Shenfield</td>
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<td>Ogilvy, Benson &amp; Mather</td>
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<td>Grant</td>
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<td>W. B. Doner</td>
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<td>Parkinson</td>
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<td>Fuller &amp; Smith &amp; Ross</td>
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<td>Geyer, Worey, Madden &amp; Ballard</td>
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<td>34</td>
<td>Donahue &amp; Co.</td>
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<td>35</td>
<td>D. P. Brother</td>
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<td>36</td>
<td>Keyes, Madden &amp; Jones</td>
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<td>Doyle Dane Bernbach</td>
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<td>38</td>
<td>Guild, Bascom &amp; Bonfigli</td>
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<td>44</td>
<td>North</td>
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<td>Post &amp; Moor</td>
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<td>MacManus, John &amp; Adams</td>
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<td>Honig-Cooper &amp; Harrington</td>
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<tr>
<td>49</td>
<td>Kastor, Hilton, Chesley, Clifford &amp; Atherton</td>
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<td>50</td>
<td>Fletcher Richards, Calkins &amp; Holden</td>
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NOTE: For top 50 rankings of former years see BROADCASTING Yearbook.
<table>
<thead>
<tr>
<th>Year</th>
<th>Total Radio</th>
<th>Total TV</th>
<th>Spot Radio</th>
<th>Spot TV</th>
<th>Total Network</th>
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<td>$15,000</td>
<td>$110,000</td>
<td>$70,000</td>
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**Notes:**
- Indicates agency was not listed in Top 50 last year.
Refined, Frenchette and Schmidt's in radio and also Morton Frozen Foods, Frenchette, Chase Manhattan Bank, Scott Paper Co., Louis Marx & Co. and National Biscuit in tv. Example of broadcast involvement encouraged by Bates: new client Mobil Oil participates in 13 ABC-TV shows, 8 CBS-TV programs and is in spot tv.

**BBDO**: Combined tv-radio billing $108.8 million; $84 million in television ($52 million in network, $32 million in spot); $16.8 million in radio ($1.8 million in network, $15 million in spot); tv-radio share of overall billing: 40%.

BBDO's broadcast billing rose by almost $9 million, mainly because of increased spending by Pepsi-Cola Co. and Du Pont and by the acquisition of new accounts, including Smith-Corona Chant, the Building Product Div. of Armstrong Cork Co. and the Pepsi-Cola Bottling Co. of Los Angeles. The billings reflect the overall year of 1961 Pepsi-Cola and Dodge business, obtained in the spring of 1960.

The agency's most formidable gain in 1961 was made in network tv, which jumped by $7 million over 1960. BBDO's most active clients in network tv include Pepsi-Cola on ABC-TV's Steve Allen Show, Du Pont on the Du Pont Show of the Week on NBC-TV, General Electric Co. on CBS-TV's General Electric Theater, General Mills on NBC-TV's National Velvet, Campbell Soup Co. on NBC-TV's Father of the Bride, U.S. Steel Corp. on U.S. Steel Hour and Armstrong Cork on the Armstrong Circle Theatre (both on CBS-TV). Among the major network participating advertisers mentioned above are American Tobacco Co., Ocean Spray Cranberries, Dodge cars and Rexall Drug Co.

Among BBDO's top spot advertisers are Du Pont, Dodge, Pan-American Coffee Bureau, Smith-Corona, General Mills, General Electric and Ocean Spray.

**Young & Rubicam**: Combined tv-radio billing $95.7 million; $86.5 million in television ($70.5 million in network, $16 million in spot); $9.2 million in radio ($4.8 million in network, $4.4 million in spot); tv-radio share of overall billing: 44.5%.

Y & R's broadcast billing declined from an estimated $106 million in 1960 to $95.7 million this year. The agency's overall billing is reported to have increased slightly to about $215 million but the radio-TV share fell to 44.5% from 50% in 1960.

The most striking dip was made in spot television. Y & R placed about 75% of its overall billing in spot tv this year, as against approximately 12% in 1960. The agency's expenditures in network tv rose slightly, but in radio as a whole fell by about $800,000.

The most substantial account loss at Y & R this year involved the $6 million American Airlines business which transferred to Doyle Dane Bernbach. The agency also lost portions of the Gulf Oil business amounting to about $2 million in 1961. But an agency coup, which offset the losses, was the acquisition of the $9 million Hunt Foods business from Fitzgerald Adv., New Orleans.

Y & R continued its busy pace on network television, assigning its clients to programs on all three networks. Prominent tv advertisers and the number of programs in which they participate are: American Home Products (7); Beech-Nut Life Savers (20); Bristol-Myers Co. (27); the Drackett Co. (6); General Foods Corp. (16); Johnson & Johnson (15) and Procter & Gamble (6).


**McCann-Erickson**: Combined tv-radio billing $91.9 million. $68.1 million in television ($51 million in network, $17.1 million in spot); $23.8 million in radio ($5.5 million in network, $18.3 million in spot); tv-radio share of overall billing: 46%.

The billing data includes both McCann-Erickson and McCann-Marschalk, both subsidiaries of Interpublic Inc., although a spokesman pointed out that this will be the last year for consolidated figures. Radio-television spending by McCann showed a decline of almost $13 million, caused in part by McCann-Erickson's

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**Salada Tea spot campaign rebuts radio's detractors**

A solid boost for spot radio was seen last week in Salada Tea's decision to switch its entire advertising budget into a year-long radio campaign in more than 20 markets.

The budget, spent almost entirely in newspapers, was estimated at $1.5 million, but the circumstances and implications of the move—putting 100% reliance on radio to do the entire advertising job—were considered by many observers to be even more important than the actual monetary figures.

Salada's decision runs directly counter to the position taken by those who feel that radio's sales story has not been getting across successfully enough to some buyers (Broadcasting, Oct. 30). Salada's switch to radio already has gone into effect but had not been announced pending preparation of a statement of details, which is being released today (Nov. 20).

The radio investment, made through Cunningham & Walsh, involves from 40 to 70 announcements a week in each of the 20-plus markets. The commercials, produced by Stan Freberg, employ a light treatment of the tea industry's overall "take tea and see" campaign.

**Wonderful Response** The announcement, issued through Radio Advertising Bureau, which figured prominently in the advertiser's decision, quoted Bob Palmer, media supervisor for the Salada account, as saying that "response from people has already been wonderful. Shoppers, grocers, advertisers are complimenting us on the campaign."

Mr. Palmer said that, for example, when Salada Tea marketing manager W. B. Horsey checked into a New York hotel a few nights ago, "the room clerk, noting his firm, told him how much he enjoyed the Salada commercials."

RAB made a sales presentation to Salada officials in Boston last August, stressing drop-off of newspapers outside city limits and the relative strength of radio in those areas. Before that, the tea company had tested radio in Canada and was said to be favorably impressed with the sales effectiveness of the medium.

Salada was reported planning all-out merchandising support for the campaign. The company's salesmen are to be issued portable tape recorders so they can play the commercials for supermarkets, food brokers and distributors. Cunningham & Walsh reported that, in addition, many stations have contributed merchandising suggestions of their own, ranging from a tea party for women listeners to a number of on-the-air contests.
It's MAIN STREET in Ohio's Third Market

The very fact that Dayton has a Main Street—as do many other communities within range of our signal—says something significant. Not that we're bucolic, we trust, but that we are a kind of people who aren't ashamed of Main Street. Programming to an audience like this requires an understanding of that attitude. It is not New York programming. It is Dayton-area programming which, for more than twenty-five years, has won WHIO and WHIO-TV the respect accorded to an understanding friend. And, gentlemen of the media buying world, if we're not monumentally sophisticated, it may pleasure you some to know we're mighty well fixed. Ask George P. Hollingbery.

DAYTON, OHIO WHIO-AM-FM-TV

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina
The TV and Radio stations represented by PGW serve areas where a majority of the nation's automobiles and automotive accessories are bought and sold, rented, gassed, oiled and serviced.

And the PGW Colonels in our ten offices from coast to coast are ready, willing and very able to show you the best ways to reach these millions and millions of car owners and renters with spot television in these productive markets. Won't you give us a call?

### FOR SPOT TELEVISION

#### EAST - SOUTHEAST

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Channel</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany</td>
<td>WGST</td>
<td>13</td>
<td>ABC</td>
</tr>
<tr>
<td>Schenectady</td>
<td>WRGB</td>
<td>11</td>
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</tr>
<tr>
<td>Troy</td>
<td>WPAT</td>
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<td>ABC</td>
</tr>
<tr>
<td>New York</td>
<td>WPX</td>
<td>11</td>
<td>ABC</td>
</tr>
<tr>
<td>Charleston, S. C.</td>
<td>WBSCTV</td>
<td>13</td>
<td>NBC</td>
</tr>
<tr>
<td>Columbia, S. C.</td>
<td>WIS-TV</td>
<td>13</td>
<td>NBC</td>
</tr>
<tr>
<td>Greenville, Asheville, Spartanburg</td>
<td>WLOS-TV</td>
<td>13</td>
<td>ABC</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WGTA-TV</td>
<td>12</td>
<td>NBC</td>
</tr>
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<td>Miami</td>
<td>WTJX</td>
<td>12</td>
<td>NBC</td>
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<td>Montgomery</td>
<td>WSFA-TV</td>
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<td>WSIX-TV</td>
<td>8</td>
<td>ABC</td>
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<td>WBSI-TV</td>
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<td>CBS</td>
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<tr>
<td>Winston-Salem-Greensboro</td>
<td>WSJS-TV</td>
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<td>NBC</td>
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#### MIDWEST - SOUTHWEST

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<td>CBS</td>
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<tr>
<td>Davenport-Rock Island</td>
<td>WOC-TV</td>
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<td>Des Moines</td>
<td>WHO-TV</td>
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<td>Duluth-Superior</td>
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<td>6</td>
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<tr>
<td>Fargo</td>
<td>WDAY-TV</td>
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<td>NBC</td>
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#### MOUNTAIN and WEST

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<td>KBTV</td>
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<td>5</td>
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<td>San Francisco</td>
<td>KRON-TV</td>
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<td>NBC</td>
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<tr>
<td>Seattle-Tacoma</td>
<td>KIRO-TV</td>
<td>7</td>
<td>CBS</td>
</tr>
</tbody>
</table>

**Peters, Griffin & Woodward, Inc.**

Pioneer Station Representatives Since 1932

[New York, Atlanta, Detroit, Ft. Worth, Los Angeles, Chicago, Boston, St. Louis, Dallas, San Francisco]
FIRST IN WORLD-WIDE PASSENGER EXPERIENCE

The time: February 8, 1919. The place: Le Bourget Airport, Paris. The plane: a Farman "Goliath." The event: the first scheduled international passenger flight in history! And when the "Goliath" touched down in London after a two-and-one-half-hour flight, the company to be known as Air France had pioneered a new concept in transportation. A concept that led Air France to similar "firsts" in Africa and South America... and ultimately made it the world's largest airline. Since 1919, fantastic changes have taken place in every aspect of air travel. Swift Air France jets speed to the far corners of the world. Passengers relax in luxury... enjoy gourmet French meals. And they enjoy the two hallmarks of every Air France flight: experience and dependability. Which is why Air France is the world's largest airline, with a 42-year record of flying experience and service. New Booklet: Write Air France, P.O. Box 113, New York 10, New York, for a 52-page illustrated booklet, "Air France, World's Largest Airline."
loss of the $10 million Liggett & Myers (Chesterfield, Oasis, Duke) business; the $4 million Bulova account and approximately $3 million worth of Colgate-Palmolive billing.

The McCann companies showed signs of recovery later in the year, acquiring several substantial accounts, but much of this billing will be reflected primarily in 1962. Between them, McCann-Erickson and McCann-Marschalk picked up $6 million of business from Minute Maid, plus a large number of smaller accounts including Elgin Watch, Scripto Inc., Tidy House and the Coca-Cola Bottling Co. of Los Angeles.

During 1961 clients on network television included the Brunswick Corp., Coca-Cola Co., Colgate-Palmolive Co., Best Foods Div. of Corn Products, Derby Foods, Liggett & Myers, National Biscuit Co. and Speidel. The long list of spot advertisers is dominated by such big spenders as the Nestle Co., General Motors (Buick), Coca-Cola Co., Colgate-Palmolive, Helene Curtis Industries, National Biscuit, Dorothy Gray Ltd., Derby Foods and Swift & Co. Network radio clients were the Brunswick Corp., California Packing Corp., Esso Standard Oil Co., Lucky Lager Brewing Co. and Tidy House.

Benton & Bowles: Combined radio-tv billing $83 million; $80.5 million in television ($43 million in network, $37.5 million in spot); $2.5 million in radio ($0.5 million in network, $2 million in spot); share of overall billing: 75%.

Benton & Bowles' radio and television billing comes chiefly from Procter & Gamble, General Foods, Philip Morris (Parliament, Benson & Hedges and A.S.R. Products), S. C. Johnson and now Texaco (acquired from Cunningham & Walsh earlier this year).

B & B this year bought sponsorship in at least 10 top prime-time tv network shows—five for Procter & Gamble, including The Rifleman (ABC-TV); Dick Van Dyke Show (CBS-TV); Car 54, Where Are You? (NBC-TV), and five for General Foods Inc., including Bugs Bunny (ABC-TV) and The Danny Thomas Show and The Andy Griffith Show (CBS-TV). It also places considerable business in daytime shows and in participations. The agency, light in spot radio billing, used heavy spot tv schedules for four accounts—Procter & Gamble, General Foods, Philip Morris and Norwich Pharmacal Co. The agency lost Schick, a busy broadcast advertiser that billed $3 million overall, but replaced it with the additional tobacco business plus Texaco.

Leo Burnett: Combined radio-tv billing, $75.6 million; $69.3 million in television ($47.2 million in network, $22.1 million in spot); $6.3 million in radio ($300,000 in network, $6 million in spot); share of overall billing: 58.9%.

Burnett's 1961 broadcast billing shows an all-around, steady gain of just above $10 million over 1960. No single account acquisition or account billing increase appears to explain the growth—most of the agency's clients seem to be spending more in broadcast.

Burnett during the year has had a total of 14 clients using network tv, nine with at least some prime-time billing. These advertisers include Procter & Gamble, with Joey Bishop Show, Car 54, Where Are You? and The Detectives, on NBC-TV, and The Real McCoys (ABC-TV) as well as Maytag, with Steve Allen Show, and The Roaring Twenties (ABC-TV).


Dancer-Fitzgerald-Sample: Combined tv-radio billing $69.3 million; $62.4 million in television ($39 million in network, $23.4 million in spot); $6.9 million in radio ($1.5 million in network, $5.4 million in spot); tv-radio share of overall billing: 66%.

D-F-S continues to show remarkable billing strength, climbing in both television and radio. The agency lost L & M cigarettes to J. Walter Thompson, but acquired Coty plus other minor (in broadcast) accounts. Among the network tv activity during the year: L & M's appearance in 87th Precinct and Dr. Kildare on NBC-TV, and Checkmate, Twilight Zone, Eyewitness to History and Gunsmoke, all CBS-TV. Sterling Drug is in Thriller (NBC-TV) and Kildare on NBC-TV, and Route 66 and Perry Mason on CBS-TV. Peter Paul on ABC-TV is in Ozzie & Harriet and The Roaring 20s. Among other buying: Frito's has a daytime participating schedule on ABC-TV and General Mills uses daytime and early-evening participations. Spot activity includes these clients plus regionals such as Falstaff Brewing.

N. W. Ayer & Son: Combined tv-radio billing $63 million; $43.5 million in television ($20 million in network, $23.5 million in spot); $19.5 million in radio ($2.5 million in network, $17 million in spot); tv-radio share of overall billing: 40%.

Ayer's broadcast billing is well ahead of last year's $57.8 million. This year's increases for spot tv-radio can be traced largely to a shift from network tv by Plymouth and Valiant. Ayer also can
Weir cites agency 'frivolity' with clients


In a speech delivered at the AFA's second district annual meeting in Hershey, Pa., Nov. 11, Mr. Weir said: "I am dismayed by the blithe manner in which agency-client relationships are severed—as well as by the needlessly expensive and theatrical manner in which so many such relationships are established."

Mr. Weir

tin Cough Medicine), and P. H. Hanes Knitting (Captain Kangaroo). Some of these advertisers are in spot tv. A major tv spot user is Atlantic Refining (major league baseball in four areas and year-round sponsorship of 39 tv weather shows).

Other clients in spot tv-radio: Ohio Oil, First Pennsylvania Banking & Trust, Polk Miller Corp.'s Sergeant's Flea and Tick Spray (also in network tv) Hills Bros. Coffee, Howard Johnson's Frozen Foods, Illinois Bell Telephone, Hamilton Watch and Steinway & Sons (the last two fm radio users).

William Esty Co.: Combined tv-radio billing $60 million; $46 million in television ($39 million in network, $7 million in spot); $14 million in radio ($2 million in network, $900,000 in spot); tv-radio share of overall billing: 65%.

A spurge in television spending by various Compton clients accounted for an almost $9 million rise in broadcast billing, even though radio spending decreased by almost $1 million. The big spenders at Compton are Procter & Gamble, Schick Safety Razor Co., Alberto-Culver and Chesebrough-Pond's.

Procter & Gamble and Alberto-Culver bought participations on a host of both day and night network programs and Chesebrough-Pond's was a substantial daytime investor. Spot tv business was placed for P & G, Alberto-Culver, Sterling Beer, Sterling Drug, American Dairy Ass'n, Nalley's Foods, Quaker Oats, Guild Wines and Wilson Meats.

William Esty's top network clients are R. J. Reynolds Tobacco (it handles all of the cigarette brands), Union Carbide, Ballantine and Thomas Leeming. Three (Reynolds, Carbide and Leeming) are in Saturday Night at the Movies on NBC-TV, and Reynolds also participates in 7 other prime-time network shows. Union Carbide is in a total of seven shows in prime time and Ballantine's billing continues with Mitch Miller on NBC-TV. Each of these clients is a spot advertiser, and Esty handles purchases in network radio on behalf of some of them.

Compton Adv.: Combined tv-radio billing $58.6 million; $56.8 million in television ($28.8 million in network, $28 million in spot); $1.8 in radio ($900,000).

Lennen & Newell: Combined tv-radio billing $56.7 million; $54 million in television ($36 million in network, $18 million in spot); $2.7 million in radio (all in spot); tv-radio share of overall billing: 63%.

The agency's heavy involvement with television raised L & N's billing in the broadcast media to an all-time high. Radio investment also jumped by about $2 million, reflecting increased activity by spot advertisers.

L & N clients invested a larger portion of their budgets this year in network television. Pace-setting advertisers included Lorillard on the Ed Sullivan Show, Hennessey, The Price Is Right and Cain's Hundred; Colgate on various daytime shows and on The Outlaws and Rawhide; The American Gas Assn. on the Barbara Stanwyck Show, and Best Foods on daytime programs. Spot tv advertisers included Lorillard, Colgate, Cluett-Peabody, Cities Service, Armstrong Rubber Co., and the McCormick Co. (tea and spices).

Foote, Cone & Belding: Combined tv-radio billing $51.5 million; $46.5 million in television ($29.8 million in network, $16.7 million in spot); $5 million in radio ($1.2 million in network, $3.8 million in spot); tv-radio share of overall billing: 51%.

Network tv received the largest share of FC&B's broadcast billings increase ($5.5 million) during the year. Network tv is up by $4.2 million and spot tv gained some $1.3 million.

FC&B's leading network tv advertiser, seven daytime and five nighttime shows; seven daytime and five nighttime shows; Kimberly-Clark (Defenders); S. C. Johnson (Red Skelton, Garry Moore, Gunsmoke); Menley & James (Contac, a new cold remedy) which participates in nine daytime and nighttime shows on CBS-TV; and Hallmark Cards (Hallmark Hall of Fame). Sunbeam has a heavy schedule on NBC-TV; General Foods' S.O.S. cleaner and Kool Aid also are active in network. Paper Mate is in American Bandstand.

FC&B's Chicago office lost $2 million in Minneapolis Honeywell Regulator business in April. Lever's Airwick also moved out this year. Accounts gained: Purex Corp.'s Wrisley and Cutchura lines of drugs and toiletries (by the Los Angeles office) as well as Seaboard Finance (effective Jan. 1, 1962) and Menley & James.

Tv spot advertisers include Armour, Kimberly-Clark, General Foods, Sunkist Growers, Angostura-Wupperman, Savarin coffee, Clair'd, Lever, Halco, Hawaiian Pineapple, Paper-Mate, Purex, Trans-World Airlines, Zenith Radio, H. L. & N's billing in the broadcast media to an all-time high. Radio investment also jumped by about $2 million, reflecting increased activity by spot advertisers.

L & N clients invested a larger portion of their budgets this year in network television. Pace-setting advertisers included Lorillard on the Ed Sullivan Show, Hennessey, The Price Is Right and Cain's Hundred; Colgate on various daytime shows and on The Outlaws and Rawhide; The American Gas Assn. on the Barbara Stanwyck Show, and Best Foods on daytime programs. Spot tv advertisers included Lorillard, Colgate, Cluett-Peabody, Cities Service, Armstrong Rubber Co., and the McCormick Co. (tea and spices).

Foote, Cone & Belding: Combined tv-radio billing $51.5 million; $46.5 million in television ($29.8 million in network, $16.7 million in spot); $5 million in radio ($1.2 million in network, $3.8 million in spot); tv-radio share of overall billing: 51%.

Network tv received the largest share of FC&B's broadcast billings increase ($5.5 million) during the year. Network tv is up by $4.2 million and spot tv gained some $1.3 million.

FC&B's leading network tv advertiser, seven daytime and five nighttime shows; Kimberly-Clark (Defenders); S. C. Johnson (Red Skelton, Garry Moore, Gunsmoke); Menley & James (Contac, a new cold remedy) which participates in nine daytime and nighttime shows on CBS-TV; and Hallmark Cards (Hallmark Hall of Fame). Sunbeam has a heavy schedule on NBC-TV; General Foods' S.O.S. cleaner and Kool Aid also are active in network. Paper Mate is in American Bandstand.

FC&B's Chicago office lost $2 million in Minneapolis Honeywell Regulator business in April. Lever's Airwick also moved out this year. Accounts gained: Purex Corp.'s Wrisley and Cutchura lines of drugs and toiletries (by the Los Angeles office) as well as Seaboard Finance (effective Jan. 1, 1962) and Menley & James.

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Man, they're on our trail—and GAINING!

You know how many wimmin listen regularly to WDAY Radio, in the Fargo area? The latest 55-county Pulse Area Report gives us 155,100 grow'd-up females—which is 42% more than the second station! (6 a.m. to 12 midnight, Mon. thru Fri., March-April, '61.)

At times, this audience gets as high as 87% more wimmin than Station B (7 to 9 a.m.).

We must admit we like the ladies. If you do, too (for commercial reasons, that is) you really got no other choice than WDAY Radio, the big adult-preferred station in the Red River Valley! Ask PGW.

WDAY
FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives
B. F. Goodrich and Menley & James.

Kenyon & Eckhardt: Combined tv-radio billing $46.2 million; $42 million in television ($35.7 million in network, $6.3 million in spot); $4.2 million in radio ($400,000 in network, $3.8 million in spot); tv-radio share of over-all billing: 49.4%.

Broadcasting fell slightly during the year at K&E. The agency lost about $4 million from the defection of various Lever Bros. brands and A.S.R. Products. A major portion of this loss was recouped in a budget increase by the makers of Metrecal, the Edward Dalton Co. Division of Mead Johnson & Co.

Network television was assigned a heavy share of expenditures for K & E clients and among the more active advertisers were the Lincoln-Mercury Division of the Ford Motor Co., Edward Dalton Co., National Biscuit Co., Eldon Industries Inc. (a new client), American Chicle Co. and Beecham Products Inc. K & E customers also participated in a variety of special programs—Lincoln-Mercury on Leonard Bernstein and the New York Philharmonic, Shell Oil Co. on Shells Wonderful World of Golf and Pabst Brewing Co. on American Football League telecasts.

Sullivan, Stauffer, Colwell & Bayles: Combined tv-radio billing $41.2 million; $35.4 million in television ($27.4 million in network, $8 million in spot); $5.8 million in radio (all spot); tv-radio share of overall billing: 66%.

The assignment of Lever Bros.' detergents this year was a major factor in SSC&B's $8.9 million increase in tv billing. Lever's activity in spot radio led to a $300,000 boost in radio billing.

Among SSC&B clients active this year in network tv and in spot radio and tv: American Tobacco (Pall Mall cigarettes) in Thriller, Tales of Wells Fargo and Joey Bishop; Carter Products, in Hawaiian Eye, Douglas Edwards News, Sunday News Special and Pro Football Kickoff; Lever, in network tv daytime shows for All detergent, plus Have Gun, Will Travel for Lifebuoy; Thos J. Lipton (Jack Benny); Noxzema Chemical, a participant in eight network shows; Best Foods Div. of Corn Products Co. (Shinola), in six CBS-TV shows including Investigators and Frontier Circus; Spenerry & Hutchinson Co. (Dinah Shore), and Bulova Watch, in six nighttime shows on NBC.

SSC&B's other major tv accounts include Block Drug (Jack Paar, Ben Casey and others); Vich Chemical (eight CBS daytime shows), Sterling Drug and Duffy Mott Co. The agency has not lost any accounts this year.

Campbell-Ewald Co.: Combined tv-radio billing $32 million; $26 million in television ($21 million in network, $5 million in spot); $6 million in radio ($4 million in network, $2 million in spot); tv-radio share of overall billing: 33½%.

CE is network heavy, and has reversed a trend this year: its radio-telephone share is back up. Otherwise the billing picture is about the same as in the past. Chevrolet dropped the Dinah Shore Show during the year, picked up Bonanza on NBC-TV, and continued with My Three Sons on ABC-TV and Route 66 on CBS-TV. It has billed also on Danny Kaye's one-time appearance on CBS-TV this season, and has United Motor Service (Delco) on Game of the Week on CBS-TV. Chevrolet is in network and spot radio; UMS also is in spot radio as is General Motors Acceptance Corp. Spot tv advertisers include National Bank of Detroit and Detroit Edison.

Grey Adv.: Combined tv-radio billing $30.5 million; $22.2 million in television ($15.8 million in network, $6.4 million in spot); $8.3 million in radio ($800,000 in network, $7.5 million in spot); tv-radio share of over-all billing: 53.5%.

Grey boosted its broadcast money by more than $4 million over 1960, with old-line accounts such as Revlon and Block Drug raising its radio-television investment and new funds accruing from P. Lorillard for Old Gold Spin Filters. The biggest gain was in network tv which added $2.6 million over 1960.

Network tv business was provided by Lorillard, Procter & Gamble (L.P.), Mountain Dew, Revlon, Block Drug, General Electric Photo Lamp Dept., Lionel Corp., and Ideal Toy Co. The active spot advertisers were Greyhound, Hoffman Beverages, Hudson Pulp & Paper Corp., Ideal Toy, Lorillard, Martinson Coffee, Mennen, Palm Beach Co., Phillips-Van Heusen Corp., Revlon, P & G, Ward Baking Co. and Shwayder Bros.

Needham, Louis & Brorby: Combined radio-television billing $28.8 million; $23.7 million in television ($19.2 million in network, $4.5 million in spot); $5.1 million in radio ($900,000 in network, $4.2 million in spot); share of over-all billing: 55%.

NL&B, which gained more than $2 million in broadcast billing in 1961, had eight clients in network tv—Campbell Soup, Humble Oil, S. C. Johnson, Kraft Foods, Mars Inc., Massey-Ferguson, Renault and State Farm Insurance. Together, these clients have time in 18 prime-time network tv shows and non-prime specials and daytime participations. Among the agency's nine spot tv users are Household Finance Co., Kraft Foods, Mars Inc. and Campbell Soup. NL&B bought spot radio this year for 10 clients, including Rival Packing Co., Morton Salt, Renault, Humble Oil and Kraft. The agency's two network radio-advertisers are Campbell Soup and International Minerals & Chemical Corp.

D'Arcy Adv.: Combined tv-radio billing $28.4 million; $20.9 million in television ($9 million in network, $11.9 million in spot); $7.5 million in radio ($1.2 million in network, $6.3 million in spot); tv-radio share of overall billing: 35%.

D'Arcy observers attribute its increase in billing this year to two factors—steeper media costs and added business from Breast O' Chicken Tuna. No significant account changes were made during the year. D'Arcy's heavy tv billings include participations during daytime hours in network, and spot tv throughout the day for such clients as Colgate-Palmolive (Halo), Anheuser-Busch, Studebaker-Packard, Gerber Baby Foods and Standard Oil (Indiana). Studebaker-Packard was represented in early-evening time on CBS-TV's Mr. Ed series. Other advertisers active in spot tv and radio include Royal-Crown Cola and Lenox China.

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**ARBITRON'S DAILY CHOICES**

Listed below are the highest ranking television shows for each day of the week Nov. 9-15, as rated by the National Arbitron instant ratings of the American Research Bureau. These ratings are from a sample of 1,200 television homes per half hour properly distributed across the U. S.

<table>
<thead>
<tr>
<th>Date</th>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thur., Nov. 9</td>
<td>Dr. Kildare (8:30 p.m.)</td>
<td>NBC-TV</td>
<td>25.4</td>
</tr>
<tr>
<td>Fri., Nov. 10</td>
<td>Route 66 (8:30 p.m.)</td>
<td>CBS-TV</td>
<td>21.8</td>
</tr>
<tr>
<td>Sat., Nov. 11</td>
<td>Perry Mason (7:30 p.m.)</td>
<td>CBS-TV</td>
<td>28.3</td>
</tr>
<tr>
<td>Sun., Nov. 12</td>
<td>Bonanza (9:30 p.m.)</td>
<td>NBC-TV</td>
<td>28.7</td>
</tr>
<tr>
<td>Mon., Nov. 13</td>
<td>Price Is Right (8:30 p.m.)</td>
<td>NBC-TV</td>
<td>23.8</td>
</tr>
<tr>
<td>Tue., Nov. 14</td>
<td>Garry Moore Show (10 p.m.)</td>
<td>CBS-TV</td>
<td>25.8</td>
</tr>
<tr>
<td>Wed., Nov. 15</td>
<td>Wagon Train (7:30 p.m.)</td>
<td>NBC-TV</td>
<td>31.0</td>
</tr>
</tbody>
</table>

Copyright 1961 American Research Bureau

38 (BROADCAST ADVERTISING) BROADCASTING, November 20, 1961
ONLY THE SUNSHINE COVERS SOUTH FLORIDA BETTER THAN WTVJ

AND HERE'S SALES MANAGEMENT'S PROJECTION OF WTVJ'S MARKET IN 1962!*  

Population .................................. 1,939,690  Income .................................. $4,284,882,000  
Households ................................... 634,310  Retail Sales ............................ $3,316,763,000  

WTVJ covers 14 counties with the area's only unduplicated network signal. WTVJ consistently pulls top ratings, too . . . delivers greatest share of audience in both Miami and Palm Beach** Only WTVJ will give your schedule complete coverage of the South Florida market.

*Marketing on the Move,  
Sales Management Nov. 10, 1961  
**Miami, June '61 ARB  
Palm Beach, March '61 ARB  

WTVJ TELEVISION IN SOUTH FLORIDA  
A Wometco Enterprises, Inc. Station • South Florida's Largest Daily Circulation  

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.
Prime example of the programming through which creative talent and community leadership are continually building new vision into Television on stations represented by BLAIR-TV.
Spotlighting matters of local significance

‘Panorama’ deals with vital questions: How is the crisis in education being met locally? How do foreign students at a local university regard our nation and its citizens? How do local police maintain 24-hour protection? How has local employment been increased and diversified?

Presenting informed answers to such questions, in a way that captures community attention, is a constant challenge. It keeps the Public Affairs Division of WNBF-TV on the-go...to Mansfield State Teachers College to see how students of tomorrow will be trained...to the Binghamton Point Development for a day-and-night stretch with patrols...to Cornell University to arrange a foreign-student panel...even to Washington, D.C. to put on camera Secretary Goldberg's helpful views on a major local development, the battle for revived economy at Scranton.

Every month, for more than a quarter-million, ‘Panorama’ triggered newspaper articles on local highway problems, with liberal use of direct quotes from the program.

‘Panorama’ is always timely. Emphasis is always local. Evidence of thoroughness in its over-all planning can be gained from the fact that the West End Brewing Company of Utica, after reviewing the format and primary ingredients of a Panorama examination, decided to sponsor the program from its very first telecast.

To Blair-TV, creative public-affairs programming by great stations like WNBF-TV is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

---

1961 TOP 50 BROADCAST AGENCIES continued

Cunningham & Walsh: Combined tv-radio billing $28.5 million; $21 million in television ($10 million in network, $11 million in spot); $7.5 million in radio ($0.5 million in network, $7 million in spot); tv-radio share of overall billing: 49%.

The big news at Cunningham & Walsh during the year was unfortunate news: the termination of a long-standing client relationship with Texaco, said to be billing approximately $14.5 million, of which perhaps as much as $12 million is said to be in broadcast. The loss is being felt in the fourth quarter of 1961. Andrew Jergens, however, has increased its allocation to broadcast (invests in daytime network participations, American Machine & Foundry as well as Boyle-Midway's participations in American Home Products' programs continue to pace the agency's broadcast operations. Salada, a new account, is spending considerably in spot radio (see page 30). C&W also lost Revell (toys) and Smith-Corona Marchant.

Norman, Craig & Kummel: Combined tv-radio billing $25.5 million; $23.3 million in television ($18.4 million in network, $4.9 million in spot); $2.2 million in radio ($200,000 in network, $2 million in spot); tv-radio share of overall billing: 73%.

Norman, Craig & Kummel is moving into 1962 with increased billing (it has just picked up the bulk of the Revlon business to add to a portion it already had) and with a greater volume of radio-tv. Its jump in broadcast billing amounts to nearly $10 million, a hefty increase that's most noticeable in network. NC&K now has a formidable list of clients in network tv: Colgate-Palmolive, Chesebrough-Pond's, Hershey and Dow Chemical among them. Heavy spot advertisers include these and Revlon (which is also in network). Another coup for the agency: The heavy-broadcast-billing Schick account which moved its approximate $3 million billing from Benton & Bowles early in the year.

Erwin Wasey, Ruthrauff & Ryan: Combined tv-radio billing $23.2 million; $20.9 million in television ($17.4 million in network, $3.5 million in spot); $2.3 million in radio ($500,000 in network, $1.8 million in spot); tv-radio share of overall billing: 36%.

Billing at EWR&R was off slightly more than $2 million in 1961, mirroring a sharp pruning of radio expenditures by about $5 million...Television billing rose more than $2 million. Carnation Milk was the pace-setter in network tv billing but other business in this area was provided by Dutch Master Cigars and Staley Mfg. Spot activity was from KLM Airlines, General Electric, Campana Sales, Carnation and Thermo-Fax Corp.

Wade Adv. Inc.: Combined radio-tv billing: $21.2 million; $21.1 million in television ($12.3 million in network, $8.8 million in spot); $1 million in radio (all spot); share of overall billing: 81%.

Wade's broadcast billing which is almost entirely in television remained about the same as in 1960. Active tv advertisers are Miles Labs, Tonis Deep Magic, International Milling Co., Fanney Milk candies and Campana Sales.

Campbell-Mithun: Combined tv-radio billing $19 million; $13 million in television ($7.5 million in network; $5.5 million in spot); $6 million in radio (all spot); tv-radio share of overall billing: 48%.

C-M moved up $2 million, with its biggest gain $1.5 million) registered in radio. Network tv increased $1 million and spot tv dropped $500,000.


Maxon Inc.: Combined tv-radio billing $19 million; $17.6 million in television ($16.3 million in network, $1.3 million in spot); $1.4 million in radio ($100,000 in network, $1.3 million in spot); tv-radio share of overall billing: 59%.

Maxon continues its steady growth this year, showing its nearly $1 million gain chiefly in network tv and slipping just a bit in overall radio billing. As usual, Gillette is a top Maxon broadcast client, particularly as a heavy user of network sports. The agency lost only D. W. G. Cigar Corp. (used syndicated shows), with billing attrition to become effective at yearend, but picked up a few accounts—among them A. E. Staley (Diaper Sweet and Blue Raindrops), McKesson & Robbins and Norcliffe Labs.

Gardner Adv. Co.: Combined tv-radio billing $18.6 million; $15 million in television ($7 million in network, $8 million in spot); $3.6 million in radio ($250,000 in network, $3.3 million in spot); tv-radio share of overall billing: 46.5%.

