Tv's image survives the crossfires as public accords a vote of confidence .......... 27

Ad men learn firsthand about Newton Minow's ideas on broadcast regulation .......... 32

ABC-TV states its views on sex-violence as program hearing concludes .......... 42

Hearing on space communications satellites looms as JFK, FCC differ ............ 50

COMPLETE INDEX PAGE 7
KVTV has received more than 50 awards for outstanding community service in Sioux City. These awards solemnly testify to KVTV's solid contribution to community leadership. At the same time, client's sales results testify to KVTV's overall leadership in this booming metropolitan market. These sales results prove that in Sioux City, PEOPLE follow the leader, too... that's KVTV, Channel 9, in Sioux City.
This station identification slide is seen adjacent to South Florida's outstanding news and local programs, according to the Nielsen Report for November, 1961.

For instance...

WCKT NEWS, 6:00-6:10 PM, Monday through Friday . . . LEADS NEAREST COMPETITOR BY 79%

WCKT NEWS, 11:00-11:10 PM, Monday through Friday . . . LEADS NEAREST COMPETITOR BY 38%
1880 Audience Limited

The unusual attraction of this great circus duo was known everywhere. Despite their fame in the 1880s, comparatively few people were privileged to see them together. Today, on WGAL-TV, outstanding entertainers are seen by countless thousands. Worthwhile programming assures a vast and loyal audience for WGAL-TV advertisers.
Stewart in again?

Specific mention by President Kennedy in his message to Congress on communications satellites of imminent appointment of new Director of Telecommunications at White House to coordinate spectrum planning and management gave rise to renewed speculation last week that Dr. Irvin Stewart, educator and former FCC commissioner (1934-1937) will receive appointment. Dr. Stewart first had declined appointment for personal reasons but last week informed opinion was that he had been asked to reconsider and probably would accept.

Anti-Semitic complaint

First complaint in many years charging anti-Semitic broadcasts has been sent to southern station by FCC. In letter, commission quoted such aired statements as "Women of the B'nai B'rith are infiltrating the PTA's to promote communism." Station's manager has admitted to FCC that statements were broadcast by advertiser who writes own scripts for live weekly program. Broadcaster said he elicited promise that anti-Semitism would not be part of program in future. Program in question originated live from neighboring town and licensee did not see script in advance.

Appointments in news

Under consideration at White House for advisory posts with government are M. S. (Morrie) Novak, veteran New York broadcaster and consultant to AFL-CIO on broadcast matters, and Clark Mollenhoff, crack Washington correspondent for Cowles Publications. Positions, it's understood, would be without compensation but would require Presidential nomination and Senate confirmation.

Four bagger

CBS-TV's Baseball Game of the Week is virtually sold out for this spring's start with 27 of 32 participations signed and representing about $2.25 million in billings. Falstaff brewing is sponsoring one-half of schedule. Other participants already signed are Phillip Morris, General Mills, Colgate-Palmolive, Rise and Vitalis.

This week at FCC

On FCC agenda for this week's meeting (which does not necessarily mean action) are two top priority items: Filing fees for applications petitions and other paper work, and so-called three-year rule which would preclude sale, without hearing, of any broadcast property during three-year license period unless there are extenuating circumstances. Filing fees would not involve assessment based on percentage of income and would not undertake to recover entire cost of FCC operation, which runs approximately $13 million annually.

NAB face-lifting

NAB headquarters building at 1771 N Street in Washington may undergo extensive remodeling and refurbishing. NAB joint board forecast in February authorized retention of consulting architect to explore remodeling possibilities. Building occupied by NAB since 1947 was former town house of William Enos (of Enos Saits fame). Likelihood is that executive floor, now accommodating President LeRoy Collins and his immediate staff, will be moved to second floor (ballroom) area if deemed architecturally feasible.

Defense pressure fizzes

Defense Dept. testimony favoring retention of clear channels before House Communications Subcommittee Feb. 2 (Broadcasting, Feb. 5) developed in spite of pressure to prevent it. Both Dept. of Justice and Budget Bureau, it's learned, were imported by FCC spokesmen to inveigh against public expression by Defense Dept. on clear channel issue wherein FCC would duplicate 13 of 25 clear on which only one station is authorized to operate nighttime.

Tactic failed, however, when House Subcommittee asked Defense Dept. to testify on bill that would block duplication of clear. Air Force Maj. Gen. John B. Besic, director of telecommunications, said Defense Dept. favored increased power and clear channels "to aid in survival communications." (Broadcasting, Feb. 5).

Sponsored nurses

New series highly-touted by CBS-TV for next season, The Nurses, is reported to have obtained half-sponsorship. Word is that Whitewall Labs. Div. of American Home Products Corp., and Brown & Williamson, both through Ted Bates & Co., will pick up one-quarter each of hour show, tentatively scheduled for Thursday, 9-10 p.m. Dramatic series, focusing on romance and adventures of nurses in city hospital, will be produced by Herbert Brodkin, who is responsible for The Defenders, highly-rated among CBS-TV's 1961-62 entries.

B&H report next

Now that network hearings are out of way, FCC today (Monday) turns to management report of Boas, Jenks & Hamilton (Closed Circuit, Feb. 5). Special meeting will be preliminary and is not expected to act on several controversial recommendations, including big staff shakeup.

RAB test contest

It's still maybe yes, maybe no, on whether RAB will get necessary station support for its ambitious new Radio Test Plan, but officials say they are "much encouraged." As of Friday, they reported signed commitments from 125 stations solicited, plus verbal assurances from 25 others. These include commitments from all radio stations in seven markets and from all but one station in each of nine others, making 16 markets virtually certain. Needed: stations in 25 of top 40 markets, including seven of top 10. Returns in next five days will be decisive. Plan calls for RAB to sell and supervise major radio test campaigns to potentially big spenders, but participating stations must agree to pay 10% of such billings to RAB to help research test results for proof that radio paid off.

FCC's own home

Procurement for FCC of own headquarters building in Washington is purpose of committee representing lawyers, engineers, trade associations and all classes of licensees under FCC's jurisdiction to be held Thursday at Washington's Broadcasters Club. Committee meets at call of Federal Communications Bar Assn. President Harold E. Mott, chairman. FCBA for several years has espoused headquarters building.

Since its formation in 1934, FCC has occupied "borrowed" space from other governmental agencies. Headquarters are in new Post Office Building but its employees are scattered in parts of four other buildings. Chairman Mott advised group that FCC is only known permanent independent agency in Washington without its own headquarters.
PUBLIC SERVICE ANNOUNCEMENTS IN PRIME TIME? That's the policy at Crowell-Collier stations... and still at the TOP of the rating surveys! Through creative programming... Crowell-Collier listeners are both entertained and informed... become responsive audiences through the climate of fun, excitement, music and information with which Crowell-Collier stations fill their lives.

It's the kind of award-winning programming that recently won for Crowell-Collier's KFWB the only Exchange Club District 12 award for Outstanding Achievement in Crime Prevention. It's the kind of programming that wins buyers for your products, too!

KDWB/63 MINNEAPOLIS * KEWB/91 OAKLAND-SAN FRANCISCO * KFWB/98 LOS ANGELES


CROWELL-COLLIER BROADCASTING CORPORATION
WEEK IN BRIEF

While eggheads yip, the public looks and keeps looking at TV. A research project conducted by Elmo Roper gives TV a vote of confidence and shows high public respect for the visual medium. See lead story...

TV'S IMAGE UNTARNISHED...27

The organized advertising profession heard firsthand last week the way FCC Chairman Newton N. Minow looks at broadcast regulation. Advertising Federation of America delegates held a busy, disturbed session. See...

DIFFERING WITH MINOW...32

After all these years the FCC is leaving the hearing phase of its network study to study the millions of words of testimony. Last week ABC-TV was on the stand, explaining its position on sex and violence. See...

ABC DENIES VIOLENCE CHARGE...42

Who's to own the approaching space communication facilities? President Kennedy has a spread-out plan but FCC doesn't go along. In any case, hearings will be held on Capitol Hill and they'll be lively. See...

JFK OFFERS SPACE PLAN...50

A peek into the 1962-63 planning by networks portends some interesting changes. Such as, for example, a suggested shift of "Perry Mason" from Saturday night to bolster CBS-TV's Thursday night schedule. See...

SHIFT OF PERRY MASON?...60

All of a sudden the slow-moving American Bar Assn. has decided to hold a hearing (Sun., Feb. 18) on its Canon 35 ban on radio-TV-photo coverage of trials. It could be a make-or-break day for broadcasting. See...

CANON 35 HEARING...71

American Cyanamid has been wanting to develop its pub-image for chemical, drug and consumer products. It turned to the CBS-TV "Eyewitness" and the goal is being attained. See...

CYANAMID BENEFITS BY TV...38

Quite a lineup the Pastore communications subcommittee has in the Senate—all-channel sets, net regulation, Sec. 315 and an overall national communications policy. Busy days are approaching. See...

PASTORE COMMITTEE PLANS...52

It's been said before and it was said again, effectively, last week—the 15% agency commission system is a "kickback" for buying, not selling. Source of comment, Howard Gossage, San Francisco agency man...

AGENCY FEE A KICKBACK...29

The future of joint vhf-uhf television as well as the uhf band and two-station-only vhf markets is confronting FCC as its allocation crisis is considered. Triangle Stations and others file their comments. See...

UHF COVERAGE NEEDS...54

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BROADCASTING, February 12, 1962
When stations in Portland, Seattle-Tacoma, Boston, Cincinnati, Salt Lake City and Milwaukee switched to ABC, they gained viewers.

Birmingham is no exception.

The Success Story of WBRC-TV, Birmingham, after its switch to ABC, continues happily ever after. First 4 weeks showed healthy gains. Latest word,* after 8 weeks, shows WBRC-TV with 58% of the average audience per 1/4 hour, or 39% more than WAPI (which carries the best of CBS and NBC). It shows WBRC-TV ahead 6 nights of the week. It also shows WBRC-TV with 80% of the half hour wins and 13 of the top 15 shows.

No wonder WBRC-TV is fond of ABC. And vice versa.

ABC Television

*Nielsen Station Index, November 6th-December 3, 1961, Average Homes, Mon. thru Sun., 6:30-10 PM.
Pastore sets hearing on all-channel sets

Senate Communications Subcommittee will begin hearings Feb. 21 on legislation to authorize FCC to require television-set manufacturers to build only all-channel sets.

Announcement was made Friday by Sen. John O. Pastore (D-R.I.), subcommittee chairman. He said FCC Chairman Newton Minow will be first witness.

Bill (S 2109) was introduced last year at request of FCC, which feels it needs regulatory authority over set-tuning to encourage development of uhf television.

FCC says it is vested with responsibility of providing nationwide communications service, but “in area of television reception systems our authority is not commensurate with our responsibility.”

Commission feels that scarcity of sets capable of receiving uhf has stunted growth of uhf television. FCC figures indicate that of 6,350,000 sets manufactured in 1959, less than 500,000 could receive uhf signals.

Sen. Pastore said committee has since determined that of 55 million sets in use in U. S., less than 6 million can tune in uhf.

Three networks have endorsed principle of all-channel set legislation, but Electronic Industries Assn. board has twice gone on record against it.

Rep. Wilson alarmed over anti-ad trend

Alarm over growing trend against advertising in Washington government circles was sounded by Rep. Bob Wilson (R-Calif.) in Chicago Friday in talk before Mutual Advertising Agency Network. He urged agency people to “get interested in politics and learn how to lobby.”

Rep. Wilson, on leave as partner in Champ, Wilson & Slocum, San Diego agency, told admen, “You’ve got to learn how to influence your legislators. It’s as simple as that. Look at the voting record of your representative and senators and find out if they have a pro-advertising bias or an anti-advertising bias.” He stressed that Washington office of Advertising Federation of America “needs far more support than they are getting today.”

Rep. Wilson observed that anti-advertising trend in Washington in recent years has cut across party lines. But he warned that influence of misguided “theorists” in Kennedy administration is spreading throughout administrative agencies, especially FCC and FTC, and in Congress itself. “This trend has got to be stopped and these thinkers have to be put in their proper place,” he said.

K&E, D&C to split Bishop’s $5 million

Hazel Bishop Inc. is transferring its $5 million account from C. J. LaRoche to two agencies: Kenyon & Eckhardt and Daniel & Charles, both New York. K&E will handle about $2.5 million of Hazel Bishop line of cosmetics, while D&C becomes agency for Lanolin Plus line of hair spray, Wash ‘n Curl, Wash ‘n Tint and Rybutol vitamins, amounting to another $2.5 million.

Lanolin Plus invests about $2 million in tv. Hazel Bishop’s tv expenditures are about $1.3 million. Hazel Bishop and Lanolin Plus merged last month.

Hazel Bishop Inc. last week purchased participations costing $1 million in five ABC-TV prime-time shows (see page 40).

Wider JFK coverage wanted by Salinger

Pierre Salinger, White House news secretary, said Friday it’s unfortunate more tv and radio stations don’t carry President Kennedy’s news conferences (early Salinger story page 50).

More radio than tv stations carry conferences in full after recording them, he said, adding that only six newspapers carry printed text.

Next Kennedy conference, due this week, will be open to live broadcast by radio and tv “if such a proposition is made to me,” Mr. Salinger said. Only four of 23 Kennedy conferences have been carried live, last one Oct. 11, 1961. Three networks make tv tapes available to affiliates if they wish to air them.

Extensive use of portions of radio-tv coverage is made on station newscasts.

Transogram commercials feature Roger Maris

Home-run champion Roger Maris stars in 10-week national tv campaign breaking next month for Transogram Inc., New York, which announced Friday (Feb. 9) record $2 million advertising budget for 1962.

Toy company’s first major spring drive includes saturation spot schedule in 50 markets, local specials employing station personalities and at least one tv network program which will be announced at later date. New York Yankee player is shown in commercial hitting record-breaking 61st home run last September and in demonstration of new toy, “Roger Maris Home Run Trainer.” Mogul, Williams & Saylor is agency.

Bartell-Macfadden union okayed by stockholders

Stockholders of Macfadden Publications Inc. and Bartell Broadcasting Corp. voted at special meetings Friday

Deadlines for content: AT DEADLINE page 10

Complete coverage of week begins on page 27

Late news breaks on this page and on page 10
WEEK'S HEADLINERS

Frederick S. Houwick, general manager, WMAL - AM - FM-TV Washington, since 1954, elected vp. The Evening Star Broadcasting Co. (WMAL - AM - FM-TV and WSVA - AM - FM-TV Harrisonburg, Va.). He succeeds Benjamin M. McKelway, editor, The Evening Star, as vp. Mr. McKelway continues as member of board of directors. Mr. Houwick was associated with Shell Oil Co. for 27 years before joining management consultant firm of Booz, Allen & Hamilton, from which he joined Star Broadcasting Co.

Alds P. Butler, vp, J. Walter Thompson, New York, elected senior vp and member of board of directors, Benton & Bowles, that city. He will share responsibilities for senior management on General Foods account and other assignments to be announced later. Mr. Butler is former vp in charge of Young & Rubicam's Detroit office.

For other personnel changes of the week see FATES & FORTUNES

(Feb. 9) to merge into one company to be known as Macfadden-Bartell Corp., New York.

Terms of merger provide to shareholders to exchange one share of Macfadden common stock for two shares of Macfadden-Bartell capital stock. Companies have been affiliated since February 1961 when Bartell became largest single stockholder of Macfadden.

Bartell owns WALY New York, WOKY Milwaukee, KYA San Francisco, KCBQ San Diego and half interest in TV station in Curacao, Dutch West Indies. Bartell recently bought WHBI Newark, N. J., Sunday-only station.