Gardner felt a slight decline in television but its radio total is about the
same this year. Most of the loss was in network television. Gardner apparently is in a solid position for future gains, having added Procter & Gamble's Jif peanut spread and Dr. Sunray Oil among other accounts during the year. It lost Chevrolet Dealers Assn. of Greater St. Louis, National Car Rentals and Wahash Railroad Co.

Network billing strength:Ralston Purina (Leave it to Beaver on ABC-TV), P & G (Duncan Hines) in daytime shows and Anheuser-Busch's NBC-TV regional sports schedule. Added to these advertisers, which are active in spot tv, the radio-spot tv heavy at Gardner include Grove Labs (Bromo-Quinine), P & G's Jif, General Electric, Philip Morris, Purina, Procter & Gamble's No-Cal, Pet Milk is in network radio (Grand Ole Opry).

Doherty, Clifford, Steers & Shenfield: Combined tv-radio billing $18.2 million; $16 million in television ($11.2 million in network, $4.8 million in spot); $2.2 million in radio ($400,000 in network, $1.8 million in spot); tv-radio share of overall billing: 68%.

DCSS's broadcast billing share increased 8% mainly because of a spot tv increase. In network tv are Better Vision Institute, Bristol-Myers Co., Eastman Chemical Products, Northam Warren Corp., and Standard-Triumph Motor Co. Bristol-Myers has used 11 network programs, while Northam Warren participated in four. DCSS has 11 clients in spot tv, including Bristol-Myers, Grove Labs, Kimberly-Clark, Noxzema Chemical Co. and Shulton Inc. Grove Labs and Bristol-Myers were active in both network and spot radio, while Jackson Brewing, Chemway Corp., Narragansett Brewing, U. S. Tobacco and George Wiedemann Brewing used spot radio.

Tatham-Laird Inc: Combined tv-radio billing $18.1 million; $16.2 million in television ($8.2 million in network, $8 million in spot); $1.9 million in radio ($450,000 in network, $1.45 million in spot); tv-radio share of overall billing: 68%.

There's an evident drop-off in Tat-ham-Laird's radio-radio billing this year compared with last year and it shows up chiefly in network television, (down nearly $4 million from last year's estimates). Spot tv is reported to be off about $2 million. Radio remains substantially the same. Procter & Gamble, Whitehall Labs, Boyle-Midway, Wander Co. and Mennen continue as the agency's big-gun network tv clients. Most of them also appear in spot as do Butter-Nut foods, General Mills, Bauer & Black and Serta Assn. Network radio comes from Whitehall, Mennen and Abbott Labs, and spot radio from Clark Gas, P & G, Mennen and Butter-Nut. Butter-Nut was an account gained from D'Arcy (for 11 western states) this past year along with Bauer & Black (from Leo Burnett), Monsanto Chemical (from Needham, Louis & Brorby), and the confessions division of Wander (no previous agency).

Ogilvy, Benson & Mather Inc.: Combined tv-radio billing $16.7 million; $15 million in television ($8.3 million in network, $6.7 million in spot); $1.7 million in radio ($300,000 in network, $1.4 million in spot); tv-radio share of over-all billing: 35.58%.

OB&M is only a shade (some $500,000) behind the 1960 broadcast level, and a full $1 million below its former mark in tv only. This is the agency that is placing almost all of the Shell business in newspapers this year. Network stalwarts at the agency include Bristol-Myers (Ban) in 12 programs; General Foods (Maxwell House) in such shows as Mrs. G Goes to College and Father Knows Best (CBS-TV), plus others (Laramie, National Velvet on NBC-TV, Captain Kangaroo on CBS-TV, etc.); Lever (Dove-Vim) in 6 shows; Pepperidge bread in several daytime programs and Helena Rubinstein in Update (Saturday afternoon show). The same advertisers will not add to a brief Shell campaign and Schweppes make up the spot tv advertiser list. Shell, Tetley, Schweppes and Maxwell House are in spot radio. The agency lost Armstrong Cork but picked up KLM; Sears, Roebuck, and General Foods' Open Pit.

Grant Adv.: Combined tv-radio billing $15 million; $12 million in television ($4 million in network, $8 million in spot); $3 million in radio ($0.5 million in network, $2.5 million in spot); tv-radio share of overall billing: 43%.

An air of tranquility settled over the Grant shop in contrast to the client shuffling in 1960, when Dodge and other accounts moved out, but others such as Fiat moved in. Monarch wine withdrew this year.

Grant's broadcast clients include Lappers, Frary & Clark, Penick & Ford, Fiat, Comet Rice, Swanson Cookie Co., Dr. Pepper (ABC Radio's Flair and four ABC-TV daytime shows), Warren Petroleum, Dip 'n' Sip Inc., Pacific Airlines, Alaska Airlines, Packard-Bell, Doric Co., Cain Products, Long Island Railroad and Jiffy Products.

W. B. Doner: Combined tv-radio billing $13.6 million; $8.5 million in television ($4 million in network, $4.5 million in spot); $5.1 million in radio ($500,000 in network, $4.6 million in spot); tv-radio share of over-all billing: 80%.

National Brewing's and Speedway Petroleum's heavy investments in broadcast media figure in W. B. Doner's $2.1 million jump. Spot tv's share is up $2 million from a year ago, even though network tv is down about $500,000. Network has essentially remained the same, but spot radio is up $600,000. The agency's broadcast share of over-all billing rose from 58% to 80% in one year.

New accounts also contributed to Doner's higher billing—R. G. Dun Cigar, Standard Drug, Bruning Paint and Henri's Food Products. Timex Corp. left the agency during the year.

Parkson Adv.: Combined tv-radio billing $13.5 million; $13.5 million in television ($12.8 million in network; $700,000 in spot); no reportable radio tv

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**A tv success: the sale of bulk beef**

An experimental spot tv campaign by Bruhn's Freezer Meat Co. in the Pittsburgh area may lead to the use of the medium by the distributor of bulk beef in other major cities of the country. Don Dayton, general manager of the Pittsburgh branch of Bruhn's, reports that the meat company conducted a five-week campaign on WYIC (TV) Pittsburgh and that the results were "truly amazing and rapid."

Mr. Dayton said Bruhn's had tried other media for six months but the results were unsatisfactory. Since the company sells only quarters and halves of beef and other meats, he pointed out, it had to pinpoint advertising to homes that owned freez-
Take a second look

*(it’s Duluth Motors, in Duluth)*

Take a second look at the Duluth-Superior market—

it’s bigger than you think!

It’s the second-biggest market in both Minnesota and Wisconsin!

Bigger than Madison or Des Moines!

Bigger than Albuquerque, Atlantic City or Augusta!

Duluth-Superior—BIGGER than you think—and only KDAL delivers it all!

KDAL—CBS RADIO-TELEVISION/N—AN AFFILIATE OF WGN, INC.—REPRESENTED BY EDWARD PETRY & CO., INC.

*Sales Management population estimates, January 1, 1961.
1961 TOP 50 BROADCAST AGENCIES continued

44

share of overall billing; 85%.
Parker's client is J. B. Williams Co.,
which is this year in network tv near-
ly as heavily as in the past, although it
has diverted funds increasingly from
network to spot. Its radio-tv billing has
declined about $1.3 million, continuing
dropping over a year ago
when its total broadcast billing went
down nearly $2 million. J. B. Williams
this year has been in such network
programs as The Untouchables and the
Lawrence Welk Show on ABC-TV and
is heavily engaged in daytime partici-

Fuller & Smith & Ross Inc: Combined
radio and tv billing $13.1 million;
$12.4 in television ($9.6 million in net-
work, $2.8 million in spot); $700,000 in
radio (all spot); tv-radio share of
overall billing: 21%.

FSR's total broadcast billing fell
$600,000 in 1961, even though
the agency landed the Lehn & Fink Prod-
ucts account, worth about $2 million in
radio, and three other broadcast
accounts. Loss is attributed to Libbey-
Owens-Ford Co.'s $2 million billings
drop.

Tv network advertisers include Alu-
mum Co. of America (Alcoa Premiere,
ABC-TV); Coats & Clark, Lehn &
Fink, Matson Lines (daytime partici-
pations); Williamson-Dickie (special
sports events on CBS-TV and NBC-
TV), and Libbey-Owens-Ford (night-
time participations).

FSR bills in spot tv for 12 accounts,
including Lehn & Fink Products; Her-
cules Powder Co., and McCulloch
Corp. Active in spot radio are Alcoa,
M. Polaner & Son, Cool-Ray Inc., Na-
tional Gypsum Co., Eljer Div. of the
Murray Corp., and Hans Hotterbasch
Co.

Geyer, Morey, Madden & Ballard: Com-
bined tv-radio billing $12.5 million; $7
million in television ($3 million in net-
work, $4 million in spot); $5.5 million in
radio ($2.5 million in network, $3
million in spot); tv-radio share of over-
all billing: 32%.

There were no major changes in
GMM&B's broadcast billing picture in
1961, a year of growth through merger
(acquiring The Caples Co. in November
1960 and Western Advertising Agency
last April) which raised GMM&B to
the total volume of approximately $40 mil-
lion. Billings are up in each area of
broadcast media, for a total gain of
$2.5 million over last year.

GMM&B's broadcast advertisers in-
clude: B. T. Babbitt, Lehn & Fink
Products Corp., Irish International Air-
lines, Rambler dealer groups, Ameri-
can Motors'(Rambler cars), and 'Kelvi-
nator washing machines, Sinclair Re-
fining, Aabern Pharmacal, Illinois State
Highway Toll Commission, Walker
Mfg. (automotive accessories), DeKalb
Agricultural Assn., J. I. Case, Richfield
Oil, Corp. of New York, and Union
Pacific Railroad.

Donahue & Coe: Combined radio-tv
billing $11.8 million; $8.7 million in
tv ($4.8 million in network, $3.9 mil-
lion in spot); $3.1 million in radio
($800,000 in network, $2.3 million in
spot); tv-radio share of overall billing:
34%.

Donahue & Coe's most significant
development of the year was its ac-
quisition of the Cohen & Aleshire agen-
cy, reflecting in part its increase of
$2.2 million in total radio-tv billing.
Also this year, D & C obtained the spot
radio Squirt Beverage business, but
lost the Scripto pen account.

Columbia Pictures this fall moved in-
to network program sponsorship—ABC-
TV's ABC Evening Report. Other net-
work tv clients: E. R. Squibb & Sons
(also in ABC Evening Report): Bosco
(Dennis the Menace); 4-Way Cold
Tablets (Today); Foster Grant Sun-
glasses (Today, This Is Your Life,
Hong Kong and others); Burlington
Hosiery (Today and People Are Fun-
ny).

The agency's tv spot advertisers in-
dude: Arnold Bakers, River Brand
Rice, MGM Pictures, McCall's Maga-
zine, U.S. Tobacco, Columbia Pic-
tures, E. R. Squibb, Bosco, 4-Way,
Sa-
rong, Dr. Scholl's Foot Products, and
Security National Bank. Active net-
work radio clients: Kiwi Polish, 4-Way,
Burlington and Dr. Scholl. In spot ra-
dio: Kasco Dog Food, 4-Way, Lydia
E. Pinkham, Arnold, Acnotabs, Bank-
ers Trust, Columbia Pictures, MGM,
Allied Artists among others.

D. P. Brother & Co.: Combined tv-
radio billing $11.6 million; $9.1 million
in television ($8.7 million in network,
$400,000 in spot); $2.5 million in radio
($2 million in network, $500,000 in
spot); tv-radio share of overall bill-
ing: 33%.

A slight increase in broadcast bill-
ing at D. P. Brother resulted from ex-
ansion in television by various Gen-
eral Motors Corp. divisions. Oldsmobile
accounted for a large portion of the
billing through its one-half sponsorship
of CBS-TV's Garry Moore Show.
Other GM units active in network tv
are A. C. Spark Plug on Laramie and
the Guide Lamp div. on NFL Game
of the Week. Oldsmobile also sponsors
Lowell Thomas and the News on CBS
'Radio.' Clients in spot radio are Olds-

memo to:  
Audrey  
Thorellns

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

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

COST PER 
THOUSAND

26¢

based on latest Hooper (see
below) and latest SRDS Spot
Radio (Mar. 61)

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

HOOPER RATING

<table>
<thead>
<tr>
<th>Station</th>
<th>WILS</th>
<th>OTHER AM</th>
</tr>
</thead>
<tbody>
<tr>
<td>M-F 7 am-noon</td>
<td>61.9</td>
<td>23.2</td>
</tr>
<tr>
<td>M-F noon-6 pm</td>
<td>60.6</td>
<td>18.8</td>
</tr>
</tbody>
</table>

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

NBC Lansing

24 HRS/Day
5000 Watts Days
1000 Watts Nights

represented exclusively by
Veazid, Rimouil and McConnell

BROADCASTING, November 20, 1961
Compact, close, crowded... Providence, active "test" market, responsive "must buy" market chalks up record results from the penetration of WJAR-TV. Coverage conscious advertisers use WJAR-TV to reach more homes, more people in this most crowded market in the country... a reach that sells as it dominates.

© ARB 1960 TV Homes

WJAR-TV

NBC • ABC

Represented by
Edward Petry & Co. Inc.
1961 TOP 50 BROADCAST AGENCIES continued

mobile, General Motors Guardian Maintenance, A. C. Spark Plug, Harri-
son Air Conditioning and Rochester Carburetor divisions of GM.

Keyes, Madden & Jones: Combined tv-
radio billing $11.4 million; $10.2 mil-
lion in television ($4.2 million in net-
work, $6 million in spot), $1.4 million in radio ($0.2 million in network, $1.2 all billing: 52%.

Brown & Williamson tobacco (Ral-
eigh brand) dominates KMJ's billing in network tv with participations in
Bus Stop, Surfside Six, New Breed
and Captain of Detectives. B&W's Sir Wal-
ter Raleigh pipe tobacco continues co-
sponsorship of Make That Spare. The
year's big loss was Congoil-Nairn's with-
drawal of $3.1 million billing.

Other KMJ regulars in broadcast media: Florists' Telegraph Delivery As-
n., National Presto Industries, Re-
vere Camera, Dr. West's Toothpaste
and H. H. Dixon Co.

Doyle Dane Bembach Inc.: Combined
radio-tv billing $11.3 million; $9.6 mil-
lion in television ($5.2 million in net-
work, $4.4 million in spot); $1.7 mil-
lion in radio (all spot); broadcast share
of total billing: 25%.

DDB's broadcast billing dropped $2.1
million in 1961, mostly because of the
loss of the Alpine cigarette account.
Tv network was down by almost $5
million, again because of the Alpine
loss plus Chemstrand's drop in network
tv billing. Chemstrand, however, still
participates in network tv (mostly day-
time). Polaroid has been in 16 night-
time network tv shows this year, and in
the Today show and the Jack Paar Show
(both NBC-TV). Puritron Corp.
uses Jack Paar also.

Spot tv clients include Olin Mathie-
son, El Al Airlines, Schenley Industries,
Five Day Deodorant, Coffee of Colom-
bia and Dreyfus & Co. Active spot ra-
dio accounts include American Airlines,
Laura Scudder, Thom McAn shoes,
Schenley Industries and West End
Brewing.

Gould, Bascom & Bonfigli: Combined
radio-tv billing $11.1 million; $9.7 mil-
lion in television ($7 million in network,
$2.7 million in spot); $1.4 million in
radio $100,000 in network, $1.3 million in
spot); tv-radio share of overall bill-
ing: 69%.

GB&B's broadcast billing dipped
about $700,000. There was a de-empha-
sis of spot tv by some of its clients in
favor of printed media. Ralston Purina
continues as GB&B's leading broadcast
account and is in such network pro-
grams as Leave It to Beaver, The Matha-
wan, Expedition, Silent's Please and
Guestward Ho. GB&B regained the
Foremost Dairies account, estimated at
about $4.5 million, from BBDO two
months ago, but this billing will not
have a substantial effect until 1962.
Active spot accounts during the year
included Skippy Peanut Butter, Ralston,
Carling Brewing, Tidy House and Mary
Ellen's Cookies.

Lawrence C. Gumbinner Adv. Inc.: Com-
bined tv-radio billing $10.6 million;
$7.3 million in television ($2.8 million in
spot, $4.5 million in spot); $3.3 million in radio ($300,000 in
network, $3 million in spot); broadcast
share of total agency billing: 45%.

Gumbinner, which appeared on the
top 50 agencies list for the first time
in 1960 with total broadcast billings of
$7.5 million, has increased its total in
1961 by $2.5 million. Dual-Filter Tar-
eyton cigarettes is currently the agency's
only client using prime-time network
tv (Bachelor Father and Adventures in
Paradise, both ABC-TV). Other net-
work tv advertisers are Block Drug
Co. and Whitehall Labs. Spot tv ad-
vertisers are Block Drug, Whitehall, Q-
Tips Inc. and American Tobacco. Three
clients use network radio: Chap Stick
Co., Redbook Magazine and Block
Drug. Spot radio advertisers include,
Block Drug, Whitehall, American To-
obacco and Chap Stick.

Edward H. Weiss & Co.: Combined tv-
radio billing: $10.1 million; $8.5 mil-
lion in television ($5.9 million in net-
work, $2.6 million in spot); $1.6 mil-
lion in radio ($1 million in network,
$600,000 in spot); tv-radio share of
overall billing: 55%.

Helene Curtis and Purex are among
the advertisers who helped raise Weiss' tv-
radio billing by $1.1 million over a
year ago. Radio-tv spot and network
radio benefited from this gain, while
network tv's share declined $1.3 mil-

Active broadcast clients include
Helene Curtis (daytime shows plus
Thriller, Dick Powell, Saturday Night
at The Movies, Jan Murray, tv spot
and network radio); Wishbone Salad
Dressing (daytime shows). Carling Beer
and Sealy Mattress use both tv and radio
spot. Midas Muffler buys network ra-

Highbrows for Lowenbrau

A local spot radio campaign in
Daytona Beach, Fla., to introduce
Munich Lowenbrau draught beer was
ta red "a wonderful testimonial
to the effectiveness of local spot ra-
dio creatively employed." Passing
out the bouquet was Murray A.
Valenstein, account executive for
Lowenbrau's agency for national ad-
vertising, Leber & Katz Inc., New
York, though the agency had no part
in the campaign.

Looking for a way to stimulate his
local draught-beer sales, distributor
Ira Bickhart turned to Jerry Nor-
man, commercial manager of WQXQ
Daytona Beach. Mr. Bickhart's
main problem was lining up several of
the city's best restaurants and bars
to sell his "quality" product. Mr.
Norman suggested that WQXQ's
good-music program format would
reach the discriminating type of con-
sumer who would help create a de-
mand for Lowenbrau.

Mr. Norman first set a basic sched-
ule of 24 one-minute announce-
ments each week. But then he devi-
ated from the routine approach. He
called on Sari Smith, the station's
copywriter, to prepare a series of
tailor-made spots for the establish-
ments which Mr. Bickhart consid-
ered his prime prospects. Station
radio manager carried the pitch to each
of the key retailers, who purchased
an additional 18 spots for a total of
42 spots weekly.

Miss Smith created individualized
copy to project the character of each
restaurant or cocktail lounge. These
were interspersed among the distrib-
utor's spots. For example, a half-
hour after hearing the Lowenbrau
spot, listeners would hear a spot for
the "Olde Tymer Saloon," evoking
all the gay nineties atmosphere of
the establishment and stressing the
fact that Lowenbrau was served on
dondraught.

Starting June 7, the campaign ran
continuously through Sept. 9, Mon-
day through Saturday. Total cost
of the campaign including advertis-
ing bought by outlets: $1,068.

Mr. Bickhart's goal for the intro-
ductive campaign was eight new
accounts. These were signed up dur-
ing the first three weeks. And from
that point, in the words of the dis-
tributor, the problem was to keep
distribution limited. He had prom-
ised exclusivity in a given area. Ar-
rangements were made during the
second month, however, to sign two
more accounts. Demand at the con-
sumer level was greater than the distributor had estimated.

Lowenbrau's area supervisor for
the Daytona Beach market declared:
"This was the most successful intro-
duction of Lowenbrau-on-draught I
have ever experienced in any mar-
ket."
CLOBBERED ALL COMPETITION
FOR 2 CONSECUTIVE HOURS!

“The Caine Mutiny”...another great Columbia Post-48!

<table>
<thead>
<tr>
<th>TIME</th>
<th>STATION</th>
<th>PROGRAM</th>
<th>RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00-9:30 P.M.</td>
<td>KCPX-TV</td>
<td>THE CAIN MUTINY</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Station &quot;B&quot;</td>
<td>SATURDAY NIGHT MOVIE and NEWS</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>Station &quot;C&quot;</td>
<td>SEA HUNT</td>
<td>15</td>
</tr>
<tr>
<td>9:30-10:00 P.M.</td>
<td>KCPX-TV</td>
<td>THE CAIN MUTINY</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>Station &quot;B&quot;</td>
<td>ALFRED HITCHCOCK</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Station &quot;C&quot;</td>
<td>PERRY MASON</td>
<td>20</td>
</tr>
<tr>
<td>10:00-10:30 P.M.</td>
<td>KCPX-TV</td>
<td>THE CAIN MUTINY</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>Station &quot;B&quot;</td>
<td>CAPTAIN OF DETECTIVES</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Station &quot;C&quot;</td>
<td>PERRY MASON</td>
<td>21</td>
</tr>
<tr>
<td>10:30-11:00 P.M.</td>
<td>KCPX-TV</td>
<td>THE CAIN MUTINY</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>Station &quot;B&quot;</td>
<td>CAPTAIN OF DETECTIVES</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Station &quot;C&quot;</td>
<td>NEWS and MOVIE</td>
<td>7</td>
</tr>
</tbody>
</table>

KCPX-TV has scheduled Columbia's Post-48's for its new once-a-week prime-time movie. The lead-off feature was “The Caine Mutiny” and the results were fabulous, out-rating the best of network competition! Other great Columbia Post-48 features of this caliber, such as “All The King's Men,” “Death of a Salesman,” “Miss Sade Thompson,” “Phffft” and “The Harder They Fall,” are regularly taking top rating honors in city after city across the nation.

To make your feature programming tops in your market, contact

SCREEN GEMS, INC.
Television Subsidiary of Columbia Pictures Corporation
dio, the agency added Ekco products this year.

Clinton E. Frank Inc.: Combined tv radio billing $10 million; $9.3 million in television ($7.1 million in network, $2.2 million in spot); $700,000 in spot radio; tv-radio share of overall billing: 50%.

Clinton Frank's total broadcast billing rose $2.4 million this year. Re- nolds Metals Co., Kemper Insurance, the Wurlitzer Co., Bissell Inc., North Woods coffee and the Toni Co. are in network tv. Reynolds Metals uses the Dick Powell Show (NBC-TV); others use non-prime time schedules. Active in spot tv: Bissell, Continental Oil, Fort Howard Paper, Toni and Quaker Oats among others. Twelve companies use spot radio, including majors Continent- al Oil, Quaker Oats, Bosch Brewing and Curtiss Candy.

Mogul Williams &aylor: Combined radio-tv billing $9.3 million; $7.3 million in television ($3 million in network, $4.3 million in spot); $2 million in radio (all spot); tv-radio share of overall billing: 48%.

MW&S broadcast business remains constant with a year ago, with network tv up slightly, spot tv down $300,000 and spot radio off $200,000. A tv network highlight: successful introduction of Pacific Mills sheets on NBC-TV's Jack Paar Show. Accounts gained during the year—none lost—were Transogram, Eaton & Howard and Com- pact Corp. MW&S this fall acquired a west coast agency, Davis, Johnson, Andersen & Colombo Inc., Los Angeles.

Other network tv advertisers: Esquire (Checkmate, Wagon Train and Alfred Hitchcock); Bonomo's Candy (On Your Mark); Adam Hats (Jack Paar). Spot tv advertisers: Rayco, Transogram, Breakstone Foods, Lite Diet Bread, Bonomo, Esquire, National Shoes and Ronzoni. Howard Clothes began sponsorship of sports programs on local radio. Nearly all MW&S spot tv advertisers also use spot radio.

Reach, McClintion Inc.: Combined radio-tv billing $9 million; $8.7 million in television ($4.6 million in network, $4.1 million in spot); $300,000 in radio (all spot); tv-radio share of overall billing: 36%.

Reach, McClintion, which gained about $1 million in broadcast billing over 1960, currently has three network tv clients: Breck (specials such as "The Power and the Glory" on CBS-TV); Prudential Insurance (The Twentieth Century, CBS-TV, and International Latex Corp., (participations). Among those active in spot tv are Isodine, International Latex, Breck and Lever Bros’. Praise. Spot radio advertisers include Prudential, New Jersey Bell, American Insurance and Berlitz.

North Adv.: Combined radio-tv billing $8.93 million; $8.9 million in television ($4.8 million in network, $4.1 million in spot); $30,000 in radio (all network); tv-radio share of overall billing: 56%.

North's broadcast billing for 1961 is virtually the same as in 1960 (a gain of $560,000); Toni and Gillette Labs divisions of the Gillette Co., Lanvin and Hazel Bishop are the major tv network and spot clients. For these adver- tisers, North placed orders on NBC-TV (You Bet Your Life, Loretta Young Show, Jack Paar and daytime participations); CBS-TV (Miss America Pageant, Window on Main Street, What's My Line and participations), and on ABC-TV (Bandstand and daytime participations).

Post & Morr Inc.: Combined radio-tv billing $8.2 million; $6.4 million in tv ($2.1 million in network, $4.3 million in spot); $1.8 million in radio ($600,000 in network, $1.2 million in spot); tv-radio share of overall billing: 68%.

Post & Morr (formerly Gordon Best Co.) rejoins the top 50 agencies after a year's absence with $8.2 million. Spot tv clients include Maybelline Co., Du- mas Milner Co., Joseph Schiltz Brewing Co. (all of which also use network tv) and Squirt Bottling Co. and Comstock Foods. Radio clients include General Finance Co. which sponsors the White Sox baseball network.

Hicks & Greist Inc.: Combined radio-tv billing $7.8 million; $5.3 million in television ($1.3 million in network, $4 million in spot); $2.5 million in radio ($100,000 in network, $2.4 million in spot); tv-radio share of overall billing: 51%.

Hicks & Greist's total broadcast bill- ing has risen $600,000 since last year, although its tv billing went down more than $1 million. Reason for the gain: an increase of $1.8 million in radio this year, almost all of it in spot. Clients using this medium through H&G are La Rosa, Westcliff, Endicott Johnson, Metal Textiles, Power House, Taylor Reed and Sandran. The agency's network tv billing was divided among Fedders air conditioners, Endicott Johnson, Dixie Cups, and Sandran floor covering. Fedders participated in three NBC-TV shows (two in prime time) and four CBS-TV programs three in prime time). Sandran partici- pated in The Steve Allen Show (ABC- TV), and International Showtime (NBC-TV). Endicott Johnson uses Steve Allen and Dixie Cups was on the Walt Disney program on ABC-TV.

MacManus, John & Adams: Combined tv-radio billing $7.5 million; $4.2 million in television ($3.3 million in network, $900,000 in spot); $3.3 million in radio ($2.3 million in network, $1 million in spot); tv-radio share of overall billing: 17%.

MJA's broadcast clients trimmed their tv-radio expenditures $2.2 million from last year. Network tv is down $2.6 million, largely because of a Dow Chemical Co. tv cutback; tv spot is off $100,000, but network radio is up by $800,000, reflecting the use of radio by Minnesota Mining & Manufacturing (owes Mutual). Spot radio totaled $300,000 less than a year ago.

Pontiac (Victor Borge specials, Surfside Six), Dow and 3M (both in Ben Casey) are in network tv, and Pontiac and Cadillac are in tv-radio spot. Dow also uses spot radio. Pitman-Moore Division of the Dow Chemical Co. is now a MJA account.

Honing-Cooper & Harrington: Combined tv-radio billing $7.1 million; $5.1 million in tv spot; $2 million in radio spot; tv-radio share of overall billing: 45%.

Back on the top 50 agency list after an absence of one year, Honig-Cooper & Harrington places all its radio-tv billing in spot. Its billing this year is $400,000 below that of two years ago when it last appeared on the top 50 list. Tv accounts include Clorox Co.; Bank of California; Thrifty Drug Stores; Signal Oil & Gas, and United Vinters.

Kastor, Hilton, Chelsey, Clifford & Atherton Inc.: Combined tv-radio billing $7 million; $4.5 million in television ($750,000 in network, $3.75 million in spot); $2 million in radio ($200,000 in network, $1.8 million in spot); tv-radio share of overall billing: 30%.

Kastor Hilton's broadcast billings dropped $2 million from 1960, al- though the agency added spot tv cli- ents. Top spot tv users include Smith Bros., Vic Tanny, Shulton Inc., Tintair, Snow Crop and Roche Labs. Spot ra- dio advertisers include Roosevelt Raceway, Grand Union stores, Triple-S Blue Stamps, Snow Crop and Cuticure and Cutitone. Lone network tv sponsor is Tintair (daytime participations).

Fletcher Richard, Calkins & Helden: Combined tv-radio billing $7 million; $3.6 million in television ($100,000 in network, $3.5 million in spot); $3.4 million in radio ($2.9 million in spot, $500,000 in network); tv-radio share of overall billing: 18%.

Fletcher Richards, which with some $6 million in broadcast last year was in-
What famous communicator said what? Here's one that's short and sweet! A four-word statement, bearing the initial letters you see above. A forward statement, too—nothing diplomatic or couched about it. But as we've indicated, it has its sugary aspect—as well it should, coming from one so well-bred. Put your tête to the test—then check the answer below. En garde!

On the subject of famous communicators, the letters WWDC have long spelled radio leadership in the rich, ever-expanding Washington, D.C. 5-county metropolitan area. Leadership in listeners—in programming—in personalities—in dollars-and-cents results to advertisers. Let us communicate your sales message.

WWDC

Radio Washington

... the station that keeps people in mind

Member of the Blair Group Plan ... represented nationally by John Blair & Co.
And in growing Jacksonville, Fla., it's WWDC-owned WMBR

BROADCASTING, November 20, 1961
Media buying: with or without numbers?

EASTERN AAAA GETS RUNDOWN ON COMPUTER, QUALITATIVE SELECTING

A new high-speed, computer-based system for finding the "best" possible media combinations for an advertising campaign shared audience attention with a session stressing the importance of qualitative factors in media buying last week at the Eastern Annual Conference of the American Assn. of Advertising Agencies.

These sessions were two of ten meetings that attracted some 1,500 agency people to the conference, held Tuesday through Thursday in New York. The meetings ranged across a broad field of agency problems and questions, including advertising's "image"; the need to make advertising more believable, likeable and trusted, and the varying roles of the agency account executives.

One session developed further details on an Institute for Motivational Research study which showed the public has developed a "more accepting" attitude toward commercials (BROADCAST-ING, Sept. 25). The same session also produced highlight findings from CBS-TV research on viewer reaction to specific commercial situations.

The session explaining the new computer system for media selection brought no mention of the possibilities of computers being used to buy spot radio and spot tv strictly on the basis of ratings—a possibility that has concerned broadcast salesmen for some time and which, according to computer experts, could be turned into reality quickly and simply if agencies wanted to use data-processing equipment in this way.

Details Available • BBDO, which developed the system in conjunction with the C-E-I-R research organization and with the help of experts from three universities, directed its unveiling. The system, which employs linear programming mathematics, had been announced a few days earlier by BBDO (BROADCASTING, Nov. 13), which said that in the interests of more effective advertising the scientific principles will be made available on request to any agency, advertiser or advertising medium.

In addition the application of the principles—and use of the equipment to do the job—will be marketed under the trademark name "Medimetrics" by C-E-I-R through its subsidiary, American Research Bureau. The price will range from $1,000 to $6,000 per campaign depending on the size of the agency involved and the complexity of the campaign being developed. Subsequent modifications in the same campaign will be worked out for about $200 each. The marketing will be handled by ARB-C-E-I-R Medimetrics, headed by Jack L. Gross of ARB.

As explained by BBDO, C-E-I-R and other experts, the system involves the translation of "every-day scheduling procedures" into mathematical language for the computer. The information fed in includes (1) a detailed "profile" of the advertiser's customers, the people he wants to reach; (2) a comparable "profile" of the audiences of the various media; (3) each unit of time and space available for potential use in the campaign, along with an indication of the agency's judgment of their relative values; (4) media costs, including discounts; and (5) budget available, plus any other specific restrictions that may be set.

With this information the computer in minutes examines all possible combinations—which can run into the millions—comes up with the one which, mathematically, best meets the advertiser's requirements. One "real-life example," involving an unidentified food advertiser with a $4 million budget, posed 47 possible choices and the machine picked five media vehicles and designated the extent of usage ranging from one unit of one vehicle to 624 of another—that would produce the maximum value possible from an allowable combination of media.

Qualitative Judgment • The speakers stressed that, far from putting emphasis on "the numbers" alone, the system elevates qualitative judgment to a new level of importance by requiring, among other things, that specific values be placed on intangibles which always figure in buying decisions but often are only loosely evaluated. In this same way, it was felt, the system would not replace people but actually might lead them to work more—or more productively—and in any case would give them more time for more important work.

"We will become less a buyer on strict cost-per-thousand alone, or on total audience alone," said Herbert Maneloveg, BBDO media vice president. "We will be made to apply logic, to apply judgment, to know our market, or insist that we be supplied with more information. Hopefully, no longer will

More stripes for ad agency recruits?

Some of the country's leading advertising agency officials were chided last week for their "start-them-in-the-mailroom" concept of training for new agency employees.

President Peter Sammartino of Fairleigh Dickinson U., addressing the Eastern Annual Conference of the American Assn. of Advertising Agencies (see above), said that so far as he could tell "you are not appealing to the college student to become one of you, nor are you recognizing any of his efforts to prepare himself for an advertising career."

Dr. Sammartino suggested that agencies—long worried about their new-manpower prospects—ought to "try to have as many students as possible consider advertising as a career from their very first or second year [in college]—but when they graduate, they should be started on a professional level," he added. "A student who graduates in engineering does not start as a broom-pusher," he continued. "A biology major does not start as a bottle washer. . . . Is advertising less of a professional field? You cannot lose any thing by encouraging colleges to have an advertising major. What can you do? You can help us by granting money for experiments, by providing summer jobs, by coming in as guest lecturers not only for one session but for a short series."

Dr. Sammartino's speech dealt mainly with advertising's potential for changing this country's image abroad. "Advertising," he said, "can create a new concept of American business so that it may be welcome in most countries of the world" and thus "contribute to a change in the concept of America itself."

eligible for the top 50 list in 1960, is back in with $7 million. The increase is attributed to entry into the broadcast media by several of the agency's clients—U. S. Keds, Cinzano Vermouth and Oven Stick Cleaner, among others. Heublein Inc. (CBS-TV daytime participat ing schedule), is Fletcher Richards' only network tv client. Active in spot tv are Eastern Air Lines, Heublein, U. S. Rubber, J. P. Stevens, Folger's coffee and Revell Inc. Spot radio users include Naugatuck Chemicals, Cinzano Vermouth, Abercrombie & Fitch and U. S. Rubber.
He's got acute politzomania . . . and it's catching!

When our sales reps saw the results of the 1961 WJR-Politz Study, they flipped! Now, normally they are quite an aggressive group. But this really got them. Their reaction to the contents of the study was far beyond our sales manager's fondest dreams. As one voice, they broke into a chant, "We love Politz, we love Politz!"

Alas, they had contracted acute politzomania.* And all it took was one exposure to one fact: Of the 175 stations mentioned in the 1961 WJR-Politz Study, one station—WJR—had 32% or 2,183,000 of the listeners. Since each rep left the office with his own copy of the complete study with all the facts, we thought it best to pass along a warning to all our friends in advertising:

Be patient. Our reps are so inspired that their enthusiasm just spills over. As they apply this new kind of radio research to your specific advertising objectives, you'll be able to reach logical prospects for your products. And those prospects are presented in a complete profile according to age, sex, socio-economic status, home ownership, radio listening habits, and other characteristics.

When you have this data in hand, just sit back and relax. Try not to be quite as conspicuous as our reps. But then who can fight politzomania?

* politzomania—newly discovered advertising affliction. Highly contagious. Identified by uninhibited displays of enthusiasm. Always found in WJR sales reps who have 1961 WJR-Politz Study in hand. Time-buyers and ad managers particularly susceptible. Wipes out sales resistance. Appears in flashes of marketing insight. Only known remedy: Sign the order!
we be buying media plans or building media plans in a vacuum.”

Clark L. Wilson, BBDO research vice president, concluded the session. Other speakers, in addition to Mr. Manelowg, were Milton Godfrey, C-E-I-R director of operations research and project director on “Mediametrics”; David Leaner, BBDO associate research director; William Cooper of Carnegie Institute, Abraham Charnes of Northwestern U., and Darrell B. Lucas of New York U.

Attitudes Changing • The increasing “tolerance” of viewers toward commercials was noted by Irving Gilman, vice president of the Institute for Motiva- tional Research, who substituted for IMR President Ernest Dichter at the creative session Thursday afternoon.

He said the “much more accepting attitude” now apparent stems “to a great extent” from “the new, more imaginative nature of television advertising. This change has been so great that an interesting switch seems to have taken place in popular attitudes toward television.”

He cited an IMR study for KRON-TV San Francisco (Broadcasting, Sept. 25) as the basis for these conclusions.

“When we analyze the way in which TV viewers respond to the new quality and the new advertising techniques on television,” he said, “we find some very interesting responses. People will say these new-style commercials are more interesting and ‘more fun.’ They will describe commercials as ‘enjoyable.’ They will tell us, ‘The Burgermeister commercials are cute,’ or ‘RCA has nice commercials,’ and that ‘the Dash commercials are very entertaining.’

“Sometimes they’ll say that the advertising is informative, or that it is ‘constantly improving,’ or that ‘tv commercials are one way of keeping up with new developments in the world.’ If they are not distinctly enthusiastic about the advertising, viewers will at least bring to today’s commercials a good-natured tolerance that was not evident ten or even three years ago.”

Believability • Mr. Gilman said the finding is an indication of what can happen when advertisers take the trouble to be original. “This kind of imaginative and believable advertising can command integrity and respect. The American people are not opposed to advertising per se. They realize that everyone is trying to sell something... and they regard selling as a natural and constructive activity. If advertising fulfills its promise and becomes in the deepest sense believable, they will certainly come to respect it, too.”

Mr. Gilman spoke at a session on “how to advertise in the new climate,” aimed at making advertising. (1) believed, (2) liked and (3) trusted.

Durability and Taste • Herbert Carlborg, CBS-TV director of program practices, told the group that CBS-TV’s research has found that “the durability and continuing acceptance of a commercial after it has been repeated many times is directly correlated with its level of good taste. A commercial which does not raise questions of taste among viewers, and which ranks high on the acceptability scale does not deteriorate through continued exposure.”

He said research on actual commercials, using CBS’s long-established “program analyzer,” had produced confirmation of many decisions made on grounds of taste and believability. Among these findings he cited:

“The introduction of semi-nudity had the effect of inducing an unfavorable response factor in a (bath oil) commercial that aside from this element was largely acceptable”; the “ideal scheduling” for bathroom-cleanser commercials is daytime, and “symbolism and animation used to present the use (of this type of product) and to establish principles relating to the product’s performance contributed greatly to the acceptability index;” unless scientific tests are carefully and understandably presented (in commercials), they arouse a resentment and end up with a ‘poor taste’ label.”

Mr. Carlborg said research on a underwear commercial showed that, even though it was handled with “as much restraint as possible,” “substantially large numbers” of viewers objected on grounds “that the presentation of products in this category on television is an invasion of privacy.” He said these viewers “thought that a product of such feminine and personal nature should not be brought into the living room.”

Truth And Reality • Dave Garroway, former NBC-TV star whose own “believability” has been credited with a large share of his success as a tv salesman, summarized his policies in this respect as being to “tell the truth, relate to reality—and do this attractively.” He also advised tv salesmen to know the product, know its complete advertising strategy, know its competition.

Mr. Garroway said that television is the only medium which operates with two motives: personal profit and public interest. He suggested that “federal control” could solve the problem, but did not elaborate on this point. He also noted that television operates against another handicap—attacks and criticism from rival media—and cannot answer back.

This session for “creative” people, was conducted by William D. Tyler, executive vice president of Benton & Bowles.

More Than Numbers • The masses of “numbers” that can be found to help—
Drive your message home with "Breakfast Club," "Flair," "Sports" and "Special Events" on young adult ABC Radio. Sell those young families on the move. They're the ones who make the wheels go round—make your sales go up. So whether you're selling motor oil or salad oil, remember, it's ABC Radio with the highest percentage of young adults in network radio.*

*Call your ABC Radio Sales Representative for the facts.

CONSUMER EXPENDITURES

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<th>Category</th>
<th>Under Age 50</th>
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**Life Study of Consumer Expenditures.

YOUNG ADULTS:
BUY MORE GASOLINE
BUY MORE OIL
BUY MORE EVERYTHING AUTOMOTIVE**

ABC RADIO
FIRST WITH YOUNG ADULTS
LINDY — A FINE PROGRAM

If Newton N. Minow, Chairman of the Federal Communications Commission, was watching "Perspective" on television Tuesday evening, he must have felt that his determination to improve TV programs was at last paying off.

"The Life of Charles A. Lindbergh" was a fascinating hour which recalled all the glory and sadness which came into the life of the young man who flew the Atlantic in a single-engine plane. Film clips, carefully selected, brought the story of Lucky Lindy into millions of living rooms, and made history live once more.

When television is capable of doing such wonderful things it is all the more to be regretted when it fails to measure up to these standards. But every year, it seems to us, there is progress. If future "Perspective" shows match the excellence of Tuesday evening's offering, we envision pleasant and informative evenings in the future.

THE PLAIN DEALER — Cleveland
ON GREATNESS TELECAST IN CLEVELAND
OCT. 24, 1961

LETTERS

"This is to congratulate you and B.C.G. Films for producing the outstanding new television series 'Perspective on Greatness'.

The second episode, 'Lindbergh', received a 24.3 rating in the Cleveland area. This was 37 per cent of the sets in use, a larger share of audience than achieved by network shows carried by the other two Cleveland TV stations in the same time segments.

Our responsibilities as an investor-owned electric utility require strict conformance to the highest standards of customer service. We believe that quality television programming enhances this concept of service."

Robert H. Bridges,
Manager Public Information Department
The Cleveland Electrical Illuminating Company

"... 'Perspective on Greatness' scores a first over WJW-TV, receiving the highest rating in its time-period. McCann-Marschak had the foresight to purchase this fine vehicle for their client, The Cleveland Electric Illuminating Company..."

Sheldon A. Saltman
Promotion Manager WJW-TV

*A overnight coincidental — independent survey

A STATEMENT

"We at WJW-TV are proud to be a part of an industry that is capable of producing such worthwhile, informative, educational and enjoyable programming. 'Perspective on Greatness' leaves nothing to be desired. It has all of these elements."

Joseph C. Drilling
General Manager WJW-TV
Cleveland, Ohio

AND A REVIEW

"... it's all there for the nostalgophile: the frenzied aerial race to Paris, the kidnap nightmare and hippodrome trial of Bruno Hauptmann, the isolationist dabbling in pre-World War II international politics... eminently satisfying... allows us to review three American eras: the tawdry 20's, the grim 30's and the prewar 40's... splendid look backward... far more attention-keeping than other shows of its kind... not afraid of its material..."

Jim Frankel – THE CLEVELAND PRESS
'Twistin' in Thom McAn shoes

The national dance craze, the "Twist," was bound to have advertising ramifications. And what could be more logical than a commercial for Thom McAn shoes? On Nov. 9, McAn's agency, Doyle Dane Bernbach, New York, taped a series of commercials at Videotape Productions of New York. Two days later the campaign started on WNTA-TV New York and was extended last week to KPIX-TV San Francisco and KTLA-TV Los Angeles. The commercials spotlight Chubby Checker, an outstanding exponent of the Twist, singing a jingle lauding McAn's new "Twister" shoes for boys and girls, while doing the Twist.

A sample of the catchy lyrics in the series: "New shoe idea from Thom McAn, the Twister, every guy and gal is twistin' on beat, dancin' it with twisters on their feet."

and often trap—agency planners and buyers formed the background of the media buying session, which stressed not only that statistics must be used intelligently but also that strategists must go "beyond the numbers" and search out "hidden media values."

"The moment we bet our all on one-tenth of a rating point or on a five-cent difference in cost-per-thousand, then we have departed from reality," the agency executives were told by W. E. (Pete) Matthews, vice president and director of media relations and planning for Young & Rubicam.

Despite the "present plethora of numbers," he said, there will always be "another set of numbers you don't have." Among such needs, he cited information that would show the ways different media influence people—and information that would make it possible to apply that knowledge effectively.

One of the big advantages of high-speed data-processing equipment in agency operations, he suggested, would be to "let the planner stop wrestling with numbers and start grappling with ideas."

Sam B. Vitt, vice president and media director of Doherty, Clifford, Steers & Shenfield, stressed the importance of "media environment" or "ambiance." This translates to radio-tv as a compatible integration of the right commercial with the right program in a way that produces extra effectiveness.

As one example he cited Bufferin's sponsorship of the Arthur Godfrey program after the star had reported that Bufferin, then a not-so-widely-known product, had given him relief from pain. Said Mr. Vitt: "Roger Whitman, the advertising manager of Bufferin at the time, has given me permission to say that he believes the media ambiance of this purchase was the key that opened the door to Bufferin's reaching its present status so quickly." He said Bufferin credited the buy's "media ambiance" with "at least 50% of the effectiveness delivered."

Numbers Help, Too = Although he felt it is essential to "go beyond the numbers," Mr. Vitt noted that numbers also "can be extremely helpful—in the right proportions." He also had a good word for program rating services: The so-called Madow Report to Congress earlier this year, he said, "fairly well established . . . that if there was a culprit in the broadcasting business, the probability of it being the numbers was very slim: in their application, perhaps, but not the numbers per se."

He added that he'd bet that "not as many buyers buy by the numbers as many in our business may have been led to suspect."

Robert Liddel, associate media director of Compton Adv., told the buying group that sales can be affected by many factors beyond the control of media planners, and that in any event planning must take into account the assumption that "we cannot expect advertising to work overnight."

He singled out the rating history of four tv programs to show that "ratings, like advertising, don't work overnight." Two of the shows had 18.8 Nielsen ratings after four weeks on the air, but after 26 weeks one of these had a 30.2 (Wagon Train) while the other had slipped to a 12.4 (Steve Allen). A third started with a 19.2 which rose to 28.5 after 26 weeks (Real McCoys). The fourth, which at the end of four weeks had the highest rating, a 27.2, had skidded to a 12.6 at the end of 26 (Mr. Adams and Eve).

Howard G. Sawyer, vice president for marketing services at Marsteller Inc., emphasized that numbers can be used in tricky ways and that "knowing numbers is not knowing everything."

He reported that Marsteller is exploring the possibilities of a new research device, a "random alarm clock." It rings at random times, and those who participate in the experiments agree to jot down the name of any publication they happen to be reading when it goes off. Although used thus far in connection with reading, the clock might be used similarly in television and other media audience research, Mr. Sawyer asserted. "You can turn it off when you go to bed," he added.

Frank Groneman, vice president and media director of Foote, Cone & Belding, presided over the media buying session, held Tuesday afternoon.

New Era Ahead = The hero of the next "cycle" in the advertising business will be the account executive, President Herbert D. Strauss of Grey Adv. predicted at the account management meeting Thursday morning. "I call it the 'Era of the Vertical View,'" he said.

Advertising, Mr. Strauss said, has gone through three 10-year cycles: 1926-1936 was "The Era of the Last of the Pioneers," when an agency "depended on the purity and genius of one man"; 1936-46, "The Era of the Probability Sample," when research was king; 1946-56, "The Era of Proliferating Agency Services," when "if you were a marketing agency, you were in," and "if you weren't, you bloody well tried to give the impression of being one."

In 1956 "an image of unimpeded creativity" emerged as the popular goal,
Month in and month out, TV viewers* in metropolitan Jacksonville are making WFGA-TV the station for advertisers to watch.

WFGA-TV delivers the $2,000,000,000 North Florida-South Georgia market at your lowest cost-per-thousand. Consult your PGW Colonel for full details.

*ARB March-June 1961
Midwinter is bargain time in spot tv

HR&P: CLIENTS OVERLOOK LOW CPM, BIG AUDIENCES, CHOICE TIMES

Spot television advertisers who take a midwinter hiatus may think they're saving money. But what they're really doing is missing (1) the biggest audiences of the year, (2) the lowest cost-per-thousand of the year, and (3) spot positions they probably can't match when they do resume their campaigns.

Harrington, Righter & Parsons, TV station representation firm, is trying to correct this multi-million-dollar oversight with a simple but pointed presentation whose basic arguments are summarized in the three charts on these pages. HR&P estimates that $15 to $30 million is lost to spot TV during the first two months of each year, simply because advertisers have developed the habit of dropping schedules.

The habit may make sense in magazines and newspapers, much of whose revenues come from high-ticket items that traditionally are best promoted just before Christmas, but it's illogical and costly for food, drug and tobacco products which make up more than 80% of spot TV's users. HR&P's presentation explains: Not only do "people eat, get headaches and smoke during the first two months of the year just as they do in the remaining ten," but advertisers get more for their money in January and February, too.

Bigger Audience • Viewers watch more in January and February: 6 hours 8 minutes a day per home in February as against 5 hours 13 minutes in October. These peaks, with the contrasting dips in spot billing, are shown in Chart 1. In addition, more people are watching: 17.5 million sets in use during February as against 14.4 million in October. This means cost-per-thousand is lowest during the midwinter months: As shown on Chart 2, which contrasts sets in use with CPM, if the annual average CPM is assumed to be $2, then January's is $1.68 and February's $1.63 and the average for the two months is $1.65—35 cents below the annual average.

December meanwhile is the month in which availabilities open up in greatest volume. Chart 3 shows the month-by-month patterns in unrenewed expirations among HR&P's own accounts. Advertisers who take no hiatus or elect to start in early January have the widest choice of availabilities, while those who go off must buy all over again—and risk losing choice availabilities—when they resume in late February or March.

HR&P officials say many buyers have been surprised to discover that they, too, have been following this hiatus pattern and missing the year's biggest spot bargains, and that several have indicated they intend to "break the habit" this year. To help others do the same, HR&P is continuing its round of agency presentations and also is offering to make copies available to any other rep who wishes to help spread the word.

Average daily hours of viewing per home

and if this "Era of the Artist Enthroned" also lasts for 10 years, then the new "Era of the Vertical View" ought to take over in about four years, Mr. Strauss said.

Each of the "fashionable eras" of the past has made a "major horizontal contribution" to advertising, and "even more exciting horizontal developments" lie ahead, Mr. Strauss said. "But the day is gone when a single element in advertising can be isolated as the sine qua non. We are talking about $12 billion spent annually in advertising. In another 30 years the figure will be $25 billion. And every dollar of that will be by then be discussed in terms of goals, strategy, markets, media, message. In pulling them all together, there is only one man in an agency with the vertical view—the account executive."

Four major roles of the account executive—as a communicator, an initiator, an appraiser and an interpreter—were discussed, respectively, by Philip C. Carling, BBDO; Warren Fales, Norman, Craig & Kummel; Edward Gumpert, Geyer, Morey, Madden & Ballard, and David Donovan, Benton & Bowles. John P. Beresford of McCann-Erickson presided.

Agency Charges • A closed session for agency top management on Wednesday morning explored a variety of subjects—including results of a new AAAA study of agency methods of charging for services. Frederic R. Gamble, who retires as AAAA president next spring, reviewed "My 33 Years With the AAAA." Marion Harper Jr. of Interpublic, AAAA chairman, reported on the association's information program for advertising, and Dr. Peter Sammartino, president of Fairleigh Dickinson U., examined advertising roles in relation to "America's New Position" in world affairs (see page 50).

After a luncheon addressed by President William E. Williams of Procter & Gamble Co. of Canada (see page 59), another closed session examined agency people's "individual responsibilities for helping to eliminate causes for criticism of advertisers" and for maintenance of high advertising standards. This session, headed by Arthur Fatt of Grey Adv., chairman of the New York AAAA council, heard Alfred J. Seaman, Sullivan, Stauffer, Colwell & Bayles; Robert T. Colwell, J. Walter Thompson Co.; George H. Gribbin, Young & Rubicam; Frank K. White, Interpublic; Stockton Helfrich of the NAB's New York Code office; Roger H. Bolin of Westinghouse Electric Corp., and John G. Mapes of Hill & Knowlton, public

58 (BROADCAST ADVERTISING)
Sets in use (A. C. Nielsen) (9 a.m. to 10 p.m.) cost per thousand

Relations counsel to AAAA.

Direct-mail advertising made the conference agenda for the first time with a management-level panel discussion of "The New Mass Medium" at a closed meeting Tuesday afternoon. The rise of low-margin retailing—discount houses, factory outlets, "super-supermarkets" etc.—and its implications for advertising were examined at the marketing meeting Thursday afternoon.

Business briefly...


Lincoln-Mercury will sponsor Japan: East Is West, an hour-long NBC News special to be shown Mon., Dec. 4 on NBC-TV (8-9 p.m. EST). Agency: Kenyon & Eckhardt, Detroit.

Zenith Stereo Receivers has launched a pre-Christmas saturation fm campaign in southern California. New low-priced console model stereo set will be featured in the spot schedule which started Nov. 6 on 17 fm stations and will run through Dec. 20. Mille, Breen & Waldie, Beverly Hills, is the agency for Sues, Young & Brown, Zenith distributor.

CANADIAN TIGHTROPE

Williams tells difficulties for tv advertiser to north

Television penetration in Canada and the U.S. is about the same—87% there, 88% here—but that's where the similarity ends, William E. Williams, president of Procter & Gamble Co. of Canada, told the Eastern Annual Conference of the American Assn. of Advertising Agencies in New York last week (also see page 50).

Mr. Williams described some of the television differences as they relate to advertising and marketing:

"You have your three networks with only minor local variations covering the country. In English-speaking Canada alone (excluding Quebec) we have three quite separate television situations. About 50% of these homes clearly receive U.S. tv signals and these consumers are influenced by both U.S. and Canadian commercials.

"The other 50% of homes can receive only Canadian-originated signals. However, about one-third of these are multi-channel tv markets and the other two-thirds are single-channel markets with a captive audience—and this gives you some perfectly amazing ratings."

"... By government regulation Canadian stations must, by April 1962, broadcast 55% of their program weight in Canadian or Commonwealth programs. This pretty sharply limits the number of U.S. imported programs, and some responsible observers feel the quality is bound to suffer."

Television commercial production costs are another area of major difference. Canadian costs "are usually slightly lower," but that's just part of the problem. First, the commercial is being produced for a population only about one-tenth as large as that of the U.S. Then "you must turn around and produce the same commercial again in French."

"To top of these problems, two government agencies must pass on commercials: the Canadian Broadcasting Corp. and, in the case of food and drug copy, also the Dept. of National Health and Welfare—and both of these reviews are made before the advertising is allowed to go on the air, Mr. Williams pointed out.

Compton, D'Arcy merge abroad

Two major U. S. agencies have announced alliances with overseas agencies. Compton Adv. formed association with N. V. Nixon & Co. Pty. in Australia with the resultant company called Nixon-Compton. D'Arcy Adv. and Synergie Publicite in France are forming a company next month to be known as Synergie-D'Arcy S. A.
Detroit welcomes TvB with open arms

AUTO MAKERS PRAISE MEDIUM; CONVENTION ATTENDANCE IS RECORD

The Television Bureau of Advertising's three-day seventh annual meeting in Detroit last week discovered more friends for television than it perhaps anticipated among the big dollar-conscious automobile advertisers and agencies.

Several key speakers on the program leaped to the medium's defense against the current rash of criticism and offered praise for television's varied cultural, entertainment and commercial attributes.

Some 500 guests Friday applauded TvB's new half-hour sales promotion film, The Salesmachine (see box this page).

Three dozen of the nation's top auto executives dined privately Wednesday. The guests of TvB represented the presidential and vice presidential level of the major auto brands.

Only these basic questions remain: Will Detroit now enlarge its multi-million dollar advertising investment in tv? And if so, by how much?

Record Turnout - An annual meeting record total of 227 delegates during the next year may be able to measure the answers, TvB hopes. TvB's previous high was 145 delegates in Chicago in 1959. Some of the delegates observed that the TvB annual meeting was the first major broadcast industry convention in the auto capital in some 20 years.

Among the highlights of the TvB meeting:
- William B. Lewis, chairman of the board of Kenyon & Eckhardt, said tv's record is one of which to be proud, not ashamed. He chided tv for not fighting back at critics and asked where were the leaders to help in this task. He asked: "Hasn't the time come to fish or cut Minow?"

On the lighter side, Mr. Lewis recalled how K&E happened to buy Ed Sullivan for Lincoln-Mercury in tv's younger days (see story page 64).
- Thomas B. Adams, president of Campbell-Ewald Co., observed that tv has focused public attention on all advertising more acutely than ever before. He called upon tv stations to work more effectively with local opinion leaders in their own communities because they need more "balanced information" about both tv and advertising.

He didn't like the impatience of critics over tv's growing up pains and drew corollaries with the auto industry's problems.
- Charles F. Rosen, executive vice president of W. B. Doner & Co., said government control could never match the power of the viewer's hand on the tuning dial.

Mr. Rosen also called upon telecasters to "throw out the commercial rating services" and start a nonpartisan industry-sponsored scale of audience measurement similar to the Audit Bureau of Circulations.
- Glenn Marshall Jr., board chairman of TvB and president of WJXT (TV) Jacksonville, Fla., struck a strong note for unity within the association lest all fall through division into junior TvB's representing local, spot and network interests. Such a "spectacle" he said would "delight our newspaper, magazine and radio competitors."
- Norman E. (Pete) Cash, TvB president, said tv is under-pricing itself in comparison with other media, hence tv's gross revenues and net profits can't grow "unless we better value our prod-

Television outsells in-person salesman, TvB film proves

More than 500 representatives of major Detroit advertisers and agencies and of the television industry attended the premiere showing there Friday morning of the TvB's newest sales promotion tool, a film titled The Salesmachine.

The new movie presentation, which succeeds the earlier Cellomatic presentations while incorporating some of their multiple-display visual effects, was a featured part of the TvB's annual meeting program (story above).

The Salesmachine explains that while most advertising has attempted to substitute itself for the "in-person salesman," television today gives the advertiser "tools for communication better than those any in-person salesman ever had." The film points out that tv is a full-grown and established medium and long has been "a basic part of our private and corporate lives."

The film relates that man first sent pictures through wires long before the advent of television, but since its coming, television has continued to grow in both size and importance. Through the years tv has passed up the other media one by one, the firm says, and today is America's "basic sales medium" which provides the communication tools that enable manufacturers to produce more, profit more and sell more.

Peter Pan was the number one show in 1955 and television was presenting the new automobile models as fast as they came rolling from the assembly lines across the nation.
Discover a special kind of Dual Channel Audio System...
The GATES Dualux. Here is a clean lined, handsomely styled console that provides new realms of operating convenience and performance. With systematic control placement, every fader, key and switch is in natural balance for perfect operating sequence. And, with dual channel design to provide single-point control, you have specially engineered switching facilities to assure instant program transition. This is the Dualux. Spectacular performance, unusual reliability. Clean, modern design. For the broadcaster who wants the finest of all consoles. Let us tell you more about the exclusive Gates Dualux. Write today for Bulletin No. 69 — yours for the asking.
ONE SHOT TAKES ALL THREE
LANSING JACKSON BATTLE CREEK

A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.

Operating with a 1,008 foot tower at 316,000 watts. Let this one outlet give you all three markets.

Represented by
VENARD, RINTOUL & McCONNEL, INC.

THE GOLDEN TRIANGLE STATION
WILX TV 10

62 (BROADCAST ADVERTISING)
That's salesmanship! Groucho's got it. Advertisers know it. That's why they're buying out "THE BEST OF GROUCHO" in station after station. Look what happened in Los Angeles. KTTV scheduled "The Best of Groucho" in a Monday-Friday strip, 7:30-8:00 P.M.—and before it ever went on the air, all the commercial time was completely sold out! And to a wide variety of advertisers:

- Anacin
- Clairol
- Dr. Ross
- Nestlé's DeCaf
- Nu-Soft
- Ovaltine
- Pacific Tele. & Tele.
- P&G's
- Ivory, Gleem, Tide and Comet
- Parliament
- Swift's Award Margarine
- Vick's VapoRub
- Wrigley's

No doubt about it...

Advertisers Go For GROUCHO on

Groucho sold it to me!
Thursday afternoon, TVB delegates also heard talks by three other advertising executives: Robert Atkins, Atkins Adv., Evansville, Ind.; Richard O'Reilly, N.W. Ayer & Son, Detroit, and Neal Gilliot, McCann-Erickson, Detroit. TVB held a closed workshop session Thursday morning exclusively for TV station sales managers.

TVB Chairman Marshall, in his annual report Friday morning said, "Television today is supporting a major portion of our national economy and until a new medium that brings with it equal mass audiences and equal mass impact comes along, television must accept this responsibility."

LUCK FOUND SULLIVAN

Lewis tells TVB audience how Lincoln-Mercury got show

Buying television today isn't like it once was. A veteran in the business, Kenyon & Eckhardt Board Chairman William B. Lewis, enlightened his TVB audience in Detroit Friday by recalling how his agency and Lincoln-Mercury stumbled upon one of TV's biggest successes in the younger days of the medium. Mr. Lewis recalled:

"I do not know whether vaudeville was dead when Ed Sullivan first appeared on a television screen or whether he killed it. But I would not know where to go today to see that sprightly entertainment form called vaudeville or variety unless I spent too much money and got too little sleep frequenting night clubs. And even then I could not see the infinite variety spread out weekly on modern television screens.

"If I may be permitted an anecdote, I would like to tell you how Kem & E purchased the grandaddy of all variety shows. Television was still an infant, but a precocious one. We had as clients twenty-one assorted Lincoln-Mercury dealers associations across the nation, and nine of them came under the influence of burgeoning TV stations. Naturally they wanted in and we were somewhat appalled at the prospect of trying to buy nine different local programs on those chaotic schedules. Fortunately at this point in TV's history one of our space buyers ran into my office with the news that Ed Sullivan's "Toast of the Town" was available for $6,000—with or without Ed Sullivan. "Can we get an option?" I asked. "No option," he said. "Two other sponsors are interested and Jack Van Volkenburg (CBS-TV) won't give an option to anybody."

"I called Jack (an old associate, and—I hoped—a friend) on the telephone and pled for even a 24-hour option, since we had to contact not one, but nine different clients."

"I can't do it," he said. "I can't set a precedent."

"There was a pregnant pause. Then I said, 'I'll tell you what. I'll buy the show right now and you give me a 24-hour cancellation privilege.'"

"Now the pregnant pause was on the other end of the line. Finally he said, 'Well, I've never heard of that before. You've got a deal.'"

"Joe Braun and I hopped the train to Detroit and with our regional account executives spent 24-frenzied hours not trying to get committee approval (approval eventually was unani- mous) but trying to find committee members. Each committee was composed of six to twelve members and in those early days after the war business was good, so good that the committee members we needed to reach were scattered from Europe to the Caribbean to Miami to Hawaii and to yachts and steamships in between. At twenty minutes before our 5 p.m. deadline, we had approval from six of the nine necessary committees.

"At this point, the Lincoln-Mercury sales manager—Joe Bayne—took over. 'Have you had any refusals?' he asked. 'No,' we replied, 'we just haven't been able to reach enough members of the remaining committees.' "Okay,' he said, 'tell CBS it's a deal. I'll guarantee the remaining cost.'"

"Naturally, we went to the Detroit Athletic Club to celebrate. Over the first drink, the Lincoln-Mercury advertising manager spoke up. 'Now that we have the show,' he said, 'the first thing we must do is get rid of Ed Sullivan and get a new master of ceremonies.'"

"Life' magazine plan draws TVB, TVAR fire

The pricing of Life magazine's new area-advertising sales plan was under fire from at least two television sources last week: TVB and Television Advertising Representatives (TVAR).

TVB issued a bulletin telling its members that while the Life plan might at first seem to be a "good flexible way" to advertise in a national magazine, close inspection shows that the area advertisers will have to pay substantial "premiums." TVB said these cost "premiums," computed by studying area circulation and costs in relation to circulation and costs of Life's national edition, would amount to 10.5% for an advertiser who bought the Life areas encompassing the top 10 television markets. And if an advertiser bought the three smallest of the 29 Life areas, TVB said, the premium would be 46.3%. These estimates do not include art and production expenses, which are the same for an area ad as for one in the national edition.

TVAR meanwhile circulated to its staff and represented stations a study of audience figures to show that "Life doesn't have the circulation to compete with television" either nationally or regionally. Figures on both TV homes and the available TV audience, market by market, were compared with Life's circulation figures for the same markets to demonstrate TV's superiority.

Top 50 markets get 70% of spot radio money

The top 50 markets' solid grip on the major share of all dollars spent in spot radio is continuing, despite billing increase of 17-18% between 1958 and 1960. This conclusion is reached in an analysis by the research department of the new RKO General National Sales Div., which represents the seven RKO General radio stations.

The RKO analysis, prepared under the direction of Frank Boehm, director of research and promotion, reveals that the top 50 markets consistently account for about 70% of all spot-radio expenditures, while the top 25 garner 57% of the total dollars. Mr. Boehm said that the RKO General radio markets have been on the receiving end of 29% of all spot radio billings for the past three years.

Don Quinn, director of national sales for RKO General Inc., noted, "that spot radio continues to be a primary advertising vehicle. There is nothing unhealthy about a medium in which advertisers invested $30 million more in 1960 than they did two years before."

RKO General's radio stations: WOR New York, WNAC Boston, KJJ L Angeles, CKLW Windsor, Ont.-Detroit, WSGS Washington, KFRC San Francisco and WHBQ Memphis.

Agency appointments...

- Tyrol Products Corp., Chicago, for Bathe 'n Glow bath oil, appoints Lilienfeld & Co., that city.
- Diabetes Assn. of Southern California has asked Davis Johnson Mogul & Colomboofato, Los Angeles, to serve as volunteer agency for the annual January fund-raising campaign.
- The Bon Marche (department store), Seattle, Wash., appoints West Pacific Adv., that city.
- Burning Paint Co. and the Baltimore Buick Dealers both appoint W. B. Doner & Co. as their agency.
Of three adult music stations in greater New York — WVNJ's Great Albums of Music is first in every single rated quarter-hour from 9 AM till noon, Monday thru Friday.

* source: Nielsen—Sept. Oct.—20 day cume

WVNJ serving greater New York and New Jersey represented by Broadcast Times Sales
LIQUOR ADS ON AIR
Ellington vp believes acceptance is inevitable

It is "inevitable" that liquor and broadcasting groups will lift their voluntary taboos against hard-liquor radio-tv advertising, Earl H. Tiffany Jr., vice president, Ellington & Co., said last week at a meeting of Esquire magazine salesmen in New York.

Mr. Ellington, whose agency started a broadcast campaign in August for Old Hickory Bourbon (Broadcasting, Aug. 21), predicted that distillers will become impatient with the decline, in recent years, of per capita liquor consumption in the U.S. He said this condition will eventually cause liquor advertisers to dispel "moral and public relations considerations which are invalid anyhow" in a competitive drive for new markets.

The agency executive said he was not advocating a breakdown in industry codes, but he foresees the time when "technological progress (uhf stations) will increase transmission facilities to a point where broadcasters will inevitably seek to broaden the bases of advertising revenue, and liquor advertising will be eyed eagerly."

Questioning the logic of applying the moral code to broadcasting when it isn't applied to print media, Mr. Tiffany asked: "How can you defend it when an important percentage of the readership of magazines which carry big liquor schedules lies in age groups under 21? How can you say that broadcast advertising is immoral when the sports pages of newspapers, probably the sections most avidly read by youngsters, are the favorite positions for liquor advertising?"

Ellington & Co. has already made a considerable dent in the wall of resistance that broadcasters have historically imposed upon themselves. The Old Hickory spots are currently running on 40 stations, including one tv outlet. Another Publicker Industries brand, Philadelphia White Label Whiskey, handled by Al Paul Lefton, Philadelphia, has a spot schedule on the same number of stations.

FC&B, Eller honored for forest fire work

Foote, Cone & Belding, Los Angeles, was awarded a special joint citation for its "outstanding public service in forest fire prevention" during the past 20 years, by the Advertising Council, the Assn. of State Foresters and the U.S. Forest Service, at the Ad Council's annual awards luncheon in New York last Friday (Nov. 17).

Another special citation went to Russell Z. Eller, Sunkist Growers Inc., who has coordinated the campaign during the same period.

A five-year award was presented to N. W. Ayer & Son, Philadelphia, for its creative work on the aid to higher education campaign. Palen Flager, director of advertising, market research and public relations, J. P. Stevens & Co., received a similar award for his voluntary activity as coordinator of the religious overseas aid project. The citations recognize exceptional contributions to forest fire prevention.

ARB, Nielsen settle meter device dispute

Settlement of a patent infringement suit brought by A. C. Nielsen Co. against rival ratings organization, American Research Bureau, over ARB's use of a metering device in home tv sets as part of its Arbitron overnight ratings reports, was announced Thursday by A. C. Nielsen Jr., Nielsen president, and H. W. Robinson, president of C-E-I-R Inc., parent corporation of ARB.

The terms of the settlement agreement were withheld by attorneys for both organizations by common agreement, although it apparently does not require ARB to stop using the device. The suit was filed by Nielsen in Chicago in 1958—before ARB placed its Arbitron instantaneous ratings system into commercial operation in September 1958—and the only official court action since the filing has been a transfer of the case in 1959 to the U.S. District Court for the Southern District of New York.

ARB first announced its Arbitron system in September 1957. As it is presently operated, the metering device in question is installed in television sets in sample homes in seven principal U.S. cities—New York, Chicago, Philadelphia, Detroit, Washington, Baltimore and Cleveland. The device transmits instantaneous reports by leased telephone lines to ARB's New York office about which channels are tuned in on each set. The information is compiled by ARB and furnished to its clients in Arbitron ratings reports at 9 a.m. each morning on each of the previous night's programs.

The largest Arbitron sampling is from the New York City viewing area—240 sets. The number varies in the other cities.

Nielsen's suit for patent infringement sought a court order to require ARB to discontinue using the metering device. Had the court reached a finding that Nielsen patents were infringed, the finding could then have been used as the basis for a damage suit against ARB.
nothing up this sleeve...
but plenty in reserve

SYLVANIA SMALL POWER TUBES

No magic, no secrets, no foolin'. Conservatively rated, Sylvania small power tubes have plenty in reserve. For one thing, there's the outstanding Sylvania reputation for providing quality. The kind of quality that means long-life expectancy, lower tube costs per hour of operation, reduced maintenance time. For another, there's Sylvania power tubes' high reliability for maximum assurance of on-air continuity.

Call your Sylvania Industrial Tube Distributor for prompt service. He has plenty up his sleeve—one of the widest lines of tubes for broadcasting available. Ask him, too, for your copy of the informative "Sylvania Industrial Tubes" booklet. Or, write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 124 1100 Main Street, Buffalo, New York.

POPULAR SYLVANIA SMALL POWER TUBES
MAXIMUM PLATE DISSIPATION (CCS) WATTS

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Values given are for Class C oscillator, RF power amplifier.
PROGRAMMING

Ten Rules for better tv programs

LEVY OFFERS ADVICE FOR 'BALANCED' TV FARE, SELF-REGULATION

A 10-point proposal for improving tv was offered last week by former NBC-TV Vice President David Levy. Mr. Levy helped put together the network's current schedule before leaving NBC.

Speaking at the Annenberg School of Communications at the U. of Pennsylvania, Mr. Levy also exploded some myths about the advertising fraternity, saying that it is "not full of Philistines interested solely in a 15% commission." He said many advertising leaders frequently express "loftier concepts of (tv) programming than their counterparts in the entertainment world."

Mr. Levy's ideas for better tv programming are these:

- Each network would program one night out of seven "without regard to rating." — "A stunning way in which to demonstrate tv's freedom from 100% bondage to ratings."

- The networks would agree to schedule "important" public-affairs programs in the same time period—thereby "a larger portion of the population, free from the temptation of escapism fare, would . . . be induced to partake of programming of substance and challenge.

- A network break-away from "precise timing" in programs, and a trial for open end programming ought to be explored. This would permit, in some instances—as with NBC-TV's current Saturday Night at the Movies—"a spilling over into station time . . . (and) tv programs . . . will be fashioned not according to the clock, but according to the need of the dramatist."