Thurmond accuses CBS, NBC

Sen. Strom Thurmond (D-S.C.) said Friday he may complain to FCC about "unfair" television coverage of him in connection with Senate subcommittee investigating "muzzling" of military men. He also said press was unfair.

Later, press aide mentioned specifically NBC and CBS television coverage. Aide said he had asked, unsuccessfully, for correction on NBC's Friday Today show of alleged inaccuracy on Thursday's Huntley-Brinkley Report.

Uni-Serv appoints C&W

Newly formed company, Uni-Serv Corp., New York, named Cunningham & Walsh as advertising agency today (Feb. 12) for its consumer charge service. Uni-Serv has contracted to buy Chase Manhattan Bank charge plan, for $9 million.

C&W is handling complete marketing service for firm, including merchandising counsel and execution and public relations.

Justice calls it crime to monitor police radio

Is it against law for newsmen to listen in on police and fire department radio? The question is expected to be fought out in legal battle in San Francisco area where federal government has brought criminal charges against Kenneth G. Fuller, operator of Broadcasters News Service, Oakland, Calif.

Latest move in case, brought last April, was denial of motion by Mr. Fuller to dismiss. Federal Judge Oliver Carter ruled against Fuller contention that proceeding is violation of First Amendment and that police and fire calls on radio are not closed to public.

Mr. Fuller has said he will appeal this decision.

Justice Dept. claims Mr. Fuller violated Sec. 605 of Communications Act. This prohibits divulging information contained in any radio broadcast not intended for general public.

Mr. Fuller is charged with supplying information gained from these broadcasts to KEWB Oakland, Calif. Government bill of particulars lists seven such instances, all in fall of 1960.

Support is being given to Mr. Fuller by American Newspaper Publishers Assn. and Radio-Television News Directors Assn., he said. It is common practice for newspapers and broadcast newsrooms to listen to police and fire radio calls as means of following breaking news.

Business briefly...

Edward Dalton Co. (Metrecal), Evansville, Ind., has purchased sponsorship in seven nighttime programs and four daytime shows over NBC-TV. Participations will begin in April. Agency: Kenyon & Eckhardt, New York.

Harvell Kilgore Corp., Bolivar, Tenn., will launch 30-market tv spot drive to introduce Harvell Hostess Grill line with KRCA-TV Los Angeles as first station to carry campaign. Agency: Frank B. Sawdon Inc., Los Angeles.

Liberty Mutual Insurance Co., Boston, has started $500,000 10-week sponsorship of ABC's Wide World of Sports (ABC-TV, Sun. 5-6:30 p.m.). Schedule of four minutes weekly through April 8 is advertiser's first network tv buy. Agency: BBDO, New York.

American Tobacco Co. has bought participations in ABC-TV's ABC Evening Report (6 p.m. EST, Monday-Friday) through Sullivan, Stauffer, Colwell & Bayles Inc., New York.

American Motors Co. has bought 20 newscasts each weekend for 52-week period on NBC Radio's Monitor for fifth consecutive year. Agency: Geyer, Morey, Madden & Ballard.

Helene Curtis Industries today (Monday) starts extensive spot tv drive in about 50 major markets and participations on several NBC-TV shows for new Suave shampoo. Agency: Campbell-Mithun, Chicago.

ETMA gets program advisor

Troy-Beaumont Inc. has been appointed programming consultant to Educational Television for the Metropolitan Area, it was announced last Friday (Feb. 9) by Dr. Samuel B. Gould, ETMA president, and Alan Beaumont, Troy-Beaumont president. ETMA will operate ch. 13 in New York as etv station, starting in fall.
another market...another record for a COLUMBIA POST-'48!

THE CAINE MUTINY starring HUMPHREY BOGART + JOSE FERRER + VAN JOHNSON

HIGHEST RATED POST-'48 FEATURE EVER SHOWN ON WCAU-TV!

On December 23rd, a COLUMBIA POST-'48 feature, “Human Desire,” set an all-time rating high for POST-'48 feature films on NEW YORK’s WCBS-TV. Four weeks later, COLUMBIA’s “The Caine Mutiny,” playing on PHILADELPHIA’s WCAU-TV “Late Show,” matched that record-smashing performance by topping all previous Post-'48 movie ratings recorded in the Philadelphia market for the 11:15 p.m.-1:15 a.m. time period.

These record-breakers are just two of over 200 fine COLUMBIA POST-48’s. Others include “Born Yesterday,” “Miss Sadie Thompson,” “The Man From Laramie,” “The Harder They Fall,” “The Last Hurrah,” “Knock On Any Door,” “Fire Down Below,” “3:10 To Yuma” and “Death Of A Salesman.”

For availabilities in your market, contact

SCREEN GEMS, INC.
LEADS IN SERVICE

Serving a metropolitan area of more than 700,000 persons is complex. But WIBC projects its service far beyond Indianapolis to sixty-seven counties in 3 states.

WIBC believes this area can best be served through total programming. WIBC stresses news with a seven-man staff and 223 weekly reports plus consistent editorializing. Each week WIBC carries 10 hours of farm programs; 10 hours of religion; 11 regularly scheduled public affairs programs. Twice daily sports reports and top-rated music complete the format that has made WIBC the radio leader in Indiana.

LEADS IN AUDIENCE

Indianapolis and Indiana listeners have confirmed WIBC's belief in total programming with their loyalty. They have repeatedly given WIBC the largest audience morning, afternoon and evening. This huge and loyal audience is available to you ... the national advertiser.

*Pulse 46-County Area Survey, April, 1961
*Pulse Metropolitan Area Survey, October, 1961

2835 N. Illinois Street
Indianapolis 8, Indiana

JOHN BLAIR & COMPANY
National Representative

WIBC IS A MEMBER OF THE BLAIR GROUP PLAN

50,000 WATTS WIBC 1070 KC

The Friendly Voice of Indiana

DATEBOOK

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

*Indicates first or revised listing.

FEBRUARY


Feb. 13—Broadcast Advertising Club of Chicago, noon luncheon. Speaker will be Paul Harper Jr., president of Needham, Louis & Brodsky, on "One Man’s Market Is Another Man’s Wasteland." Sheraton Chicago Hotel.


Feb. 19—Hollywood Ad Club, luncheon meeting at Hollywood Roosevelt, Charles Sparks Thomas, president. The Irvine Co., will report on transforming a 9,200 acre ranch into the world's largest planned development for industry, homes and culture and its significance to advertising. Robert P. Sutton, general manager, KNX, Los Angeles, will be chairman of the day. Hollywood Roosevelt Hotel.

Feb. 19—Deadline for comments on FCC's proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14253); Birmingham, Ala. (Doc. 14259); Charlotte, N. C. (Doc. 14233); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14233); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231). (Rescheduled from Feb. 5).

Feb. 19—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, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229). (Rescheduled from Feb. 5).

Feb. 19—Deadline for comments on FCC's proposal to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Birmingham, N. Y. (Doc. 14243); Charleston, W. Va. (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). (Rescheduled from Feb. 5).

Feb. 20—American Women in Radio & Television, Philadelphia chapter, Mardi Gras dinner meeting. Speaker will be Donald Huff, customer relations manager, Delta Airlines. Hotel Sheraton, Philadelphia.

Feb. 20—March 25—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.


Feb. 23—What's New—Ad Forum '62, sponsored by the Houston Advertising Club. Speakers include Emerson Poole, president of McCann-Erickson; Jay M. Sharp, manager of general advertising, Aluminum Corp. of America, and John DeWolf, vice president and director of research, G. M. Basford Co. Shamrock-Hilton, Houston.

Feb. 25—Broadcast Pioneers, New York chapter, second annual "Mike Award" dinner.

BROADCASTING, February 12, 1962
ADDING 37% MORE HOMES! With the changeover from the old to the new tower, KOVR, Channel 13 in the Sacramento Valley now reaches 117,000 new TV homes. This new 1,549 ft. tower, constructed in Walnut Grove, California, brings all the major population centers in the booming Sacramento-Stockton TV market within KOVR's primary coverage area. Broaden your marketing goals. Get the best cost-efficiency buy. Gain wider acceptance (and better viewer reception) with a solid-selling campaign on KOVR Channel 13.
WHY MORE PEOPLE WATCH THE NEWS!

DAVID BRINKLEY'S JOURNAL
Highly acclaimed as a fresh approach to informational programming, this prime time innovation in personal journalism looks at the world through the understanding eyes of David Brinkley, has what John Crosby calls "the dry editorial bite of truth." Wednesdays 10:30 P.M. In Color.

INSTANT SPECIALS
A brand new concept in television journalism. Frank McGee is anchorman as NBC News breaks into its regular network schedule to cover fast-breaking news events with expertly produced documentaries, many of which have been broadcast within hours after the event has occurred.

UPDATE
The first weekly news report designed for teenagers. NBC Correspondent Robert Abernethy accents the "how and why" of world developments, sets the news in sharp, understandable focus for younger audiences. Adults, too, find the program stimulating and rewarding. Sundays 5:30 P.M.

NBC WHITE PAPER
A provocative series, narrated by Chet Huntley, which examines in depth some of the crucial issues of our time. "Khrushch and Berlin" provided new perspective on the Berlin Crisis, was hailed by critics as a "chilling," "vivid," "remorseless documented" story.

DAILY NEWS REPORTS
NBC News Day Report 12:55 P.M. (Ray Scherer); NBC News Report 2:25 P.M. (Floyd Kalber); NBC News Afternoon Report 4:55 P.M.; and NBC News Saturday Report 6:00 P.M. (Sander Vanocur); Huntley-Brinkley Report 6:45 P.M. Top key members of broadcasting's most comprehensive news organization.
ON NBC THAN ANY OTHER NETWORK

HUNTLEY REPORTING
Huntley’s weekly series includes both documentary and spot reporting of such diverse and significant events as sis in Katanga and the Famine in Red China.

10:30 P.M.

MEET THE PRESS
Lawrence Spivak’s weekly series of news conferences in which leading journalists interrogate men and women prominent in the headlines. What’s said often makes the next day’s front pages. In Color, Sundays 6:00 P.M.

JFK REPORT
A continuing and penetrating account of the Kennedy administration, which reports on major developments and analyzes the immediate and long range problems facing the President and the nation. Republican activities are also covered in this series as well as in such programs as “The Loyal Opposition.”

IN, WEEK OUT, YEAR ‘ROUND—NBC ORIGI NATES MORE HOURS OF REGULARLY SCHEDULED NEWS AND OF MATION SPECIALS, THAN ANY OTHER NETWORK. DURING THE MONTH OF JANUARY ALONE, NBC PRESENTED OVER

OURS OF NEWS AND PUBLIC AFFAIRS PROGRAMMING—AND WEEK IN, WEEK OUT NBC REGULARLY ATTRACTS

GR EATEST NEWS AUDIENCE IN TELEVISION. THIS IS NBC LARGEST SINGLE SOURCE OF NEWS, INFORMATION

ERTAINMENT IN THE FREE WORLD.
Looking at today, we see changes taking place more swiftly than at any other time in history. The rise of new nations, man’s entry into space, and expanding communications are a few of the complexities of this change.

Amid these ever-evolving events, let us remember that the basic values, honesty-truth-integrity, remain unchanged.

We at Shenandoah Life Stations apply these values in our expanding broadcasting operations. We believe them to be essentials in facing our challenges and opportunities of tomorrow.

HONESTY-TRUTH-INTEGRITY

WSLS-TV
AM 610 • FM 99.1
ROANOKE, VIRGINIA
REPRESENTED BY AVERY-KNODEL, INC.

United Press International news produces!
Recipe for Results: Take One Herb and Six Spices

The Herb more and more New Yorkers are taking with their breakfast is Herb Oscar Anderson.* Herb uses only the finest ingredients—complete Commuter Reports, First Person News with Don Gardiner, Your Kind of Music, Special Features like Ski Scope and Gal Friday—and he mixes and stirs them like a Master Chef. The Seasoned Six round out the menu. For sports appetites, there's an exclusive recipe: play-by-play baseball with the all-new National League Baseball Club, the New York Mets. Many advertisers are now using this Recipe for Results. May we serve you too?

*Broadcasting, February 12, 1962

*The Nov-Dec '61 Nielsen indicates an increase of 137% over the preceding rating period (6-10 AM, Mon-Fri)
THE COMMUNITY DEPENDS ON WOC FOR LEADERSHIP

Now in its 47th season, the Tri-City Symphony Orchestra Association appreciates the cooperation and support given by WOC. WOC's management and personnel — along with other community-conscious businesses — aid in assuring continuing success of this important cultural activity that makes the Quad-Cities an outstanding place to live.

H. T. BATES
President
Tri-City Symphony Orchestra Association

THE BIG BOYS GO where the buyers are... to the naturally rich Ark-La-Tex market. That's why major national companies are investing heavily here in distribution facilities, plants, and retail outlets. Their customers (over 1,000,000 in the area... 281,000 in metropolitan Shreveport) not only spend wisely... they choose wisely the TV station they believe in. In case you're not sure which one, ask Harrington, Righter and Parsons to give you the figures.

THE QUART CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

seminar, "How to use business papers effectively." Hotel Plaza, New York.

March 22-24—Advertising Federation of America, fifth district meeting. Shawnee Hotel, Springfield, Ohio.

March 23—Reply comments due on FCC proposals for which comments were tendered on Feb. 19.


March 28-29—Canadian Assn. of Broadcasters, annual convention. Queen Elizabeth Hotel, Montreal, Que.


March 28-30—National Sales Promotion & Marketing Exposition of Advertising Trades Institute, Hotel Baltimore, New York City.

*March 29-30—NAEB Region III meeting, Ball State Teachers College, Muncie, Indiana.

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

*March 31-April 1—National Assn. of Broadcasters, Program and business meeting March 31: Joint NAHB-NAFMB "FM Day" April 1. Conrad Hilton Hotel, Chicago.

APRIL

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

April 4-6—Assn. of National Advertisers, West Coast meeting. Del Monte Lodge, Pebble Beach, Calif.


*April 7—Intercollegiate Broadcasting System, annual convention. Yale U., New Haven, Conn.

April 9—Academy of Motion Picture Arts & Sciences, 34th Oscar awards ceremony at Civic Auditorium. Santa Monica, Calif.

*April 11-13—New York State Educational Radio & Television Assn., spring meeting. WNYE-TV, Hotel Lafayette, Buffalo.

*April 13-14—Sigma Delta Chi Region 3 convention. Atlanta, Ga.

April 14-15—Sigma Delta Chi Region 5 convention. Morrison Hotel, Chicago.

April 21-May 5—Second International Television Festival, Montreux, Switzerland.

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


*April 27-28—Oregon Broadcasting Conference. Village Green, Cottage Grove.

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

April 27-29—National Academy of Television Arts & Sciences, trustees meeting. Seattle, Wash.

*April 28-29—Sigma Delta Chi Region 8 convention. Lubbock, Tex.

April 28-May 3—Society of Motion Picture and TV Engineers, 91st convention. Advances of color motion pictures and color tv is the convention theme. Ambassador Hotel, Los Angeles.

VOL. 3 - "FILMS OF THE 50's" - NOW FOR TV
FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES
PRODUCED BY WARNER BROS. FROM SEVEN ARTS
JAMES WHITMORE  TAB HUNTER  VAN HEFLIN
RAYMOND MASSEY  ALDO RAY  MONA FREEMAN
NANCY OLSON  DOROTHY MALONE  ANNE FRANCIS

SEVEN ARTS "FILMS OF THE 50's" - MONEY MAKERS OF THE 60's

BATTLE CRY!
POLITZ KNOWS
WHEN PEOPLE LISTEN
IN WGY'S 25-COUNTY COVERAGE AREA

- Sunday through Saturday WGY reaches an average daily audience of 278,000 listeners. The difference between the highest and lowest tune-in days is only 15%. Wednesday audiences are largest, with 66% or 307,000. And the Sunday audience, only 15% lower, numbers 236,000.