- A "truly" balanced programming would be put into effect. There's hardly a fault to find with Sunday programming at either CBS-TV or NBC-TV, he said, but he questioned the wisdom of having five situation comedies in a row, as CBS-TV does on Monday night and ABC-TV on Thursday night. (NBC-TV also had two solid hours of westerns on Saturday night last season, he pointed out.)

- Summer repeats could be cut to a minimum chiefly by advertisers asking for new programming in the summers, with the inevitable repeats scheduled in the show's second year, for instance.

- "Creative people" would be financed. Why not prepare William L. Shirer's "masterful history of the Third Reich with the same zest as a pilot of Michael Shayne?"

- Compliance to NAB codes would be strongly enforced, a system followed not only by the networks, but also by producer, advertiser and stations. Sanctions and penalties would be included—"If the industry cannot set up an independent group to define tolerable rules, then the alternative is the annual invitation to visit some committee of the congress with all the disadvantages that this imposes, or possibly to government stepping up its own regulations."

- The trend toward "copy cat" programming would be ended. The problem, he explained, is not the development of "worthy successors" to a popular show but "lack of moderation." Too much "copy cat" acts against tv's interests, and because "network time is extremely limited," trend slotting "of necessity" excludes or cuts to a minimum "whole areas of entertainment."

- The need for a full three minutes for an advertiser to sell within the half-hour segment needs challenging. A "self-enlightened" advertiser would be urged to donate most of his time to a cause that is in the national need (fight against cancer, bond drives, etc.), and to use less time for the sell—"many excellent commercials are done in twenty seconds."

- A "master showman" (Walt Disney offered as an example) would be provided with an entire evening and would be asked to fill it with totally new programming of taste and appeal but with special emphasis for adults in the later periods.

Mr. Levy also emphasized the present threat of increased government intervention in tv, saying it exists because the medium continues to invite the government by its "own actions." He said television "must face up to its opportunities and its imperatives to preserve its freedom."

COLORCASTING

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

NBC-TV:

Nov. 20-22, 27-29 (6-6:30 p.m.) Continental Classroom, Contemporary Mathematics.

Nov. 20-22, 27-29 (6-6:30 p.m.) Continental Classroom, American Government.


Nov. 20-24, 27-29 (12:30-12:55 p.m.) It Could Be You, part.

Nov. 20-24, 27-29 (2:23-30 p.m) Jan Murray Show, part.

Nov. 20, 27 (8:30-9 p.m.) The Price Is Right, O. Loellard through Lennen & Newell; American Home Products through Ted Bates.

Nov. 20, 27 (11:15 p.m.-1 a.m.) The Jack Paar Show, part.

Nov. 21 (1:30-6:30 p.m) Laramie, part.

Nov. 22, 29 (9-10 p.m) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.

Nov. 22 (10-10:30 p.m) The Bob New- hart Show, NBC through N. Ayer.

Nov. 22 (10-11 p.m) David Brinkley's Journal, Douglas Fir Plywood through Cun- ningham & Walsh; Pittsburgh Plate Glass through B800.

Nov. 23 (10-10:30 a.m) Thanksgiving Day Parade, Remco Inc., through Web Assoc.


Nov. 23 (5:30-6:30 p.m) Home for the Holidays, Mohawk Carpets through Mason Inc.

Nov. 22 (10-11 p.m) Sing Along With Mitch, R. J. Reynolds and Ballantine through William Esty; Buick through McCann-Erickson.

Nov. 25 (9-10:30 p.m) Pip the Piper, General Mills through Dancer-Fitzgerald-Sample.

Nov. 25 (10-10:30 p.m) The Shari Lewis Show, Nabisco through Kenyon & Eckhardt.

Nov. 25 (10-11 a.m) King Leonardo and His Short Subjects, General Mills through Dancer-Fitzgerald-Sample.

Nov. 25 (12-1 a.m) All-Star Golf, Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

Nov. 25 (7:30-8:30 p.m) Tales of Wells Fargo, part.

Nov. 26 (concl. of football game to 5 p.m) Patterns in Music, suit.

Nov. 26 (6-6:30 p.m) Meet the Press, co- op.

Nov. 26 (7-7:30 p.m) The Bullwinkle Show, General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beech-Nut Gum through Young & Rubicam.

Nov. 26 (7:30-8:30 p.m) Walt Disney's Wonderful World of Color, RCA and East- man Kodak through J. Walter Thompson.

Nov. 26 (9-10 p.m) Bonanza, Chevrolet through Campbell-Ewald.

Nov. 26 (10-11 p.m) Chicago And All That Jazz, DuPont through B800.

Casals program offered to individual stations

Radio is going to bring to the American public the White House's Nov. 13 musicale which featured the noted cellist Pablo Casals. The White House turned over the master tape of the memorable evening to the NAB for
distribution to radio stations interested.

As of Thursday, about 250 commercial stations had asked NAB for a copy. In addition the Armed Forces Radio Network and the National Assn. of Educational Broadcasters have asked for a copy of the event. NAB has sent forms to those broadcasters and told them to apply for a copy at Recorded Publications Labs., 155 Pierce Ave., Camden, N. J. The form contains an agreement to abide by White House-imposed restrictions on the use of the program—no commercial interruptions, onetime play, etc. Price for the 50-minute program, on two, 1200 ft. reels, is $5.50. This includes packing and shipping. Stations which have not sent in their request must first obtain the agreement form from NAB.

Permission for this special broadcast has been secured by the White House from Mr. Casals and the American Federation of Musicians.

‘RUNAWAY’ FILMING

Members told SAG is ready to battle foreign production

A plea to the producers of tv filmed programs and theatrical movies to discuss with the guilds and unions the question of "runaway" production abroad was made Monday (Nov. 14) by John L. Dales, national executive secretary of the Screen Actors Guild.

In a report on the subject to SAG's annual membership meeting, Mr. Dales warned the producers that SAG and other Hollywood unions are prepared to carry the battle to Congress and the American people unless something is done to stop the increase of "runaway" foreign production, which he said threatens Hollywood film production with oblivion. He noted specifically the predicted moves abroad by an increasing number of tv film producers and warned that SAG will wage total war against them and the advertisers sponsoring their programs. (SAG and the Hollywood AFL Film Council are to testify on the runaway issue before a Congressional committee in Washington on Dec. 1.)

More than 1,500 stars, character actors and bit players attended the SAG meeting at Beverly Hills, Calif. SAG will fight any attempt to advertise by "cheap, cut-rate, foreign-made television films," Mr. Dales declared.

Subsidies ≠ Among possible solutions to the runaway production problem that he urged for exploration are federal "small business loans" and government subsidies, which he said could be paid out of the 10% theatre admission tax. The SAG executive secretary called on Congress to investigate the tax loopholes which encourage foreign production and to "help us woo American motion picture production back to this country by giving every American whose income fluctuates a reasonable tax break."

Reviewing negotiations for a new contract with talent agents, Mr. Dales said he expects to be able to announce a new agreement shortly. He predicted that MCA, which has agreed to drop its dual status of agent and producer (BROADCASTING, Oct. 30) will leave the agency business and expand its production activities until it becomes one of the largest producers of theatrical as well as tv films, to the great benefit of all actors and the entire motion picture industry.

Tape firm to increase tv programming activity

Videotape Productions of New York plans to expand its activities in videotape program production.

John Lanigan, vice president and general manager of Videotape, said the company will aim for program development in three areas—rental of facilities, including staff, under the supervision of Charles Holden, production director; co-production of pilots in which Videotape Productions will assume below-the-line costs, and packaging of programs in their entirety. Currently in production at Videotape are 13 half-hours of a new Time-Life entertainment program and a musical variety show, the Jimmy Sheater Show, which started last Friday (Nov. 17).

Several panel and game shows are being developed by Videotape as network replacement programs.

Film sales...

Films of the '50s—Volume I (Seven Arts Assoc.): Sold to WBR-C-TV Birmingham, Ala. Now on 117 stations.

Looney Tunes Cartoons (Seven Arts Assoc.): Sold to WBR-C-TV Birmingham, Ala. Now on 16 stations.

Films of the '50s—Volume II (Seven Arts Assoc.): Sold to WBR-C-TV Birmingham, Ala.; KVIP-TV Redding, Calif.; KVIQ-TV Eureka, Calif.; WFILE-TV Evansville, Ind., and WTRF-TV...
Two half-hour shows replace hour on CBS

Another network revision of this season’s programming provides further indication that the half-hour show is making a stronger showing as a program length. CBS-TV announced last week that one of its Thursday one-hour shows is being replaced by two half-hour ones.

CBS-TV will discontinue The Investigators (which is in the 9-10 p.m. slot Thursdays), on Dec. 28. The show apparently was losing “rating strength.” Replacing it, beginning Jan. 11, will be a Goodson-Todman daytime game show, Password at 9:30 (Broadcasting, Nov. 6), and a new half-hour series starring Groucho Marx at 9. Password also will continue as an afternoon program. A ballet special will fill the 9-10 p.m. period Jan. 4. Groucho Marx has been a fixture on NBC-TV’s schedule for several years.

Earlier ABC-TV said it is dropping its one-hour Roaring 20’s for the half-hour Calvin and the Colonel and Room for One More on Saturday evenings (Broadcasting, Nov. 6).

Program notes...

Forms new division • Van Praag Productions Inc., New York, producer of commercial, industrial and documentary motion pictures, has formed a new division for the production of feature motion pictures. The company’s first film, budgeted at $750,000, is scheduled for production in 1962. Screen writers are being interviewed for an adaptation of What End But Love, a novel by Gordon Webber. William Van Praag is serving as head of the new division for the present.

Christmas album • A special Christmas Drummers album for radio stations was released last month by SESAC, New York. This latest album in the Drummers series contains 24 individual cuts, including station promos and ID’s, time and weather signals, holiday instrumental backgrounds and commercial introductions.

To produce etv shows • WNED-TV Buffalo has signed a $100,500 contract with the New York State Education Dept. for the production of six television series for statewide distribution. Three of the series will be of 13-program length, two of 26 programs and one of 30 programs. All shows will be produced on video tape.

Africa and Philippines • Charles Michelson Inc., N. Y., has been appointed programming purchasing representative in the U. S. for the Eastern Nigerian Broadcasting Corp., operator of a radio and tv station, and for Associated Broadcasting Co., licensee for ch. 5 in Manila. The Michelson organization now serves as U.S. buying representative for stations in Thailand, Australia, Canada, the Philippines, Virgin Islands and Eastern Nigeria.

Campaign film • The Muscular Dystrophy Assns. of America Inc., are offering tv stations their campaign film, High Hopes, free of charge, as a public service. MDAA is at 1790 Broadway, New York.

A moment with • WRC-TV Washington unveiled a new public affairs series, A Moment With ..., a departure from interview shows. The guest is allowed to say what he wants—without interviewer, reporter, moderator or panel. Sen. Jacob Javits (R.-N.Y.) and Sir Howard Beale, Australian Ambassador to the U. S., were the first guests. The series appears 6-6:30 Saturdays.
Station Managers Should Know

THE FACTS ABOUT AMERICA'S LEADING NUTRITIONIST

Carlton Fredericks, Ph.D., and his program, "Living Should Be Fun" has been heard on radio: local, network and by tape syndication, for an uninterrupted period of more than 20 years. This remarkable record of continuity has been marked by considerable recognition of the public services rendered by his broadcasts. The scripts of the programs have been translated into braille by the Library of Congress and the programs were labelled as "essential listening" in wartime by the Women's National Radio Council, which represents more than seventeen million American club women.

Dr. Fredericks' Ph.D. was taken in the area of Public Health Education. His Ph.D. dissertation which was entirely in the field of nutrition, constituted a study of the response of his audience to his broadcasts. It may, therefore, be said that this is a broadcaster who knows his audience—their characteristics, income and education, better than any other in the Industry.

Dr. Fredericks is a Founding Fellow in the International College of Nutrition, and has been awarded the Diplomate by this college. He is also a member of the American Academy of Nutrition, the American Chemical Society, and the American Academy of Dental Medicine. He taught Nutrition in the extension division of Brooklyn College and City College of New York; as a member of the faculty of the School of Education of New York University; and as an associate professor in Public Health Education at Fairleigh Dickinson University. At the latter institution, his nutrition courses were mandatory for all freshmen. He has taught nutrition for Dentists in two of the New York Societies and was the yearly essayist for another. His services as a consultant in Nutrition have been utilized by thousands of physicians and dentists, many of whom are members of his radio audience.

Dr. Fredericks' biography appears in:
The Biographical Directory of American Men of Science
Leaders of American Science
Who's Who in American Education
Who's Who in the East
Who's Who in Commerce & Industry
National Cyclopedia of American Biography

Dr. Fredericks' broadcasts are completely documented. The bibliography drawn upon includes all the publications of the American Medical Association, and the reputable journals in the fields of nutrition, dentistry and biochemistry published in this country and abroad. The papers chosen as the basis for his broadcasts are selected by Dr. Fredericks and his scientific staff, which comprises a physician who is a diplomate in his field and an internationally-known research worker, one of whose contributions led to a Nobel Prize.

For the public services rendered in his broadcasts, Dr. Fredericks has received an honorary Doctorate of Humanities degree and citations from Public Health Organizations. Most recent recognition of the program's public service importance was the award of the Grand Cross of the Eloy Alfaro International Foundation, which was cited in The Congressional Record, September 15, 1961.

For more facts on how your station can benefit from this award-winning show and obtain national business the day LIVING SHOULD BE FUN goes on the air, write, phone or wire

C. F. PRODUCTIONS, INC.
ONE PARK AVENUE, NEW YORK 16, N. Y. MU 5-8757
FILM does the unusual...

Think of it! A front-row seat in a baking oven! Right before your eyes, mounds of dough puff up... and up... into tender, golden shells—lovely, luscious, ready-to-eat—all in brief seconds!

Magic? Yes, the magic of time-lapse photography—magic that packs minutes into seconds... the magic that's film!

But that's only part of the story! Only part of the reason why so many advertisers are using film. For film gives you the optical effects you must have... gives you commercials—crisp, vivid, exciting—the way you want them—and when!

What's more, film assures you the convenience, coverage and penetration that today's total marketing requires.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. German, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER:
General Foods Corp.

AGENCY:
Young & Rubicam Inc.

PRODUCER:
MPO Videotronics

IRE honors Appleton; Haggerty new head

Dr. Edward V. Appleton, principal and vice chancellor of the U. of Edinburgh, Scotland, was named to receive the Institute of Radio Engineers' 1962 Medal of Honor for “his distinguished pioneer work in investigating the ionosphere by means of radio wave.” The medal of honor is one of six awards to be presented at the IRE international convention banquet March 28, 1962 in New York. The other prizes and their recipients, announced at a meeting of IRE's board of directors last week, are:

- Memorial Prize Award in memory of Morris N. Liebmann—to Victor H. Rumsey, professor of electrical engineering, U. of California, for “basic contributions to the development of frequency independent antennas.”
- Memorial Prize Award in memory of Harry Diamond—to William Culshaw, National Bureau of Standards, Washington, for “outstanding accomplishments in the field of microwave optics and interferometry.”
- Prize Award by Vladimir K. Zworykin—to George A. Morton, director, Conversion Devices Lab., RCA, for his “contribution to electronic television through the development of camera and imaging tubes.”
- Prize Award by W. R. G. Baker—

Video tape goes slow motion at ABC-TV

ABC-TV's engineering department has developed a process for immediate playback of video tape recordings in slow motion. The network plans to use the new system mainly on sports programs—for slow-motion recaps of knockouts in boxing matches and a second look at crucial plays in football games.

At a demonstration news conference last week, which featured a sparring match between boxers Emile Griffith and Gaspar Ortega, Frank Marx, ABC vice president in charge of engineering, said the new system can play back any video tape recording previously made in slow motion. The process, called "vtx" (video tape expander) is a supplementary electronic process to standard video tape recorders that can slow action to one-half speed and multiples of one-half (one-quarter, one-eighth, etc.).

First use of vtx will be on the NCAA football game between Texas and Texas A&M this Thursday (Nov. 23, 2:15 p.m. EST).

The process was developed by a six-man engineering team directed by Al Malang, chief video facilities engineer at ABC.

The New York meeting also announced the election of IRE officers for 1962.

Patrick E. Haggerty, president and director of Texas Instruments Inc., Dallas, was elected president of the Institute.

Andre M. Angot, technical director of Telecommunications Radioelectriques et Telephoniques, Paris, was elected vice president representing overseas countries. T. A. Hunter, president, Hunter Manufacturing Co., Iowa City, and research professor at State U. of Iowa, was elected vice president for North America.

Directors elected for the 1962-64 term are G. K. Teal, assistant vice president of research and engineering, Texas Instruments Inc. and G. A. Woonton, director of the Eaton Electronics Research Lab., McGill U., Montreal.

TV set output for '61 rises

Production of tv and radio sets spurted in September to new highs for the year, the Electronic Industries Assn. reported last week. The increases pushed the cumulative nine-month tv production figures ahead of last year's production for the same period; radio production was still trailing last year's at the three-quarter mark.

Nine-month figures follow:

<table>
<thead>
<tr>
<th>Period</th>
<th>tv</th>
<th>radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.-Sept. 1960</td>
<td>4,393,785*</td>
<td>12,001,468**</td>
</tr>
<tr>
<td>Jan.-Sept. 1961</td>
<td>4,417,121*</td>
<td>12,408,377**</td>
</tr>
</tbody>
</table>

* Includes 3,964,946 tv receivers with uhf tuners compared to 3,324,668 year ago.
** Includes 3,744,786 auto radios and 583,973 fm radios compared to 4,780,322 auto and 677,414 fm year ago.

**Includes 246,964 tv receivers with uhf tuners compared to 332,668 year ago.

WFAA-TV seeks business in video-taped spots

WFAA-TV Dallas, equipped with an estimated $250,000 in video tape and Ampex tape recording equipment, is bidding for local and national commercial spot tape production business.

Already contracted is a series of commercials for the Dallas Power & Light Co. Mike Shapiro, general manager of WFAA-TV, explained the significance of video taping the commercials on food preparation: "Food commodities are the most difficult to present in a tv commercial because most foods give a "washed out" effect.

"The majority of these commercials are filmed, rather than video taped, and employ many gimmicks to make the foods look more appetizing. After extensive research prior to the production of the Dallas Power & Light spots, we found video tape the solution."

GOVERNMENT

11 WAYS TO ROCHESTER

Two ch. 13 applicants set for hearing, nine to come;
Six Grand Rapids parties next in line

It's two down and one to go in the FCC's efforts to get the comparative hearing going for newly-assigned vhf channels in Rochester and Syracuse, both New York, and Grand Rapids, Mich.

Barring drop-outs, an 11-way contest for ch. 13 Rochester is in prospect; the commission set two of the applicants for hearing last week and announced plans to add the remaining nine as soon as they have been pending the required 30 days. The official cutoff date for accepting Rochester applications was last Wednesday (Nov. 15) when the FCC ordered a comparative hearing between Genesee Valley TV Co. and Flower City TV Corp.

Ten days ago, the agency had cut off the Syracuse applications for ch. 9 and ordered a hearing (Broadcasting, Nov. 13). Six applicants have applied for ch. 13 Grand Rapids and at least two of them have been pending for over 30 days, which means a hearing order for that city probably will be forthcoming this week.

All but one of the Rochester applicants is seeking a commercial operation. The Rochester Area Educational Tv Assn. seeks ch. 13 for an etv station. Both Flower City and Genesee complained to the FCC last week that an unfair advantage has been given the remaining applicants in that the nine may still amend their proposals while the two set for hearing cannot.

There were no new public developments last week as all applications were pending an interim order, pending a final grant, in any of the three cities. The commission has publicly encouraged such an agreement provided all parties have a chance to participate.

All Want Maximum • All of the 11 Rochester applicants are seeking 316 kw with an antenna 500 ft. above average terrain. Flower City principals include James P. Wilmot, John L. Wehle, G. Bennett Larson, Gordon Auchincloss II, Louis A. Wehle (each 8.88%) and others. Genesee also has a large group of stockholders, led by equal 8.52% owners Francis J. D'Amanda, Arthur L. Stern, Horace A. Gioia, Frederick M. Tobin and Carl S. Hallauer.

The remaining Rochester applicants, with dates filed in parentheses:

* Citizens Television Corp. (Nov. 1), principals include Lawrence P. Fraiberg (20%), William A. Fay (10%), Melvin B. Neisner, Richard Todd and Wallace E. Wilson (each 9.66%), and 16 others. Mr. Fraiberg is account executive of WNEW-TV New York and will be general manager if Citizens wins.

* Community Broadcasting Inc. (Oct. 23), owned by Joseph W. Alaimo, F. Robert Greene (each 15.53%) and others, none with over 5.83%.

* Federal Broadcasting System Inc. (Nov. 1), owned by Gordon P. Brown, owner of WSAY Rochester and WNJA Cheektoga, both New York.

* Heritage Radio & Television Broadcasting Inc. (Nov. 1), Bernard P. Birnbaum, president and 4% stockholder, is largest owner among 27 stockholders.

* Ivy Broadcasting Inc. (Nov. 1),
THIS Week, you will find in your mail a large and distinctive envelope timed for simultaneous delivery throughout the United States.

You will learn how you may become a member of the Public Service Radio Network. If, by any mischance, you do not receive this envelope, phone or wire Public Service Radio Network and another will be sent immediately since PSRN membership is necessarily limited to one station in a market.

PSRN is a new way to new performance achievements for radio stations. PSRN provides a method of dramatizing radio's image, its contributions and its massive audiences. As one newsmen wrote, The PSRN seal will become the most coveted symbol in broadcasting.

PSRN will not operate as a conventional network. It will not sell any of its programs to advertisers, nor will it require option time. Radio stations can comfortably adopt this new service and still maintain all present commitments.

Interest in PSRN is widespread and significant. Leading figures aware of its planning and progress have made the following comments:

Sylvester L. (Pat) Weaver, Chairman of the Board, McCann-Erickson Corporation (International), wrote, The basic use of our radio service for instruction and enrichment as well as entertainment is most necessary. Your proposal to integrate minute vignettes of this category into the entertainment service will help extend the usefulness of radio to the country (for the country continues to listen to radio in massive numbers).

In advertising, we place our clients' money not only for cost-per-thousand but for many intangibles, all of which will be advanced by inclusion of the Public Service Network's material in the average station's programming.

I hope your plan succeeds and am confident that it will.

Senator A. S. Mike Monroney wrote, The American people have never had a greater interest in staying well informed about our country and the world, and I believe an organized effort to permit individual stations to contribute to their information and understanding of today's problems is a major contribution.

Representative Emanuel Celler wrote, The Broadcasting Industry has a responsibility to the American people greater than ever... Therefore, the Public Service Radio Network which you are launching is a significant step in the right direction. I hope many stations will support your pioneering effort.

Werner Michel, Vice-President, Reach-McClintock and Co., Inc. wrote, As Television-Radio Director of an advertising agency vitally interested in the image of the medium it uses to sell its clients' products, I believe that the Public Service Network will do much to help the community acceptance of stations and I am delighted it has been organized.

Stations will be qualified as promptly as thorough study of applications permits.

Ted Cott
President

Budd Getchal
Executive Vice-President

David L. Garth
Vice-President

F. W. Richmond
Chairman of the Board

PUBLIC SERVICE RADIO NETWORK
743 Fifth Avenue, New York 22, N. Y.  PLaza 3-7410
licensee of WOLF Syracuse, WEIV (FM) Ithaca, WBIV (FM) Wethersfield, WMIV (FM) S. Bristol, WOIV (FM) DeRuyter and WJIV (FM) Cherry Valley, all New York, and applicant for ch. 9 Syracuse, E. E. Erdman is president and majority owner of Ivy. Joel Fleming is vice president.

- Main Broadcast Co. (Nov. 1.), owned by Leon Halperin.
- Rochester Area Educational Television Assn. Inc. (Oct. 11), non-profit organization.
- Rochester Broadcasting Corp. (Nov. 9), principals include Anthony R. Tyrone (54%), previous individual applicant for ch. 13 who withdrew that application to join Rochester Broadcasting; Robert R. Runnerstrom (9%), and others. Mr. Runnerstrom is managing director of WBOY-TV Clarksburg, W. Va.
- Star Television Inc. (Oct. 11), owned by Maurice R. Forman (20%), Robert S. Kieve (15%), Isaac Gordon, Fred Forman (14% each), Gilbert J. C. McGurty, James M. Trayhern Jr. and Edward Menden (each 5%). Maurice Forman and Mr. Menden have interests in WQVA Geneva, WTLB Utica and WBBF Rochester, all New York; Mr. Kieve is general manager of WBBF and Mr. Trayhern is former executive director of WBOY-TV Rochester.

FCC issues warning on unapproved transfers

The FCC warned broadcasters last week about its policies on reporting stock sales and transfers of even minority control of stations as it renewed the license of WGYM Montgomery, Ala., and approved a 25% stock sale that gave C. A. McClure positive control.

The station originally had four 25% owners. Through a series of stock sales, ownership proportions shifted and although the licensees reported the sales in its periodic ownership reports to the FCC, it did not seek FCC permission for each transaction as required by commission rules. No single sale was of majority interest.

The FCC said it does not condone the unauthorized transfers but is making the grant "because of Mr. McClure's and the licensee's history of general compliance [with the rules] . . . and the service rendered to the public by the operation of the station." An FCC spokesman said WGYM principals made no effort to deceive the commission but emphasized that they erred in their method of informing the FCC.

The commissioners warned that any future violation of the Communications Act or FCC rules "will be viewed with the utmost seriousness." Chairman Newton N. Minow and Commissioner Robert E. Lee dissented to the grants.

DEINTERMIXTURE FILINGS DUE FEB. 5

Newspaper rival backs WSFA-TV effort to retain vhf channel

Some respite in filing comments was offered the opponents of deintermixture last week by the FCC, although not as much time as most stations facing deletion of vhf channels had requested. The deadline was shifted from Dec. 4 to Feb. 5, 1962. Replies are due March 9.

The new deadline coincides with that set for comments on the FCC's overall proceeding to foster expansion of the uhf service. Still set for Dec. 4 are comments on adding vhf channels at substandard spacing in eight markets (Baton Rouge, Birmingham, Charlotte, Dayton, Jacksonville, Johnstown, Knoxville and Oklahoma City).

Almost all stations marked for deletion of their vhf channel and substitution of a uhf frequency petitioned the FCC for more time and Feb. 5 was the earliest date asked. Previous requests for reconsideration of the FCC deintermixture proposal from state officials were backed up with request for more time by such figures as the attorney general of Illinois and Sen. Everett M. Dirksen (R-Ill.). Stations proposed for deintermixture are WTIC-TV Hartford; WSFA-TV Montgomery, Ala., WIS-TV Columbia, S. C.; WCIA (TV) Champaign-Urbana, Ill.; WREX-TV Rockford, Ill.; WICU-TV Erie, Pa.; WISC-TV Madison, Wis., and WBNF-TV Binghamton, N. Y.

An unusual situation developed in Alabama where 14 of the 25 daily and weekly newspapers in WSFA-TV's coverage area editorialized in favor of retaining the Montgomery vhf channel. The Montgomery Advertiser and Alabama Journal said there is competition between the media for advertiser revenue but "we've thrived on competition for 133 years and we do not wish to see a competitor throttled by the federal government."

The executive secretary of the Alabama Press Assn. collected the editorials supporting the station's stand and sent them to the FCC with a request that they be made part of the official record.

John S. Rivers, president of WCSC-AM-TV Charleston, S. C., condemned the FCC plan to delete ch. 10 WIS-TV from Columbia, S. C. Said he, "I think there's a certain amount of anti-business sentiment in the commission's moves."

He predicted that if the FCC is successful in deintermixing Columbia, it would do the same to other South Carolina markets.

On the other side of the question, Connecticut uhf operators who endorse the FCC's plan to delete ch. 3 WTIC-TV Hartford last week met with Gov. John Dempsey to ask him to reconsider his position against deintermixture. The
uhf-station owners said that some viewers might temporarily be without clear service if the FCC action is upheld but that with the increase of uhf stations service would be better throughout the state.

**FCC denies Coast bids for drop-ins of vhf's**

The FCC last week denied conflicting proposals to add a fifth commercial vhf channel (ch. 11 or 12) to the San Francisco-San Jose area and to add ch. 12 to Sacramento or Santa Rosa, all California.

In terminating the proceeding dealing with these proposals, the commission cited its recent interim policy decision on vhf allocations which favors assignment of the "virtually saturated" vhf spectrum predominantly to large markets with fewer than three outlets.

Adding vhf assignments either to San Francisco or Sacramento—which already has three vhf stations—would eliminate "one of the few" remaining possibilities for bringing service to areas of northern California that are even more underserved, the commission said.

Such additions would also require changes in assignments and operating frequencies of stations in other cities, the FCC added.

As to the assignment of ch. 12 to Santa Rosa—which is without local television service—the commission said that city already receives signals from San Francisco stations and that the agency is unable to discern much interest among prospective applicants. The FCC also said the addition of ch. 12 to Santa Rosa would necessitate that KSHL-TV Chico—about 118 miles away—change to ch. 8 and this in turn would require a change in frequency for KOLO-TV (ch. 8) Reno, Nev. Notwithstanding the fact that Santa Rosa is in "a growing area of northern California," the commission concluded, the addition of ch. 12 to that city is therefore not warranted "at this time."

**Crosley asks ch. 13 reprieve**

Crosley Broadcasting Co. last week asked the FCC for a stay of the commission order for Crosley to go off the air with its WLWI (TV) (ch. 13) Indianapolis by Nov. 27 (BROADCASTING, Oct. 30, et seq.).

The company said it will petition for reconsideration and a rehearing but asked that the deadline be removed pending consideration of that petition. Crosley said the FCC order awarding ch. 13 to WIBC Indianapolis contained errors of procedure and substance. The 4-2 decision reversed a 1957 grant to Crosley.

**L.A. City Council wired for sight & sound**

The Los Angeles City Council is making things easier for the working radio-tv newsman covering its functions. The Council has set up a special radio-tv studio, complete sound camera, hand camera, recording facilities, lighting equipment and other essential props. Here city councilman James H. Brown (1), radio engineer turned public official, checks out some of the equipment with technician Ted Ashcroft.

**FCC asks court to drop stay of WNTA-TV sale**

The FCC has asked the District of Columbia appellate court to change its mind about the stay issued two weeks ago against the WNTA-TV New York sale to the Educational TV for the Metropolitan Area group.

In seeking reconsideration—or a rehearing by all nine U. S. Court of Appeals judges—the commission stated that the stay is based on an erroneous understanding of what the FCC did last October when it approved the $16.2 million sale of the ch. 13 facility from NTA National Telefilms Assoc. to ETMA. The stay was issued, the commission pointed out, has already indicated that it must dispose of the ch. 13 station in order to stop heavy losses. The station's income has fallen, the commission points out, from $92,250 gross weekly sales in March to $15,200 during the last week of October. WNTA-TV has reduced its operating schedule from 112 hours weekly to 49 1/2 hours during the same period, the commission pointed out.

NTA officials have declared that they cannot continue to operate with these heavy losses while awaiting the outcome of the litigation. This means, the FCC said, that the court in effect is deciding the merits of the appeal through the issuance of the stay order.
Comments vary in FCC rulemaking proposal to overhaul fm

Comments on the FCC's proposal for drastic overhauling of fm standards were colored by respondents' feelings on whether fm is destined to become the basic aural medium or whether they regard it as a supplemental service for specialized audiences and for "white areas" which receive no am service (Broadcasting, Nov. 13, July 3).

The toughest subject in the proceeding was the FCC's inquiry about whether it should continue to permit duplication of am programming by fms. Except for those who restricted comments to technical standards, all parties filing comments seemed to have a stake in this proposition and took definite pro or con stands.

NBC and CBS filed similar comments saying duplication should be left to the judgment of the licensee. Duplication helps fill white areas and is the only way of bringing all am service to the growing fm audience, the networks said. Both supported the proposed mileage table setting forth minimum and maximum station separations for each frequency. NBC said no re-definition of areas, reclassification of stations or reassignment of channels can be considered until the FCC has adopted revised technical standards for fm.

ABC agreed in general with the FCC proposal but took exception to the FCC's plan for allocation concepts and power limitations in densely populated parts of the country different from those in more sparsely populated sections.

Fm Unlimited Inc., said programming should be the criterion for allowing duplication; it added the FCC should "take a good, hard look" at automated fm stations, however good their music. Fm Unlimited supports the FCC plan for five classes of stations but said it feels the proposal for strict mileage separations is "unrealistic" and would throttle fm expansion. Each class of commercial station should be distinct from others and have no overlap with a specific and protected contour for each class. Fm Unlimited favors shifting community am stations to fm assignments and making fm the basic medium because of the organization's belief in its superiority as an aural transmission system.

Set Quality High = Receiver manufacturers RCA and Zenith said most fm receivers are of good enough quality to accommodate FCC proposals. RCA favors circular polarization and urged that no change on polarization be made in the current fm rules until evaluation of tv tests on circular polarization now being made by the FCC in its New York uhf experiment. Zenith supports the FCC provision for the establishment of Class C fm stations and said such stations should be authorized throughout the U. S., not only to bring service to sparsely settled areas but because "generally speaking, the higher powered station with greater coverage area can better support quality programming." Zenith generally supports the table of mileage separations but feels it should not be applied too rigidly.

Consulting engineer A. Earl Cullum Jr., Dallas, suggested that fm standards be similar to tv standards with identical treatment on the size of the zones, minimum co-channel separations and the maximum power and antenna heights. Mr. Cullum does not see the need to establish separate classes of stations for commercial and educational use and instead of five classes of stations he would establish two—high and low power. He favors use of directional antennas in certain cases.

Some 20 fm stations represented by the Washington law firm, Dempsey & Koplovitz, said the FCC recognizes that duplicated am-fm programming has fostered the development of fm and said across-the-board requirements for separate and unduplicated programming would seriously curtail fm's growth. Such programming would not be self-supporting because one licensee could not maintain a profitable am and separate fm operation, they argued, and therefore the fm station would be forced to utilize only the most inexpensive programs.

Battle against bans

Representatives of NBC, CBS and press organizations met last week with Federal Aviation Agency officials to seek assurance that a proposal to restrict flights over disaster areas will not interfere with news coverage of catastrophes.

The proposal would restrict aircraft from flying lower than 2,000 feet and within five miles of certain types of disasters. Although there is a provision that authorized news media would be permitted closer, they would have to secure permission from FAA traffic control. Some of the newsmen expressed fear that "minor FAA employees" might issue arbitrary and unnecessary bans against news aircraft.

Backs NAB = The National Assn. of Fm Broadcasters supported in the main comments filed earlier by NAB. The association favors mileage separation and the proposal to establish three classes of commercial stations. It feels that neither off-set carrier nor cross-polarization techniques should be applied to fm at present. NAFMB asked for a rule requiring separate programming by fm stations.

Concert Network Inc., which owns four fm stations, said the proposed FCC standards for fm would discriminate against several existing fm stations. It recommended that these existing stations be authorized higher power, if the new high-powered Class C fm category is added. The group favors unduplicated programming by fm stations.

WTAX-FM Springfield, Ill., favors duplication on grounds an fm station would serve a greater audience than an am Class IV station owned by the same licensee and would serve people through duplication who would otherwise be without service. KMLA-FM Los Angeles favors an FCC rule requiring an absolute minimum of three hours unduplicated programming by fm stations. KCBH (FM) Los Angeles said it agrees with the NAB's position except for NAB's stand against directional antennas. KCBH thought directionalss should be encouraged wherever urbanized areas can be better served.

The Dept. of Education of Puerto Rico asked the FCC not to apply its restricted power standards for educational fm stations in Puerto Rico because the terrain would make island-wide educational fm impossible.

Asking the FCC to continue to permit duplication were Storer Broadcasting Co., WTOP-FM Washington, D.C., WKRG-FM Mobile, Ala., KING-FM Seattle, WBEN-FM N. Y. A., and KZFM-FM Sinton, Tex. WYZZ (FM) Wilkes-Barre, Pa., called duplication a "needless waste of the available power and frequencies."


National Assn. of Educational Broadcasters supports the FCC plan insofar as it would reserve fm space for educational purposes and not preclude use of other channels for education when the public interest warrants. Educational station WUOM Ann Arbor, Mich., favored strong co-channel protection.

Consulting engineer Roland H. Culver, Washington, feels the table of mileage separations has serious deficiencies and recommends use of propagation curves to determine absence of objectionable interference.

78 (Government)
Designed for stereo and multiplex operation, ITA FM transmitters in 5, 7.5 and 10 kw power levels are the most compact, fully accessible transmitters sold. Their single cabinet construction requires less than 6 square feet of floor space and vertical arrangement of components virtually eliminates blind spots. Automatic recycling assures continuity of operation and extra long-life ceramic tetrode PA tubes greatly reduce operating costs! They're your best buy in medium power FM transmitters.

High Performance Features
- Silicon Rectifiers
- Self Neutralized
- Remote Control Provisions
- Expansible to higher power
- Free test and tune-up
Congress told arts need government aid

The need for governmental support of America’s performing arts and artists was stressed by witnesses testifying at a three-day hearing of the House Select Subcommittee on Education in New York last week.

The opening witness on Wednesday (Nov. 15) was conductor Leopold Stokowski. His comments set the pattern followed by many of the witnesses. Mr. Stokowski said he was opposed to the assumption of the whole burden of fine arts support by the federal government. But he suggested that states, cities, communities and citizens could cooperate.

And in response to a question, he agreed that “tv and radio could do more than they are doing” toward helping the musician.

Herman Kenin, president of the American Federation of Musicians, emphasized that the AFM favors legislation to benefit performing artists of all types. He stated that “the only practical solution to saving our dying musical heritage is help in the form of government subsidy.”

Foreign Competition — Mr. Kenin claimed that more than half of the background music used in American-made tv shows is foreign-made. He also deplored the status of staff musicians on radio stations and networks today, contending that “less than one-third of one statistical musician finds employment in radio today.” He said he had called this “derelection” to the attention of the FCC and added: “We may soon have to appeal to the enforcing arm of the Congress for our rightful job opportunities in this medium.”

FCC sets rulemaking on Kentucky etv plan

A proposal by Kentucky that the FCC reserve nine uhf channels for an educational tv network was set for rulemaking last week. The commission also asked for comments on rulemaking proposing new uhf assignments in Oneonta, N. Y., and East Lansing, Mich., and reserved ch. 20 in Eugene, Ore., for etv.

The Kentucky changes, with comments due Feb. 5, 1962, would reserve the following commercial channels for etv: ch. 59 Ashland, ch. 17 Bowling Green, ch. 19 Hazard, ch. 26 Madisonville, ch. 24 Morehead, ch. 33 Murray, ch. 14 Pikeville, ch. 29 Somerset and ch. 54 Covington. To accomplish this, chs. 24 and 54 would be added to Morehead and Covington, respectively, which presently have no al-

location; ch. 54 would be deleted from Cincinnati, and ch. 24 from Maysville to be replaced by ch. 82.

This new rulemaking was made a part of the FCC’s proposed rulemaking to promote the use of uhf. In asking for the etv comments, the commission said it would be inappropriate to reserve large blocks of channels such as Kentucky requests but that it is aware of the need for additional etv channels in the state. Comments on the plan to foster uhf also are due Feb. 5.

In Oneonta, the FCC asked for comments on a proposal to substitute commercial ch. 15 for ch. 62 by deleting ch. 15 from Rochester and ch. 29 from Gloversville, all New York. In this instance, the commission said no final decision will be made pending action in the overall uhf proceeding unless “an active interest is manifested” for the construction of an Oneonta uhf station. The change is being sought by William J. Colsan.

Michigan State U. asked the FCC to assign ch. 18 to East Lansing for etv. The school said that it would use the uhf facility to supplement programming offered by etv ch. 10 WMSB (TV) Onondaga, Mich, licensed to Michigan State.

Rulemaking was finalized reserving ch. 20 in Eugene for etv. This action was sought by the city’s public schools and there have been no commercial applicants for the channel.

FCC gives broadcaster clean bill of health

Riley R. Gibson, majority owner of KLIV San Jose, Calif., received what one commissioner termed a public apology from the FCC last week. In giving Mr. Riley a clean broadcast record, the commission also approved his purchase of an additional 22.1% of KLIV.

The commission had questioned Mr. Riley in connection with an application for approval of the purchase of KMAK Fresno, Calif., by a group which he headed (Broadcasting, Aug. 14). Specifically, the FCC said that programming proposals for KMAK were nearly identical to those of KLIV and a second Gibson station, KXOA Sacramento, Calif., and questioned rating claims made by KXO El Centro, Calif., when Mr. Gibson was manager of that station. The KMAK purchase has since been dismissed.

In its action last week, the commission wrote Mr. Gibson that, based upon his explanation and other “information now available to the commission, you are advised that the questions raised in the commission’s letter . . . have been resolved satisfactorily.”

Mr. Gibson purchased the additional stock in KLIV from Patrick H. Peabody for $30,000. The former now owns 53% of the station.

The FCC last week . . .

- Was asked by KXA Seattle to reconsider its order changing the call letters of KUDY Seattle (Renton) to KIXI. KXA said there has been confusion on the part of listeners between the call letters and added that program names, format announcements and musical interludes by KIXI were similar to those previously established by KXA. It said that KIXI did not make clear in newspaper advertisements that it is the former KUDY.

- Said it would “not be appropriate or desirable” to entertain comments relating to the reassignment of ch. 9 Redding, Calif., while two applicants are competing in a hearing for the channel. Noting that Northern California Educational Tv Assn., and Redding-Chico Tv Corp. are applicants for ch. 9, the commission: denied petitions by (1) Northern California to reserve ch. 9 Redding for etv; (2) Redding-Chico to assign ch. 11 to Redding for etv, and dismissed a petition by KVIQ-TV Eureka, Calif., to assign ch. 11 to Fort Bragg, Calif. KVIQ-TV had requested dismissal of its petition.

- Designated for hearing the application of W. E. Baysden for a new am station on 1290 kc, 1 kw in Jacksonville, N. C. Issues include the applicant’s character qualifications, omission of material information and misrepresentation of facts.

- Was informed by the National Assn. of Broadcast Employees & Technicians that NABET concurs with the request of American Federation of Television & Radio Artists to deny renewal of license to NBC’s Chicago outlets, WMAQ and WNBQ (TV), for allegedly not hiring enough union members (Broadcasting, Oct. 16).
"322% increase in 6 years? Young is the hottest company in the rep business!"

Nothing speaks more eloquently than this phenomenal rate of growth... of the creative, aggressive job YoungPresentation is doing for stations... for advertising agencies... and for the advertisers they both serve.

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BROADCASTING, November 20, 1961
POLLER VS. CBS

WCAN-TV reaches high court with appeal in damage suit

CBS was accused of conspiracy and monopoly before the U.S. Supreme Court last week when the tribunal heard arguments on the $4,350,000 antitrust suit brought against the network by Lou Poller, owner of WCAN-TV Milwaukee, a uhf station now dark.

Mr. Poller claims he was the victim of CBS machinations when the network bought the other uhf in Milwaukee (WOKY-TV) in 1955, and took away his CBS affiliation.

CBS bought WOKY-TV (ch. 19) for $335,000. CBS also paid Mr. Poller $500,000 for his studio equipment and gave him the old equipment of WOKY-TV. Mr. Poller holds that his station was worth $2 million, a value he said was based on negotiations he was holding at the time to sell WCAN-TV to Shamrock Broadcasting Co. He instituted the triple damage, private antitrust suit in 1956, claiming he lost $1,450,000 on the transaction.

Mr. Poller's suit was dismissed by a federal district judge in Washington in 1959. The District of Columbia appellate court upheld the dismissal on a 2-1 vote. The appeals court found CBS innocent of monopoly or restraint of trade and held that Mr. Poller's loss resulted from his own "improvidence" in building a new studio and buying new equipment on the assumption that CBS would renew his affiliation contract.

Asks Jury Trial = Mr. Poller's attorney, Morris Wolfe of Philadelphia, asked the Supreme Court to order the case to jury trial. He maintained that the lower court had no right to render a summary judgment because the inferences to be drawn from the facts should have been made by a jury, not a judge.

Mr. Wolfe painted a picture of conspiracy in the network's acquisition of WOKY-TV. CBS hired Thad Holt, former Birmingham broadcaster, to secure the option to purchase without permitting the seller to know that CBS was the actual purchaser.

He claimed that CBS planned to destroy uhf in Milwaukee, through its purchase of WOKY-TV, the demise of WCAN-TV, and the subsequent failure of the network-operated WXIX-TV (the former WOKY-TV). CBS sold the ch. 19 facility in 1959; WISN-TV Milwaukee (ch. 12) now holds the CBS affiliation.

Samuel I. Rosenman, New York attorney for CBS, insisted that the network caused no injury to Mr. Poller and violated no law in the Milwaukee transactions.

In discussing Mr. Poller's claim that his station was worth $2 million, Mr. Rosenman pointed out that a major portion of this estimate was attributed to the CBS affiliation.

Lawyer Rosenman emphasized that CBS had the right to cancel its affiliation contract with Mr. Poller, that it had the right to buy another station (at one-third the price asked by Mr. Poller for his station) and that there was no violation of the antitrust laws.

The Supreme Court justices evinced particular interest in the question of whether a federal judge can act on a motion for summary judgment when there is no dispute on the facts, only on the inferences to be drawn from the facts. Mr. Wolfe claimed only a jury could so decide; Mr. Rosenman held that it is within the province of a judge to make this determination.

WSRA short-term renewal brings FCC total to 28

Past programming which failed to meet the FCC's concept of service in the public interest resulted in a 15-month license renewal for WSRA Milton, Fla., last week. This was the 28th public chastisement of a station by the FCC through short-term renewals since the agency received such authority from Congress a year ago.

The commission found WSRA lacking in educational and community programming. The license was in effect for the period Oct. 28, 1960 through Oct. 27, 1962.

Beachview vs. Tidewater dispute waxes warmer

Tidewater Teleradio Inc., licensee of WAVY-TV Norfolk-Portsmouth-Newport News, Va., said that the petition of Beachview Broadcasting Co seeking license revocation proceedings against WAVY-TV is the latest move in a "sad history of delaying tactics.... The conduct of Beachview admits of no purpose but harassment, delay and vindication of ill-feeling toward Tidewater," WAVY-TV said in reply. Beachview lost out for the ch. 10 station in a comparative hearing and last month asked the FCC to revoke WAVY-TV's license and hold up on approval of the $4.5 million sale of the station to Gannett Inc. (BROADCASTING, Oct. 9).

WAVY-TV maintains that Beachview's petition has no merit, contains no new information not already considered by the commission and that it raises no legitimate questions. The ch. 10 station said that its "faithful" performance of its duties was in accordance with its representations to the FCC. WAVY-TV questioned whether former employee William O. Kelley Jr. actually monitored WAVY-TV for one week late in August as maintained in an affidavit filed with the Beachview petition.

The station cited several variations from its published program log and its actual programming for the week in question. The Kelley affidavit was inaccurate in many respects in listing shows allegedly monitored off-the-air which were not actually carried, it has not abandoned any of its programming proposals detailed in a 1960 renewal application, as charged by Beachview. The licensee said the bulk of the petition is based on the affidavit of "an obviously disgruntled former employee" of WAVY-TV and should be dismissed.

WAVY-TV suggested that the FCC may want to institute some action of its own to protect its processes "from such continuing abuse."

Does KSAY operation affect defense?

Mechanical cranes operated by the Army will be the central issue at a hearing on a renewal application by KSAY San Francisco—ordered by the FCC last week. KSAY was set for hearing on charges by the Army that KSAY's signals cause the giant cranes at Oakland Army Terminal to become "hot" through induced electrical currents.

KSAY's trouble with cranes has existed since the 1010 kc daytime station went on the air early in 1958.

In 1959, the Army formally requested an FCC hearing to force KSAY to relieve the situation (BROADCASTING, Sept. 14). The hearing issues: (1) to what extent, if any, KSAY causes electrical currents in the cranes, (2) whether such interference impairs the operation of the cranes and creates a safety hazard to personnel, and (3) whether the defense of the U. S. is affected.

Commissioners Rosel H. Hyde and John S. Cross dissented.

82 (GOVERNMENT)
TEEN-AGE TEMPO!

They play records at ear-splitting volume. Tie up the telephone for hours. Today's teen-agers are spirited, inquisitive, wonderful.

And nobody knows better than you—the new American with teen-age sons and daughters—that their lives revolve around the car.

Mothers and fathers keep a careful eye on their teen-agers' driving habits. And they know how important it is to keep their car running right.

At American Oil, we take extra care to make petroleum products and provide services that help cars perform the way they should.

As just one example of the lengths we go to, our scientists are studying gasoline combustion with a special furnace that burns fuel the way your engine does. They're gaining new knowledge about what they call "the chemistry of knock" to produce fuels that will perform more efficiently in your car.

You expect more from American—and you get it!

AMERICAN OIL COMPANY
Rep. Moss criticizes news handling by media

After six years as chairman of the House Freedom of Information Subcommittee, Rep. John E. Moss (D-Calif.) is optimistic that "unnecessary secrecy" can be rooted out of federal agencies. But the congressman, who generally criticizes only bureaucrats for what he regards as excessively tight-lipped news policies, now says news media and Congress must share part of the blame.

Speaking at Western Reserve U. in Cleveland on Nov. 11, Rep. Moss said he is sure that "we should and can at one and the same time have both freedom of the press and national security, possibly even in the immediate future."

He said there is less news withheld now than there was when his subcommittee was organized in 1955. In addition, he said, President Kennedy is supporting those fighting to uphold the public’s right to know.

"There is now a growing awareness," he claimed, "that unnecessary secrecy in government must go forever."

Nevertheless, he added, federal agencies still routinely withhold more news than they make available. He said this is due in part to their "human" inclination to issue stories that place them in a good light, rather than controversial ones.

But much of the missing news, he said, could be "shaken loose" by increased resourcefulness on the part of the news media. In the congressman’s view, "fuller reporting can only be achieved by fuller coverage."

Another reason more information is not made public, he said, is that some agencies simply lack the funds to do an adequate informational job. He blamed this on the "pinch-penny" policy he said Congress always follows in providing funds for agency information programs.

Rep. Moss is not satisfied either with the way news that does get out is handled. "There does not appear to me to be sufficient tendency on the part of public affairs radio and television stations to play down the scandalous and sordid in the news in favor of more informative and factual stories," he said.

"In this direction," he added, "the news-gathering media have not been as diligent as they should have been in defending the public’s right and need for fuller information."

There are, he conceded, "many dedicated publishers and broadcasters who contribute richly to the enlightenment of the American people. My only complaint is that there are not enough of these forward-looking and dedicated individuals."

McConnaughey says he can’t remember

Former FCC Chairman George C. McConnaughey did not testify last week as expected in the remanded WSPA-TV (ch. 7) Spartanburg, S. C., case (Broadcasting, Nov. 6). Instead Mr. McConnaughey submitted an affidavit saying he couldn’t recall a reported September 1956 conversation with WSPA-TV President Walter Brown.

Mr. Brown had testified he talked to the former chairman in his attempt to get the FCC to reverse its U. S. Supreme Court review of a lower court’s remand of the ch. 7 case. Mr. McConnaughey had been subpoenaed by the attorney for Protestant WAIMG-TV (ch. 40) Anderson, S.C., but the affidavit was entered into the record in lieu of his personal appearance.

Also made a part of the record last week was a stipulation by WSPA-TV attorney William Dempsey on his discussions with the FCC general counsel about a possible appeal by the commission. The latest hearing on the WSPA-TV case, which has been remanded to the FCC three times, was ordered to determine what Mr. Brown said to Mr. McConnaughey in the 1956 meeting.

FCC cancels Dallas fm for deserting frequency

An FM station in Dallas was deleted last week with no advance warning from the FCC. The commission ordered KCPA (FM) to return its license for cancellation within 10 days.

The FCC acted under a section of its rules which requires a station to notify the commission prior to going off the air permanently. Although revocation proceedings would be the normal course, the commission said it took the drastic action because it appears KCPA had no intention of resuming operations.

KCPA was found guilty of failing to operate under terms of its license by reducing power, going off the air for more than 10 days, failing to keep operating logs for three months, operating without a qualified person in attendance and committing numerous technical violations. The FCC noted KCPA, which went on the air in July, was evicted from its studio and transmitter site a month later for non-payment of rent.

The station is licensed to Merchants Broadcasting System of Dallas for operation on 94.1 mc with 4.8 kw.

WGMA HEARING

Enright recounts part in tv quiz 'controls'

Daniel Enright, 50% owner of WGMA Hollywood, Fla., explained to an FCC hearing examiner last week the role he played in the tv quiz rigging scandals of two years ago. Mr. Enright said that he used "controls" in the production and presentation of tv programs and claimed that it was a common practice in the industry.

Among the controls used, he said, was the supplying of questions and answers to contestants on Twenty-One and Tic Tac Dough, two former programs produced by Barry & Enright. Such action was deemed necessary to build up suspense, drama and excitement, he said.

Mr. Enright testified in the hearing on the application for license renewal by WGMA Hollywood, Fla. Jack Barry, Mr. Enright's partner in Barry & Enright, also owns an equal share of WGMA.

Explaining how quiz shows were put together, Mr. Enright said that controls properly applied are useful and necessary tools for entertainment. He said, however, that after spending a lot of time "thinking and reflecting on what has happened," supplying contestants with questions and answers was wrong and improper. "I have labeled my actions wrong. It was misleading the public," he replied when asked by commission counsel if he had perpetrated a fraud on the public.

Mr. Enright cited several newspaper and magazine articles which questioned the validity of tv quizzes at the height of their popularity. One such article was a critic's review of Twenty-One following the first program.

Despite these published reports, not once did a network official or anyone else in the industry question the controls used by Barry & Enright, Mr. Enright contended. Not once in his 15 years in tv programming had such questions been raised to him, he stated.

Mr. Enright said that since public exposure of the quiz shows many former associates have closed their doors
to him. He has steadfastly refused to leave New York and give the impression that he was "running," he declared.

Man of Integrity • The only other witness last week, Filmways Inc. President Rodney Erickson, said that "Dan Enright is a man of high integrity. . . . He is considered the top man in his particular field, bar none." Mr. Erickson said that Mr. Enright’s tv involvement did not change his opinion of the Enright character.

The application for WGMA renewal by its licensee, Melody Music Inc., was set for hearing to determine the role played by Mr. Enright in the tv quiz fixes and whether he is fit to be a licensee. Following last week’s sessions, the hearing was adjourned until Dec. 20. Pending before the FCC is a WGMA petition for enlargement of the issues to consider practices throughout the industry at the height of tv quiz popularity and the overall performance of WGMA.

Dixon asks business aid to stop misleading ads

In a brace of speeches in the past two weeks, FTC Chairman Paul Rand Dixon has heatedly defended himself and associates against charges that the agency’s administration is “anti-business.” He has also urged business groups to support legislation to empower the FTC to issue injunctions against advertising it charges is false and misleading before the case is decided.

Mr. Dixon told the Chicago Better Business Bureau that newspapers, magazines and broadcasters are “the hand on the spigot”—that if they don’t approve advertising it doesn’t get printed or broadcast. He praised those publications and broadcasters which have “sacrificed many millions of dollars” in advertising revenue to maintain “high standards” of advertising acceptance. He also praised efforts by the NAB, the Advertising Federation of America and the Better Business Bureau to keep standards up, and blamed “the hungriest” newspapers, magazines and broadcasters for accepting borderline or misleading ads. He described the FTC’s plan to send Advertising Alert, the commission’s bulletin, to media (Broadcasting, Nov. 13).

To the National Frozen Food Assn. in Miami Beach, Mr. Dixon said the FTC is the ally of private enterprise, a helper to competitive business. Critics reject this idea, he charged, because they equate liberty with unrestrained license. He stressed that injunctions against false advertising are necessary in order to deprive the unprincipled advertiser of incentive to delay the proceedings.

DODD HEARS SARNOFF IN SECRET

Senate unit says its checking on tv sex, violence

The Senate Juvenile Delinquency Subcommittee resumed its inquiry into television sex and violence on Thursday by taking almost three hours of closed-door testimony from NBC Board Chairman Robert Sarnoff, the highest-ranking network official to appear before the subcommittee since the hearings began last June (Broadcasting, June 12).

Subcommittee Chairman Thomas Dodd (D-Conn.), whose staff went to considerable lengths to keep the executive hearing secret and refused even to say that the session was held, declined to discuss the session in any detail.

On leaving the hearing room, he said only that Mr. Sarnoff appeared in connection with the subcommittee’s interest in determining who is responsible for injecting what he considers an undue amount of sex and violence into television programs. But he added quickly, “That doesn’t mean that’s what we were talking about in there.”

“We want to know about sex and violence on television,” he said. “We want to know how television can be improved.” Sen. Dodd seemingly has been convinced since early in the hearings that tv violence is a factor in juvenile delinquency.

Phase Is Ending • He indicated Thursday he may be ready to conclude where responsibility lies for such programs. This phase of the inquiry, he said, is nearing its end.

But additional hearings—closed and open—will be held before Congress returns in January, he said. He indicated Mr. Sarnoff may be asked to testify in a public session.

He said the NBC board chairman was not subpoenaed last week, as witnesses have been in previous closed sessions—that his appearance was arranged “by letter.” NBC, referring all questions about the session to Sen. Dodd, said Mr. Sarnoff was “invited.”

Although the programs and policies of all three television networks were closely and often critically examined in the public hearing which closed July 28, NBC has had most of the subcommittee’s interest in the closed sessions that followed.

Witnesses at executive sessions in September were Robert E. Kintner, NBC president; David Levy, the network’s former vice president in charge...
Carpet's out—but not the red one—for the tv networks

The three television networks were told last week to prepare to defend their honor on the jousting field at Washington beginning Jan. 9.

This is the meaning read into a Nov. 15 letter sent by FCC Chairman Newton N. Minow to the three network presidents. The letter, approved by the full commission, was addressed to Leonard H. Goldenson, ABC president; Frank Stanton, CBS president, and Robert E. Kintner, NBC president. It outlines the subjects to be taken up at the final session of the two-year-long study of tv network practices, with the commissioners sitting en banc. Among the topics:
- Networks' acquisition of financial interests in programs placed on the schedule.
- Relationship between networks and talent agencies acting as producers or packagers of network programming.
- Program selection, including policies and practices to insure diversity and balance in program schedules.
- News and public affairs programming, including public acceptance and clearances among affiliates.
- The use of ratings and audience measurement information in choosing programs.
- Censorship of programs by sponsors.
- Affiliate participation in program selection and content, including the question whether affiliates have the opportunity to exercise "informed" judgments before exhibition.

Bring Papers • The networks were told to have on hand all documents necessary to answer questions on these topics, as well as officials who are responsible for making decisions in these areas.

Written comments, suggested as more expeditious by the commission, must be filed seven days before the hearing date, the letter states. If testimony by witnesses is preferred, the commission said, this will be acceptable.

The investigation of tv network practices has covered a wide area since it all began in October of 1958. Public hearings have been held since that time at which the public, network officials, program producers, advertising agencies and advertisers have been interrogated on their role in putting television's fare on the air.

Hearsings have been held in Washington, Los Angeles and New York.

The aim of the FCC, it is known, is to have a final report on the inquiry by the end of January. There is a general disbelief that this schedule can be met.

Team Effort • The commission urged the networks to "consider this a joint effort on the part of both the commission and the industry to create as full and fair a record . . . as is practically feasible."

The networks, the commission added, should "approach their final appearance in the Inquiry in this spirit."

Since there may be touchy competitive financial information required for the record, the FCC said that two charts showing financial data on networks' interests in programs may be filed—one for the public and one for a confidential, non-public record.

The secret chart, it is presumed, will contain details of network financial arrangements in specific programs.

The commission's interest in this financial information, Mr. Minow relates, was piqued by statements made during the Hollywood hearings (at which program suppliers and others testified) that the networks have, over the past several seasons, "consistently" sought to acquire financial interests in programs exhibited on the network schedules.

Children's Programs • In discussing the question of balanced programming, the commission letter cites as one example the charge that networks have not provided adequate programs "designed to serve the needs and interests of children."

And, the letter goes on, there has been testimony that programs are selected for network display "on the basis of their utility as advertising vehicles for those advertisers who seek the largest audience."

The networks were told they could have counsel accompany and advise the witnesses, but were warned that the lawyers could not, without permission, interrogate any witnesses or participate directly in the proceeding.

This admonition obviously stems from the fracas caused at the Hollywood hearing when the attorney for MCA's Taft Schreiber injected himself into the FCC interrogation of witnesses.

of television programming; and Mort Werner, who replaced Mr. Levy in July.

First Board Chairman • So far as can be learned, no CBS or ABC officials have testified at a closed hearing. And until Mr. Sarnoff's appearance Thursday no network board chairman had testified before the subcommittee, in public or executive hearing.

Like the earlier closed sessions, Thursday's was prepared and conducted under tight security precautions. But reports that Mr. Sarnoff would appear before the subcommittee did circulate in New York two weeks ago and got into print last week. The subcommittee staff repeatedly denied any knowledge of an imminent hearing with or without Mr. Sarnoff. And when a staff member was asked Thursday whether Mr. Sarnoff would appear that day before the subcommittee the answer was "no."

Sen. Dodd says the secrecy surrounding the subcommittee's executive sessions is required by a rule of the parent Judiciary Committee and is designed to protect the witnesses from unfair allegations of innuendoes.

Sen. Dodd has indicated he is thinking in terms of network regulation.

Engineer probe resumed by House subcommittee

A subcommittee of the House Un-American Activities Committee is expected to resume next week an inquiry into alleged Communist infiltration of radio and television station technical positions.

A committee source said the three-member subcommittee, headed by Rep. Edwin E. Willis (D-La.), plans to take testimony Wednesday from five witnesses. He didn't disclose their names but indicated that most of them are radio or television station engineers.

The subcommittee feels such station personnel pose a "direct threat to national security" if they are under Communist Party discipline. Rep. Willis said they could sabotage the Conelrad system in event of an enemy air attack on the country.


JACKSONVILLE MEET TO END NAB SERIES

Collins says FCC should renew except in flagrant cases

NAB will wrap up its Fall Conference series today in Jacksonville, Fla., concluding the group of eight one-day sessions that started Oct. 9 in Dallas.

The consensus of delegates at the meetings indicates that the one-day agenda is the most popular formula for regional meetings. The 1961 conferences introduced Gov. LeRoy Collins, NAB's new president, in his first nationwide circuit. Both broadcasters and Gov. Collins have indicated satisfaction with the rapid-fire meetings.

A record attendance for the series was tabulated Wednesday at Minneapolis, where registration totaled 224 delegates. Two days earlier, 196 had registered at Pittsburg.

In his prepared remarks, and during Pittsburg and Minneapolis conferences with newsmen, Gov. Collins made clear he feels station renewals should be routine unless there is an indication of flagrant station violation of FCC rules. He said NAB has not yet seen any indication of coercion by FCC Chairman Newton Minow.

At Pittsburg, Gov. Collins said the FCC shows a sound concept of the legal limitations on its regulation of and control over programming. The latter function, he said, belongs to broadcasters. He predicted radio will make rapid strides in the near future, describing it as a tremendous power "so close to the people and so mobile." He noted the need for depth research into radio's role in national life and said a new NAB committee will study the industry's functions for use in national emergency. John S. Hayes, Washington Post-Newsweek stations, has been named chairman of a civil defense committee just formed by Gov. Collins.

Asked if he might return to public life, Gov. Collins said he has a three-year contract. "I have no plans to re-enter public life," he explained, "but as a matter of principle I'm not closing any doors."

Radio Grants Cutoff? • John F. Meagher, NAB radio vice president, suggested last week that a study be conducted into the public interest aspects of controversial grants of new radio stations and the impact of FCC policies on station ownership.

Analyzing the FCC's 1960 radio statistics (Broadcasting, Nov. 13), he said a third of the stations operated at a loss. "Why should radio's net income increase in Pittsburgh, Cleveland and Detroit but decline in Cincinnati, Louisville and Nashville?"

Mr. Meagher said the FCC should learn to identify pseudo-broadcasters and take appropriate action without penalizing the vast majority of quality stations.

Dan W. Shields, special assistant for tv said television's network and spot share of the national advertising dollar rose from 33% in 1960 to 35% in 1961. He called on stations to join the fund-raising drive of the All-Industry Television Music Licensing Committee, which will hold its first negotiating session with ASCAP Nov. 21 (Broadcasting, Oct. 23).

Burning Inside • Robert D. Swezy, NAB radio-tv code authority director, said FCC Chairman Minow's "wasteland" speech had a brilliant and competitive media, which gave it brushfire circulation. "If our system of broadcasting is destroyed, that destruction will come from within, and not from Mr. Minow or the government," he said, calling on broadcasters to correct "existing evils.

Radio needs a code more than television does, Mr. Swezy said, pointing to the difficulty of setting up specific limitations applying to the numerous types of stations and the problems of marginal operators who need every penny to live. He urged sponsors, agencies, programmers and package producers to cooperate in code enforcement. He deplored the lack of public awareness of the radio and tv codes, contending civic, public and other groups "should be lined up with us, not against us."

Kenneth A. Cox, chief of the FCC Broadcast Bureau, told the NAB conference in Minneapolis the bureau hopes to place a revised draft of logging and program form proposals before the commission early next year. He expected the logging changes would take effect the first of the month following a decision, and program form changes about
four months after that.

He said the new procedures would not be fully operative for about a year and stations filing early renewals would be assured consideration during the "change-over.

Mr. Cox said the FCC will be reasonable in processing the station reports and seeks only enough information for its decisions.

About 85%-90% of the FCC's original proposals will be eliminated in the final decision, NAB Executive Vice President Vincent T. Wasilewski predicted. He was confident the FCC's informal meeting with broadcasters about a month ago had been fruitful.

Dwight W. Martin, board chairman of WAFB-TV Baton Rouge and chairman of the NAB Television Board, who presided at the afternoon open discussion, and W. F. Craig, WLBC Muncie, Ind., complimented NAB President LeRoy Collins and NAB's staff for arranging the broadcasters' meeting with the FCC. Mr. Craig said he wished "all of your efforts were just as good." Mr. Martin thought the trade press overlooked some of the good points in criticizing the NAB and its staff.

Charles L. Scofield, KEYZ Williston, N. D., wondered why radio-tv couldn't attack the press for not giving equal space to political candidates. But Gov. Collins did not think it would enhance broadcasters' status "to strike back at other media."

Mr. Wasilewski said the constitutional question of FCC's power in programming can't be settled "until someone puts his license on the line—and I haven't seen anyone do it yet."

Gov. Collins said he believes FCC Chairman Newton Minow is aware of the limitations on what he can do, which is to "advocate, exhort and call on broadcasters to do what he thinks is good." He said news reports fail to relate many things in Mr. Minow's talks that would "warm the heart of broadcasters," and emphasize only the controversial.

The NAB president continued: "If you think I should be in Washington flailing Mr. Minow I want you to say so, but I'm not going to promise you I would do it, because I wouldn't."

### Changing hands

**ANNOUNCED** The following sale of station interests was reported last week subject to FCC approval:

- WAUB Auburn, N. Y.: Sold by Jack R. Poppele to a local group headed by Robert Morgan for $108,000. Mr. Poppele is former chief engineer of WOR New York and director of the Voice of America. WAUB is a daytimer on 1590 kc with 500 w.

**Blackburn & Company, Inc.**

**Outstanding Exclusive Broadcast Properties**

Top two station market. Perfect for a husband-wife team. Showing constant improvement. $30,000 down.

Profitable fulltime operation in a single station market. Geared for owner-operator. $40,000 down and the balance over ten years.

Profitable daytime facility in good two station market. Unusual profit to sales volume ratio. Good terms available.

This facility is in a top metropolitan market. Ideal situation for good owner-operator. Excellent asset picture. 29% down and liberal terms.

**WASHINGTON, D. C.**

- James W. Blackburn
- Jack V. Harvey
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- RCA Building
- Federal 3-9270

**MIDWEST**

- H. W. Castill
- William B. Ryan
- 339 N. Michigan Ave.
- Chicago, Illinois
- Financial 6-8460

**ATLANTA**

- Clifford B. Marshall
- Stanley Whitaker
- 1102 Hamilton Bldg.
- Jackson 3-1976

**WEST COAST**

- Cali, M. Selph
- Calif. Bank Bldg.
- 941 I Whittier Blvd.
- Beverly Hills, Calif.
- Crestview 4-2770

**Not Approved** The following transfers of station interests were among those approved by the FCC last week (for other commission actions see THE RECORD, page 104).

- KTUL Tulsa, Okla.: Sold by John T. Griffin-James C. Leake group to Raymond Ruff and Charles A. Sammons for $450,000. Buyers own KTRN Wichita Falls, Tex. Mr. Sammons is the principal owner of community antenna systems with headquarters in Dallas. The sellers retain KTUL-TV Tulsa, KATV (TV) Little Rock and 50% interest in KWTY (TV) Oklahoma City.

- KVER-AM-TV Clovis, N. M.: Sold by Frank Lesley, Mrs. Mae Strauss and Texas Telecasting Corp. to John H. Marshall Sr. and associates for $295,000. Mr. Marshall is in construction and other businesses in New Mexico. John H. Marshall Jr. is former employee of stations.

- KOMY-AM-FM Watsonville, Calif.: Sold by Francis T. Creelman to Robert H. Dolph and associates for $117,152. Mr. Dolph has controlling interest in KFTM Fort Morgan, Colo.

**WNTA-TV 'hopeful' of commercial future**

Beer and baseball last week brightened the prospect of a commercial future for WNTA-TV New York in the event its $6.2 million sale to the Educational Television for the Metropolitan Area Inc. falls through—as it appears it may unless a court-imposed stay is repealed (see page 77).

While talks were continuing between WOR-TV New York and the New York Mets, the new National League baseball club, over next season's broadcast coverage, WNTA-TV also was meeting representatives of Foote, Cone & Belding, the agency for the Mets' sponsor, Rheingold Beer.

The new NL entry and Liebmann Breweries last Monday jointly announced the award of radio-tv sponsor-ship to Liebmann's Rheingold Beer. The broadcast rights were sold for $1 million a year for five years, with an option to renew for another five years. It had been indicated earlier that F. & M. Schaefer Brewing Co., a Rheingold competitor, was in front-running position for the rights. Schaefer sponsored the former Brooklyn Dodgers.

Rheingold is expected to sell part of the rights to at least one other sponsor, according to a Mets spokesman. He said talks are going on with several companies and that there is "enthusiasm" at Rheingold for either a cigarette or gasoline sponsor, or possibly a cosmetics firm.

E. Jonny Graff, WNTA-TV general
manager, said the Mets games are one of several of the station's important plans for continuing on a commercial basis. "We are looking to the future with a feeling of optimism, confident of being able to maintain WNTA-TV's distinctive record in programming."

Leonard Davis, president and chairman of National Telefilm Assoc., said Monday that NTA will continue as a commercial outlet if the sale to ETMA is not concluded by the Nov. 27 deadline because of the court-ordered stay.

Under Rheingold sponsorship nearly all the Mets games will be aired on radio presumably by WOR or WNTA. The TV schedule includes 81 home games, 52 road games and several spring training games next year. Joe Garagiola, announcing this year for the St. Louis Cardinals, is to head the three-man announcing team for the Mets.

CBS presents equipment to Boston tv outlet

CBS has presented WGBH-TV Boston, the educational TV station whose studios were destroyed by fire last month (Broadcasting, Oct. 23), with $350,000 worth of TV equipment.

The gift resulted from a letter to Dr. Frank Stanton, CBS Inc. president, from John F. White, president of the National Educational Television Network. In his letter, Mr. White called attention to the plight of WGBH-TV which is a major supplier of programs for the net network.

Informed of the gift, Ralph Lowell, president of the WGBH Educational Foundation, said the equipment represented "the sort of cooperation and friendship" that educational TV receives from the commercial broadcasters.

Since the fire, WGBH-TV has been operating from the studios of Boston's commercial TV stations — WBZ-TV, WHDH-TV and WNAC-TV—and the Catholic Television Center.

Sun Ray files with SEC

Consolidated Sun Ray Inc., which owns radio stations in addition to a large drug store chain, has filed with the Securities & Exchange Commission to register 607,000 shares of common stock to be sold from time to time by the present stockholders through the American Stock Exchange.

Sun Ray owns WPEN-AM-FM Philadelphia and WALT Tampa, Fla. It recently sold WSAI-AM-FM Cincinnati and is negotiating to sell WALT. The registration statement disclosed that for the six months ending July 31, 1961, only the company's radio division showed a profit. Financial figures for the broadcast properties were not separate from those of the overall corporation in the SEC filing.