- Only the Politz study tells advertisers who, what, when, where, and why people listen in Albany, Schenectady, Troy, Northeastern New York, and Western New England. For the complete Politz survey on WGY's 25-county listening audience, contact WGY or your Henry I. Christal Co. representative.

WGY 810 KC
50 KW
A GENERAL ELECTRIC STATION
ALBANY - SCHENECTADY - TROY

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington & D. C.

NEW SUBSCRIPTION ORDER
Please start my subscription immediately for:
- 52 weekly issues of BROADCASTING $ 7.00
- 52 weekly issues and Yearbook Number 11.00
- Payment attached □ Please Bill

name * 
city
state

Send to home address

BROADCASTING, February 12, 1962

*April 30-May 2—Assn. of Canadian Advertisers, convention. Royal York Hotel, Toronto.

MAY
May 2-5—Institute for Education by Radio-Television, annual convention. Deshler-Hilton Hotel, Columbus, Ohio.
May 4-6—Sigma Delta Chi Region 2 convention. Williamsburg, Va.
May 5—Sigma Delta Chi Region 9 convention. Grand Junction, Colo.
May 9-13—Western States Advertising Agencies Assn., 12th annual conference. Theme of this year's conference is: "Advertising Achievements—West." Oasis Hotel, Palm Springs, Calif.
May 10-13—Advertising Federation of America, fourth district meeting. Jacksonville, Fla.
May 11-13—Sigma Delta Chi Region 1 convention. New York.
May 13—UPI Broadcasters of Illinois, spring meeting. Innman Hotel, Champaign.
May 13—Sigma Delta Chi Region 11 convention. San Jose, Calif.
May 15—Comments due in FCC rulemaking (Docket 14419) affecting the presurre operation of daytime only stations. (Rescheduled from Feb. 8)
May 15-16—Council on Medical Television, fourth annual meeting. Clinical Center, National Institute of Health, Bethesda, Md.
May 16-17—Annual Medical-Dental TV Workshop, sponsored by the National Naval Medical Center. National Naval Medical Center, Bethesda, Md.
May 23-25—Electronic Industries Assn., 30th annual convention, committee, section, division and board meeting. Pick-Congress Hotel, Chicago.

JUNE
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 14-15—Western Assn. of Broadcasters, convention. Jasper Park Lodge, Alta.
*June 20-22—Virginia Assn. of Broadcasters, annual meeting. Cavalier Hotel, Virginia Beach.
June 23-25—Advertising Federation of America, 50th national convention, in conjunction this year with Advertising Assn. of the West. Theme of the joint meeting
ARE YOU A SUNDAY MORNING CHRISTIAN? Or do you express your faith seven days a week? Are you one person in church, and quite another at home and at work?

See this series of thoughtful and provocative programs beginning Sunday, February 18 on the Christian conviction about the whole man.

produced by the National Broadcasting Company in cooperation with the National Council of the Churches of Christ in the U.S.A. as a part of THE YEAR-LONG NBC RELIGIOUS PROGRAM

Sundays 1:30-2:00 PM NYT

Alternating on NBC TV with FRONTIERS OF FAITH during the YEAR LONG NBC RELIGIOUS PROGRAM are THE CATHOLIC HOUR, produced in cooperation with The National Council of Catholic Men and THE ETERNAL LIGHT, a joint production with the Jewish Theological Seminary of America.

A PEABODY AWARD WINNER
Heart campaign help

EDITOR: ... Your help, in alerting the broadcasting and allied industries to the national radio and television effort during Heart month, is an invaluable service and will contribute much to the success of our campaign. ... —Hal Marc Arden, national radio-tv director, American Heart Assn., New York.

Stauderman ‘Monday Memo’

EDITOR: Will you please send me 100 reprints of the excellent MONDAY MEMO (“Republic Steel radio test proves to be a double success,” by Bruce Stauderman of Meldrum & Fewsmit) in the Jan. 8 issue? —Doyle Steely, station manager, KINS Eureka, Calif.

Texas census figures

EDITOR: I always enjoy reading your publication and am particularly interested in a feature in the Jan. 29 issue, “Radio-tv set counts.”

I hope that I did not miss the similar article on the set count for the state of Texas. ... —John Lenox, commercial manager, KLTV (TV) Tyler, Tex. 

[The Census Bureau has not yet released the Texas figures; when released, they will appear in the magazine.]

Hong Kong inquiry

EDITOR: We read with interest the two articles ... regarding the Bob & Ray Radio Comedy Library and the International Broadcasting System Inc. programming service [PROGRAMMING, & INTERNATIONAL, Dec. 25, 1961].

We would appreciate ... further details ... so we will be able to contact them [for] more information. ... —George Ho, managing director, Hong Kong Commercial Broadcasting Co. Ltd., Hong Kong.

[Mr. Ho has been notified that the Bob & Ray series is available from Graybar Theatrical Production Co., Room 2546, 420 Lexington Ave., New York 17; the program service from International Broadcasting System, 3 West 56th St., New York.]

Anti-communist programs

EDITOR: I read with much interest the “Red threat lives program theme” (LEAD STORY, Jan. 22).

In the central Ohio area we pioneered by doing two five-minute editorials daily [and] three hours nightly of the Christian Anti-Communism school held here the first week of November 1961. As a result of the overwhelming success of these broadcasts we expanded our anti-communist coverage. ... —William R. Misch, president, WMNI Columbus, Ohio.

All-channel tv set

EDITOR: We are interested in obtaining six copies of the article, “All-channel sets Minow’s goal” (LEAD STORY, Jan. 15). ... —Eliza Hemenway, assistant to manager, KCHU (TV) San Bernardino, Calif.

[Tea sheets of the article have been sent to KCHU.]

Virginia market story

EDITOR: Please send ... 25 reprints of the ... report on Virginia (SPECIAL REPORT, Dec. 24, 1961). ... —Robert W. Kirkpatrick, director, WRFK (FM) Richmond (Union Theological Seminary), Va.
There's no matching the most eye-catching attraction in Jacksonville... WJXT!

Compare: 65 vs only 39 county coverage in the important North Florida/South Georgia region. Compare: 49% more homes per quarter hour. There's no close second, with WJXT first in coverage, first in audience, the only efficient way to reach the total regional market!
Secret of the pleasant sell: association without offense

All too often one of the earliest questions raised during the spawning period of any advertising campaign concerns the technique to be used in the presentation of the advertising message: "soft sell" or "hard sell?" Frequently, much time and energy are spent by client and agency trying to resolve the "hard" versus "soft" question. Not only is this time ill spent, but even worse, it is responsible, in no small measure, for the ultimate creation of much of today's incredibly bad advertising.

Menley & James Labs recently marketed a new cold/hay fever preparation: "Contac" continuous action capsules. Before discussing the product advantages to be stressed in our sales message, we obtained the unqualified and enthusiastic endorsement of our agency (Foote, Cone & Belding, New York) with our conviction that advertising for Contac must conform to these fundamental principles: It must be honest in context and intent; it must not be offensive to the viewer/listener/reader; it must be informative and interesting and, in the case of TV, pleasing to watch.

Client-agency discussions were devoted to the creation of a basic platform to present the Contac sales story honestly, interestingly and pleasingly.

No attention to "hard" or "soft" sell, but emphasis on creating a sales message capable of effective selling in an interesting and pleasing fashion.

Too Much Technique • We are convinced that much of today's dull, irritating and ineffective advertising is the result of too much attention to technique and too little to the maxim: "tell an honest story; tell it well and the word will 'sell.'"

Why is there so much attention to advertising technique? Why so much more apparent concentration on how something is presented than on what is presented? We suggest a ready answer lies in what the low-key, subtle and often uncommon sales approach called soft sell attempts to accomplish.

The soft-sell school came into being because of a fundamental—and we believe, erroneous—conviction of its proponents: hard sell has an inherent basic weakness. Namely, it looks/sounds/reads too much like what it is—advertising. The low-key school of thought argues that the more a selling message appears to be a sales pitch the less productive the selling message actually becomes. So soft sell was created and fashioned to win over the viewer/listener/reader without having the sales pitch appear too much like advertising.

In its pursuit of the inoffensive selling message, the soft-sell school frequently loses sight of—and falls far short of—advertising's fundamental goal: to sell. The awards have been garnered, but the product is floundering or has even disappeared from the marketplace.

Soon after the appearance of the introductory Contac commercial, we received considerable comment along these lines: "good but too low pressure"; "commercial lacks punch"; "interesting use of the 'soft sell' approach."

A consumer publication said: "Visually, Contac is showing good taste in its urging. There are no hammers, no nerve endings, jangled, no stomachs churning." We were encouraged by this, but disheartened by most of the other remarks.

A Misconception • What are the results of these remarks really mean? We feel they are evidence of another basic misconception and error in much of today's advertising: unless you use the hard-sell approach and "hit the consumer over the head" with the selling message, maximum promotion productivity will not be realized.

It is regrettable that the preachers and practitioners of this approach do not realize that hard sell has become semantically synonymous with advertising which is loud, replete with repetition, ad nauseam, insultingly condescending, vociferous in half-truths, often in bad taste and, above all, emotionally disturbing to the unfortunate person who is its target.

At the opposite end of the spectrum, these comments also imply a certain reservation about the use of the so-called soft-sell technique in advertising for self medications. They suggest that Contac may be pleasant advertising but is perhaps not as productive as it could be if a more traditional approach were employed. Historically, the hard-sell technique is particularly prevalent in advertising for self medications and health aids. To this "belly-and-bowel school," the very thought of soft sell is anathema.

Tough Subject • Self medication is a most difficult subject for advertising. To identify the viewer with the selling message and thus "personalize" the product benefits to follow, it is often necessary to illustrate the physical complaint or suffering that product X will alleviate. Suffering and pleasure are incompatible. Thus the very great difficulty in producing advertising for self medication that is "pleasing to watch."

Our agency was faced with a real creative challenge: to depict physical discomfort or minor "suffering" (the runny nose, sneezing and blocked nasal passages of the common cold) in such a manner that the viewer association is achieved without concomitant offense.

Viewer association without viewer offense—this is one of the goals of our TV commercials. The pursuit of the soft sell is not.

We believe both hard sell and soft sell often result in "no sell." We are pursuing a more vital goal, unhampered by a textbook mandate to use one school or the other. Our advertising goal is to bring to the public an honest message, told with interest and conviction in an inoffensive manner. If our approach must have a tag, we prefer to call it "pleasant sell." And we believe the public is sufficiently discriminating to respond to "pleasant sell" in a gratifying fashion in the marketplace.

Secret of the pleasant sell: association without offense.
YEAR AFTER YEAR, AFTER YEAR, AFTER YEARS

WKRG-TV Mobile - Pensacola

Measures UP

WKRG-TV

Channel 5
Mobile
Alabama

Your MEASURE 'MINT' on the Gulf Coast

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

BROADCASTING, February 12, 1962
North Carolina's Grade A World

CORNERS THE BIG MARKET

WINSTON-SALEM
GREENSBORO
HIGH POINT

exclusively providing City Grade coverage strength to the state's top metropolitan area, heart of WSJS' rich 33-county Piedmont market.

Call Peters, Griffin, Woodward, Reps.

WSJS TELEVISION
WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING, February 12, 1962
TV'S IMAGE SHINES UNTARNISHED

- Public opinion of medium better than it was two years ago
- Television news more reliable than newspapers, most say
- Roper's two-years-later survey compares standing with 1959

Television has come through two years of almost ceaseless criticism and attack with greater stature—in the public eye—than it had before.

Its programming is not considered "a vast wasteland" by most people. As a "moral problem" it gets low billing. As a source of news it still takes second place to newspapers (by a narrowing margin), but for reliability of news reporting it commands greater respect than newspapers do. It's the medium more people would keep, if they could keep only one.

This vote of confidence emerges clearly from a research study conducted by Elmo Roper & Assoc., one of the country's best known public-opinion research firms. The results were released last week by Louis Hausman, director of the Television Information Office, which commissioned the study.

Both the survey and its findings parallel another public-opinion sampling conducted by the Roper organization for TIO a little more than two years ago (BROADCASTING, Dec. 21, 1959). Put side by side with the first, the results of the second show that while there have been no "sharp changes" in public attitudes toward television in the intervening two years, television's position has, "if anything," improved somewhat in comparison with other media.

The Roper report notes that six questions in the 1959 study were repeated or paralleled in the most recent survey, conducted last November. On five of these six, "television held its position," the report asserts. On the sixth, "television showed an increase of 10 percentage points."

Structured Research — TIO's Mr. Hausman revealed the findings in a speech Thursday (Feb. 8) before the Television & Radio Advertising Club of Philadelphia. Pointing up the values of "structured research" as compared to "do-it-yourself research," Mr. Hausman said the Roper study was designed and conducted to "find out how television really stands in public favor," as indicated by "a statistically representative cross-section of the adult U. S. population."

The findings "may not in every instance coincide with your own attitudes, or with mine," he told the broadcast advertising executives, but they "do reflect what your viewers and your customers think."

One thing they think is that TV is not the "vast wasteland" that FCC Chairman Newton N. Minow called it in his NAB speech last May. Mr. Hausman said a "sidelight" of the Roper study showed "how misleading mail response can be." He continued:

"If you were a member of the FCC or its staff and you relied on the mail that came in during May and June of 1961, you might have been persuaded that the American people agreed with the assertion that television was 'a vast wasteland.' (It has been reported that 98% of the first 4,200 messages received after the FCC Chairman's speech of May 9 supported his stand.)"

Two Statements — Roper's research, he said, found an entirely different situation. Respondents were shown two statements, one taken from the "wasteland" speech and one saying "that television broadcasts a balanced schedule supplying something for practically everybody." They were asked which statement they were "inclined to agree

ABC-TV executives denied FCC charges of too much violence in the network's programming schedule last week as the commission concluded public hearings in its network programming Inquiry. ABC executives on hand included (1 to r) Grace Johnsen, director of continuity acceptance; Everett Erlick, vice president-general counsel; Oliver Treyz, ABC-TV president; Thomas Moore, programming vice president, and James Hagerty, vice president for news, special events and public affairs. For full story see page 42.
TV's IMAGE SHINES UNTARNISHED continued

with." Mr. Hausman summarized the results as follows:

"Almost one out of four of the respondents didn't know, had no opinion, agreed with both or with neither. Of those who agreed with one or the other, three out of ten were inclined to agree with the wasteland characterization of television. Seven out of ten agreed that television does, in fact, offer a balanced schedule."

Mr. Hausman singled out the attitudes toward television and newspapers as "perhaps the most interesting findings" in the Roper study. These evolved from a series of questions.

The first—"where [do] you usually get most of your news about what's going on in the world today: From the newspapers or radio or television or magazines or talking to people or where?"—showed a slight but not statistically significant improvement for TV since the same question was asked two years ago (see Question 1).

The second question involving newspapers and television sought to find out how well people think these media and two other community institutions, schools and local government, are doing their jobs. The results, Mr. Hausman noted, show "no significant statistical difference" between newspapers and television. The Roper report put it this way:

"As in the first question, the differences [between 1959 and 1961] are slight, but again television seems at least to have held its own. This is shown most clearly by the fact that, whereas television's 'excellent' rating held at 11% the 'excellent' rating for schools, newspapers and local government all dropped a little."

Local government was only one of the four which did not get majority approval — "good" and "excellent" scores totaling more than 50% (See Question 2).

The third and fourth questions designed to evaluate attitudes toward TV and newspapers dealt with their believability as news sources.