CALLED OFF: KLAC TO WESTINGHOUSE

Contract stymied by FCC's tougher look at sales, renewals

The FCC's tough new look at station renewals and sales claimed its second victim last week when the $4.25 million purchase of KLAC-AM-FM Los Angeles by Westinghouse Broadcasting Co. fell through following termination date of the sales contract.

The contract, renewed once Oct. 1 for 30 days, was not extended following the Nov. 1 date. Last week both parties informed the FCC that the year-old deal had been cancelled and that the applications for the transfer of ownership of the Los Angeles independent were being withdrawn.

The move followed the FCC's action in asking Westinghouse (and GE) for justifications on their license renewals in the light of the price fixing activities in electrical equipment acknowledged by officials of the parent companies (Broadcasting, Nov. 6).

The other sale which faded away because of the FCC's current tight policies on renewals and sales occurred last month when the $7.5 million contract for the sale of KTVU (TV) San Francisco to NBC was allowed to terminate (Broadcasting, Oct. 30). This occurred after the commission set up an agenda of hearings on the multimillion NBC-RKO General transactions which included the exchange of the network's Philadelphia radio-TV stations for RKO's Boston outlets and the purchase of NBC's Washington stations by RKO General for $11.5 million.

In announcing the termination of the sale contract, Mortimer W. Hall, owner of KLAC stations, revealed the appointment of Robert H. Forward, KMPC Los Angeles program vice president, as executive vice president and general manager of KLAC-AM-FM (see Fates & Fortunes, page 100).

Coral Gables stereo FM hangs out night sro sign

WVCG-FM Coral Gables, Fla., the first stereo FM multiplex station in the state, began broadcasting Oct. 30 with its evening hours (6 p.m.—midnight) sold out. The station also is broadcasting two hours of stereophonic programming during the day, 10-11 a.m. and 3-4 p.m.

WVCG-FM said it had been estimated $150,000 worth of stereo FM receiving...
George W. Thorpe (I), president and general manager of WVCAM-FM, Coral Gables, Fla., and A. Prose Walker, assistant director of development, Collins Radio Co., are shown with the first FM stereo generator and FM exciter built by Collins, which has been operating at WVCAM-FM since Oct. 30.

equipment had been sold in the area during the first week of stereocasting and that dealers expected the total to reach $1 million by Christmas. The station also said advertisers of package receivers and component equipment have signed contracts ranging from 8 to 26 weeks and, in addition, local dealers are “saturating” daytime hours with spot announcements.

The station’s promotion for its first day of stereo programming included large space advertising in one newspaper and saturation two-inch ads in another, as well as movie trailers, window streamers, counter cards and displays in department stores. The station also produced and broadcast its own promotional spot announcements.

WVCAM-FM, which operates on 105.1 mc with 18.5 kw, says it expects to increase its daytime stereocast hours by Dec. 1. Its stereocasting programming includes classical, semi-classical concert and show music.

Safety Council honors 39 stations, 2 networks

A total of 11 tv stations, 28 radio stations and two radio networks received awards Thursday from the National Safety Council for exceptional service to farm safety. The non-competitive awards were based on public service programs during the 18th annual National Farm Safety Week in July and on support during the previous 12-month period. The broadcast winners:


Radio—KIBC Montrose, Colo.; WBBM Chicago; WDZ Decatur, Ill.; WLBB DeKalb, Ill.; WBIC Indianapolis; WHO Des Moines; KXGI Fort Madison, Iowa; WIBW Topeka, Kan.; WTIX New Orleans; WHDH-AM-FM Boston; WHFB-AM-FM Benton Har-


The networks cited by the council were the CBC Radio Network and the California Farm Network.

KOBAK GIVES ADVICE

Says ‘wasteland’ description over-exposed; Minow agrees

FCC Chairman Newton Minow has admitted that his “vast wasteland” description of television suffers from exaggeration as a common catch-phrase, according to business consultant Edgar Kobak.

The veteran broadcast and advertising executive told the Broadcast Advertising Club of Chicago Tuesday that he had written Mr. Minow to express concern over use of the phrase and “to give him a lot of free advice.” Mr. Kobak agreed that there is some bad programming on the air, but a lot that is very good, too.

The one-time president of Mutual and head of the former NBC Blue Network (later ABC), said he told the FCC chairman that if the “vast wasteland” description had been submitted to him in the form of “advertising” by the FCC as a “sponsor” he would have had to turn it down because “this was not truth in advertising.”

Mr. Kobak said Mr. Minow wrote to him in reply: “‘Believe it or not, I agree with you.’” But, Mr. Kobak said, “He is still using the phrase from time to time and we are stuck with it.”

Mr. Kobak felt that the outspoken critics of broadcasting, including Mr. Minow, NAB’s president LeRoy Collins and the daily press, have generally been a healthy influence on the industry although they may not always have been correct. To criticize is their privilege, Mr. Kobak said. “Our best critics are educators, preachers and parents,” he said. “We’ve got to be kept on our toes.”

Clean Bowl • Broadcasters live in a goldfish bowl, Mr. Kobak said, “and we’ve got to keep it clean.” He said broadcasters must have a “feeling of taste” and must have “guts” to stick with their principles even though they may have an order in their hands.

Though he thinks networks and stations must have the final say as to what they broadcast, Mr. Kobak wants a return to the practice where advertisers

L.A. uhf test?

International Telemeter Co., the pay television arm of Paramount Pictures, has applied to the FCC for an experimental uhf tv station on ch. 83 in Los Angeles to test its pay tv equipment under actual uhf conditions. The Los Angeles station would have a power of only 20 w; the pictures will be for Telemeter engineers and will not reach the public. Paramount motion picture film will be used to test the pay television equipment in Los Angeles.

90 (MEDIA)
and agencies "have a definite part in a show."

He thinks Fairfax Cone of Foote, Cone & Belding is a "little confused" about the magazine concept (Broadcasting, Oct. 16). "Why even use the word 'magazine'?” he asked. Mr. Cone's idea of a spot rotation plan "is doomed to failure," he said.

Mr. Kobak thought tv may be "pricing itself out of the market" on program costs. "Too many people" are getting "a piece of somebody" and thus forcing total costs ever higher. Too much profit is just as immoral as none, he said.

New programs are jerked off the air too soon in a panic over low ratings, Mr. Kobak thought. He thinks elimination of network option time would cause serious problems for the industry. If you are selling a national medium you must be able to deliver it, he said. Prohibition of option time would undercut the basic quality programming available to stations around which they build their local material, he said.

The broadcasting industry is full of trade associations, Mr. Kobak said; yet there is not a single one devoted to improving the industries' sole product: programming. He felt seminars should be held for this purpose.

Mr. Kobak attacked the station practice of accepting free records from song publishers. Stations would not take free announcers he said, and nobody gives free ink and paper to newspapers.

He hopes the day will come when media stop paying commissions to agencies.

Tv sharetimers split in Rochester deal

Three tv stations in Rochester, N. Y., became two last week when final agreements were reached on the three-way transaction which resulted in WHEC-TV remaining on ch. 10; WVET-TV moving over to ch. 5 fulltime and Transcontinent Television Corp., operator of ch. 5 WROC-TV leaving the city. Previously ch. 10 was shared by both WHEC-TV and WVET-TV.

Beginning fulltime occupancy of ch. 5 on Nov. 15, WVET-TV chose to retain the WROC-TV call letters. It is also using this call letter for its am station and for the fm station it acquired from Transcontinent. The licensee of the stations is Veterans Broadcasting Co., which also owns 80.5% of KTVE (TV) El Dorado, Ark., and is an applicant for ch. 9 in Syracuse, N. Y.

WHEC-TV and WVET-TV paid Transcontinent a total of $6.5 million for its ch. 5 facility. Veterans then turned over to WHEC its interest in the ch. 10 operation and in return WHEC-
family's home life against 5.1% who said it was bad and 19.4% who had no opinion. 64.7% said they could give examples of good things their children learned from television compared with 33.6% who said they couldn't. 70.4% couldn't give an example of anything bad their children learned from television as compared with 29.94% who could.

A majority (67%) said their children sometimes demonstrated desirable behavior owing strictly to television. 69.1% said they sometimes restrict the amount of time their children watch television compared with 17.9% who never restrict it and 13% who often restrict it.

These were some of the raw findings, WTMJ-TV said. An in depth report based on analyses by Dr. Schramm, will be released early next year.

Newspaper rates still going up, ANA report

Further increases in newspaper rates since 1960 are reflected in the new edition of the Assn. of National Advertisers' annual report on "Newspaper Circulation and rate trends," issued last week.

It shows the aggregate line rate for all U.S. English-language dailies this year is 69.4% higher than it was when the annual studies were started in 1946, while their aggregate net paid circulation in that time has risen only 21.7%. A year ago, the line rate was up 66% over 1946, while circulation had advanced 19.9%.

Newspapers in only one category showed a drop in aggregate line rates between 1960 and 1961—all-day and morning-evening combinations. Their rates last year were 61.3% above their 1946 level, but 60.5% over 1946 this year. In the same 12-month span their aggregate net paid circulation has gone from 80.2% of the 1946 level to 83%.

Sunday papers, on the other hand, showed a rate gain but circulation drop since 1960. Their aggregate rates, 44% above the 1946 total a year ago, are now 47% higher, while their circulation is 37.8% ahead of 1946 as compared to 41.2% ahead last year.

Between 1960 and 1961, morning newspapers' line rate went from an 81.9% to an 88.3% increase over 1946, while their circulation went from 37.3% above the 1946 level to 39.3%. Evening newspaper line rates, 61.6% ahead of 1946 a year ago, are now 65.5% higher, while circulation is 30% above the 1946 totals as compared to 28.8% a year ago.

The report also presents individual trend data for all newspapers with circulations of 50,000 or more.

College broadcasters set RTES-backed meet

A national collegiate broadcasters conference will be held in New York in February 1962 under the sponsorship of the Radio & Television Executives Society. RTES President Matthew J. Culligan, who announced the project today (Nov. 20), named Richard P. Jones, vice president and media director of J. Walter Thompson Co., as chairman of the committee in charge.

The conference, first of its kind, is being arranged for the young men and women who operate more than 250 college and university campus radio stations, ranging from wired systems up to low powered am or fm transmission.

Mr. Jones, who acknowledged that the student broadcasters are "a great pool of potential talent" for the industry, announced the composition of a steering committee which includes: Peter Storer, president, Storer Television Sales; Mark Olds, program director, WNEW New York; Irving Falk, New York U. professor; Steve Libby, manager, television department, Communications Counselors Inc.

IBA asks FCC test

The Illinois Broadcasters Assn. has asked NAB to determine the limits of government control over broadcasting. The association adopted a resolution proposed by Leslie C. Johnson, WHPB-AM-TV Rock Island, chairman of the association's freedom of information committee (BROADCASTING, Nov. 13). The recommendation and report by Mr. Johnson's committee was read to the IBA by Heber E. Darton, promotion manager of the Rock Island stations, since Mr. Johnson was unable to attend the IBA meeting in Chicago two weeks ago.

A declaration of British independence

The British Broadcasting Corp. was described last week as "the most truly independent broadcasting organization in the world." The description was provided by Hugh Carleton Greene, the BBC's director-general.

Mr. Greene was guest of honor at a New York luncheon given by Robert W. Sarnoff, NBC chairman, in honor of BBC's 25th anniversary. (In picture above Mr. Sarnoff (1) presents Mr. Greene with an anniversary gift.)

Mr. Greene said no British government had interfered in BBC programs. Of BBC programming policies, Mr. Greene said that "our concept... aims to serve the public in all moods. We believe that minorities are as important as majorities.

It may be better to give intense pleasure to a small number of people than mild pleasure to a greater number."

He acknowledged that U. S. television problems were different from England's, but broadcasters in both countries should be "servants of the public." That, he said, "is the thought that should be in our minds, rather than commercial gain or national propaganda, when the New York skyline first looms up in live transmission on British television screens, and the historic buildings of London on yours."

Leading officials of all three U.S. television networks and of other media and advertising organizations attended the luncheon which was held Nov. 13.
FCC wants deeper look at station finances

IT ASKS NEW FINANCE MANAGEMENT GROUP TO HELP

An FCC official said last week that the agency needs more information about the financial operations of radio and television stations. He said the annual reports that stations now submit lack meaningful details.

The statements were made by H. H. Goldin, chief of research and education of the FCC's Broadcast Bureau, in an address to the first general membership meeting of the recently formed Institute of Broadcasting Financial Management. The IBFM comprises fiscal officials of broadcast stations.

Dr. Goldin invited the IBFM to work with the FCC in revising the financial reporting form (No. 324), and it appeared his invitation might be accepted. Henry W. Dornseif, WCCO Minneapolis, president of the institute, said he would appoint a committee to work on the problem.

The reporting form now in use, said Dr. Goldin, fails to explain why some stations that show a history of losses can command high prices when they are sold. An explanation might be had if the forms required reports of payments to officers, directors and stockholders, Dr. Goldin suggested.

In 1960, Dr. Goldin pointed out, about 1,000 radio stations reported net losses for the year (BROADCASTING, Nov. 13). Some 200 of them were stations that had been in operation since 1941 or longer. The present reporting forms provide no solid answer to the question of why stations can stay in business so many years and still show losses, according to Dr. Goldin.

Some 90 representatives from radio and television stations attended the institute's two-day membership meeting which was held in Chicago.

Call for Help = One of the featured speakers was Hamilton Shea, WSVA-AM-FM-TV Harrisonburg, Va., chairman of the All-Industry Television Station Music License Negotiating Committee. In current negotiations with the American Society of Composers, Authors & Publishers, the industry must present a united front, Mr. Shea said.

The industry committee has submitted a stiff set of proposals to ASCAP (BROADCASTING, Oct. 23), and is out to win concessions that could substantially reduce payments by telecasters which ran to some $18 million last year. Yet, Mr. Shea implied, station support of the committee has fallen below expectations. "It's truly an all-industry effort," Mr. Shea said, "and in fairness all stations should carry their share of the burden." Station subscriptions to the committee are set at four times the station's highest quarter-hour rate.

Other Speakers = The Institute of Broadcasting Financial Management also heard talks on financial planning, accounting, billing and office management procedures from Ralph F. Lewis, general partner in the management firm of Arthur Young & Co., New York; George W. Schiele, vice president of Broadcasting Billing Co., one of several central billing agencies that have recently announced intentions to begin operation, and W. Richard Lyman of the Ozalid Division of General Aniline & Film Corp., which manufacturers billing and record-keeping machinery.

AB-PT extra dividend

An extra dividend of 2% in common stock certificates was declared by directors of American Broadcasting-Paramount Pictures Inc. in addition to the regular forth quarterly cash dividend of 25 cents per share on the outstanding common stock (BROADCASTING, Nov. 6).

The regular quarterly cash dividend is payable Dec. 15, 1961, to holders of record on Nov. 24, 1961. The stock certificates dividend is payable Dec. 28, 1961, to common stockholders of record on Nov. 24, 1961. An extra dividend of 2% common stock certificates was also paid last year.

Radio 'universal medium'

Radio received strong support as an effective advertising medium from Don Leonard, vice president and media director of Fuller & Smith & Ross, in a speech before members of CBS Radio Spot Sales last week.

Mr. Leonard told the group that "everyone who has a product or service to sell can use radio," and "he can undoubtedly use radio more successfully than some of the media he is now using."

In examining the advantages of introducing an advertiser to radio, Mr. Leonard described it as "the true universal medium."

"Everyone listens to radio some time or other each weekend and 'everyone' must include purchasing agents, executives and so on," Mr. Leonard spoke at a CRSSS seminar for agency buyers.

Reach 28.8% more GROCERY SHOPPERS with WAVE-TV
— who buy 28.8% more food products in Kentucky and Southern Indiana!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in any average week. Source: N.S.I., July, 1961.

CHANNEL 3 = MAXIMUM POWER
NRC
LOUISVILLE
THE KATZ AGENCY, National Representatives
AFTRA, KFWB settle strike

Missing from Hollywood Boulevard last week were pickets for the American Federation of Television & Radio Artists who for four months—since July 11—had paraded back and forth across the entrance at KFWB in a strike against the station. The union also had stopped distributing leaflets urging recipients not to patronize advertisers on KFWB nor to buy the encyclopedias published by Crowell-Collier Publishing Co., owner of Crowell-Collier Broadcasting Corp., licensee of KFWB.

The strike ended with a three-year agreement calling for $187.50 weekly base wages for staff announcers the first year (retroactive to May 1), $197.50 the second year and $205 the third. The base wage had been $155, although most newscasters at KFWB were receiving $173 and all the disc jockeys well over that figure. The new scale is the same as that which recently became effective at KMPC Los Angeles (Broadcasting, Oct. 9). The three newsmen returning to the station after the strike will receive $195 a week.

The strike ended without an end to two of its more serious phases, however. AFTRA has not rescinded its expulsion of or revoked more than $40,000 in fines against eight former members who continued to work at KFWB after the strike was called. Nor has KFWB withdrawn its legal actions against the union, one a suit for $11,400,000 charging AFTRA and several members with libel, distortions and mis-information, the second for $179,384 plus for damages allegedly suffered by KFWB because of pressure illegally exerted by AFTRA on the station's advertisers.

Media reports...

New fm • WHFS (FM) Bethesda, Md., went on the air Nov. 12 as the Washington, D.C., area's first fm stereo station. The station operates on 102.3 mc with 1 kw. It is owned by High Fidelity Broadcasters Inc., with William A. Tynan as station manager. The station broadcasts from 4:30 p.m.-midnight seven days a week.

Nab fugitive • A pair of Oklahoma City newsmen, Max Wolf and Bruce Hickman, chief photographer of KWTV (TV) and news director of KJEM, respectively, became heroes for a night when they captured an escaped federal prisoner. The two newsmen spotted the man in the weeds of a field while they were making a routine check around the city. They held him until police arrived.

Starts broadcasting • WNEM-FM Saginaw, Mich., began broadcasting Nov. 12. The station, on 102.5 mc with 99 kw, has a broadcast day from 11:30 a.m. to midnight. The station is owned by Gerity Broadcasting Co., James Gerity Jr., president. The fm outlet will specialize in what it calls adult music.

Crash reporting • WRNL Richmond claimed to be first on the scene to report the tragic Imperial Airlines plane crash that took the lives of more than 70 Army recruits. The station's Nightbeat reporter gave the initial account on the air of the crash. WRNL also furnished beeper reports to 15 stations from Montreal to Phoenix. It also fed the account of the story to the CBS Network.

Begins operations • KHOK Hoquiam, Wash., a 1 kw daytimer on 1560 kc, began operations last week. The station is owned by Twin Cities Broadcasting Co. KHOK programs western music from 6-9 a.m. and popular music throughout the rest of the day.

Boost for CBS-TV • KGIN-TV Grand Island, Neb., has joined CBS-TV as a booster station, carrying all network programs ordered for and telecast by KOLN-TV Lincoln, Neb. KGIN-TV, which will be listed on the rate card as a booster to KOLN-TV, is owned by Cornhusker Television Corp.

Proven fund raiser • When the chips were down and $7,500 had to be raised in Benton, Ky. (population 3,000), in less than 24 hours, the city fathers turned to WCBL, that city. And it turned out to be a wise decision as the station accomplished the goal, thus helping to bring back an industry (the Ashby Metal Forming Co.) that once was housed in Benton before shifting to St. Louis three years ago.

VFW awards • WMNI Columbus, Ohio, has been awarded the Ohio Veterans of Foreign Wars award for a series of editorials called the Communist Report. Bob Sherman, the station's news director, received an individual award for his work on the series.

Call letter change • KQBY San Francisco has changed its call letters to KKHL. The station was purchased last month by Frank Atlass from Gordon Broadcasting Co. It is an affiliate of Mutual Broadcasting.

On the air • KHFR-FM Monterey, Calif., went on the air last month as the area's first exclusively fm outlet.

Educational station loses home in blaze

A fire completely destroyed the facilities of KWLC Decorah, Iowa, on Nov. 2—just two weeks after a station remodeling job.

The C. K. Preus gymnasium, which housed the KWLC studios, and practically all the non-commercial station's equipment were destroyed.

KWLC has been located on the campus of Luther College for 22 years. The total damages were estimated at $20,000, and items lost include two Ampex recorders.

KWLC, a 250 w outlet on 1240 kc, is operating at present from the studios of KDEC Decorah, a commercial station.

94 (The Media)
Advertisers also responsible, says CAB head

JAMIESON ADDRESSES FIRST

Advertisers have responsibilities to the broadcast medium, Don Jamieson, CJON-AM-FM-TV St. John's, Nfld., and president of the Canadian Assn. of Broadcasters, told the founding meeting of the Radio & Television Executives Club at Toronto. "Broadcasters must not be treated just as the greatest advertising medium in the world," he said.

Mr. Jamieson thought Canadian legislators should completely overhaul broadcast regulations which have not kept pace with electronic developments.

Advertisers should do more than aim for programs which will bring the highest audience ratings, otherwise there is danger that the critics of broadcast advertising will cause changes, he said.

Ken Soble, CHCH-TV and CHML Hamilton, Ont., was elected president of the highest Radio & Television Executives Club; W. C. T. Cran, CFRB-AM-FM Toronto, vice president, and Ralph Snelgrove, CKVR-TV and CKBB Barrie, Ont., speaker.

The club will bring leading speakers to Toronto on a monthly basis, including Oliver Treyz, ABC-TV president, in December; Roy Thomson of Thomson Newspapers and Scottish Television and at Peachland, B.C., to Robert Chapman.

Canadian Broadcasting Corp. was recommended for a ch. 12 satellite at Timiskaming, Que., with 7.8 kw video and 3.54 kw audio power and antenna of 860 feet above average terrain to rebroadcast programs of French-language station CBFR (TV) Sturgeon Falls, Ont.

CKCW-TV Moncton, N.B., will be able to have a 5 w satellite on ch. 7 at Newcastle, N.B., to rebroadcast programs of CKAM-TV, Upsalquitch Lake, N.B., itself a satellite of CKCW-TV.

To rebroadcast programs of CJLH-TV Lethbridge, Alta., Alfred A. Baker has been recommended for a 5 w transmitter on ch. 12 at Waterton Park, Alta.

CICH-TV Halifax, N.S., was recommended for a ch. 10 satellite at Canning, N.S., with 9.05 kw video and 4.530 kw audio power and antenna 886 feet above average terrain.

Satellite was not approved for

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK
Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y. ELDOUGO 5-0465

INTERNATIONAL

The station operates with 18 kw on 96.9 mc. It is owned by Kenneth F. Warren, and broadcasts from noon to midnight on weekdays and from 10 a.m. to midnight on weekends.

Award to WBAL • The Baltimore post office has awarded to WBAL, that city, its President John Kennedy, Newton of Broadcast Executives President John Kennedy, Newton, Washington, New York, as its advertising agent.

KQXR (FM) rebroadcasts KEAR (FM) • Except for twelve hours a week that it programs on its own, KQXR (FM) Bakersfield, Calif., has begun to rebroadcast the programming of KEAR (FM) San Francisco 24 hours a day. Both stations carry a format of religious music and inspirational presentations, and are supported by audience contributions. KEAR (FM) is owned by Family Stations Inc., which also owns and operates KEBR Sacramento on the same non-profit basis.

Advertises in January; and Norman Collins, chairman of Great Britain's ATV network, in February. Also on the proposed list are President John Kennedy, Newton Minow, and Canadian Prime Minister John Diefenbaker.

Six tv satellites approved by BBG

Six new television satellite stations, one new am commercial broadcasting station, and six power increases have been recommended by the Canadian Board of Broadcast Governors meeting at Ottawa.

New 5 w satellites on ch. 5 to rebroadcast programs of CHBC-TV Kellowna, B.C., were recommended at Enderby, B.C., to Henry V. Desnoyer, and at Peachland, B.C., to Robert Chapman.

Canadian Broadcasting Corp. was recommended for a ch. 12 satellite at Timiskaming, Que., with 7.8 kw video and 3.54 kw audio power and antenna of 860 feet above average terrain to rebroadcast programs of French-language station CBFR (TV) Sturgeon Falls, Ont.

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CHSA-TV Lloydtown, Sask., at North Battleford, Sask., and application for new tv station at Sté. Anne des Monts, Que., on ch. 4 by T. V. Transgaspésienne Inc., was deferred.

A new radio station was approved for Rejean Boivin at Mont Laurier, Que., on 610 kc with 1 kw, station to carry French-language programs of CBC French radio network.

Two applications for new radio stations were turned down, one at Abbotsford, B.C., and the other a satellite of CKEN Kentville, N.S., at Wilmot Station, N.S.

The Dept. of National Defense for Royal Canadian Air Force bases was recommended for a 10 w station on 1340 kc at Moisie, Que.; a 50 w station on 1450 kc at Senneterre, Que.; a 20 w station on 1340 kc at Mont Apica, Que.; and a 6 w station on 1400 kc at Parent, Que. These stations will be operated on a voluntary basis by RCAF staff.

The Crown CBA Decision was deferred for the time being for an fm station by CBC New Westminster, B.C., with 310 kw on 101.1 mc. The application is to be heard again at the April 1962 hearing of the BBG.

Power changes were approved for CFRY Portage La Prairie, Man., from 250 w on 1570 kc to 1 kw on 920 kc; for CJDV Drumheller, Alta., from 10 kw day and 5 kw night to 5 kw; for CFPL-FM London, Ont., from 4.6 kw on 95.9 mc to 179 kw on same frequency, with antenna height from 99.2 feet to 885 feet above average terrain; for CFCF-FM Montreal, Que., from 7.7 kw on 106.5mc to 55.4 kw on 92.5 mc, and antenna from 453 feet to 979 feet above average terrain; for CJOB-FM Winnipeg, Man., from 250 w to 310 kw on 97.5 mc; for CKSO-TV Sault, Ont., for independent tv station to go on the air in Canada in 1953, from 30 kw video and 16 kw audio power to 72 kw video and 40 kw audio power on channel 5 with antenna from 284 feet to 2,049 feet above average terrain.

CBH Halifax, N.S., was approved for change from 790 kc to 860 kc with 10 kw.

Change of ownership of shares and/or ownership for undisclosed amounts, were approved for CFUN Vancouver, B.C., to new corporate owner Broadcast Operations Ltd.; share transfer for CFBC Saint John, N.B.; and share transfer of all issued shares for CKRM Regina, Sask.

Canadian tv firm begins public affairs series

A new tv production company, Channel Television Productions Ltd., has been formed in Toronto. The company begins production with Telepoll, the first public affairs series to be commercially sponsored on Canadian television. It will produce programs for use in Canada and for sale internationally after a Canadian premiere.

The firm was set up by Beaver Film Productions Ltd., and CTV Television Network Ltd., both of Toronto, and Ted Cott, executive vice-president of WNTA-TV New York.

David Griesdorf is president of Channel Television Productions Ltd., 175 Bloor St. East, Toronto, and Ted Cott is executive vice-president.

Canadian reps, agencies discuss what sells time

The 10 most important factors influencing purchase of broadcast time by advertising agencies for their clients were listed recently in Hamilton, Ont. Participants in the “Meet the Buyer” seminar of the Central Canadian Broadcasters Assn. detailed the following as the factors: marketing objective, coverage and reach, flexibility, cost efficiency, type of audience, merchandising and promotion, budget, competitive activity, frequency and creativity.

More than 30 senior representatives of 11 of Canada’s top agencies sat down with representatives of English-language Ontario and Quebec radio and television stations in the two-hour session on Oct. 30. The conference was arranged by the Station Representatives of Canada, and presided over by Andy McDermott of Radio & Television Sales Inc., Toronto.

Toronto firm syndicates Rank

More than 50 British films of the 1954-57 period have been bought for syndication in Canada by Atlas Telefilm Ltd., Toronto, Ont. The features were bought for a reported $500,000 from the J. Arthur Rank Organization of London.

Earlier, Atlas Telefilm had purchased a number of films from London’s Ealing Studios. The syndicating company was formed this year and is headed by Leslie A. Allen.

The films purchased include Sir Laurence Olivier’s “Hamlet,” Moira Shearer’s “The Red Shoes,” and “The Ladykillers” with Sir Alec Guinness and Peter Sellers.

New BBG spot rules aid radio stations

The Canadian Board of Broadcast Governors has announced new regulations to ease restrictions on radio commercials by allowing individual stations more latitude in their placement. Under the new rules, a total of 20% of all broadcasting time between 6 a.m. and midnight each day of every week may be devoted exclusively to commercial spotting and announcements.

The new ruling will allow stations to program commercials heavily for local weekend and holiday retail advertising, and go correspondingly light in time periods that do not attract advertisers.

Before the Nov. 11 ruling, handed down at the conclusion of BBG public hearings, stations had been limited to 20 spot announcements an hour or a total of 16 minutes each broadcasting hour. This, stations claimed, did not allow individual flexibility to meet local advertiser requirements.

The radio commercial regulations are the product of a consortium among individual stations, the Canadian Assn. of Broadcasters and the BBG. The CAB has been vocal in its insistence that the advertising regulations should accommodate small stations (BROADCASTING, Sept. 4).

The BBG hopes that the new regulations will mean a number of commercial-free program periods each day, and that new formats and content will appear in the hours of uninterrupted programming.

An aside to the new regulations is that each station must report annually to the BBG how it has promoted and structured the maximum use of Canadian talent.

Canadian TVB gets research

Television Bureau of Advertising of Canada, Toronto, has announced the availability of all research services of the Bureau of Broadcast Measurement under a special agreement extending through 1962.

In addition to its regular survey reports, BBM will supply the television bureau with various special tabulations, and will work closely with the bureau in developing a wider use of documented tv research by advertisers and agencies.

Canada alert

All Canadian radio stations were on a national network on Nov. 13 from 7-8:30 p.m. EST, as Canada began a 48-hour survival exercise, Tocsin II. The radio stations carried the network program from the nuclear war survival center north of Ottawa, Ont., telling Canadians what would happen and how Canada planned to handle survival in case of a nuclear attack on major city targets.

This was the second such exercise this year, the earlier one having been carried out on May 19, but not on as extensive a scale. Radio will be main method whereby Canada will keep in touch with its people in case of an attack.
Frank Walsh, research director, Compton Adv., Chicago, elected vp. Mr. Walsh, who has been with agency for five years, served previously with General Foods in New York as associate research director working on Post cereals and Maxwell House coffee. Earlier, he was associate research director of Armour Foods, Chicago, and account executive, McCann-Erickson, New York.

Donald D. Madden, formerly of Colgate-Palmolive Co., New York, joins Lestoil Products Inc., Holyoke, Mass., as general sales manager, newly created post. Owen J. Carroll, formerly of Boyle-Midway Div., American Home Products, named to newly created position of merchandising manager at Lestoil. William J. Massey appointed field sales manager, also new post. He previously was Lestoil retail field sales manager. Marion T. Mocheski appointed sales promotion manager, and Jeremiah H. Creedon becomes marketing assistant. All above will report to Edward J. Fredericks, director of marketing.

Finlay W. Morrow, account executive, Riedl & Freede Adv., Clifton, N. J., appointed vp and marketing director. Mr. Morrow previously was with N. W. Ayer & Son and Gresh & Kramer Adv., both Philadelphia.

Spurgeon K. Britt named coordinator of advertising, and Thomas W. Wilson named coordinator of sales promotion for Humble Oil & Refining Co., Houston, Tex. Mr. Britt, who joined Humble in 1946, has been serving as manager of advertising and sales promotion in company’s southwest region. Mr. Wilson was manager of motor products advertising and sales promotion for Esso Standard Region of Humble.

Herbert M. Shayne appointed to newly-created position of new products manager in Pepsodent Div., Lever Bros. Co., New York. Before joining Pepsodent in 1958, Mr. Shayne was with Hudson Pulp & Paper Co.

John G. Jennings appointed to newly created post of director of market research and new products coordinator for John H. Breck Inc., hair preparations firm, Springfield, Mass. Mr. Jennings was vp for marketing for Noreen Inc., Denver.

Soulard Johnson, president of KWRE Radio Inc., joins Hart Adv. as vp in charge of client service. He formerly was national sales manager for KWK St. Louis and earlier served as sales manager for western division of CBS.

Mark Noble named marketing and research director for western division of Fletcher Richards, Calkins & Holden, New York, with headquarters in San Francisco. Before joining agency’s Seattle office in 1960, Mr. Noble was senior marketing analyst of Gillette Safety Razor Co., Boston.

Benjamin H. Oehlert Jr., vp, Coca-Cola Co., Atlanta, Ga., named president of Coca-Cola’s Minute Maid division, Orlando, Fla.

Beryl Seidenberg, vp and media supervisor, Kaster, Hilton, Chesney, Clifford & Atherton, New York, joins Smith/Greenland Adv., that city, as media director.


Gil Savitzky, chief media buyer, W. B. Doner Adv., Baltimore, joins Leon S. Golnick Adv., that city, as media director.

William T. Mann, former tv producer with Ted Bates, New York, joins radio-tv department of N. W. Ayer & Son, that city, as tv commercial producer.

Donald R. Sanders, marketing research analyst, State Street Bank & Trust Co., Boston, joins Ayer’s Philadelphia office in plans and marketing department. Richard M. Keith joins copy depart-
NL&B elects four vice presidents

Jack W. Copher, account supervisor, Bradley H. Roberts, account supervisor and assistant manager of account executive department, Carl A. Shem Jr., account executive, and Frederick D. Sulcer, account supervisor, all Needham, Louis & Brobby, New York, elected vps of agency. Mr. Copher joined NL&B in 1960 after previously serving with The Toni Co. and Armour & Co. Mr. Roberts has been with agency since 1957 after an earlier association with Compton Adv., New York. Mr. Shem joined NL&B in 1957 after working for Compton Adv. and McCann-Erickson. Mr. Sulcer has longest service with NL&B. He joined agency in 1947 as trainee and has progressed successively to copywriter, assistant director of copy department, manager of radio-tv creative department, and currently account supervisor.

Charles Mangel, public relations department, BBDO, New York, appointed manager of press relations.

Robert H. Gray named advertising manager of Blair Quality Products, Anna Elizabeth Wade and Friendship House sales divisions, Morton Manufacturing Corp., Lynchburg, Va. He will in addition serve as promotion manager for Wade division.


Philip J. Laven, former account executive with Campbell-Mithun Adv., Minneapolis, joins Leo Burnett Adv., Chicago, in similar capacity.

James P. Shenfield, assistant to president, Campbell Soup Co., Camden, N. J., assumes additional responsibilities of vp for marketing, Campbell's Soups International.

Bill Day, assistant news director, KBTV (TV) Denver, joins Harold Walter Clark Adv., that city, as account executive and director of pr. At one time he headed his own public relations firm.

Guy E. Seymour and Dudley D. Gray appointed account executive and senior art director, respectively, at Nichols, Flink & Assoc., Decatur, Ill. Mr. Seymour was account executive on Kroger Co. account for Campbell-Mithun Adv., Chicago. Mr. Gray was formerly with Gabel & Assoc. and Ward Hicks Adv., both Albuquerque, N. M.

Robert Previdi, Benton & Bowles, New York, joins Papert, Koenig, Lois Adv., that city, as media buyer. At PKL he will handle products of General Wine & Spirits Co. and Pharmacia Labs.

Alden S. (Bill) Nye, who for 16 years served as radio-tv director of McCann-Erickson, San Francisco, resigns to establish own firm, Nye Communications Enterprises, 406 Sutter St., that city, engaging in all phases of communications, including radio-tv, film production and writing for publication. Mr. Nye will be in association with his wife, Dorothy H. Nye, who served for ten years with KGO-TV San Francisco as writer-producer-director.

Gordon White, formerly with Marks-Rifkin Adv., Beverly Hills, Richard Delcarson, formerly with Fairchild, Groeneveld, Fitzgerald Studios, Detroit, and John Brink join Johnson & Lewis Adv., San Francisco, as account executive, art director and traffic director, respectively.

Jack B. Weiner, former associate editor Television magazine, New York, joins Television Bureau of Advertising, that city, as manager of national sales development.

Gale Blocki Jr., Radio Advertising Bureau, Chicago, joins Chicago staff of WNEW National Sales, division of Metropolitan Sales. Mr. Blocki was with John Blair & Co., Chicago, for 16 years before opening RAB's midwestern office.

Pat McInroy joins Fuller & Smith & Ross, New York, as copywriter. He was previously with Young & Rubicam and McCann-Marschalk.

Cathy Lightbourn, formerly with Young & Rubicam and J. Walter Thompson, joins copy staff of M. M. Fisher & Assoc., Chicago.


Alwyn W. Knight, account executive, N. W. Ayer & Son, Honolulu, appointed manager of Honolulu office, succeeding James P. Smith who was reassigned to Ayer's San Francisco office.

Rudy Perez, tv copy supervisor, Leo Burnett Adv., Chicago, named "copywriter of the year" by Chicago Copywriters Club for his work on Kellogg and Allstate Insurance Co. tv spots.

Fred Hale, vp and account supervisor in San Francisco office of Cunningham & Walsh, New York, appointed Los Angeles manager of agency. Mr. Hale, who is account supervisor of Quatas Empire Airways account, will continue in this capacity from Los Angeles. He joined C&W in 1956 in New York office and was transferred to San Francisco in 1958.

New CBA officers

George Whitney, vp and general manager, KFMB-AM-FM-TV San Diego, elected president of California Broadcasters Assn., succeeding Lou Simon, general manager, KPIX (TV) San Francisco. Mr. Whitney was previously president of association in 1958. Other new officers: Hugh Turner, vp, general manager and chief engineer, KTVM San Rafael, vp for radio; Al Constant, station manager, KRON-TV San Francisco, vp for television; Alan Lissner, program director, KBIG Avalon, secretary-treasurer; New directors: Howard J. Haman, vp and general manager, KXOA Sacramento; Leslie H. Peard Jr., general manager, KFRE-TV Fresno; Robert D. Wood, vp and general manager, KNXT (TV) Los Angeles and Alan Lissner who was re-elected to board. Mr. Simon, outgoing president, automatically becomes board member.
Mr. Schlosser

THE MEDIA

Herbert S. Schlosser assumes responsibility for talent and program administration at NBC-TV, taking administrative position formerly held by James A. Stabile, who was appointed vp and associate general attorney (WEEK'S HEADLINERS, Nov. 13). Mr. Schlosser joined NBC as attorney for California National Productions in 1957. He later became vp and general manager and was appointed director, talent and program administration for NBC-TV in June 1961.

Milton H. Klein, general manager, KEWB, elected president of San Francisco Radio Broadcasters Assn. Other officers elected: Elmer O. Wayne, general manager, KGO, vp; and Jules Dundes, general manager, KCBS and vp of CBS, secretary-treasurer.

Gunnar O. Wiig, general manager, WROC-TV Rochester, N. Y., until that facility was purchased by Veterans Broadcasting Co. last week (see page 91), named general manager of Gene- see Valley Television Co. Inc., one of many interested parties for Rochester's ch. 13.

Robert A. Bernstein, trade press executive at Westinghouse Broadcasting Co., New York, named director of public relations, succeeding Michael Santangelo, who has been transferred to WBC's programming department. Prior to joining WBC two years ago, Mr. Bernstein was with Billboard, Guild Films and DuMont Television Network.

Richard E. Campbell, program director, WDVA Danville, Va., named general manager, succeeding Emerson J. Pryor, who retires from broadcasting to assume position of president of Hart- man Tire Co., that city. Mr. Campbell has been station's program manager since it began operations in 1947. Jeff Waugh, continuity director, undertakes additional duties of promotion director.

Raymond C. Motley named general manager, The Fort Hamilton Broadcast- ing Co., owners and operators of WHOH-AM-FM Hamilton, Ohio. He had served as commercial manager for past 10 years.

Loomis C. Irish, manager of ABC-TV night-time sales service, promoted to director of sales service. John McAvity, ABC-TV eastern sales service manager, named manager of night-time sales service, and Mark Cohen, supervisor of estimating, named manager of eastern sales service for ABC-TV.

Lee Allan Smith, assistant manager, WKY Oklahoma City, elected president of Assn. of Independent Metropolitan Stations at AIMS convention in New York.

Luke Wilson, commercial manager, WDXB Chattanooga, elected vp in charge of sales, French Inc., station's parent company.

Harry B. Green, manager of special projects for accounting department of National Theatres & Television, named general manager of NT&T's six community antenna tv systems in Williamsport, Pa.; Alpena, Mich.; Bluefield and Logan, W. Va.; Hattiesburg, Miss.; and Ferriday, La.

Jack L. Breeze, formerly with KUPD Temple, Ariz., and earlier KITO San Bernadino, Calif., joins KIMM Rapid

B'nai B'rith honors AB-PT's Goldenson

Leonard H. Goldenson (c), president of AB-PT Inc., receives the B'nai B'rith's highest award for humanitarian service from Label A. Katz (l) of New Orleans, B'nai B'rith president, at a dinner in New York last week. The interested observer is Jack Benny, guest speaker at the Waldorf-Astoria banquet.

In his acceptance address Mr. Goldenson called international television “one of man's greatest potential communications forces which represents the means by which people of the world can begin to build bridges of understanding between nations.”

Referring to effective communica-
City, S. D., as assistant manager in production and charge of programming and production.

William P. Keeney, former treasurer of Lavenson Bureau of Advertising, joins WRCV-AM-TV Philadelphia, as business manager succeeding Arthur A. Watson, who was recently named station manager of WRCV-TV.

Herbert A. Claassen, account executive at H-R Television, New York, appointed assistant sales manager for contracts. With H-R for six years, Mr. Claassen was previously associated with Henry J. Christal Co., Ruthrauff & Ryan and Compton Adv., all New York.

Michael E. Drechsler, assistant operations manager, WKNB New Britain, Conn., and Tony Pansullo, member of station's sales and merchandising staff, promoted to operations manager and general sales manager, respectively.

Robert H. Forward, vp in charge of programs, KMPC Los Angeles, resigns to assume post of executive vp and general manager, KLAC-AM-FM, that city. Mr. Forward had been with KMPC since 1956. Appointment followed announcement by KLAC president Mortimer Hall that plans to sell KLAC-AM-FM had been called off. (See story, page 89.) Jim Healy, former sports director, KBIG Santa Catalina and recently sports announcer at KMPC, joins KLAC as sports director, effective Nov. 20.

Paul N. Lindsay, advertising and promotion manager, WOWO Fort Wayne, Ind., named to newly created post of advertising, promotion and publicity manager, WIND Chicago.

NAB's radio pr committee

Robert J. McAndrews, vp and station manager, KBIG Santa Catalina, appointed chairman of NAB's radio public relations committee. Others appointed: John S. Booth, president, WCHAM Chambersburg, Pa.; Carleton D. Brown, president and general manager, WTVD Waterville, Me.; B. Floyd Farr, vp and general manager, KEEN San Jose, Calif.; A. Boyd Kelley, president, KRRV Sherman, Tex.; Hugh O. Potter, general manager, WOMPI Owensboro, Ky.; F. C. Sowell, vp and general manager, WLAC Nashville, Tenn., and Alvin H. Temple, general manager, WKCT Bowling Green, Ky. All are members of NAB's radio board of directors.

Committee will advise NAB's public relations service on program of on-the-air promotional material. For last two years, NAB has sponsored a "Build Radio With Radio" campaign. More than 1,400 NAB members are now participating in this promotion.

John Holland, director of sales promotion and research, WIND Chicago, promoted to new post of national sales coordinator.

Jim Gillespie, assistant promotion manager, KXTV (TV) Sacramento, Calif., appointed merchandising manager. John Wyatt, from KXTV production staff, named assistant promotion manager, succeeding Mr. Gillespie.

Ronald A. Deere, traffic manager, WGY Schenectady, N. Y., appointed sales representative.

Gene Haflich, advertising and sales promotion supervisor, Maplehurst Farms Inc., joins sales staff, WLW1 (TV) Indianapolis succeeding Bill Fagan, who accepts position as assistant operations manager at Purdue U.

William Vandemary, chief operations engineer, KOMO-TV Seattle, joins KATU (TV) Portland, Ore., as chief engineer.

Clair Miller, news director, WJIC-FM Miami, to WEEC-FM Springfield, both Ohio, as chief announcer.

Jack Powers, public affairs director, WXYZ Detroit, joins WABC-AM-FM New York, as director of news and public affairs.

Charles F. Barry, account executive, KCMO-TV Kansas City, joins sales staff, KWKW Pasadena, Calif.

Mel Lucas, general manager, KATT (FM) Woodland, Calif., announces he is Democratic candidate for U. S. representative from California's fourth Congressional District.

Herbert N. Maletz, chief counsel for House Antitrust Subcommittee for past seven years, appointed commissioner of U. S. Court of Claims, Washington, D.C., effective Nov. 27. Mr. Maletz was important figure in antitrust subcommittee's investigation of network practices and is credited with key role in authorship of subcommittee's report declaring option time a violation of antitrust law.

David Schoenbrun named chief correspondent for CBS News, Washington, effective Jan. 1. He succeeds Howard K. Smith, who resigned Oct. 30 (BROADCAST-ING, Nov. 6). Mr. Schoenbrun, who served as CBS News' bureau chief in Paris since 1947, was previously with U. S. Office of War Information as editor of western European desk (1941-43) and later as manager of Paris bureau of Overseas News Agency (1945-47).

PROGRAMMING

George Chandler re-elected president of Screen Actors Guild. Other officers elected: Dana Andrews, first vp; James Garner, second vp; Charlton Heston, third vp; Conrad Nagel, fourth vp; Ann Doran, recording secretary, and Frank Faylen, treasurer.

Marvin Korman, advertising department, Screen Gems, New York, named to newly created post of advertising and promotion manager. William Hart, eastern sales executive, moves to Chicago as SG's midwest sales manager, and Robert Newgard, former midwest sales representative, becomes western division sales manager in Hollywood.


Milas Henshaw named producer for Wanderlust and Holiday series at Bill Burrud Productions, Hollywood. Patricia Currey appointed production coordinator for both programs.

Kay Thompson named creative consultant for Judy Garland Special scheduled for March 11 on CBS-TV.

Bill Smith, faculty member, New School for Social Research, New York, named talent consultant for WBC's nightly tv series, PM East.
INTERNATIONAL

William H. Gatefield, treasurer, Essex Broadcasting Inc., manager of CKLW-AM-TV Windsor, Ont.-Detroit, elected to board of directors. John Gordon, program director, CKLW, named program and production manager, and Thomas J. Sutton, production manager, CKLW-TV, appointed program and production manager. Mr. Gordon joined CKLW in 1935 as announcer and was promoted to chief announcer before serving as program director. Mr. Sutton previously was producer-director at WWJ Detroit before joining CKLW-TV as production manager in 1957.

Martin Fritze, tv producer, J. Walter Thompson Co. Ltd., Toronto, to company’s new office at Frankfurt, Germany.

Chuck McManus, formerly of CKPR Fort William, Ont., named sports director, CHAB-TV Moose Jaw, Sask.

Hal E. Cooke, general manager, CKEY Toronto for past 12 years, named general manager, CKSL London, Ont. Previously Mr. Cooke held executive positions in programming, production operations and sales with Northern Broadcasting Ltd.

Richard Stenta, CBS Radio staff producer-director, joins GAC-TV. He will coordinate company’s European activities from Rome office.

Eric Maschwitz, head of BBC-TV’s light entertainment department, appointed advisor on entertainment programs to Stuart Hood, controller of programs, BBC-TV.

EQUIPMENT & ENGINEERING

Paul Garrison appointed general manager, Technical Appliance Corp., wholly owned subsidiary of Jerrold Electronics Corp., Philadelphia. Mr. Garrison formerly was sales manager of special products division ITE Circuit Breaker Co., Philadelphia, and earlier sales representative in ITE’s military electronic equipment division.

George Ruff joins components division, Industrial Electronic Engineers Inc., North Hollywood, as sales engineer, succeeding Jay Lechner, who becomes sales engineer for IEE’s photo-etch division. Prior to joining IEE, Mr. Ruff served in similar capacity with west coast division of Fairchild Camera & Instrument Corp., Hicksville, N. Y.

Ben Warriner named product programs manager for Raytheon’s microwave and power tube division, Lexington, Mass. Before joining Raytheon in January, he served as manager of research and development for Collins Radio Co.

Jack L. Hunter named manager of distribution planning, General Electric radio-tv division, Dewitt, N. Y. He formerly was district sales representative in Northeast U. S. for tv receiver department of GE.

Lee W. Hahn, field sales manager, Emerson Radio Inc., Jersey City, N. J., appointed director of sales for Emerson and Quiet Kool Divs.


Ralph W. Emerson Jr., appointed project manager for pr department of Sylvania Electric Products Inc., replacing J. J. Lanigan who has been called to active duty with U. S. Army.

DEATHS

Ralf M. Spangler, 62, president of General Adv., Hollywood, died Nov. 12 after brief illness. He is survived by his wife, May, who will continue as director of agency.

William Duane, 48, recently appointed director of news operations, WLS Chicago, died of heart attack Nov. 9 in St. Francis Hospital, Evanston, Ill. Mr. Duane had been with WLS for 12 years.

John MacNeill, 28, newsmen with WECT (TV) Wilmington, N. C., died Nov. 12, at Brooke Army Medical Hospital, San Antonio, Tex., from injuries received in crash of Air Force cargo plane during air show at Wilmington, Sept. 24. Mr. MacNeill is second WECT staff member to die from injuries of that air show (Broadcasting, Oct. 23).

Frederick A. Fleck, 71, unit production manager for Desilu Productions, Hollywood, before his retirement two years ago because of poor health, died Nov. 9 at his home in North Hollywood.

Wally Brown, 57, comedian who appeared frequently on television in Dinah Shore Show, Joan Davis Show and My Three Sons, died Nov. 14 of heart condition in Van Nuys, Calif.
WXYZ-TV challenges Detroit write-off

The letters to the editor column in the national magazine will not be the only forum for Detroit citizens to express their disagreement with the conclusions reached in *Time* magazine's Oct. 27 article on their city. WXYZ-TV Detroit is producing a 30-minute documentary featuring business, industrial, and political leaders to present a "positive look at Detroit." Entitled *Detroit vs. Time*, the program includes messages from John O. Dykstra, president of Ford Motor Co., George W. Romney, American Motors president, and Detroit Mayor Louis C. Miriani, all emphasizing the bright future that they are convinced the city will have.

Many of the scenes in the taped presentation were shot on location throughout the city, and planes and helicopters were used to present a panorama of Detroit "as one of the wealthiest economic areas in the world."

WXYZ-TV staff newsmen Lee McNew and Dave Diles narrate the documentary which was conceived by John F. Pival, president of WXYZ Inc.

Harding-Cox broadcast commemorated by KDKA

Besides being the vehicle for Warren Harding's election, the 1920 campaign was also the occasion for the first non-experimental radio broadcast. On Nov. 2, Leo H. Rosenberg began announcing the election returns over KDKA Pittsburgh, then operating on a general license designed to facilitate experimentation. On the 31st anniversary of the pioneer broadcast, city, station, and announcer were re-united to celebrate the occasion.

Mayor Joseph Barr proclaimed the Thursday "Leo Rosenberg Day," and the station feted the announcer at luncheon, and saluted him in a number of programs that afternoon. One of the shows originated from the spot where a makeshift studio had been set up on top of a manufacturing plant in East Pittsburgh to broadcast the 1920 returns.

Mr. Rosenberg directed operations for KDKA, and at two other Westinghouse stations during the early 1920's—WBZA Springfield, Mass., and KYW Cleveland (then Chicago). He later left the Westinghouse group and joined the advertising agency that in time became Foote, Cone & Belding.

MGM-TV marriage brokers arrange wedding, gifts

There is a modern tendency to avoid the arranged marriage as an undemocratic and heartless affair in which everyone suffers. But MGM-TV has found that this need not be the case through its *Father of the Bride* series.

Around the arranged marriage between Myrna Fahey and Burt Metcalfe, the series' "fiancés" for instance, a very extensive merchandising campaign has been arranged. Through Weston Merchandising Assoc., assigned by MGM to promote the situation comedy series, commercial tie-ups have been made with a wedding gown manufacturer, a dinner wear maker, home decoration services, and a coloring book and games printer.

More than 6,000 retail outlets will participate in the wedding gown (by Alfred Angelo Inc.) and formal wear (by S. Rudofker Sons) promotion, which will reach its high point with the series' televised "wedding" scheduled for Feb. 2. Other participants in the campaign and the retail outlets will be linked together by a "Win a Honey-moon" contest, which began in the Nov. 15 issue of *Modern Bride*, featuring Miss Fahey.

WGRD radio personality honored by community

One evening last month, some 5,000 persons from Grand Rapids, Mich., turned out to celebrate the 39th birthday of fellow citizen Bob Whitcomb, air personality of WGRD, that city. During the proceedings at Grand Rapids' new civic auditorium, the announcer was awarded the key to the city, with a plaque commemorating his "unselfish interest in promoting good will" in the community.

It was a really big show all around, with 12 polka bands for dancing, an appearance by Karen Southway, 1961 Miss Michigan, and telephone conversations between Bob and national celebrities, monitored by the audience through a two-way hookup in the auditorium's public address system.

Bob Whitcomb is now in his 14th
year with the Grand Rapids station, and is widely known as "Jasiu" because of his interest in and work for the local Polish community.

Community programming topic of WSOC pamphlet

That an enormous share of a conscientious station's broadcasting is devoted to public affairs programming and spots has been highlighted by a new brochure on non-commercial service published by WSOC-TV Charlotte, N. C. Entitled "The Story of One Broadcaster's Public Service," the pamphlet details how the station has made a policy of fulfilling its public affairs responsibility creatively, by directly involving the community in its service programming.

In words and pictures, WSOC-TV's brochure examines the variety possible in public affairs presentations. From the weekly Hour of Opportunity, devoted to the particular problems of Charlotte's Negro community, to one-time specials, the station has programmed on community interests such as sports, education, discussion, and safety, and proven that public affairs need not be a grimly listless field.

Drumbeats...

Introduction • When KTTV (TV) Los Angeles opened its new Chicago sales office, the station took the opportunity to introduce Frank Browne, its new midwestern sales manager and marketing director, to various media people, with a party at the Sheraton Hotel.

Ahoy! • Debby Drake, star of the Debby Drake show on WAVY-TV Norfolk-Portsmouth-Newport News, Va., has been made an honorary crew member of the U.S.S. Auclla, by all the chiefs aboard the ship. They also voted her "the girl they'd most like to exercise with."

Tidewater promotion • The three TV stations of "America's Most Misunderstood Market," the Tidewater quad-

Homecoming Queen

Coverage of the three-day festivities welcoming Maria Beale Fletcher, 1961 Miss America, home to Asheville, N. C., has earned WLOS-TV, that city's, its share of plaudits from local viewers. The station carried the two-hour homecoming parade live, under the sponsorship of Pepsi-Cola, and even contributed its own float to the procession. This was not Maria Fletcher's first appearance on the station; her parents, who conduct a dancing school in the city, had their own program on the station for four years.

All that glitters is gold

Miss Golden Years, in Washington to promote David Wolper's hour-long documentary, "Hollywood: The Golden Years," (scheduled for NBC-TV Nov. 29) gave that city's press corps an added starter with an ad lib Charleston. Miss Golden Years (Hollywood starlet Jo Anne Quackenbush) wore a $6,000 gold lame dress, gold shoes, $50,000 in golden jewelry and has golden hair. WRC-TV Washington, her host during this particular leg of her 26-city trip, went her one better on the golden theme. The station held a party for her at the Golden Parrot restaurant, gave out gold cigarette lighters and presented Miss Golden Years with a gold Naval Aviator's set of wings, symbolizing the golden anniversary of that organization. The station even found a car from the "golden years" in which to transport her, a 1933 Chrysler Phaeton.

New promotion service • A clearing house for radio promotion ideas was introduced at the BPA convention in New York two weeks ago. Frank Lander, president of Promotion-of-the-Month, said subscribing stations will receive a minimum of 10 promotions each month. Each will be complete from format to publicity kit. Address: 97 Lexington Ave., New York 16. Phone: Murray Hill 4-1775.

Song for a city • KVIL Dallas commissioned Tom Merriman, artistic director of Commercial Recording Corp., to write a song that would express in words and music the tone and activities of Dallas. Result is four minutes of sophisticated praise entitled "This is My City."

The Nashville sound • CKLW Windsor, Ont.—Detroit saluted "The Hit Sounds of Nashville" during an entire day's programming featuring guitarist Chet Atkins, singer Jim Reeves, and pianist Floyd Cramer. Rivaling telethon actors, the trio of recording personalities kept at the microphone from 7 a.m. to midnight, detailing in words and music the current influence of the Nashville "sound" in popular music, and giving away 132 of their albums.
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Nov. 9 through Nov. 15, and based on filings, authorizations and other actions of the FCC. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.


Lubbeck, Tex.—Southwestern Best, Co., UHF ch. 50 (566-512 mc), ERP 9.1 kw vswr, 5.1 kw aur. Ant. height above average terrain 322 ft., above ground 563 ft. Estimated construction cost $82,000; first year operating cost $80,000. P. O. address 1104 Avenue I, Lovington, N. M. Studio and trans. location Lubbeck. Geography coordinates 33° 53' 17" N. lat., 105° 53' 8" W., long. Trans. GE 2T-20-A; ant. Electron HL-2. Legal counsel: Ross K. Presscott, Dallas, Tex.; consulting engineer: Electron Co., Dallas. Principals: A. C. Holder, W. D. Irwin (each 25%), Ora R. Hall Jr. (25%), T. J. Deason Jr., E. Kirk Newman (each 5% or more). Mr. Elvaney is independent oil operator. Mr. Irwin owns 53% of city and 30% of another; Mr. Hall is oil operator; Mr. Newman is attorney; Mr. Deason is manager. McElvany is stockholder in oil firm. Ann. No. 9.

New am stations

ACTIONS BY FCC

Nicholasville, Ky.—Nicholasville Best, Co. Granted 1280 kw, 500 w. P. O. address box 10, Nicholasville, Ky.; estimated construction $13,500; first year operating cost $30,000. Principals: Pierce E. Lackett, F. E. Lackett, Karshen Feden (each one-third). F. E. Lackett is beneficial owner of WPAD-AF FM Paducah, Ky., and 50% beneficial owner of WJFL-AF, AM-AM FMs. Mr. Lackett is beneficial owner of WHOH-AM-FM Hopkinsville, Ky., and 50% beneficial owner of WHAJ-AM FM. Action Nov. 15.

Chardon, Ohio.—The Grauza Best, Co. Granted 1300 kw, 500 w. P. O. address c/o James L. Werner, 131 Main St., Chardon, Ohio. Estimated construction $13,500; first year operating cost $30,000. Principals: James L. Werner, Shirley J. Werner (each 50%); Mr. Werner is attorney and is proprietor of title insurance firm; Mrs. Werner is housewife. Action Nov. 15.

ACTIONS BY BROADCAST BUREAU

Utica, N. Y.—Fusco Best, Corp. Granted 1550 kw, 1kw D. P. O. address 2816 Hilton Ave. Utica. Estimated construction cost $36,015; first year operating cost $60,000; revenue $80,000. Principals: Michael C. Fusco, Daniel A. Fusco (each 50%), who are equal partners in advertising agency. Action Nov. 14.

Applications

Holdenville, Okla.—Canadian River Best, Ch. 6, owned by R. W. Crennan, 1917 E. 26 Cir., Oklahoma City, Okla. Estimated construction cost $22,000; revenue $35,000. Mr. Hopen, sole owner, is operator of KLRA Little Rock, Ark., and owns laundromat. Ann. Nov. 15.


Existing am stations

ACTIONS BY FCC

KRE Berkeley, Calif.—Waived Sec. 1.354 of rules and granted mod. of cp to change trans. from 1300 kw to 1300 kw and trans. site from 1400 kc to 1400 kc, 250 w-N, 1 kw-ls; engineering condition. Is licensed on 1400 kc, 250 w, until Action Nov. 15.

KCJH San Luis Obispo, Calif.—Granted mod. of cp to change station and engineering condition to move from KJAW, Trans. location to Arroyo Grande, continued operation on 1280 kc; engineering condition. Action Nov. 15.

WEND Ebenburg, Pa.—Granted increased daytime operating hours (about three hours each day) on 1380 kc, 1 kw reduced to 250 kw; engineering condition. Action Nov. 15.

Applications

WJB1 Holland, Mich.—Cp to change trans. from 1300 kw, 250 w, D to unl. to change power of 1 kw, 5 kw ls, make changes in DA system (add one tower) and change and agreement not to compete; site to Ogilburnow. 67 m ents. worth of present site; engineering condition. Action Nov. 15.

KFRM Kansas City, Mo.—Mod. of license to change station location from Kansas City, Mo., to Salina, Kan., to be in main studio in Salina area. Requests waiver of Secs. 1.350(c) and 1.354(c) of rules. Ann. Nov. 15.

WVFL Palmyra, Ohio.—Cp to increase power from 500 kw to 1 kw, install new trans. and install DA-D. Ann. Nov. 15.

New fm stations

Applications

*Spring Arbor, Mich.—Spring Arbor College. Granted 1300 kw, 500 w. P. O. address c/o Dr. David McKenna, President, Spring Arbor College. Estimated construction cost none (equipment donated); first year operating cost $2,400. Ann. Nov. 15.


Ownership changes

ACTIONS BY FCC

KYMY-AM-FM, KOMY Inc., Watonvile, Calif.—Granted transactions to Watonvile?'s Owners. Francis T. Crennan to Monterey Bay Best, Co. (Robert H. Dolph, president, has 71% interest) in KXTM FM. Consideration $177,150 and agreement not to compete in radio or TV business within 100 miles of Watonvile for one year. Ann. Nov. 15.

WMIL Milford Best, Corp., Milford, Mass.—Granted assignment of license to Wrevene Radio Corp. (W. R. Comerford, president); Green M. Best, Inc. 55.6% owner, is licensee of WSKY Montpelier, Vt.: consideration $750,000. Action Nov. 14.

WBBF-AM-FM, WBBF Inc., Rochester, N. Y.—Granted renewal of license and assignment of license from Rubel 50.5% to Rubel 60.5% to Rochel broadcasting, Inc. (John R. Morgan, president); consideration $65,000 and agreement to reduce any additional cost in the new broadcasting industry in Mcminn County for 108 months. Action Nov. 15.

KTUL, KTBG Inc., Danville, Va.—Granted assignment of license to WSSB Inc., to McMinn Broadcasting, Inc., on terms and conditions of assigned interest. Action Nov. 15.

Application(s)

KBBF Fresno, Calif.—Seeks transfer of all outstanding stock in KBBF Inc. from Elhan Bostg., Inc. to B. B. Bostg. Inc. (49%) to Nerreur W. Patterson, Jr., Gloria D. Patterson, and Howard Patterson (51%), all of Fresno, Calif. (total interest $86,000). Action Nov. 15.

WMBB, WMBB Inc., to Glenda Bostg., Inc. (26 shares); consideration $6,000. Action Nov. 15.

KBLE(FM) Market-Casters Inc., Belling- ham—Seeks transfer of all outstanding shares of stock in KBLE (FM) Inc. from L. N. Ostrander and G. A. Wilson, d/b/a as East Side Bestg. Co., (Messrs. Ostrander and Wilson have interest in KARI Blaine, and KNXK Kirkland, both Washington); consideration $29,000. Action Nov. 15.

Applications

KBIF Fresno, Calif.—Seeks transfer of all outstanding stock in KBIF Inc. from Elhan Bostg., Inc. to B. B. Bostg. Inc. (49%) to Nerreur W. Patterson, Jr., Gloria D. Patterson, and Howard Patterson (51%), all of Fresno, Calif. (total interest $86,000). Action Nov. 15.

KBIF Fresno, Calif.—Seeks transfer of all outstanding shares of stock in KBIF from Walton, N. J., to George B. Butler, Jr., and H. T. Puckett (each 50%) to K. Joyce Irens, consideration $20,500 plus assumption of liabilities. Action Nov. 15.

WDFC Dade City, Fla.—Seeks transfer of all outstanding shares of stock in WDFC Inc. from W. H. Borzig, Henry T. Ogle and Goldman M. Braden to Charles E. Varner and Wallis R. Varner, consider,ation $32,000. Action Nov. 15.

WMCX Mount Carmel, Ill.—Seeks license of Radio Station WMCF to John P, Hurubut, Edna Lou Hurubut (each 50%). Action Nov. 15.

KCHE Cherokee, Iowa—Seeks transfer of all outstanding shares of stock in HCHE Inc. from L. M. Marshall to Robert H. Bumback (each 50%) to W. W. H. Bumback (100% to Bumback). Action Nov. 9.

WYUI-AM FM, WYUI Inc., to W. R. McMillan, Sr., and James E. McMillan, Jr. (50% each) and Wilbur E. McMillan (25%). Action Nov. 9.

WKWE-AM, WKWE Inc., to F. H. Hurlbut, Emmer Lou Hurlbut (each 50%), Halsey F. Hubbard (33 1/3%) and Dwight M. Hurlbut (12%), d/b a Jol-Co Radio Inc., consideration $100,000. Mr. Hubbard is in diplomatic service; J. F. Hurlbut is a police patrolman. Action Nov. 9.

WYFA-AM, WYFA Inc., to Fred C. Mount Carmel, Ill.—Seeks assignment of license from Radio Station WYFZ to John P. Hurubut, Edna Lou Hurubut (each 50%). Action Nov. 8.

WCAM-AM, WCAM Inc., to W. O. W. Masters (50%), R. J. Masters (25%) and J. W. Masters (25%). Action Nov. 8.

KWAM, WAM Inc., to J. L. Morgan, H. Morgan, H. H. Morgan, and J. L. Morgan, Jr. (33 1/3% each) to W. W. H. Bumback, (100% to W. W. H. Bumback). Action Nov. 8.

Application(s)

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KWAM, WAM Inc., to J. L. Morgan, H. Morgan, H. H. Morgan, and J. L. Morgan, Jr. (33 1/3% each) and W. W. H. Bumback, (100% to W. W. H. Bumback). Action Nov. 8.


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106 (FOR THE RECORD)

BROADCASTING, November 20, 1961

ITQ Quality

High Efficiency

5 kw AM TRANSMITTER

AM's Best 5-KW Buy!
The unique PA circuit in ITA's 5 kw AM transmitter operates with about 90% efficiency. Only five tube types used and total tube complement is nine. Makes maintenance simple and economical. Check these advantages: Solid State Rectifiers • Conelrad and Remote Control Provisions • Power Cutback to 1 kw • Automatic Recycling • Free Installation Supervision. It's value packed!

For complete information write ITA Dept. BJ-1.

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For complete information write ITA Dept. BJ-1.
If you sat down deliberately to devise a method of separating the cream from the crop in any list of potential customers, you couldn’t devise a more “self-correcting” system than the built-in “deadwood-remover” you find in the circulation methods of ABP businesspapers.

Its name is money—and it works like this:

A man pays money to subscribe to a businesspaper in any given field because he wants it, uses it in his work. Because he uses it, he is a likely prospect for what you have to sell to the industry covered by the publication.

When he changes jobs or moves to another part of the forest, he has his subscription transferred. If he no longer needs it, he lets it expire. And if he himself expires, his name automatically comes off the list at next renewal date.

While not so quite complex or visually spectacular as the electronic machinery that sweeps away dead bowling pins and sets up live ones, the deadwood-remover in ABP publications is just as efficient. And it saves you, the advertiser, a good deal of time and money setting up the live wood you need for a high average of sales strikes.

**BROADCASTING**

**BROADCASTING** is the only publication in its field qualifying for ABC and ABP membership.
cesses and cps to Kaiser Industries Corp. KSHF(FM), Redolph Edward Cees, Crestwood, Mo.—Granted assignment of cp and license to Crestwood Bestg. Corp. KOGO-AM-FM-TV, KFSD Inc., San Diego, Calif.—Granted mod. of licenses and cp to change name to KOGO Bestg. Corp. WBEC-TV Rochester, N. Y.—Granted mod. of license to change hours of operation from sharing time with WBFY-TV to unli. WLGMA Hollywood, Fla.—Granted license to change studio location and remote control point to Hollywood Beach Hotel. Effective upon notification that operation has commenced from new studio location; without prejudice to such further action as commission may deem warranted in light of proceedings in Dec. 14043. KMJJ Grand Island, Neb.—Granted mod. of license to operate auxiliary trans. by remote control; conditions. WWII, Fort Lauderdale, Fla.—Granted cp to install old main trans. as auxiliary trans. at main trans. site. KFYR Bismarck, N. D.—Granted cp to change type trans. KSHK Medford, Ore.—Granted mod. of cp to change type trans.; ant-trans. location; main studio location; and install remote control at main studio location. KBON Omaha, Neb.—Granted cp to change type trans. KSHR Redford, Calif.—Granted mod. of cp to change ant-trans. and studio location. KEPH(FM) Phoenix, Ariz.—Granted mod. of cp to change type trans. and studio location. Following stations were granted extension of time as shown by WICOM (station as shown) WWIO, Ionica, Mich., to Feb. 14, 1962; KCON Oregon City, Ore., to June 1, 1962; WOAD Hollywood, Mo., to March 15, 1962; WATX Watertown, N. Y., to May 14, 1962; KASH Modesto, Calif., to March 30, 1962; KBMR Benson, Minn., to Jan. 2, 1962; KWJZ Santa Anna, Tex., to Jan. 2, 1962; KTHI Thiel- mook, Ore., to Jan. 2, 1962; WTCO Toledo, Ohio, to April 2, 1962; KBOX Dallas, Tex., to Jan. 2, 1962; KLIP Fowler, Calif., to Feb. 1, 1962; WECV-Mai, Waukesha, Wis., to Jan. 2, 1962, without prejudice to whatever action commission may take as result of Timely Disposition Bestg. Co. v. F.C.C. Court of Appeals for District of Columbia, Case No. 16747.

### SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Nov. 16

<table>
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<tr>
<th>Lic.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<td>Cpts.</td>
<td>3,603</td>
<td>882</td>
<td>487</td>
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<th>Cpts.</th>
<th>Net on air</th>
<th>TOTAL APPLICATIONS</th>
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<td>AM</td>
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<td>852</td>
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<tr>
<td>FM</td>
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<td>179</td>
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<td>TV</td>
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### OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Nov. 16

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<th>VHF</th>
<th>UHF</th>
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<td>Commercial</td>
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<tr>
<td>Non-commercial</td>
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### COMMERCIAL STATION BOXSCORE

Compiled by F.C.C. Oct. 31

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<th>AM</th>
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<tr>
<td>Licensed (all on air)</td>
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<td>887</td>
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<td>Cpts on air (new stations)</td>
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<td>44</td>
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<tr>
<td>Cpts on air (old stations)</td>
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<td>Total authorized stations</td>
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<td>Applications for new stations (not in hearing)</td>
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<tr>
<td>Applications for new stations (in hearing)</td>
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<td>Total applications for new stations</td>
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<td>Applications for major changes (not in hearing)</td>
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<tr>
<td>Applications for major changes (in hearing)</td>
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<tr>
<td>Total applications for major changes</td>
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<tr>
<td>Licenses deleted</td>
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1 There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
Help Wanted—Management

Sales managers, assistant and station managers, interested in joining expanding Florida, radio group in administrative capacities—excellent future—send detailed resume to Box 80TH, BROADCASTING.

Manager—sales manager strong on sales and promotion. Regional small market—northwest, Box 80TH, BROADCASTING.

Station manager for successful Texas kilowatt, northwestern market. Experience in sales, programming, announcing, minimum age 35. Salary $6,000.00 plus percentage. Complete resume, references to Box 80TH, BROADCASTING.

Sales

Sales-operation manager (plus two salesmen) for expanding station in central-eastern Atlantic-Mediterranean market. Send resume, salary history to Box 80TH, BROADCASTING.


Announcers

Southern New England “good music” station will have December 1st opening for staff announcer. Starting salary, $600 per month. Send photo, resume, and tape to Box 80TH, BROADCASTING.

Announcer with well-rounded experience from medium market, Box 74TH, BROADCASTING.

Capable radio announcer desired by am-fm-tv station. Emphasis on voice quality and intelligent delivery. We are adult operation, not personality format...interested in experienced announcers. Above average benefits, pleasant midwestern community. Box 74TH, BROADCASTING.

Announcer-engineer, Central Pennsylvania station. Our need is immediate. Salary open. Send photo, resume, and tape to Box 80TH, BROADCASTING.

Opportunity for versatile announcer dedicated to modern radio. Must have good, tight, swinging sound. Pennsylvania medium market. Experienced announcers only. Send resume, tape to Box 80TH, BROADCASTING.