TV UP, PAPERS DOWN = Asked which medium they would believe if they heard conflicting reports in different media, respondents in 1961 showed sharply increased confidence in television—and a corresponding loss of confidence in newspapers (See Question 3).

Approaching believability from the opposite direction, the survey then asked people which medium's version they would be least inclined to believe. Newspapers tightened their hold on first place as the least believable source of news, while television (and radio) dropped even further behind in this loser-take-all derby (See Question 4).

Commenting on these findings, Mr. Hausman noted that in picking the "most believable" medium "more than 60% more people voted television than newspaper." On the other hand, he said, "more people (28%) said they would be least inclined to believe newspapers than would be most inclined to believe newspapers (24%)."

"Further," he said, "this believability finding held consistently through all subgroups of the study sample. At all socio-economic levels and at all levels of educational attainment, more people were most inclined to believe the television news report than the newspaper report."

Kilgore Rebuttal = Mr. Hausman also used the Roper findings, plus a Scripps-Howard newspaper study, to answer arguments advanced by Bernard Kilgore, president of The Wall Street Journal (Broadcasting, Nov. 13, 1961). Mr. Kilgore, contending that broadcasting should not be protected by the First Amendment, has insisted that news and information are not the main functions of radio-TV and ventured that in any case "I do not see the broadcast media on the way to becoming an effective substitute for the printed word."

Said Mr. Hausman:

"Mr. Kilgore presumably made this statement on the assumption that the proportion of a medium devoted to news and information should be an indicator of its effectiveness and value as a news and information medium."

"No one denies that entertainment constitutes the single largest element in the television program schedule. But you might be interested, in passing, in the results of a very detailed content-analysis study of 12 successive weekday issues of seven daily newspapers in New York City, three in Cincinnati and two in Cleveland. The study was conducted in 1959 by Dr. Paul J. Deutschmann of the Communications Research Center at Michigan State U., and was sponsored by the Scripps-Howard newspapers."

It showed, Mr. Hausman noted, that "on the average these 12 newspapers devoted 61% of their space to advertising; 23% to special sections (comics, sports, society, financial, editorials and columns); and 16% to news, which included amusements and travel news."

Thus, he continued, "when Mr. Kilgore speaks of freedom of the press, he is talking about a press that consists of 61% advertising and 39% editorial material—a good deal of which, I suspect, would have to be classified as 'entertainment.'"

In view of the Roper findings regarding public confidence in newspaper reporting, Mr. Hausman added, "I would suggest that if Mr. Kilgore's views should prevail, our country would be in desperate straits."

Moral Problems = Another question in the Roper study probed public attitudes toward various possible "moral problems," with the findings indicating that, in the words of the Roper report, "the public continues to be far less concerned about possible negative aspects of television than about other public issues."

For this question respondents were given cards listing several issues which have been prominent in the headlines. Because some of 1959's "issues" were no longer "issues" in 1961, parallel subjects were substituted in some instances in the latest study. In the case of television "the bad effects of TV on children" was substituted for "rigged quiz shows on TV."

The report notes that "all the issues were set forth as problems," so that the answers do not show how many people regard TV as a problem. Rather, they indicate the relative importance attached to TV as a serious problem in relation to all the other problems asked about. In any case, both surveys showed that "the issues on television were considered the least important" (See Table 1).

A breakdown of the television answers, the report continued, showed that the groups most concerned about TV's "bad effects" on children were, first, those having no children (55% of this group thought the problem serious); second, those who have no television set or do not watch TV (52% of these said it's a serious problem) and third, those whose educational level was grade-school or lower (47% marked it serious)." Interestingly, the report observed, "those with college education showed the least concern" (the total was 38%).

Final question in the study asked respondents which of four specific media they'd keep if they could keep only one. Television maintained top rank, while newspapers lost ground (and radio gained). The report concluded that "while television's percentage showed no increase, its standing relatively to other media did increase in that the percentage for newspapers shows a drop in the present study. The . . . 'don't know' votes are very low, evidence of clear-cut feelings on this question" (See Question 6).

The new study, like the one in 1959, was conducted among 2,000 adults, consisting of a statistically accurate representative cross-section of the U.S. population over 21 years of age. The Roper organization "exercised full control over the survey design, wording of questions, and field work," according to Mr. Hausman. He said the probable sampling error is not more than two to three percentage points.
How public opinion of TV compares with that two years ago

Question 1: "Where do you usually get most of your news about what's going on in the world today—from the newspapers or radio or television or magazines or talking to people or where?"

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<th>November 1961</th>
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<td>Newspapers</td>
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<td>Don't know</td>
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(Percentages total more than 100 because some people insisted they get their news equally from two or more sources).

Question 2: "In every community, the schools, the newspapers, the television stations, the local government, each has a different job to do. Would you say that the local schools are doing an excellent, good, fair, or poor job?"

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Except for local government all three others received majority approval (Excellent and Good totaling over 50%—by percentages ranging from 57% to 61% in 1961 and from 59% to 64% in 1959).

Question 3: "If you got conflicting or different reports of the same news story from radio, television, the magazines, and the newspapers, which of the four versions would you be most inclined to believe—the one on radio or television or magazines or newspapers?"

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<td>Magazines</td>
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<td>Don't know</td>
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Question 4: "Which of the four versions would you be least inclined to believe—the one on radio, television, magazines, or newspapers?"

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<th>November 1961</th>
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<td>Newspapers</td>
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<td>Television</td>
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<td>Don't know</td>
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Question 5: "Suppose you could continue to have only one of the following—radio, television, newspapers, magazines—which one of the four would you most want to keep?"

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While television’s percentage figure showed no increase, its standing relative to other media did increase in that the percentage for newspapers shows a drop in the present study. It should also be noted that the 3% and 4% "Don't know" votes are very low, evidence of clear-cut feelings on this question.

BROADCAST ADVERTISING

THAT 15% COMMISSION: 'A KICKBACK'

Ad fee practitioner Gossage expounds this, other views

The 15% commission system of paying ad agencies was attacked publicly last week by a successful exponent of the fee system.

The commission system is nothing more nor less than a kickback system," Howard Gossage, one of the two presidents (Joseph Weiner is the other) of Weiner & Gossage Adv., San Francisco, told a Feb. 6 meeting of the Sales Executives Club of New York. He said: "Until it is changed there is little hope that advertising will ever achieve professional status or that the advertisements themselves will be markedly more effective and pertinent."

Mr. Gossage contended that the agency gets a "kick-back" for buying, not for selling. He said: "The medium goes along with it because, if it suits the agency and the client, it's no skin off their nose, and all the medium has done is hike its prices to cover the 15%. The client has no alternative. Whether he goes through an agency or buys direct he pays the full price; he doesn't get the 15% himself, only the agency can do that. So you see why advertising agencies have clung to the system; it effectively forces advertisers to deal through them if for no other reason than the economics in-
volved; 15% is a hell of a lot of money."

Fees Bigger • In defense of the fee system as adopted by Weiner & Gossage, Mr. Gossage said the fees received from clients are "substantially more" than the 15% commission would be. He gave two reasons: "We believe our work to be superior to that generally available and therefore worth more," and "we find that our clients can easily afford it because they get more out of it, and also because we tend to spend far less money in total than is usual."

He added that the agency's fee increases each year as the client's business increases. "This does not necessarily mean that their total advertising budget need increase; indeed, it could conceivably decrease." He said that since the industry "hasn't yet been enlightened enough to jettison the commission system we go along with it to the extent of crediting commissions against the fee so the poor client won't have to pay twice."

Answering the titular question of his speech, "Is Advertising Worth Saving," Mr. Gossage said: "From an economic point of view I don't think most of it is. From an aesthetic point of view I'm damn sure it's not; it is thoughtless, boring, and there is simply too much of it."

He said advertising is becoming so uneconomical that even the most lavish advertisers are bound to be getting a little nervous about it. He stated that "the very bulk of advertising is its worst enemy because somewhere along the line an immunity starts building up against irritation. This is one of the reasons people aren't bothered more by annoying advertising than they are. If they had to absorb it all they would go mad."

Client charges Paar disparaged product

A $3.4 million suit for damages was instituted last week against NBC-TV star Jack Paar and others by the manufacturer of a liquid mender for fabrics. Arthur M. Shain, president of Jiffy Sew Corp., New York, charged that Mr. Paar failed to promote the product and made "derogatory and disparaging" remarks about it on his Tonight show.

Mr. Shain contended in New York Supreme Court that the sum included $931,000 for actual out-of-pocket expenses and $2.5 million representing a loss of anticipated profits. Named with Mr. Paar were Martin Kummer, Mr. Paar's agent; S. H. Weiss, the star's attorney; Music Corp. of America, Mr. Paar's booking agency, and the First Westchester National Bank of New Rochelle, N.Y.

The plaintiff said Mr. Paar agreed in January 1961 to make a promotional disc for Jiffy Sew that would be displayed on his late-night show and agreed to give favorable mention of it, but that instead Mr. Paar made a recording that was a "rehash of old material, and material containing obscene matters." Mr. Shain also contended that his out-of-pocket loss included $100,000 paid to Mr. Paar for services in promoting the product. He said the payment is being held in escrow for Mr. Paar by the First Westchester National Bank.

The alleged "derogatory" remarks were made during the four spots purchased by Jiffy Sew at a cost of $56,000 ($14,000 each). A spokesman for the plaintiff said the "real basis" of the suit involves the "derogatory and disparaging" remarks on the air, with less emphasis on Mr. Paar's handling of the promotional recording, a sales tie-in offered with the Jiffy Sew product.

A hearing on the plaintiff's motion for an examination of the defendants to make possible the filing of a formal complaint was postponed from Feb. 8 to Feb. 21, because of the illness of one of the defendant's attorneys. NBC-TV was not named in the suit, and refused to comment on the case.

Days are numbered for 'formula' drug plugs

Commercials for proprietary drugs that use a "formula" approach are "wearing thin," Herbert D. Strauss, president of Grey Adv. Inc., New York, declared in a talk before the Pharmaceutical Advertising Club in New York last Thursday (Feb. 8).

Mr. Strauss described the formula commercials as having these elements—"the speed promise," "an overall relief claim," "multiple medical ingredients" and a "competitive foil, comparing this one with an 'ordinary' or 'other' product." One factor working against the success of the "formula" commercial is that it has become repetitive and is "no longer amusing." Another is that the proprietary business has attracted many newcomers and "formula commercials" cannot stand out from the "confusing mob."

"Already a few proprietary manufacturers have switched from 'formula' to a warm, human approach or to arresting techniques," Mr. Strauss reported. "More will soon discover there are many, many ways to get a message across. There will be a rush to creative proprietary advertising. Some will fail because they will be so blinded by the new techniques that the sales point won't come across."

Also in advertising...


New agency • Norman J. J. Berger, partner, vice president and general manager of Leber & Katz Inc., New York, announces the establishment of a marketing and advertising agency at 15 E. 48 St. Before joining Leber & Katz 4½ years ago, Mr. Berger was secretary, general manager and assistant to the president of Grey Adv. Telephone number of new company, Norman J. J. Berger Assoc., is Plaza 2-8090.

Account pending • Ocean Spray Cranberries Inc., Hanson, Mass., has terminated its association with BBDO, New York, effective Jan. 31. A new agency has not been selected, but a company spokesman said it is considering presentations from several agencies. The account bills approximately $1 million, of which $700,000 is allocated to spot television.

On the move • The McCarty Co., Los Angeles agency, has moved into the new Travelers Insurance Bldg., 3600 Wilshire Blvd.
“Charlotte’s WSOC-TV... past performance makes it a top media buy”
—Anne Benton, Tucker Wayne

Remaining in the good graces of lady timebuyers is not at all difficult—if you do exactly what they want you to do. Namely, produce good results for their agency’s clients! This keeps everyone happy. So whenever you have a piece of business for the Carolinas remember WSOC-TV. Let us or H-R tell you about our service to advertisers here in America’s 19th largest TV market. We’ll make you happy, too.

WSOC-TV
CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton
They dared to differ with Minow

AFA-AAW DELEGATES CALL FCC CHIEF'S HAND ON PROGRAM BELIEFS

The advertising profession moved to Washington last week for an on-the-scene look at the New Frontier's impact on media and media users.

Two days of internal discussion and several sessions with key government officials and legislators left disturbing impressions among advertiser, agency and media delegates who attended the Feb. 6-7 joint legislative conference of the Advertising Federation of America and Advertising Assn. of the West.

After it was over, AFA's members were talking most about the regulatory attitudes of FCC Chairman Newton N. Minow. The chairman offered a series of brow-puckering comments that posed basic questions about the commission's powers to influence advertisers and agencies as well as radio and tv broadcasters who live under the Communications Act.

On the other hand they found Paul Rand Dixon, Federal Trade Commis- sion chairman, in a friendly, concilia- tory mood. This was in contrast to Mr. Dixon's fire-eating hints when AFA was in Washington last year. And Secretary of Commerce Luther H. Hodges spoke in a cordial what-can-we-do-for-you manner.

Chairman Minow made three points that disturbed many of the media and advertising delegates:

- Advertisers on tv have a responsibility as good citizens to devote part of their budgets to public affairs and other information programs.
- Unless more tv stations go on the air and unless network affiliates accept the network's high-quality programs, the government will have to see that stations put these programs on the air.
- In calling for better programs for children, he left the AFA delegates confused by his claim that children will look at anything that's on tv.

No Takers * This last observation drew practically unanimous disagreement from AFA delegates contacted after the Minow talk. Their strong position as parents was typified by such comments as: "Children are the most discriminating of all viewers"; and, "He just doesn't understand children if he believes that."

But the most serious concern was about the obligations of advertisers to sponsor public affairs programs and of affiliates to carry the so-called quality programs supplied by networks. Here the delegate reaction included such comments as "man on a horse" and "papa knows best," plus a fear of government censorship.

A member of the panel on which Chairman Minow appeared, Vice Presi dent Edwin H. Ebel of General Foods, was moved to observe, "There is no law that says an advertiser can't choose the program he wants to be associated with. Who is to say good entertainment isn't public service? What is enlightenment?" He offered this formula based on his 12 years as a major tv buyer:

"Find out what the people want and give it to them a little at a time. Only the people can define the term enlightenment."


Mr. Hayes said the public's decision-making process must not be taken over by Congress, the FCC or advertisers (see story page 34). He posed the question that brought Chairman Minow's comment about need of more tv stations and the obligation of affiliates to run high-quality programs.

"What Did You Mean?" * Addressing Mr. Minow, Mr. Hayes recalled a recent statement by the chairman that broadcasters face a choice of "more competition or more regulation." "What did you mean?" Mr. Hayes asked.

Chairman Minow cited an example of a two-station market (Augusta, Ga.) in which an Eisenhower documentary was not accepted until the last minute so the former president could see the taped program while in that city.

"If there isn't more competition" the chairman said, "I would say we will have to take steps—the government should see that these programs are cleared in communities lacking sufficient channels."

Mr. Minow then added, "I would rather see the marketplace of ideas take over with more programs."

Replying to a question from Mr. Rainer, a former CBS executive, Chairman Minow agreed tv serves more people more often than any other institution in the community. He said people spend five hours a day viewing and added, "There is tv's failure—spreading emptiness."

Mr. Minow continued, "Children under 12 spend 70 million hours daily looking at television. Children will watch whatever is on tv—good, bad indifferent, enlightening, mayhem—whatever it is. Television should be a worthwhile adventure for children."

The Other View * Mr. Ebel observed, "My son is better informed and enlightened because of television." He agreed with Mr. Hesse that if a marketer doesn't consider tv in his planning he'll not stay long in the advertising business.

The FCC chairman deemed it "a good sign" that more advertisers are turning to news and information programs. All networks say they lost money on these programs, he noted, asking advertisers for their help in doing a public service job. "Every substant
Radio and TV advertiser has an obligation to program not the highest-rated program but the programs with the highest rating in public understanding," Mr. Minow said. He agreed with the Bell & Howell "folklore" description of the old idea that advertising should be non-controversial, have highest ratings and stay in the comedy-adventure-escapism field.

Mr. Minow said he is interested in the so-called magazine concept of sponsorship as a way to retain the creative control of advertising and at the same time insure that the legal responsibility remains with the broadcaster.

"Why enter a cultural war?" Mr. Ratner asked, recalling the widespread debates of the years just prior to the Civil War. "There is no record of anyone changing anyone's opinion." He said broadcasting gets across all the big issues, not just a few.

When Is Good TV? = Mr. Ratner criticized those "who smear public astes, wipe the public's intellectual nose and indulge the public's likes and dis likes." In a world of tensions, he said, entertainment's function is to relax. "The American public can be rusted in its choice of what to watch and what not to watch," he said, and asked rhetorically, "What is a good TV program and how do we know when we've got one?"

Mr. Ebel described TV as "one of the most effective and economical means of reaching the people but the advertiser needs editorial content to which he public responds."

Rep. Avery said every communication statute assumes operation of broadcasting by private enterprise under a minimum of government regulation, with incentive for investment generated by advertising. He said that on the axis of his service on the House Commerce Committee he feels "the public will guard jealously the system of free broadcasting" against proposals for a system of user charges such as pay TV. He cited the much larger number of stations operating in American cities as compared with other countries.

"The cost of radio advertising has been lowered to the extent that almost every retailer can now use the facility," Rep. Avery said. He added, "We can conclude that our partnership free-enterprise, advertising system is good and that nearly all participants are doing a good job." As to commercials, he said, "Hardly anyone enjoys commercials but some are more bearable than others," adding that the FTC estimates a very small percentage of advertising is deliberately misleading, around 1%. "I do not consider this a matter of serious concern," he said.

Why It Grew = Rep. Avery attributed the growth of the business of broadcasting—62% increase in number of broadcast facilities in a decade compared to a population increase of 18.5%—largely to the "ingenuity of American technology firmly supported by an aggressive advertising industry."

Mr. Hesse said the broadcast media capitalize on the dimension of time and movement. He said TV will develop exciting new techniques. Radio, he added, has been winning and maintaining the trust of the public over the years.

In the general AFA discussions several speakers warned of the legislative and regulatory problems facing all advertising. Rep. Bob Wilson (R-Calif.), partner in Champ, Wilson & Slocum, a San Diego agency, warned of the influence of economic theorists in the New Frontier and their "peculiar solutions." He said Arthur Schlesinger Jr., a key White House adviser, said recently, "The Welfare State is the answer to Communism." He warned that an advertising tax is a possibility.

Arthur C. Fatt, chairman of the board of Grey Adv., analyzed some of the Washington attacks on advertising techniques, content and philosophy. One reason advertising is a target, he
said, is that "America is suffering from scrambled economic thinking." Lowell B. Mason, former FTC member, said the agency already has the power of "inquisition without warrant" and under new legislation (HR 8830) it would have the power of "punishment without trial." He called on the advertising fraternity to "save Rand Dixon from some of the impetuous politicians in his own party."

Color's Future * W. Walter Watts, group executive vice president of RCA, said the color television industry has reached "an annual going rate of $200 million, far ahead of last fall's prediction that it would attain that figure before the end of 1962." Color's future will deal in billions, he predicted, with over 20,000 firms sharing in the manufacture and sale of color sets.

Noting that color TV became a $100 million industry in 1960, he said the medium has at least 3½ times the impact of black-and-white commercials. Over 150 advertisers on NBC-TV are using color as a selling tool, he said, and millions are being spent in RCA's tube expansion. January color set sales were 164% ahead of the same 1961 month, he said.

Mr. Watts predicted that by year-end all major set manufacturers will be making color sets.

In a review of the AFA-AAW conference results, James S. Fish, vice president of General Mills, cited advertising's ethical progress. He said the NAB code seal "is taking on real meaning with consumers."

Lee Fondren, KLZ Denver, is AAW president. C. James Proud is AFA president-general manager.

The advertising profession heard FCC Chairman Newton N. Minow live up to his headlines at AFA-AAW meeting last week as he called for sponsor-ship of more news and public affairs programs.

‘ARTICLES OF FAITH’
Hayes proposes principles for continued prosperity

Three "Articles of Faith in Broadcasting" as compiled by John S. Hayes, president of the Post-Newsweek Stations, must be kept in clear focus if the industry is to continue to grow, prosper and perform its function in society, Mr. Hayes told the Advertising Federation of America.

He took part in a panel dealing with the role of broadcasting in the nation and in advertising at the AFA's Feb. 7 meeting in Washington. On the panel with him was FCC Chairman Newton N. Minow, Donald H. McGannon, president of Westinghouse Broadcasting Co., was moderator (see story page 32).

Here are Mr. Hayes' articles:

* Faith in the public, and the effectiveness of public approval or disapproval.
* Faith in the broadcaster, and the effectiveness of broadcaster responsibility.
* Faith in an advertiser-supported system, and the necessity for its continuation.

The public’s decision-making process must not be usurped by Congress, the commission or the advertiser, he said, since the ultimate responsibility is the broadcaster's. He contended the broadcaster "must resist the tempestuous pressure from those men of little faith in the people who have him broadcast only what they say is 'good for the public,' leaving unsaid the tacit assumption that it is they who know, and therefore will decide what is good for the public."

Mr. Hayes called this group "the autocrats who would set up a cultural tyranny within the framework of a political democracy." He added that the broadcaster also must resist "those men of equally little faith in the people who would have him program as though the public were moronic, devoid of any taste, and incapable of distinguishing good from bad, high quality from low. These are the cynics who fail to recognize that the broad, overall level of American education is rising and, with it, has come a public desire for the upgrading of standards generally."

"The broadcaster must resist those who would, by regulation other than self-regulation, by suggestion, by obiter dicta within a commission decision, by newspaper headlines, or by catch phrases, do violence to the concept of free speech or of free, untrammeled press."

The American free-enterprise system of broadcasting is being copied throughout the free world, Mr. Hayes said, adding that it has flourished in an atmosphere singularly free of suspicion that it is a government or a propaganda organ of special interests.

York Imperial gets heavy radio-tv push

P. Lorillard & Co., New York, announced last week it is placing its York Imperial size cigarette into national distribution this month, and is providing York the "heaviest support of a new brand" in the company's 202-year history. York, which has been tested in 11 key markets, will be advertised in several media, including network tv, spot tv and radio.

On network, York will be a participating sponsor on five nighttime tv programs—CBS-TV's Ichabod and Me and Frontier Circus; ABC-TV's Hawaiian Eye and Target: The Corruptors and NBC-TV's Cain's Hundred. Lorillard also will place a saturation spot tv-radio campaign in major markets, starting Feb. 18. Agency: Lennen & Newell, New York.

Hallmark V Ltd., new agency

A new advertising agency, Hallmark V Ltd., has been formed in New York. It is located at 41 E. 42nd St.

Officers are Robert Geist, chairman; Edgar Herz, president, and Joel Kaplan, executive vice president. Mr. Herz was president and chairman of Williams Adv. Co. for 11 years. Mr. Kaplan formerly served as executive vice president of Ashe & Englemore Adv.

The firm estimates its annual billing from $3-4 million with emphasis on fashion and retail accounts. Broadcast billing is about $300,000, with one account, Towers Marts International, New York, a department store chain, accounting for the radio-tv advertising.

Audience relay

A commercial for a commercial? It's not only possible, it actually happened last Friday (Feb. 9) on WNEW New York. Robert Lawrence Productions, film and commercial producer, bought a one-minute radio spot to promote the tv commercial it filmed for the Clairol-sponsored "Debutante '62" on NBC-TV later the same day (9:30-10:30 p.m.). "The spot on WNEW's Klaven & Finch Show invited listeners to watch the tv program as well as the six-minute family-situation commercial in four acts titled "Clairol's Story of the Adams Family" (Broadcasting, Feb. 5).
Joe and Gladys Smith, hitherto city-bound apartment dwellers, decided to move their TV set to a pad of their own in distant exurbia. Assured by their real estate dealer that they would receive WMAL-TV loud and clear even in their remote "new frontier," they began to work out the mathematics of the real estate deal.*

Said Joe to Gladys, "If you'll give me three-quarters of your money, I'll add it to mine and have just enough to buy this $5000 house. You'll have just enough left to buy the lot next door with the shady grove and the running stream."

“No, no,” cried Gladys, quick to rise to the defense of the bank account marked HERS. “You give me two-thirds of your money and, by combining it with mine, I'll have enough to buy the house and you'll have just enough left to pay for the grove with the babbling brook.”

What was the value of the shady grove with its never-failing stream? In return for the solution to the problem, we'll send you a new volume of puzzles to while away the hours between coffee breaks. Address requests for $5000 houses to your local real estate agent. He needs a laugh occasionally, too.

*The mathematics of the TV situation is simple: minute participations in one of WMAL-TV’s 4 daily half-hour news reports (1:30 p.m.; 6:00 p.m.; 7:00 p.m.; 11:00 p.m.) build loyal audiences and are the best buy in the D. C. area.

Puzzle adaptation courtesy of Dover Publications, N.Y. 14, N.Y.
Criticisms helps advertising, says Weir

PANEL DISCUSS ADVERTISING PURPOSES, VALUES

Criticisms of advertising by the "intellectuals" in education, government and elsewhere "can only improve advertising," Walter Weir, executive committee chairman, Donahue & Co., said on a WNBC-TV New York panel show yesterday (Feb. 11).

On Open Mind, taped last week, Mr. Weir and other advertising experts discussed "Does Advertising Deserve Its Reputation?" with emphasis on recent criticisms. Other participants were David Ogilvy, board chairman of Ogilvy, Benson & Mather; Mildred Brady, editorial director of Consumer Reports magazine, and Albert G. Seidman, attorney in charge of the New York field office of the Federal Trade Commission.

The panel agreed that advertising is essential to the U.S. economy, but differed about the purposes and forms advertising should take. Mr. Ogilvy said advertising's purpose is "to sell goods and ideas." But Mr. Weir countered that he didn't believe advertising can sell goods and ideas "because there are too many other factors—price, package design, the product itself, etc." Advertising must "inform," he said.

Mr. Ogilvy's reply was that "when advertising doesn't sell, we get fired by the client." Mrs. Brady said advertising "grew up to meet the need to inform the public of new products coming on the market. The panelists agreed on Mr. Seidman's definition of the purpose: "Advertising is to inform with the interest of making a sale and to enable the consumer to buy with confidence."

Copy Cats • On the use of similar product claims by the advertisers of the same type of product, as cigarettes, beer or television, Mr. Weir said all are "justified" in using the claim, but that the one who uses the claim first gets the advantage. To which Mr. Ogilvy snapped: "Copy cats deserve what they get."

Concerning critics' charge that advertising is "misdirecting the public's money," quoting moderator Eric F. Goldman, Mr. Ogilvy replied: "Suppose we say we are spending too much on creature comforts; the cure would be to legislate advertising out of business. But it wouldn't necessarily follow that school boards would seek to raise taxes to build better schools, raise teachers' salaries and buy better equipment."

Mr. Goldman quoted a speech made in New York last week by Howard Gossage of Wein & Gossage, San Francisco (see page 29), who said that advertising won't improve until agencies end the 15% commission system. The agency panelists answered that there is a trend to the kind of fee system proposed by Mr. Gossage. Mr. Ogilvy said he prefers the fee system, but that the commission system cannot be blamed for "dullness." Mr. Weir said the 15% commission "penalizes" the small advertiser, and that most of the faults in advertising come from having "incompetent people" in advertising.

Couric: self-regulation is answer to ad critics

Self-regulation in advertising provides the best answer to critics who advocate strict government controls, John M. Couric, NAB public relations manager, said Feb. 9 in an address to the Advertising Institute of Charlotte, N.C. He predicted advertising will continue to prosper in freedom and responsibility if it continues "to demonstrate an honest desire to serve the public as the prime mover of goods and services."

Mr. Couric said the NAB codes are elevating the claims of advertisers for their products and improving the taste of radio and television. But he warned that a small minority "chips away, not with chisels and hammers but with pneumatic drills, at the entire framework of advertising."

Educators teaching anti-ad prejudices?

Educators are inculcating young people with "anti-advertising prejudice," Walter Guild, president of Guild, Bascom & Bonfigli, San Francisco, charged last week in a speech before the Oakland (Calif.) Advertising Club.

Mr. Guild claimed that in public schools and universities and colleges, "advertising is a dirty word." He contended that professors in such areas as economics, history and art write textbooks, which invariably criticize advertising as "being the tool of monopoly" and "being shoddy and dishonest." He urged advertising men to reply to criticism in public speeches and to use any influence they may have in local educational circles to discourage the use of textbooks that portray business, advertising and the free enterprise system in "an untruthful and unfavorable light."

Advertising defense urged by Jorgensen

Business should defend advertising and advertising should defend business against unjustified attacks designed to increase government control and lessen the strength of the competitive free enterprise system, Kai Jorgensen, president of Hixson & Jorgensen, Los Angeles, declared Friday.

Addressing a special luncheon meeting of the Western States Advertising Agencies Assn., at which he was acclaimed "Advertising Man of the Year" for 1961, Mr. Jorgensen said "If these constant attacks are eventually successful, it is not just advertising that will suffer, but it is one of the very foundation stones of the free enterprise system that will have disappeared or have been eroded away—the right of management to determine how it should spend its money, how it will sell its goods or services, how it would conduct its affairs."

He urged that all should unite against these attacks.

Farm radio tips given by agencymen

A strong case for the success and effectiveness of 52-week schedules in farm radio advertising was made last week by Dixon L. Harper, farm radio-TV director of Aubrey, Finlay, Marley & Hodgson, in a talk before the Chicago Area Agricultural Advertising Assn.

Mr. Harper also highlighted the importance to the farm advertiser of the "adult approach" of the station which "really serves the audience" in all respects, as distinct from the "glorified juke box operation where you don't even have the privilege of selecting which top 40 tunes you want to hear."

The first clue to picking the station that offers "quality radio" usually is a fulltime working farm service director on the station's staff, he indicated.

Year-round farm radio advertising usually is the best buy, Mr. Harper said, because the advertiser gets the best frequency discounts, enjoys fullest merchandising and other station support, while the station can attract more effective and cooperative, not to mention the big plus of all-year listener loyalty and identification.

Dick Cech, agricultural group supervisor, Marsteller Inc., Chicago, told the meeting that farm radio marketing plans sometimes fail because of lack of objectives, lack of production effort and failure to take advantage of the service offered by radio farm directors. "Too much farm radio is bought 'by the numbers' just like a lot other radio," he said.

Robert S. Kunkel, Leo Burnett Co. account executive, related broadcast philosophies involved in purchase of radio time in behalf of Chas. Pfizer & Co. He said the surface has only been scratched for the effective use of farm radio and indicated many new special situations or promotions could be worked out by stations and their representatives to attract new business.
Kilroy Didn’t Make It  But, as you can see from this partial guest list, a good many notables did make the “Insight” scene last year.  Chances are you’ve never heard of “Insight” if you live outside WDAF-TV’s coverage area. But Kansas Citians will tell you—with considerable pride—that it’s another of those network-type programs WDAF-TV puts on locally. Veteran Newsman Walt Bodine and Bill Leeds host this unrehearsed and spontaneous half-hour each Sunday. It’s not unusual when Monday morning’s news is featured by the results of their gentle probing.  Kansas Citians do take pride in WDAF-TV. They appreciate the fact that it’s far more than a local outlet for network shows…that local programming of the “Insight” calibre is the rule, not the exception…that it is the Heartland’s prime source of entertainment and information. And, of course, this respect for WDAF-TV pays off in the cash registers of its advertisers.