Announcer, some experience. 30 miles—N.Y.C. Box 87TH, BROADCASTING.

Help wanted...Announcers. KHAR, Anchorage, Alaska...received many announcer applications two months ago. If you did not have a voice, please reapply. Good announcers destroyed by fire. We're now rebuilding. Need experienced men.

Help Wanted—(Cont'd)

Announcers

1st phone only, adult personality. Must be able to write and perform commercials. Prefer applicants from Illinois, Iowa, Minnesota and Missouri. Send details and present air schedule. Starting salary $650 per month. Box 80TH, BROADCASTING.

Newsmen for local news operation. $110.00 to start, plus travel. KBRZ, Poirjort, Texas.

Opportunity married staff announcer. Outline experience, KFRO, Longview, Texas.


Immediate opening—morning man, salesmen, news director. We want a permanent man, no floaters. Outstanding one station market. If you have a good voice, excellent programming, we'll make you an offer. Must have ability to sell. K-ENT, WADK, Newport, Rhode Island.

Need announcer with experience, for small market station. Experience necessary. Bright spot, board and news. Able to work with a team. Send photo, tape and resume to WEHT, Van Wert, Ohio.

WANTED: Experienced dj for tight format operation. Must be strong on news and able to give a good sell on commercials. We program a modern operation, no roll-of-the-weekers please. Send tapes, resumes and pictures to Bob Bauer, Program Director, WUFB Radio, Benton Harbor, Michigan.


WJOY, Burlington, Vermont has immediate openings for dj-announcer and full time news director, Experience and references a must. Call or write Dean Slack.

Announcer to host night-time good music shows, WKRG, Mobile, Alabama.


Needed immediately, soft sell dj or announcer for popular station. Good voice required. No tapes returned. WPAC, Pat- choogue, New York.

Leading radio-tv operation has opening for announcer of proven professional caliber. Some television if qualified. WSAV Radio-Television, Savannah, Georgia.

Opening for announcer with first phone. Must have good, tight format. Send resume, tape to Ed Huot, WTRC, Elkhart, Indiana.

Help Wanted—(Cont'd)

Announcers


Preferred speaking, first radio telephone, no experience necessary, 250 watt, new equipment, beautiful location. Box 1326, Ponce, Puerto Rico.

Openings for announcer and continuity director. Write Box 82, Bloomington, Indiana.

Technical

Chief engineer for metropolitan daytimer going directional. Part of southern Florida's largest station. Good opportunity for experience working with group engineer. Excellent working conditions. Send photo—complete resume, salary requirements first letter. Box 80TH, BROADCASTING.

Engineer-announcer wanted for a central Michigan progressive 1 kw station. A combination, first phone, no maintenance. Right position for right man. Write Box 80TH, BROADCASTING.

Chief Engineer, Immediate opening. WYOS, Liberty, New York.

Chief Engineer to take over engineering department of aggressive Musk Company in Washington, D. C. Must be thoroughly familiar in layout and design of station with knowledge of major and public address announcements. Good opportunity for someone to work as assistant engineer. Write Box 80TH, BROADCASTING.

Interested in 6 man staff, midwest market, heavy news schedule? Send details, salary requirements, for immediate opening. Box 80TH, BROADCASTING.

Experienced newsmen, gather, write, broadcast. WNOE, N. Y. state. Box 87TH, BROADCASTING.

Good newsmen wanted by one of the finest small station operations in the Northwest. Located in Washington state, some of the greatest weather around. Captive audience, no newspaper or other radio competition. Over 25,000 people rely on us as our only source for daily news. Want man to take over news operation. Must be good writer-reporter, as well as man. Typing desirable. Other opportunities also. Excellent salary and benefits. Write Box 80TH, BROADCASTING. Please give details of background and salary wanted. Send complete resume, references and tape to: WCRK, P.O. Box 300, Miami, Florida.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

• SITUATIONS WANTED 20¢ per word—$2.00 minimum • HELP WANTED 25¢ per word—$2.00 minimum.

DISPLAY ADS $12.00 per inch—STATIONS FOR SALE advertising require display space.

• All other classifications 30¢ per word—$4.00 minimum.

• No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

Arrangements or box numbers are strongly recommended. All subscriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.
Help Wanted—(Cont’d)

Production—Programming, Others

Radio station WGL, Fort Wayne, Indiana, is seeking a commercial copy writer who can also handle promotion and publicity and be part of our four-member news team. Must have at least four years experience in writing good selling copy, type better than average and naturally should possess creative ability. Excellent opportunity and working conditions. Please do not apply unless you have some home experience and have necessary qualifications. Position open about December 17. Phone or write Bill Hausman, Program Director.

Radio

SITUATIONS WANTED

Management

Prefer medium market—35-family man. College graduate, first phone—eleven years commercial radio—part two years public relations capacity with agency contacts. Prefer managerial experience. Box 878H, BROADCASTING.

Team to take over the operation of your station, new or old. Two couples, experienced in all phases of operation. One manager type familiar with all records and publications. Advertising and sales experience; one greeting producer and sales manager. Write to above address. No home experience. Both wives completely acquainted with traffic and copy. Available after December 1st. Box 884H, BROADCASTING.

20 years management, program- ming, advertising experience, desires an opportunity to prove my worth to an aggressive organization. Box 862H, BROADCASTING.

Manager-commercial manager. Know all phases, 12 years program employer. Community leader, want growing organization. A good, hard worker, will operate your station your way. You make policy, I’ll take profit. Box 898H, BROADCASTING.


Have know how to manage, will manage! Small to medium market. Strong sales, good copy—new ideas. Investment considered. Box 867H, BROADCASTING.

Manager, heavy sales. For small or medium market. Desire a chance to operate your station. Experience, stature. Mature, thorough knowledge all phases programming. Im- mediate. Box 885H, BROADCASTING.

Announcers

Negro announcer, dj, tight format. voice, experienced. Will travel. Box 846H, BROADCASTING.

Top sportscaster looking for sports minded station. Pro, or references. Box 720H, BROADCASTING.


Those who’ve heard agree—best basketball announcer ever. Request tape and decide for yourself. Presently doing small college sports; desire bigger set-up. 6 years experience. Box 785H, BROADCASTING.

Announcer, dj, fast board, mature voice, experienced. Residence want to settle. Box 798H, BROADCASTING.

Dj, sports, utility, 7 years experience, draft exempt, midwest please. Box 813H, BROADCASTING.

Sports director with 6 years play-by-play ready to move up. Looking for station that carries minor league baseball; and/or college baseball and football. College graduate. Married. Locate anywhere. Box 818H, BROADCASTING.

Situations Wanted—(Cont’d)

Announcers

Newcomer—pleasant voice, single, 19, variety, top small station. Box 899H, BROADCASTING.

Announcer, dj, married, good tight board. Will re-locate. Will work hard. Box 842H, BROADCASTING.

Station owners; Here’s an experienced an- nouncer-engineer-saloon keeper for a home. Think five—excellent references, single, draft free, available. Box 845H, BROADCASTING.

Mature, experienced, good voice and family man. Desires position at station with happy sound. No location, must relocate anywhere. Box 853H, BROADCASTING.

Western Hemisphere’s only almost perfect disc jockey available now. Box 868H, BROADCASTING.

Experienced announcer with audience appeal. Young, bright, and strictly a worker. Now lower rates. Best by play on all major sports. TV experience in production. Box 870H, BROADCASTING.

Gimmick happy? DJ turned flagpole sitter. Experience in large stations and ratings! Information on request. Box 866H, BROADCASTING.

Announcer with first ticket seeking permanent location strong on news and commercial background. Desires some television experience. References otherwise disregard. No top 40 please. Box 865H, BROADCASTING.

Ten year man! Would like to settle me- dium-size market, preferably west coast. Personable, well grown. Strong sports background. Clendon background. Box 863H, BROADCASTING.

Sportscaster. Youthful, Experienced, good background. Seeking sports station anywhere. Box 875H, BROADCASTING.


Combo-1st phone, 30, married, college, 10 years experience, top market, quality voice, seeking greater opportu- nity. Tape and resume on request. Box 881H, BROADCASTING.

Memphis vicinity or farther south. $70.00. 8 years experience. 30. Box 882H, BROADCASTING.

Dj personality—creating shows that sell for 13 years in your top markets. Guarantee top return in money, work and talent for young investment in your price. Box 884H, BROADCASTING.

Beginning announcer wants part-time work while working full time. Write 41 1st. Graduates of N.A.O.B. Box 888H, BROADCASTING.

Religious broadcasters: Night shift direc- tional chief combo. Pictorial patter show: profitable, involving music, marathons and spots; scriptures (short) researcher, analy- zers, sound policy adhered to. South of the states, West. $1,500. Box 889H, BROADCASTING.

Immediately or sooner, young experienced, creative and ambitious dj. Box 892H, BROADCASTING.

Dj, sportscaster, tight-board, bright sound. Top 40, young and ambitious. Box 897H, BROADCASTING.

1st phone operator single, vet, strong ham & electrical experience. Must have work permit. Will work 5pm to 1am. From a mid-south area for permanent position as board and play-by-play announcer. Box 898H, BROADCASTING.

Ambitious newsmans: Seeks real challenge in radio or tv. Six years experience in both. Desires ability to grow. Strong on local news. 34, married. Journal- ism graduation. Box 900H, BROADCASTING.

Newsmans: 20 years experience. 13 years with one station. Some tv. Box 902H, BROADCASTING.

Announcer 26, B.A. college, 1st phone. Currently program director—top 5000 watt. Would like to relocate. Box 904H, BROADCASTING.

Announcers

Young, single, experienced, baseball play- by-play announcer, desires to move from class B, or higher basebal. Box 906H, BROADCASTING.

Available after 15th of December or will part until next season opens. Tape and picture history waiting. Write if you want good baseball man with experience and something different in sports play-by-play. Box 908H, BROADCASTING.

If you are looking for a warm and friendly sound for your new radio station... that just happens to have a first class man. Chuck Evans, 1920 NW 144th St., Miami, Florida. Phone MU 1-3792.

Seasoned hot format jock currently doing air work and music direction at top station in area, desires step up. Willing to relocate. ME 7-2194, New Bern, N.C.

Country personality announcer, top rated show, excellent copy and production, sales, news, sports. Excellent references. Phone Forest 6-8545, Zeppelins, N. Carolina.

Dj—Know and like both c&w and r&b music—need chance to begin radio career. Desires full time job with or part-time, 24, married, reliable, school graduate. No drifter—strong on news, tight board, money changer. Box 879H, BROADCASTING.

Clarence Hobbs, 419 Stadium St., South Tennessee, Phone 1194.

Announcer 1st phone no maintenance, $85, no car. BE 7-6767 after 6. Walter Piaskeet, 2219 N. Parkside, Chicago.

Situations Wanted—(Cont’d)

Technical

First phone, married 1, reliable, sober. 29, Military obligation completed. Permanent position. No experience. Willing to work hard. Box 893H, BROADCASTING.


Production—Programming, Others

Sports director—radio or television. Now public relations director with professional sports organization—thirteen years play-by-play broadcasting experience. Well diversified in all phases of sports—38. Married. First phone will travel for interview. Box 883H, BROADCASTING.

Responsible, competent newsmans seeks am/ tv position at news minded organization. Excellent references. I guarantee result. Box 867H, BROADCASTING.

Newman, experienced major market. Major local news and bees. Available December 1st. Box 906H, BROADCASTING.

Experienced program director available to take responsibility for programming sta- tion dealing quality, integrity, service and ratings. Fourteen years radio with best references, Don MacKinnon, 14978 Robson, Detroit 27, Michigan.

TELEVISION

Help Wanted—Sales

TV sales experience. We have an opening for you. Draw-commision, no ceiling, pro- fit sharing, insurance and vacation. Write KFBE, Box 1139, Great Falls, Montana.

Announcers

Sports director for midwest radio-tv company. Desires play-by-play, regular tv sport shows and some news work. Send background resume with tape and photos if possible. Box 725H, BROADCASTING.

Technical

Engineer of good character, best technical qualifications for south Texas vhf. Box 715H, BROADCASTING.

BROADCASTING, November 20, 1961

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Help Wanted—(Cont'd)

Technical

WTOC-am-fm-tv has opening for first class engineer. Reply by letter to chief engineer, giving complete qualifications, references, photographs and salary requirements for 50 hours. Box 874H, BROADCASTING.

TV transmitter engineer, first phone license, new junior VHF. Must have abilities to operate various transmitters. Contact, John Smith, V.P., for Engineering. P.O. Box 864, Corpus Christi, Texas.

Production—Programming, Others

Attractive and unusual time weekly live studio show along with part time secretarial responsibilities to general manager. Submit immediate resume and photo include film clips and tapes if available. Mrs. Richard, Personnel, KSOO-TV, Sioux Falls, South Dakota.

TELEVISION

SITUATIONS WANTED

Sales

Big profit pack—see Announcers.

Executive type salesman wants to relocate in television or radio. Eight years of solid, successful sales background, including local, regional and national. Sales and management experience necessary. Covers Midwest market preferred. Box 802H, BROADCASTING.

Want out radio—in tv. 2 years radio sales, experienced news writer. Some radio-tv presentations writing. Box 899H, BROADCASTING.

Announcers

Tv announcer. Solid background, 18 years radio/TV. Professional on-camera, booth. East, midwest. Highest paid present market. Box 865H, BROADCASTING.

Big profit pack—Very successful two man kids show in mid-west. Outstanding 30 min. film with resume. We're out of army with ultra non essential MOS. He's now d) in number 1 market and I'm selling for ad agency in number 10 market. We wish to get back in tv. Thirteen years combined experience including network. TV producing-directing, announcing, news-casting, writing, producing, technical, sales. Radio d) top 40 and classical, technical, box 892H, BROADCASTING.


Technical

Technical school graduate desires studio or transmitter and studio position. Experienced in transmitter, studio and maintenance. Box 873H, BROADCASTING.

Production—Programming, Others

Big profit pack—See Announcers.

Six years experience news, Film, camera, production and photography. Box 879H, BROADCASTING.

Experienced woman tv and radio personality available immediately—prefer N.E. Highest references—on camera interviews, commercials, special events, model clothing—remotes—write copy. Interested in opportunity. Box 899H, BROADCASTING.


YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

☐ TF (until forbid)

RATES

☐ Situations Wanted—$2.00 per word—$2.00 minimum (Payment in advance)

☐ Help Wanted—$2.50 per word—$2.00 minimum

☐ Display ads $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ Situations Wanted—[Payment in advance]

☐ All other classifications $4.00 per word—$4.00 minimum

(No charge for blind box number)

HELP WANTED

☐ management

☐ sales

☐ announcers

☐ technical

☐ production-programming

SITUATIONS WANTED

☐ management

☐ sales

☐ announcers

☐ technical

☐ production-programming

COPY

(IF larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

BROADCASTING, November 20, 1961
FOR SALE

Equipment

A used RCA BTA-250L transmitter with crystals, 300-1450 kc and selected spare parts. We will crate and ship for $750.00 Transportation collect. Call Jay Leibach, chief engineer—WLEC, Sandusky, Ohio. Write P. O. Box 441.

Magnecord stereo professional tape recorder model A, Two recorded hours, like new $650.00. Original price $850.00. Said price $700.00 fantastic value. Contact Herschell Martin, 2955 9th Ave., West at WSIX in Nashville, Tennessee. Call or write.

For Sale: Western Electric type number 355 E-1.5 kw transmitter. Old but good. Buy to assume cost of dismantling and moving. Used in early 1962. Send your offer to P. O. Box 3807, Denver, Colo.


For sale—1947 RCA mobile unit, as is, type T254A, with cable reels, equipment table, cabinets, power transformer and voltage regulator—complete. If interested, call Hauser, Chief Engineer, Westinghouse Broadcasting Co., Boston, Mass. Telephone AL 4-5670.

Ampex and Magnecord tape recorders and other audio equipment are sold at best possible prices. Write for list. Magnecord, Viking & Magnecord—spare parts. Used PT6-1000, Gates Audio Company, 2708 Polk, Houston, Texas.

Complete inventory of Ampex, Magnecord & Viking spare parts. Used PTE-JAH—$500.00; used PTE-JAG—$350.00. Gates Audio Company, 2708 Polk, Houston, Texas.

Am, fm, tv equipment including monitors, $350, 1500, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C. Buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1914 10th Street, Laredo, Texas.

Transmission line, 150,000 ft. Nonferro, Bell 1,150 ft. Ritten, New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.


Audio Cine-voice camera, latest model, new, complete, $500.00; Bolex titler $150.00; Nikon 18mm processing equipment $150.00; Minilite rewinding equipment $30.00; Astro-Berlin 40mm 7/8 lens. Exakta mount, $120.00. Roman Averbeck, 1238 North 13th Street, Quincy, Illinois.

WANTED TO BUY

Equipment

Used uhf transmitter, antenna and associated equipment. Write P.O. Box 1059, Roanoke, Virginia, or telephone DI 2-7980.

Wanted: Used console, turntables and microphones suitable for training school. Write P. O. Box 2122, MSS, Tallahassee, Florida, or call 2122.

WANTED TO BUY

Stations

Struggling or profitable radio station, medium size market, in upper midwest with future possibilities. All details confidential. No brokers. Box 892H, BROADCASTING.

Small to medium price range. Prefer New York. Details considered on strictest confidence. Box 883H, BROADCASTING.

Have 15-20 thousand down payment for best AM available west of Mississippi. Call, write E. H. Dodds, Torrington, Wyoming.

INSTRUCTIONS


Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Classroom license training school of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license preparation by correspondence. Open to all 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.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling for classes starting January 3, March 7, May 9, July 11. For information, references and reservations write William E. Ogden Radio Operational Engineering School, 1160 West Olive Avenue, Burbank, California.

FCC first class license in 6 weeks. We are specialists. We do nothing else. Small classes. Maximum personal instruction. One low payment. Unlimited, until license secured. Pathfinder Method, 5004 Hollywood Blvd., Hollywood, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. Write to Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

TELEVISION — RADIO EXECUTIVE

Available

Fully qualified, 20 years experience all phases station operation and management. Successful background as station owner, corporate officer, management, sales, programming, production. Combined radio-TV experience. Interested in responsible opportunity in station or allied field. Excellent references. Box 880H, BROADCASTING.

MISCELLANEOUS


Will swap 259 watt transmitter for new Ampex 360. Call Bill H. Stewart, w. THE, Spartanburg, South Carolina.

"Deejay Manual," a complete guide containing adinas, bits, gimmicks, letters, patter and tape. $5.00. 1130, Show-Biz, Advertising Service, 85 Parkwy Court, Brooklyn 35, N. Y.

25,000 professional comedy lines, routines, adinas, Largest laugh library in show business. Special monthly topical service featuring deejay concepts, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Wanted old records by bushel, box or pound in good shape. J. E. Thompson, 908 Burns Avenue, Flossmoor, Illinois.

I am looking for partner in progressive radio station in interstate area population 118,000; would like you to be willing to invest $45,000 for 45 percent of station with option to buy 50 percent. Station is 1000 watt daytime currently in black. Box 2901, BROADCASTING.

BUSINESS OPPORTUNITY

Help Wanted—Management

BROADCAST—MARKETING CHICAGO AREA

The man we seek has educational background in marketing and experience in radio and TV. He may have bought or sold time or managed a station. He is between 30 and 40 years of age, personable, a good administrator and seeks an opportunity with a solid, nationally known, expanding organization. This is an inside administrative job—not selling. Give full details including salary requirements in first letter to Box 868H, BROADCASTING.

Announcers

$12,500 for SWING JOCK

Top 40 highly rated in America's top 7. North Eastern station has immediate opening for mature sounding personality D. J. All replies confidential. Tape and resume to:

Box 823H, BROADCASTING.

MANAGER WANTED

Indiana 1,000 watt fulltime, city of 100,000, wants a man who is currently employed as manager. Good executive and good salesman (must handle $50,000.00 himself in local billing). Know sales nationally. Must have social wife so couple can fit into community fast. Must know all about running a radio station, handling personnel, FCC rules, etc. Must have good background and lot of radio references. All info confidential. Air mail picture and complete story to Box 617H, BROADCASTING.

HARD WORKER WHO WANTS TO ADVANCE and make $15,000.00 Plus Now, and $25,000.00 three years from now—APPLY!
Help Wanted—(Cont'd)

CHIEF ENGINEER
5KW New England Big City Station. Must be excellent creative studio and transmitter engineer. Forward looking mgt. Wonderful future if you know your stuff and are not a "lazybones." Detail experience, references in confidence to:
Box 825H, BROADCASTING

CHIEF ENGINEER
Man needed for 6-Tower Directional and modern complex audio studio set up. Must be sharp, experienced and understand that overall sound is our most important product. Executive position with executive responsibilities and rewards. Send full information plus salary to manager:
KSTT, Davenport, Iowa

Production—Programming, Others

NEWS DIRECTOR
$10,000 to start
You write, live, breath news. You're a self starter who writes, announces and understands fast paced modern news for top 40 station in large eastern mkt. Write in confidence, tape, resume to:
Box 824H, BROADCASTING

Situations Wanted—(Cont'd)

PROSPECTING?
Here's a goldmine of talent, ideas and energy now being offered to the first progressive music station to offer the best Program Director's opportunity. Draft-exempt, married, 25, no problems except that my present position as deejay at the top station in this market precludes advancement. My employer backs me up. ALL offers in ALL markets considered. Over 8 years experience in top competitive markets qualifies me for your station's P. D. Call Dave Steere ("Dave Wilde") in St. Louis at WYdown 4-7617 and STRIKE IT RICH!

TELEVISION

HELP WANTED—ANNOUNCERS

CONFIDENTIALLY!
Major West Coast station is looking for a personality with an established and successful night-time TV show of his own. Send VTR, KINE or other visuals, along with rating and/or sales history to:
Box 877H, BROADCASTING

EMPLOYMENT SERVICE

DISSATISFIED?
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.
FEDERAL 9-0961

FOR SALE

Equipment

ATTENTION TV ENGINEERS
Add reliable control circuits to your existing STL. Equipment compatible with RCA diplexers.
Write for Details
MOSELEY ASSOCIATES
4416 Hollister Ave., P. O. Box 3192
Santa Barbara, California

A class B maximum power FM stereo multiplex radio station in the second largest FM major market—Boston, is for immediate sale. Presently with national and local sales billing. Population over 3,500,000. All brand new RCA and H. H. Scott broadcasting stereo equipment. Excellent coverage. Will sacrifice with terms at $75,000—30% down. Priced for immediate sale.
Box 702H, BROADCASTING

HAWAII
Cash sales in excess of $10,000 monthly. Priced at about one and one-half times annual gross with terms available to buyer with good background.
Box 840H, BROADCASTING

NEW YORK STATE
Major Market Daytimer
$175,000 Exec. Terms
Box 908H, BROADCASTING

Chapman Company
1182 W. Peachtree St., Atlanta 9, Ga.
Continued from page 109

authority to stations KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, KZQW and Globe, and KZQW and Globe, in Arizona, to remain silent through June 30, 1962, or until final commission action on pending renewal and applications for these stations in Doc. 13396 et al.

Rulemakings

PETITIONS FILED
Sec. 3.606: Steuer Broadcasting Co., KUQL (TV) and KUQL (FM), requests re-allocation of ch. 3 from Sterling, Colo., to WYBQ, and Sec. 3.525(a), (b), (c), (2): Samuel Miller and Miller E. Fields, counsel for number of small broadcasters and station representatives.

ROCKY MOUNTAIN

Profitable single market DT KW. Applications 5 KW or greater, big game, fishing, scenic, $50,000 terms.

Box 872H, BROADCASTING.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
103 N. Dearborn St., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS FOR RKO and Sinclair in the eastern states and Florida

W. B. CRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.

Radio and TV Stations

in the eastern states and Florida

Southwest medium TV Radio 305-1000—Texas regional market, one of the strict physical plants and best equipped single market station in country $45,000 with only $32,500 down, 75 kw. All-Kamos, 5 kw=to mega regional, over 50 kw cash 30 day profit 1960, 2800—Southern major profitable alltime regional 365,000—Louisiana single, growing market 40,000—Florida major power 237,000—Texas single, exceptionally well equipped and excellent plant, good city, good area, 580-
Tex. medium fulltimer, making money, lots equipment top condition $160,000—Louisiana single, preferably existing $100,000—Louisiana single, good spot, what you want, we will get it for you!

PATT MCDONALD CO.
Suite 926-A, 3rd St. 8-3808
AUSTIN 17, TEXAS.

For Sale—(Conf'd)

Stations

MAJOR NORTHEAST MARKET

DAYTIMER

Excellent growth opportunity—$25,000 down. Box 891H, BROADCASTING.

SAN FRANCISCO

Class B—FM station.

Box 907H, BROADCASTING

1962 BROADCASTING

May 1 to August 1962, 75¢ per line.

For Sale

Rocky Mountain

Profitable single market DT KW. Applications 5 KW or greater, big game, fishing, scenic, $50,000 terms.

Box 872H, BROADCASTING.

The Pioneer Firm of Television and Radio Management Consultants Established 1946

Negotiations Management
Appraisals Financing

Howard S. Frazier, Inc.
103 N. Dearborn St., N.W.
Washington 7, D. C.

Confidential Negotiations for RKO and Sinclair in the eastern states and Florida

W. B. Crimes & Co.
2000 Florida Avenue, N.W.
Washington 9, D. C.

Radio and TV Stations in the eastern states and Florida

W. B. Crimes & Co.
2000 Florida Avenue, N.W.
Washington 9, D. C.

San Francisco

Class B—FM station.

Box 907H, BROADCASTING

5th Ave. N.W.

Washington 7, D. C.

(continued)

For Sale—(Conf'd)

Stations

Major Northeast Market

Daytimer

Excellent growth opportunity—$25,000 down. Box 891H, BROADCASTING.

San Francisco

Class B—FM station.

Box 907H, BROADCASTING

The Pioneer Firm of Television and Radio Management Consultants Established 1946

Negotiations Management
Appraisals Financing

Howard S. Frazier, Inc.
103 N. Dearborn St., N.W.
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W. B. Crimes & Co.
2000 Florida Avenue, N.W.
Washington 9, D. C.

Radio and TV Stations in the eastern states and Florida

W. B. Crimes & Co.
2000 Florida Avenue, N.W.
Washington 9, D. C.

San Francisco

Class B—FM station.

Box 907H, BROADCASTING

5th Ave. N.W.

Washington 7, D. C.
TOP FLIGHT  Somebody up there likes us. In fact — 10,000 somebodies in top jobs where the Decision Gets Made. TELEVISION's soaring subscription figures prove it. Just the other day we received 25 new subscriptions from one major advertising agency which was buying them for its clients. Things like this happen again and again. • Of course, we edit TELEVISION for a particular audience — the executive who has the time and interest to read articles which probe below the surface of topical news. • TELEVISION is distinguished by thoughtful writing and fine illustration set in a handsome format. No wonder the number of advertisers scheduling TELEVISION is on the rise.
OUR RESPECTS to Elmer Lee Fondren, manager and sales director, KLZ Denver

Broadcasting doesn’t suit the narrow-gauged mind

While Lee Fondren was still a high school student in Wichita Falls, Texas, he submitted a comedy routine to one of his favorite radio programs, The Early Birds, on WFFA Dallas. He got no pay for his unsolicited script, but it and other Fondren material was used on the show with name credit and this fact, after his graduation in 1933, landed Lee a paying job as writer-comedian on the Texas State Network. His scripts also started him on a career in radio broadcasting that has continued for more than a quarter-century. In that time, Lee has held down just about every job apart from an engineering task a radio station can offer. Rung by rung he has climbed the ladder of executive status until today, at 45, he is station manager and director of sales for KLZ Denver.

Radio has been Lee’s business life exclusively for all those years (except for a World War II period of military duty) and as far as he is concerned it’s going to go on like that. But it would be wrong to assume from his devotion to radio that Lee has a one-track mind and a narrow-gauge view of the world.

In addition to Lee Fondren, broadcaster, there’s Lee Fondren, apostle of advertising, whose provocative “Advertising—1980” address has been delivered to more than 35 ad clubs, chambers of commerce and other such assemblies in the past two years, and is now being used as class material in the journalism courses of such universities as Missouri, Colorado and Houston.

Ad Club Work • Lee’s extra-curricular work in advertising has won him successively the posts of president of the Advertising Club of Denver, governor of the five-state ninth district of Advertising Federation of America, with its 138 member clubs in cities from Denver to New York, and two terms as national vice president of AFA. Last June he was elected president of the Advertising Assn. of the West for 1961-62, and is now spearheading a movement to unite AFA and AAW, comprising 44 clubs from Denver to Hawaii, into a single national organization, better equipped to educate the general public and its elected officials in the whys and wherefores of advertising.

Lee is convinced that such education is vitally necessary to prevent a wave of anti-advertising legislation at both the state and national levels that could well destroy advertising and with it the American way of life.

In recognition of his labors, both the Denver Ad Club and the AFA ninth district have honored Lee as their advertising “Man of the Year for 1961”, and AFA has awarded him a special medalion for “outstanding service to advertising.”

There is also Lee Fondren, civic-minded citizen of Denver, now serving his third term as chairman of the market promotion committee of the Denver Chamber of Commerce, committee chairman of the Denver Assn. of Manufacturers’ Representatives, past president and life-time board member of the Lions Club. He is a board member of the Denver Emmanuel Methodist Church and serves on the denomination’s National Television, Radio & Film Commission. He has also been on the board of the Denver chapter of the Society for Crippled Children and Adults. For eight years he conducted courses in practical broadcasting at the Colorado Women’s College.

Early History • Elmer Lee Fondren (whose first name was dropped many years ago) was born Dec. 13, 1915, in Sherman, Texas. Some 17 years later, upon graduation from high school in Wichita Falls, Lee was writing and performing in a comedy show that KGKO of that city fed to the Texas State Network. When KGNC Amarillo went on the air the end of 1934, Lee was hired to develop a moving show, but it flopped and he turned to announcing and writing commercial continuity.

In 1936, KGNC’s commercial manager, Mike Hollander, moved to KPDN Pampa, Texas, taking Lee with him. Later that year, they made another move, to KGGM Albuquerque, where Lee started as a copywriter and announcer, later became program director and assistant station manager. At KGGM, Lee also was active in station promotion and merchandising. He staged kid shows in theatres, emceed bank nights and spelling bees, did street broadcasts and created such a stir that he caught the attention of a CBS executive who recommended him to Hugh B. Terry, who was moving to Denver as manager of KLZ.

Lee joined him there April 1, 1941, to set up a promotion department, fully intending to switch to the sales side as soon as possible. But World War II intervened and after Army duty in New Guinea, Philippines and Australia, Lee returned to KLZ in 1946 as promotion manager.

A Change to Sales • A year later, however, he was made national sales manager and in 1955 was promoted to general sales manager, responsible for all those requests. In 1957, Lee was appointed to his present position of station manager and director of sales of KLZ. He is part of a four-man management team in charge of operating KLZ and KLZ-TV headed by Mr. Terry, president and general manager of the stations, now owned by Time Inc. The team also includes Jack Tipton, station manager and director of sales for KLZ-TV, and Paul Blue, assistant to Mr. Terry.

Lee’s background behind the mike in promotion and publicity helps him considerably in his present position, he asserts. As a salesman, he was one of the first to “sell by ear,” carrying the “KLZ sound” to buyers on out-size transcription discs before that welcome day when the job could be done more easily on tape. He believes that KLZ’s almost unique volume of nighttime program sales is largely due to the practice of selling programming instead of availability. His associates point out that “you have to have programs before you can sell them” and credit Lee with a large hand in developing as well as selling such popular programs as Denver at Night and Party Line, both pioneers in the use of the beep-phone method of audience participation.

With all his business and community activities, Lee Fondren manages to find time to spend with his family, frequently around the regulation-size pool table where he plays with his wife (née Dorothy Kinsell of Albuquerque) and their daughters, Debra, 13, and Sheila, 11, whom Lee calls “the youngest female pool sharks in Colorado.” Son Greg, 6, is waiting for the day when he too can pick up his cue and join in the fun.

Elmer Lee Fondren
Advertising protects our way of life
Local is vocal

The FCC's release of official figures on radio revenue a few days ago calls attention to a phenomenon which has become so familiar there is danger of its being overlooked-national spot and local time sales once more hit a new high.

This has happened every year, but one, since 1937.

As everyone knows, the problem in radio since television's full impact was first felt in 1949 has been in network sales, an area which has declined steadily.

National spot has increased from $23 million in 1937 to $199 million in the year just past, but the momentum has slowed somewhat in the past 10 years. The 1960 total was not quite double the 1949 figure of $108.3 million.

Local radio has been the star. Not only has it hit a new high in 22 of the past 23 years but the total volume in 1960 of $385.3 million was more than 12 times the $32.6 million which was the total in far-off 1937. Since 1949 the increase was well over 100%, a pace much faster than that of spot.

The only year local business dropped was 1954 and the decline then was eight-tenths of 1% as compared with spot's drop of 8.2% and network's 15% decline.

Perhaps national buyers might profit from a look at radio's prosperity on the local level. Local merchants who buy radio operate on limited budgets and must, of necessity, expect tangible results. The fact that they are turning to radio in increasing numbers proves how effective radio is and has always been.

Over the years local radio has proved it has the secret ingredient—it knows how to make the cash register ring.

Fog in Wall Street

No newspaper's management is more enlightened than that of the Wall Street Journal, so it was especially shocking to hear that the Journal's president, Bernard Kilgore, had come to the foggy conclusion that the First Amendment applies only to journalism instruments that were invented before the Bill of Rights was passed.

As reported here last week, Mr. Kilgore, in a speech, said the First Amendment does not apply to radio and television. He based his judgment on approximately this syllogism: Radio and television are licensed by the government. Newspapers were once licensed too and, while licensed, did not enjoy freedom. Therefore, as long as radio and television are licensed, they are excluded from the protection of the First Amendment which guarantees freedom of the press.

Mr. Kilgore ignored the difference in the conditions that first applied in the licensing of newspapers and licensing of broadcast stations.

Newspaper licensing was invented by European governments (and exported to the American colonies by British rulers) for the primary purpose of controlling the editorial contents of the press.

Broadcast licensing was created by the American government for the technological purpose of keeping stations from interfering with one another. In original concept, the broadcast licensing law was the exact antithesis of the old press licensing laws. The broadcast law specifically prohibited the government from exercising any form of censorship.

If the FCC has strayed, as indeed it now is straying, into forbidden regions of broadcast control, it is doing so by clever evasion of the law under which it operates. We must agree with Mr. Kilgore that the First Amendment has at times been buffeted by muddled interpretations. His, it seems to us, is the most muddled of all.

Achtung!

West Germany, a late comer in world television, has discovered the answer to its uhf-vhf allocations problem—and without benefit of legislation making an all-channel receiver mandatory.

Our European correspondent reports that tuners for uhf are now standard with all new German sets. This came in the wake of the establishment of an all-uhf network to compete with the original vhf network. Now there are plans for the inauguration of a third network service—uhf—a year hence and this has given new impetus to the trend toward all-band receivers. Vhf-only sets, our correspondent reports, "are selling at greatly reduced prices in a temporarily fallen market."

Of course the German situation is not directly comparable with that in the United States. West Germany, a relatively compact area, does not have our geographical coverage problem. Only 30 uhf transmitters are needed to cover the nation. Moreover, it is even more limited in vhf allocations than we since it must share the band with other European nations.

Nevertheless the analogy fits to a degree. Our manufacturers are loath to turn out all-band receivers because of the higher cost and because they fear the competition of manufacturers who would merchandise vhf-only sets. Congress seems wary of passing FCC proposed legislation to make illegal shipment of vhf-only sets in interstate commerce because of questions of constitutionality and of interference with free enterprise.

Here it is the hen-and-egg story. Uhf broadcasters say they cannot live without all-channel receivers. Manufacturers say they cannot earn a fair return in the briskly competitive market unless there first are the uhf stations to stimulate set demand.

German allocations are intermixed—with the uhfs operating in competition with the single vhf in each market. The answer in the United States is, and for the foreseeable future will be, mixed uhf-vhf markets. If uhf programming attractive to the public is available, the demand for all-channel receivers—even at higher prices—will be stimulated. And manufacturers will heed the call of the consumer dollar here just as West German manufacturers heeded the call of the deutschmark.

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...SAYS EARL MORELAND, MANAGER, WMCT-TV, MEMPHIS

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