WDAF TV 4 SIGNAL HILL • KANSAS CITY

Transcontinental Television Corporation

In Television: WGR-TV Buffalo
- WDAF-TV Kansas City
- KFMB-TV San Diego
- KERO-TV Bakersfield
- WNEP-TV Scranton-Wilkes Barre

Represented by
In Radio: KFMB & KFMB-FM San Diego • WDAF & WDAF-FM Kansas City • WGR & WGR-FM Buffalo

380 MADISON AVENUE • NEW YORK 17, NEW YORK
How network tv helped enhance American Cyanamid's name

The American Cyanamid Co., which ended its first year of sponsorship of a continuing network television program in late March, attributes "the satisfactory results attained" both to the merits of CBS-TV's "Eyewitness" and to the extensive promotional-public relations campaign conducted since last September. Warren Highman, manager of corporate advertising for American Cyanamid, summed up in an interview last week the rationale behind the promotional effort: (1) Cyanamid, though a giant company, had no readily identifiable image with the general public as a manufacturer of chemical, pharmaceutical, and consumer products for the home, the medical profession, industry and agriculture; (2) Cyanamid is a conservative company and there was a need to generate confidence in and enthusiasm for the tv program among its plant employees and executives, customers and suppliers and (3) its role in industry had to be communicated particularly to opinion leaders and government officials throughout the nation.

"We realized we had an excellent vehicle in "Eyewitness,"" Mr. Highman commented. "But we felt strongly that as a new advertiser, we had to build up a strong identity with the program in the eyes of our own employees, as well as our customers, suppliers and leaders in communities in the U.S."

Mr. Highman believes that Cyanamid achieved this objective through a steady stream of publicity-promotional material. A significant approach utilized by Cyanamid, he said, was to use the company's 66 plant and branch managers to distribute the materials on a regular basis to newspapers, civic and educational organizations and government offices. This arrangement according to Mr. Highman, "helped attain better acceptance of our materials and had the effect of involving our people directly with "Eyewitness."

The major projects associated with the program were a letter-writing campaign in which Cyanamid plant executives wrote to community leaders and to government officials on the local, state and federal levels, calling attention to Cyanamid's association with a public service series; the distribution of more than 20,000 records, presenting highlights of the program, and the production by CBS-TV of a special half-hour film, "The Unborn Tomorrows," which was prepared for distribution, starting Jan. 8.

The special film was produced under the direction of "Eyewitness" producer Les Midgeley and is narrated by Walter Cronkite. It is a film history of recent world events and includes coverage of the Kennedy inauguration, the Vienna summit conference, fallout shelters in the U.S. and the revolution in the Dominican Republic. The film is intended for showing before schools and community groups and already has had exposure.

Cyanamid, through Erwin Wasey, Ruthrauff & Ryan, New York, invested in excess of $1 million for its sponsorship of "Eyewitness" on an alternate-week basis, with the commercial emphasis on the corporation and on its Creslan and Formica divisions. The company now is reviewing plans for 1962-63, and network television is expected to play a significant role in its advertising program.

American Cyanamid Co. promoted its first-time sponsorship of a regular network tv series (CBS-TV's "Eyewitness") with a wide array of materials, including a 30-minute film, "The Unborn Tomorrows," a record, calendars, releases, letters and brochures, distributed to its employees, customers, suppliers, opinion leaders, government officials and the general public.

Business briefly...

Merck Sharp & Dohme, pharmaceutical firm, has bought a one-hour "Breakthrough" special to be broadcast on NBC-TV, June 22 (9:30-10:30 p.m. EDT). Agency: Troy-Beaumont Co.

Gulton Industries (Life Lite Rechargeable Flashlights), which reported to NBC-TV a 54% increase in product sales due to its participation in The Jack Paar Show, has renewed its schedule on that show and increased its number of participations 50%. Agency: Compton Adv., New York.

Chrysler Corp., Detroit, announced it will sponsor five one-hour specials on NBC-TV within the next few months, each featuring big-name talent as in the Jan. 24 "Bob Hope Special" which it sponsored on network. Show dates run through May 4. Agency on corporate account is Leo Burnett Co., Chicago. Dodge Div. of Chrysler currently

38 (BROADCAST ADVERTISING)

BROADCASTING, February 12, 1962
Audience dominance by an independent station is a new concept in the Twin Cities market.

A new concept, created by a new dominant force, bringing to the Twin Cities a new standard of broadcast excellence in truly local service.

And the result is audience dominance— for the second consecutive month, wtcn 11 is confirmed as the number one station in the market in total audience, noon to six p.m., Monday through Friday. Already number one in the November ARB report,* the wtcn 11 top audience was increased from 33% in November to a dominant 40% of the sets-in-use in December (Metro share).

FOR AVAILABILITIES THAT PROMISE DOMINANT SALES RESULTS CALL YOUR NEAREST KATZ OFFICE, OR CALL ART SWIFT, BOB FRANSEN OR DICK JOLLIFFE AT WAlnut 7-8881.

wtcn 11
MINNEAPOLIS • ST. PAUL
TIME-LIFE BROADCAST, INC.

...the independent that leads the way

is running three-week spot radio campaign on about 300 stations in top 60 markets. Dodge agency is BBDO.

Hazel Bishop Inc., in first television buy since merger with Lanolin Plus has purchased participations in five ABC-TV evening programs, beginning in April. Purchase, in excess of $1 million, calls for participation in ABC-TV’s new Sunday Night Movies (Sun., 9-11 p.m. EST), 77 Sunset Strip (Fri., 9-10 p.m. EST), Hawaiian Eye (Wed., 9-10 p.m. EST), Surfside Six (Mon., 9-10 p.m. EST) and Target: The Corruptors (Fri., 10-11 p.m. EST). Hazel Bishop currently has no agency.

Aetna Insurance Co., Hartford, Conn., Revere Copper & Brass (Revere Ware) and Fruit of the Loom Corp., both New York, have bought sponsorship totaling more than $1 million in NBC-TV’s Today show. Purchases mark the first use of network tv by each advertiser. Agencies: Remington Adv., Springfield, Mass. (Aetna); Adams & Keyes, New York (Revere), and Kenyon & Eckhardt (Fruit of the Loom).

Norge Div. of Borg-Warner Corp., Chicago, enters network tv for first time with purchase of participations on Today and Jack Paar Show on NBC-TV for promotion of Norge “Village” dry cleaning centers. Norge previously used broadcast media only through distributors and retailers at local level. About 40% of newly increased $1.3 million budget is going into tv.Agency: Clinton E. Frank Inc., Chicago.

Radio’s ‘most effective’ commercials honored

Two BBDO clients—Chun King and Pepsi-Cola—scored among the “10 most effective” radio commercials in an annual awards program sponsored by Radio Advertising Bureau. Eight other agencies and their clients were credited in the commercial winnings. Golden-record plaques go to the advertisers and their agencies.

The winners, announced today (Feb. 12) (alphabetically by brand name): Budweiser (Anheuser-Busch) through D’Arcy in St. Louis; Chevrolet (General Motors), Campbell-Ewald in Detroit; Chun King; Contadina Tomato Paste (Contadina Foods), Cunningham & Walsh in San Francisco; Eso (Humble Oil & Refining), McCann-Erickson, New York; Ford, J. Walter Thompson, Detroit; Guardian Maintenance (General Motors), D. P. Brother, Detroit; Northwest Orient Airlines, Campbell-Mithun, Minneapolis; Pepsi-Cola; Winston (R. J. Reynolds Tobacco), William Esty, New York.

Chun King was handled by BBDO’s Minneapolis office, and Pepsi in New York. Five are holdovers from last year. Budweiser, Chun King, Ford, Northwest Orient and Winston scored in last year’s awards which this year was increased from eight to 10 because of “pressure of greater activity.”

**BUCHEN’S PLANS**

Agency ready to spread out into consumer advertising

Buchen Adv., Chicago and New York, opened a new “image” campaign in New York last week. The client: the agency itself.

As explained by agency spokesmen, Buchen has long handled industrial-type accounts but now will expand into the consumer field. Last year Buchen billed about $12 million, split equally in consumer products and in the industrial field. Of this total, radio-tv account for about $500,000 in billing but future growth in the use of broadcast media should boost the total closer to $2.5 million.

A feature of Buchen’s activity in New York Feb. 8 was a “trade fair” of nearly 40 exhibits displaying products made by its clients. Leonard Morgan, agency president, noted that nearly half of Buchen’s clients have been in the “shop” for as long as 10 years. The agency is nearly 40 years old.

With Mr. Morgan in New York were Emery Dobbins, managing senior vice president, New York; Joseph H. Caro, treasurer and senior vice president; J. Wesley Rosberg, senior vice president and director of marketing and research, and other top-ranking agency executives.

Radio-Tv Plans * The step-up in consumer activity as it affects radio and television was detailed as follows: A series of 13 one-minute announcements started on the Jack Paar Show on NBC-TV Feb. 8 and will run through April 11 for Masonite; United Wallpaper (division of Desoto Chemical Coating Inc.) is starting on March 6 a 13-week schedule of minutes on Tuesdays and Thursdays on ABC Radio’s Breakfast Club; Moen Faucets (division of Standard Screw Co.) is now testing tv spot in Phoenix and San Diego over a 13-week period in a campaign that aims to place builders under consumer pressure to use the faucets in new homes.

Other activity: International Minerals & Chemicals (for agriculture and industry) will begin a radio spot campaign in eight markets on 14 stations in Illinois and Indiana about March 1 (depending on the weather) to sell Thrive (lawn product). Gardner-Denver (tools) will begin test marketing in radio with one-minute announcements in Cleveland and Los Angeles on May 1 in a campaign to run five or six weeks.

**Pulse plans study of radio audience**

The Pulse Inc. is planning to conduct a nationwide qualitative study in March to determine the basic composition of the total radio audience.

In an announcement of the project last week from Dr. Sidney Roslow, president of The Pulse, and Frank M. Headley, president of H-R Inc., it was revealed that H-R is the first representative signed to underwrite part of the cost of the study. Other national spot radio representatives are being approached to help defray the undertaking’s cost, Dr. Roslow said.

A nationwide probability sample will be used for the study to investigate such qualitative factors as occupation, income, education, family size and amount and frequency of listening.

All representatives who sign for the project will participate in the framing of its questionnaire. It was described as the first radio study of its kind.

The Pulse this week is releasing to subscribers its latest Pulse TV Audience Profiles, subtitled “A Marketing Survey of Network Television Programs.” The report deals with 12 consumer using/dealing categories and contains 56 qualitative questions answered for every network television program. Field work was conducted last November and is based upon a 1,750-home sample of the U.S. total.

**Mellon joins sponsors of Pirates on KDKA-TV**

KDKA-TV Pittsburgh has arranged to televise a minimum of 33 Pittsburgh Pirates games during the coming season. Jerome R. Reeves, station general manager has announced. It will be the first sponsored by the Mellon Bank, Pittsburgh, which has purchased a one-third participation in the games through Pul ler & Smith & Ross.

Returning sponsors are the Pittsburgh Brewing Co. and the Atlantic Refining Co.
We got more wimmin than men. Lucky, wot?

Ever since we went on the air in 1922, WDAY Radio has had far more adult listeners than any other station in these here parts. Money adults, too — Fargo itself is the Nation’s No. 2 market in retail sales per family.

The latest 55-county Area Nielsen gives us as high as 111% more men than Station B — as high as 87% more women. Our total Monday-Friday adult listenership is 155,100 women, 91,400 men (Mon.-Fri., 6 a.m. to midnight, March-April, 1961).

Ask PGW for the hour-to-hour figures. Them city slickers know everything about us Hayseeds!

WDAY
FARGO, N. D.
NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives
ABC denies bloodthirstiness charge

COMMISSIONERS HOSTILE TO DEFENSE OF COUNTER PROGRAMMING

Counter programming policies of ABC are responsible for many of the current ills of television programming—including too much sex and violence—officials of the FCC implied in accusing questions last week in the windup hearing of the agency's network inquiry.

ABC-TV President Oliver Treyz and other network officials vigorously protested the Commission's charges. "We are now counter programming public affairs against entertainment on the other networks," Mr. Treyz retorted. "The concept of counter programming involves more than just westerns."

Mr. Treyz and James Hagerty, vice president in charge of news, special events and public affairs, were the only ABC-TV executives to present prepared statements—compared to the half dozen delivered by each of the other networks. After presenting their statements, Messrs. Treyz and Hagerty joined Miss Johnsen, Mr. Moore and Everett Erlick, vice president-general counsel, in answering FCC questions.

Oft Told Tale • In his prepared text, Mr. Treyz said ABC is limited in its programming offerings and policies because of its inability to compete effectively in two-station markets.

ABC aim is to attract a maximum number of viewers with entertainment and information programs so that this audience will attract enough advertisers to foster the network's growth and provide a return to stockholders, Mr. Treyz told the FCC.

Unlike the other two networks, ABC's ability to develop programming is directly affected by the number of affiliates who repeat the network's offerings, he said. "For example, our sheer inability to distribute programs to hundreds of thousands of homes in downstate Illinois adversely affects the nature of total program service that the network can provide in Chicago ... or anywhere else" that ABC has a primary affiliate.

"Because many sections of the U.S. still have less than three competitive channel services," he continued, "we find ourselves hampered in scheduling top quality hour long live dramas or live variety shows. The deficiency in our ability to clear programs where we lack facilities, therefore, restricts our ability fully to serve the public interest in the areas that we can clear."

ABC's future program plans must be consonant with this limitation so long as it exists, Mr. Treyz maintained. "To achieve our ultimate goal we seek true diversity," he said, "but true diversity requires true competition. And, the range of programs from which ABC can choose is definitely narrowed by the large number of two-channel markets, he stated.

Third Network Support • ABC made it unanimous among the networks by announcing support of the FCC's legislation to require the manufacture of all-channel receivers. The network also espoused a thorough review of policies and technical standards for uhf. ABC said the FCC's deintermixture and vhf drop-in plans in 16 cities (comments are due Feb. 19) "should be implemented with all speed."

Despite limitations caused by two-station markets, Mr. Treyz said, ABC makes every effort to achieve the goal of a diverse program service to the maximum number of different families. "Our program practices and policies are 'people-oriented,'" he said. "Although we speak of mass audience or mass taste, we are conscious that there are different likes and tastes."

A guideline in ABC's overall thinking, Mr. Treyz said, is the selection of programs which will have the strongest appeal for post-war families—those households formed since World War II. From the outset, ABC-TV has had a special concern for this segment of our society, he said, and the offspring of the young families. He pointed out that ABC is the only network with a news program tailored for teenagers and with a director of programming for children—Jules Power.

With its responsibilities to serve the public in mind, Mr. Treyz said that ABC is collapsing a portion of American Bandstand—a fully-sponsored program—to schedule Discovery in the 4:30 p.m. daily time period. "Here, what may well be a sustaining program will supplant a sponsored program because of over-all program schedule considerations," he said.

Everybody Joins Hunt • The search for new programming is an "all-consuming task which pervades our entire network," the ABC president said. "We comb all available sources to seek out the new, the interesting and the informative." This involves a staff with know-how, ingenuity and imagination exchange of ideas, and the persuasior of top talent to lend their ideas.

In its new programming, Mr. Treyz said, ABC applies the concept of coun
RCA MICROPHONE/AMPLIFIER
...NEAREST IDEA FOR REMOTES

Full range frequency response, low distortion
No waiting for tubes to warm up.
Just plug in and you're ready to broadcast.
No fussing with remote amplifiers.
+6 VU output feeds telephone line directly.
Includes transistorized amplifier, battery power supply,
30 ft. cable, earphone with cord, and smart carrying case.

For Immediate Delivery, Order Now! Use This Coupon.
RCA, Audio Sales, Broadcast and Television
Equipment, Dept. EB-22.
Building 15-5, Camden, N.J.

Please send me____________________ Type BN-10A Microphone/Amplifier units,
@ $231.25 each.
☐ Check enclosed. ☐ Money order enclosed.

Send to____________________________
Address___________________________
City_________________________ Zone____ State____
Enclose remittance with order and save shipping charges.
(Price subject to change without notice)

The Most Trusted Name in Electronics
Dodd blasts networks again

Sen. Thomas J. Dodd (D-Conn.), chairman of the Senate Juvenile Delinquency Subcommittee, lashed out anew at the television networks last week and labelled "television programming" as one of the areas most in need of legislative action.

Sen. Dodd, whose subcommittee has been holding hearings on the effects of television violence on children, accused the networks of holding "threatening power" over the industry.

It isn't the government that threatens freedom of speech, he said, "but rather the networks themselves that are restricting originality and expression of talent."

He charged the networks with "directing producers to create shows according to a formula of crime and violence which has proven to be successful and moneymaking."

"Perhaps one of the most important legislative actions is needed with regard to television programming," he said.

The senator's statement was in the Congressional Record in connection with his request for $178,000 for the subcommittee's activities in the new session. The request was approved by the Senate.

Sen. Dodd's statement indicated he believes television might be at least partially responsible for a "new phenomenon" that has so far baffled experts in juvenile delinquency—delinquency among middle-class or white-collar families.

He disclosed that the subcommittee plans to call together later this year social scientists, members of the clergy and correctional administrators to determine "what new and broader federal laws are needed."

On the other hand, Mr. Treyz, as an example of how the encouragement of independent producers and counter-programming exemplifies ABC programming. He said the network, "in exchange for a substantial risk investment," secured an option on the show but failed to get a single dime in advertiser support during several weeks of "arduous sales efforts." ABC declined several profitable proposals for a substitute program by advertisers "because we believed they would provide less diversity to our schedule and, therefore, less service to the public," he said.

Finally, he said, participation in Ben Casey were sold to several advertisers, many with small budgets who could not otherwise obtain prime network time.

Over the past three years, ABC spent over $6 million in new program development, Mr. Treyz said, and the figures for the upcoming 1962-63 season is over $3 million. Recovery of these program research and development expenses is very small and they will increase materially in the future, he said.

Lack of advertiser support "cannot deter our going forward" in news and public affairs shows, he declared. "This kind of programming is an absolute must. Its urgency and importance override all considerations, financial or otherwise."

On the other hand, Mr. Treyz said, the advertiser committing millions of dollars to tv is entitled to a level of audience commensurate with his investment. "To act otherwise, would be to give his competitor an unfair advantage," he said. ABC, he maintained, developed and encouraged the use of multi-sponsored one-hour programs. Through this concept the number of advertisers on ABC has doubled since 1958, he said.

Financial Interests. Mr. Treyz said it's reasonable for ABC to acquire a financial interest in programs in which the network has money invested at great risk. But that has no bearing on who- ever a program is placed in the schedule, the "essential criterion" being the best possible program for the time period involved, he said.

ABC program commitments are over $100 million annually, much of this earmarked without advertiser support, he said. The three networks receive 30% of each incoming programming dollar while they pay out close to 52% of the same dollar for programs, he said. The three networks net income before taxes is less than 5% of total revenue, he said.

"With respect to income, the commission knows how far we are from achieving parity with either of the other two networks," Mr. Treyz said. "This is directly related to the fact that we have not as yet achieved equality in the markets where facilities are not available to us."

With these considerations and as "prudent businessmen," Mr. Treyz said, ABC officials believe the network should secure "whatever financial interests and subsidiary rights we can" in program negotiations. He said there has been no instance when ABC has sought financial interests in a program in which it did not assume a substantial financial risk.

Affiliates have had an important effect on the network's program schedule, he said, through a constant flow of communication. He cited affiliate inspired expansion of sports programming and such individual shows as Day in Court, American Bandstand and Focus on America, among others. As ABC has grown, so have its affiliates been able to compete on more equal grounds with the established, successful stations in their areas, Mr. Treyz said.

Ratings, Ad Influence. Rating reflect the popularity of programming—thay do not determine it—Mr. Treyz said in explaining how ratings are used by ABC. Ratings provide valuable guidelines but they are not absolute standards in determining the fate of a program, he said. The more decisive factor is which program in the given time period will more nearly serve the network's overall goals, he stated.

"Ratings, audience measurements and any other statistical tools that we can muster do not preclude us from exploring new and different types of program fare," the ABC president said.

ABC may take into account an advertiser's policies in connection with sponsored programs, Mr. Treyz said, and does grant such a right to sponsors. "However, the exercise of this limited right remains subject to our final determination as to what is and what is not broadcast," he said.

Informing Affiliates. Mr. Treyz told Commissioner John S. Cross that ABC does "everything practicable and necessary" to keep affiliates informed about the shows offered by the network. At 10:30 a.m. on alternate Saturdays, he said, ABC uses a closed circuit hook-up to show affiliates episodes of new shows, pilots and upcoming programs.

The network, he said, has 39 shows weekly during prime time—three of these advertiser-owned: Rifleman, Saturday Night Boxing and Bachelor Father. ABC has some form of financial interest in the remaining 36 programs, he said.

FCC counsel Bryant turned the questioning to ABC's counter programming concept and charges that the direct result has been too much violence and less good drama on television. Quoting complaints to this effect during earlier testimony in the lengthy inquiry, Mr. Bryant asked Mr. Treyz if he agreed.

Actual results of ABC's policy have been very much to the contrary, Mr. Treyz replied. He said ABC improved diversity and balance in its programming and that it is not responsible for the actions of other networks. It could "very well be" that the other two have contributed because of the cancellation
What famous communicator said what? Above are the initials of seven words that strike an optimistic note. When their author first wrote them, they could have been characterized as an AP dispatch (and we don’t mean the then non-existent news service)! The first word and the author’s last name form a perfect rhyme—there’s poetic justice for you! Give it a go—then check the answer below.

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
Represented nationally by John Blair & Company
And in growing Jacksonville, Fla., it’s WWDC-owned WMBR
of serious drama which left ABC on account of the shortage of affiliates, he said.

Questions by Mr. Bryant and Chairman Minow implied that ABC programs without regard for balance. The chairman noted complaints that the other two networks have "carried the ball" with public affairs programs, which are not profitable, while ABC has been content to "counter program" with westerns and action-adventure.

We Are Masters • To these and other charges Mr. Treyz replied that "we are masters of our own house. We are not responsible for what the other networks do." He said ABC has cut back westerns to a point where it now has less of such programming than either of the other two networks.

The ABC-TV head said each network should strive for its own balance. He denied taking the position that if viewers do not find the shows they want on ABC, they can find them on another network. ABC, he maintained, has kept the amount of murder and mayhem under close control.

"No network will ever have balance for all people," he told Chairman Minow. Mr. Treyz said ABC would like to have more serious drama but that just two weeks ago the network failed to land such a program because the advertiser went to another network which had primary affiliates in two-station markets.

Messrs. Bryant, Minow, Treyz, Moore and Commissioner Frederick W. Ford then got into a long discussion over who makes the final decision on what is aired by ABC. Mr. Treyz said the ABC program advisory board makes basic decision "but I have to agree before a show is placed in the schedule."

"Providing Goldenson [Leonard, president of AB-PT] does not disagree," Commissioner Ford interjected. Chairman Minow wanted to "pin this thing down."

After further discussion, Commissioner Ford drew an admission that if the advisory board (Messrs. Treyz and Goldenson are members) votes 10-1 on a program and Mr. Goldenson stands alone, then the minority wins out.

Monday Night Changes • Mr. Bryant accused ABC of making changes in its Monday night schedule in 1959 merely to achieve higher ratings, without regard for balance or diversity. He was critical of the substitution of Bourbon Street Beat, Adventures in Paradise and Sugarfoot for Bold Journey, Firestone Hour and Patil Page. "Was this to get better ratings?" he asked.

Mr. Moore said the moves were made with an eye on the entire program schedule and to get more—not less—balance. He said a similar documentary-type show was slated on another night to replace Bold Journey and that Firestone was offered a later time period which the network thought would be more desirable for the type of audience attracted.

From there, the questioning went to the controversial Bus Stop episode which caused five advertisers to withdraw their support and 25 affiliates to cancel the program (90 aired it). Mr. Bryant thought that ABC let affiliates learn of the difficulties through newspaper accounts, but this was denied.

Much of the questioning repeated testimony three weeks ago by Mr. Treyz before the Senate Juvenile Delinquency Subcommittee, Mr. Bryant quoting from ABC memos regarding the content of the show.

Chairman Minow was critical of ABC's refusal to accede to an NAB Code Board request to review the controversial episode. Why, he asked, didn't ABC let experts help the affiliates decide about carrying the program.

He said the code board condemned the show after its telecast and that this is a prime example of how the industry could have exercised the self-regulation it pleads for—but that ABC did not take this course.

A Mistake: Treyz • Mr. Treyz said that it was unnecessary to show the episode to the NAB and that it would have set a bad precedent to allow another body to determine responsibility. "I am responsible for that program going on the air," he said. "In view of the reactions by the public, to which we must be most sensitive . . . and in view of my own subjective analysis of the program on the air . . . all of us at ABC in management agreed it was a mistake and that the program should not have gone on the air."

Miss Johnsen said that she and her department approved the episode starring rock 'n' roll singer Fabian as a psychopathic killer after certain changes had been made in the script. She rejected Mr. Bryant's contention that west coast continuity director Dorothy Brown had not approved the show.

"Did your [two] children see the program?" Chairman Minow asked Mr. Treyz. "They did not," the ABC president replied.

Continuing on the subject of violence in ABC shows, Mr. Bryant turned
to Untouchables with charges that ABC and Mr. Moore had issued instructions that more murder and mayhem be injected into the program. Again, he quoted from memos between ABC and Desilu, producer of the program, and intra-Desilu correspondence.

He asked Mr. Moore what the latter meant when he suggested in a letter to Quinn Martin, former executive producer of The Untouchables, that there was too much talk and more action was needed.

There's a Difference • Mr. Moore said that action and violence mean two different things and denied that he, or anyone at ABC, ever instructed Desilu to spill more blood before the cameras. Mr. Treyz and Miss Johnsen made similar denials repeatedly. The letter, Mr. Moore said, was merely an effort to maintain “action” in the dramas and to solve crimes through physical movement rather than talk.

This exchange took place on Monday. When Mr. Bryant returned to the topic on Wednesday, Mr. Moore read a telegram received during the Tuesday recess from Mr. Martin. In the wire, Mr. Martin said that at no time did ABC ask that more violence be used in The Untouchables.

One memo quoted by Mr. Bryant said that a forthcoming episode had enough action “to keep the bloodthirsty happy.” Chairman Minow demanded to know if ABC feels this is what the public wants. “Who has come to the conclusion that viewers are blood-thirsty?” he asked.

Nobody at ABC has the responsibility to make such a decision, Mr. Treyz replied. “It is not my judgment and our program schedule does not reflect that,” he said.

Mr. Moore said his department has never asked continuity acceptance to reverse a negative decision on any script and that Miss Johnsen has the final say-so, with complete independence from other departments of the network.

Mr. Bryant accused ABC of delegating its program responsibility for content to Desilu and said the latter had disregarded the network's standards. He maintained that Miss Brown was continually battling Desilu, a contention Miss Johnsen hotly disputed.

Treyz Finally Protests • After several hours of testimony on Fabian and The Untouchables, Mr. Treyz objected, saying Mr. Bryant was paying “disproportionate attention” to the two shows instead of examining ABC's entire program structure.

“I think its well to bring all this out,” Chairman Minow commented, but agreed that “we've had enough of blood and violence in the last day or two.”

Mr. Bryant stayed on The Untouchables.
Mr. Erlick

ables, however, to quiz ABC on complaints made by James V. Bennett, director of U. S. prisons. A year ago, Mr. Bennett complained that the program did a disservice to prison guards and complained that it was not, as announced, based on the book by Eliot Ness. After that complaint, ABC started making an announcement that the program was based on the novel but that portions were fictional.

Two months ago, Mr. Bryant said, Mr. Bennett again protested to the network and ABC "kissed him off." Mr. Treyz said that ABC told Mr. Bennett the situation had been take care of to the satisfaction of the FCC and that the matter was closed.

Mr. Bryant persisted that Mr. Bennett’s complaints on specific shows should have been investigated by ABC. "Although you say you’re sensitive to public reaction, you receive a complaint from a public official and pay no attention to it. That’s all [the questions I have]" Mr. Bryant said and turned the questioning of Mr. Hagerty over to his associate.

Under questioning from the commissioners, ABC showed a kinship with the two networks testifying earlier on most of the issues the FCC sought to explore.

Complex Question • Commissioner Ford said Mr. Treyz had not put forth an official position on whether he feels the FCC should be authorized by Congress to regulate networks. Mr. Treyz waived the question to Mr. Erlick.

"It is a complex question," Mr. Erlick said, "We believe we are now effectively regulated through the chain broadcasting laws, through our affiliates and owned stations." ABC sees no need for further regulation, which should remain at the local level, where it is now, Mr. Erlick said. Attempting to hold broadcasters responsible at both the grass-roots station level and the lofty network level "might lead to a diffusion of responsibility" and the lessening of the individuality and image of the local station, he suggested.

Mr. Treyz told Commissioner Ford that ABC encourages a free flow of "accurate and timely information." Between the network and its affiliates, Affiliate relations are "the heart of our operation . . . something that we are dedicated to," the ABC president said.

Commissioner Ford returned to the subject of why ABC would not let the NAB code board preview the Fabian But Stop incident. Mr. Treyz said he believed such a procedure would be a step toward abdication of licensee responsibility. It could develop so that if the code board turned down a program, affiliates would not carry it, even though they had never viewed it to exercise their own judgment, Mr. Treyz suggested.

Commissioner Lee discussed with Mr. Treyz what ABC considers its primary problem—the shortage of desirable TV channels in two-channel markets. Mr. "Treyz said he favors both all-band set legislation and a process of selective de-intermixture. This assertion led Chair- man Minow to comment that such steps constitute "regulation" and that broadcasters seem to favor regulation when it serves their purposes.

Mr. Treyz and Mr. Hagerty discussed philosophies of "broadcasting in a free society," under broad questioning from Commissioner Hyde. The commissioner asked that the FCC’s program policy statement of 1960 be inserted in the record and then read certain paragraphs from the statement and asked Mr. Treyz if they implied censorship qualities. At this point Messrs. Ford and Minow stepped in: Commissioner Ford to suggest that Commissioner Hyde had read the paragraphs out of context and to point out that the vote on issuance of that statement had been 6-1 with Commissioner Hyde dissenting. Chairman Minow emphasized that he had not been present when the policy was formulated but that he approved of it entirely and intended to enforce it.

Magazine Concept • When asked for ABC’s views on the magazine concept, Mr. Erlick said that two years ago ABC, with the cooperation of Young & Rubicam, discussed the possibility of devoting Wednesday nights to such sponsorship. Several advertisers were contacted, he said, and each had at least one strong objection to such commercial placement. They all like the idea of integrated commercials and identity with a specific program, he said.

Some individual complaints repeated by many come from (1) advertisers who did not want spots after 10 p.m.; (2) a cigarette advertiser who did not want to be slotted in a cartoon; (3) sponsors who wanted shows appealing to men, or women, or children, and so forth.

Chairman Minow asked if networks could not better serve the public under a magazine concept. Mr. Erlick thought not and pointed to increased advertiser interest in public affairs as an example.

"We are convinced that the present system is the best," Mr. Treyz said. He maintained that a rotating system of commercials, without the advertiser having a voice in placement, would seriously curtail financial support to the detriment of the public.

"I don’t fully agree with you," the chairman countered. He said that "many thoughtful people" also take the opposite viewpoint. He charged that advertisers influence programming and that the networks cannot fulfill their responsibility to the public unless they are in full charge of content.

"Mr. Chairman, we are in charge," Mr. Treyz shot back. "We don’t need the magazine concept for that. We are in charge."

[During an appearance in Chicago Feb. 2, Chairman Minow said that he wished the sponsor rotation idea embodied in the magazine concept could be worked out in tv.]

Hagerty Proud • Mr. Hagerty said the progress by ABC News in the year that he has been in charge has been "remarkable." "I hope you will pardon the pride that has come," the former Eisenhower news chief told the FCC in his prepared statement.

He said the goal of an expanding ABC News department is to present hard news, analysis and interpretive reporting without "any inside or outside supervision, pressure or interference from anyone." To this end, he said, costs of the news department have more than doubled the past year, and there are many more hours on the air.

Ratings sag further

FCC commissioners’ future as TV star talent dimmed fainter as of NBC-TV’s telecast Feb. 4 of the FCC hearing, according to National Arbitron. On the broadcast 6:30-7 p.m., the FCC hearing polled a 5.3 rating and 11.8% share. The opposition: on CBS, Mr. Ed, had a 22.8 and 51.6% share, and ABC, with half of a special “Freberg” telecast, had a 12.5 and 27.8% share. These figures correspond closely to Jan. 28 telecast on hearing (Broadcast, Feb. 5) with one exception: NBC of all three networks slipped noticeably (down from 8.2 to the 5.3 rating).
and similar increases in personnel and equipment.

Mr. Hagerty said that he has only one boss—Leonard Goldenson, president of American Broadcasting-Paramount Theatres, who was not present for questioning by the commission. "The line of command is clear-cut," he added, "from Mr. Goldenson to me to our news staff."

Since he joined ABC just over a year ago, Mr. Hagerty said, his news department has completed the first phase of a planned three-year expansion. "We practically started from scratch last year to build a vital major network operation," he said. He said ABC stresses first-hand reports from newsmen who actually cover the news. "Instead of relying on others to say second hand what happened," as he implied, the other networks do.

Evidence of the growth of his department, Mr. Hagerty said, is indicated by the increases in manpower and additional time given to news on the network. The Washington staff grew from 12 to 26 during 1961, and there were comparable increases in New York, other American cities, Europe and South America, he said.

Then and Now * * When he joined ABC, the vice president said, the network had only one 15-minute news program which was carried by only 38 stations. Today, he said, the network has a Midday Report, Evening Report and Final Report, the only late news program offered by any network. In addition, ABC has American Newsstand, the only network news show oriented for teenagers; this Wednesday it begins Howard K. Smith's analysis and interpretive program in prime time.

Asked why ABC had been lax in its news operations in past years, Mr. Hagerty said that he could speak only for the time he had been with the network. Other ABC officials in the room also declined to amplify on the commission question.

Mr. Hagerty said that he has sole authority to pre-empt any scheduled program for fast-breaking news of major importance. "I have used this authority...and I will always use it whenever I consider it necessary," he said.

Conceding that affiliates have been slow to clear for ABC's news offerings in many instances (85 cleared for Howard K. Smith; 72 for the Final Report, for example), Mr. Hagerty joined the network line by contending that much of the trouble is caused by lack of affiliates in two-station markets. In three-station markets, ABC affiliates must realize that the network can do a much better job in covering national and international news than the affiliates, he said.

"What we must strive to obtain is a marriage between the network and local stations...with the network carrying the national and worldwide news and the local stations having the responsibility for local and regional news," he said.

Mr. Hagerty also cited the increase in regularly-scheduled public affairs shows, news specials, documentaries and educational programs under his direction. ABC had only one, Issues and Answers, a year ago, he said, and cited such new offerings as Adl Stevenson Reports, Editors Choice, Close-Up, Directions 62 and Meet the Professor. On the planning stage are The Roosevelt Years, a 26-week series to be offered next fall, and The Eisenhower Years for 1963.

Praise and Blame * * "In the documentary field, we have had our share...of both critical praise and critical blame," Mr. Hagerty said. "But praise or blame is not our paramount objective [which] is to search out the truth, to report it honestly...I pledge you that we will continue to work for that objective—to tell the truth, to inform, to educate."

At the present time, he said, the news and public affairs programs "miss paying their way by a wide margin." However, he continued, ABC is not kicking and has committed itself to further expansions.

In a question and answer session, Mr. Hagerty told FCC associate counsel James Tierney he opposes editorializing by networks. He said the main objective of an editor is to call attention to a problem and to offer solutions and that this can better be done by stations on the local level.

ABC did not have specific figures on percentage of news and public affairs offered in option time, as opposed to station time, and promised to submit such information for the record. Mr. Treyz, however, disputed Mr. Tierney's contention that more programs of this type would be cleared by affiliates if they were not presented in station time. The ABC president said six daily feeds are made of the Evening Report for the convenience of affiliates scheduling.

To gain more clearances, Mr. Hagerty said he has visited many affiliates in person and will continue to do so "at least to get my story across." He said sponsors are not permitted to exercise "one iota of control" over the content of news, public affairs and documentaries.

Asked what percentage of total network offerings should be devoted to programming from his department, Mr. Hagerty said he cannot give an opinion but "the more the merrier from my point of view."

For Public Consumption * * Chairman Minow asked if it should be a matter of public information whether an affiliate consistently refuses to carry its network's news and public affairs programs. "I think so," Mr. Hagerty responded.

"Well, I guess you and I are both new to this business and have strange ideas," Mr. Minow said. "Some people think that's censorship."

Mr. Treyz said he thinks it is a form of coercion: "We criticize no affiliate that refuses any program, including public affairs," he said. Such emphasis would make affiliates feel obliged to carry this type of programming regardless of their individual judgment as licensees, he thought.

Loose Ends Remain * * With the testimony from ABC last week, the FCC wound up the public phases of an inquiry which began in 1955 and has consumed over 12,000 pages of testimony and nearly as many pages of exhibits. Many interim measures have been taken during the course of the investigation (Broadcasting, Jan. 22) and the record remains open for the networks to submit further information requested during the past three weeks.

The Commission, also, still is to add testimony of MCA to the record, possibly in executive session in line with a court order three weeks ago (Broadcasting, Jan. 22).

"I think the hearings were very helpful and useful in informing the public and industry about many complex problems," Chairman Minow said after the curtain was dropped last Wednesday. He said the commission "has a lot of studying to do" before coming out with a final report and more recommendations.

It will be many months before such report is forthcoming, individual commissioners agreed.
JFK SUBMITS SPACE PLAN

Strong FCC role bypassed in White House proposal for public corporation; Hill hearings start soon

A great space communications debate looms in Congress after President Kennedy's message last week on the establishment of a publicly held corporation to own and operate a space communications system.

Already Sen. Robert S. Kerr (D-Okla.), chairman of the Senate Space Committee, has ordered hearings to begin Feb. 26. Under study will be not only the President's plan but also a significantly different approach in ownership advocated by Sen. Kerr himself (S 2650).

After Sen. Kerr and his committee completes its hearings the matter will be referred to the Senate Commerce Committee. This jurisdictional agreement was announced on the floor of the Senate by Sen. Warren Magnuson (D-Wash.), chairman of the commerce appropriations subcommittee. Sen. Magnuson announced also that he and Sen. Kerr agree that all future matters dealing with space communications will be referred to the Commerce Committee.

In the House, the President's proposal will go first to the House Commerce Committee then to the lower chamber's Science & Astronautics Committee. No hearings on space communications have been scheduled in the House yet.

The President's plan received swift and enthusiastic endorsement from Rep. Emanuel Cellar (D-N.Y.), chairman of the House Judiciary Committee and of its antitrust subcommittee.

Rep. Cellar, who has expressed concern over the possibility of one company (AT&T is the company commonly mentioned) dominating a U. S. satellite system, said the President's proposal to broaden the ownership base to include manufacturers and the public is to be applauded.

FCC Irked: The President's plan, attributed to the antitrust division of the Justice Dept. and the President's Space Council, is a negation of the FCC's position. It also relegates the commission's authority in the regulation of the space communications corporation to rate making and the maintenance of competition in usage and purchase of equipment.

Where the White House and the FCC part company is on the ownership of the space system. The White House would establish a federally chartered Communications Satellite Corp., whose ownership would be widespread. The FCC has leaned toward a company, but owned by the international common carriers now already in the business of transoceanic communications via cables and short wave radio.

The FCC's position was outlined to Sen. John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee, and to Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, last week.

Under the commission's aegis, a committee of international carriers suggested that a non-profit "carrier's carrier" be established to own and operate a space satellite system. Other communications carriers might be permitted to join their international cousins in ownership, the FCC has indicated. The commission has not yet publicly announced a position although it has informally indicated its approach (Broadcasting, Jan. 15).

The President's recommendation, introduced in the Senate by Sens. Kerr and Magnuson and in the House by Reps. Harris and George P. Miller (D-Calif.), puts most of the policy-making functions of the satellite system in the hands of the President and the State Dept. President Kennedy said he proposes soon to appoint a director of telecommunications planning (Closed Circuit, Jan. 22, 29), who will advise him on the system as well as on other telecommunications matters.

White House Bill: The President's message called for "assurance of global coverage; cooperation with other countries; expeditious development of an operational system; the provision of service to economically less developed countries as well as to industrialized countries; efficient and economical use of the frequency spectrum; non-discriminatory access to the system by authorized users; maximum competition in the acquisition of equipment and services utilized by the system; and the strengthening of competition in the communications industry."

The corporation would be authorized to issue one million shares of Class A voting stock at not less than $1,000 per share to be sold to anyone, including communications carriers licensed by the FCC. No one, however, could own more than 15% of the authorized, or more than 25% of the outstanding Class A stock.

The corporation also would be permitted to issue 10,000 shares of Class B non-voting stock—but only to common carriers approved by the FCC. The number and price of Class B shares would be fixed by the corporation. Carriers, it was understood, could use this contribution as part of their rate base, and thus stand to benefit by a heavy investment in the satellite company.

The board of the satellite company would consist of not less than 9 or more than 13 members. Stockholders could not vote for more than two board members.

Incorporators would be appointed by the President, and no change could be made in the charter without the approval of the President.

Profits Far Off: After incorporation, the company is expected to engage in an intensive series of research and development projects. In 5 to 10 years the corporation "would be fully operational, it is hoped. When it would be profitable is unknown."

The satellite company would lease channels to authorized users, including the U. S. government; own satellites, ground terminals and other facilities; conduct research and purchase satellite launching services from National Aeronautics & Space Administration.

AWRT unit honors Senate committee

Senate Commerce Committee members were honored by the Washington Chapter of American Women in Radio and Television at a Capitol Hill reception last week. Some 200 guests attended the function, including FCC Chairman Newton N. Minow and three of his fellow commissioners.

The highlight of the evening was a preview of the broadcasting industry matters the committee plans to work on this year. But Sen. Gale McGee

Soft sell for Kennedy conferences urged

Democratic press aides on Capitol Hill were urged last week by Pierre Salinger, news secretary to President Kennedy, to encourage fuller television coverage of the President's news conferences and other appearances, according to a Feb. 8 dispatch by United Press International.

At a private meeting between Mr. Salinger and aides to western Democratic Senators, UPI reported, a "soft-sell approach" to TV exposure by broadcasters was urged. Participating, it was reported, were Andrew Hatcher, Mr. Salinger's assistant, and Mike Manatos and Claude Desautels, White House aides.

The press secretaries, UPI reported, are loosely organized into a group called "Demo-Hide." They were reportedly told the President planned to invite press secretaries of state governors to Washington in an effort to enlist support for administration programs.
KTVH delivers local programming impact where it is important. This exclusive CBS-TV affiliate for Central Kansas reaches the audience that counts, delivering more than 51 news programs a week. Kansans rely on KTVH for local, regional, and national news. TO SELL KANSAS, BUY KTVH covering WICHITA, plus 14 other important communities of Kansas.
PASTORE COMMITTEE PLANS

Subcommittee must consider all-channel sets, network regulation, many other matters

All-channel set legislation, network-regulation proposals, political broadcasting and a review of overall national communications policy are among the matters that will occupy Sen. John O. Pastore's (D-R.I.) Senate Communications Subcommittee in this session.

Sen. Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee, before the agenda last week in partial justification of a request for $315,000 in operating funds for the committee.

He also warned that legislation might be in store if broadcasters fail to refrain from accepting hard-liquor advertising, and indicated that hearings might be held on the FCC's request for regulatory authority over community antennas.

The senator made these points:

All-channel Sets • The committee has long urged the FCC to solve the problem of television-channel allocation so that a nationwide competitive service could be provided. The all-channel bill ($2109) requested by the commission, as a means of making more profitable use of the 70 sparsely populated uhf channels, "is an extremely vital subject and hearings are required.

Network Regulation • The FCC's network study has resulted in proposed legislation ($2400) on "this complicated problem... Wide interest has been expressed" in the proposal, "and it will require lengthy hearings."

Political Broadcasting • All reports indicate the temporary suspension, during the 1960 presidential campaign, of the equal-time section of the Communications Act was "a huge success," and there is "considerable support for legislation to make the exemption permanent. Hearings will be held on bills to accomplish this. But "we must continually watch" how broadcasters use the freedom given them to cover political and other controversial matters, "and we must oversee the commission's processing of complaints that arose during the 1960 campaign.

Communications Policy • "A uniform policy for all communications, including space communications, must be established." The committee is particularly concerned about the need for "reconciling the conflicting interests and needs of government and private users of the spectrum space." Hearings on this subject, begun last year, will be resumed.

Hard-liquor Advertising • Broadcasting industry representatives have told the committee that they could regulate themselves in this area. Reports in the last year, however, indicate that some broadcasters are trying to break down "this hard-liquor barrier" (Broadcasting, Sept. 4 and Aug. 28, 1961). If self-regulation proves unsatisfactory, "we may be required to move in with legislation and hold hearings."

Cavy • The FCC has requested legislation empowering it to regulate community antennas. This issue, "which is quite controversial," was the subject of hearings in the last Congress, and "will probably require additional hearings before final action is determined."

The Senate approved the Commerce Committee's request for funds, which will also be used to cover activities in such fields as commerce generally, marine sciences, merchant marine transportation and fisheries and wildlife.

Class III petitions for power refused

The FCC last week denied petitions for rulemaking to allow regional (Class III) am stations to operate with powers of up to 25 kw instead of the 5 kw presently allowed.

Stations on the 41 regional channels are designed to service metropolitan areas and their immediately surrounding rural districts. In denying the petitions, the commission pointed out that there are about 1,900 of these regional stations and that their service is "most frequently" limited by co-channel and adjacent channel assignments. In view of these circumstances, the FCC said, authorizing greater power for regional stations would serve the public interest only when no new or increased interference would result. The potential for improving the service of regional stations in general is therefore "very limited," the FCC said.

Even in the case of those Class III stations which could use increased power, the commission continued, such operation would most frequently require highly directionalized antennas if present minimum-interference standards are to be preserved. This would mean that only a portion of such a station's district would receive improved service. Also to be considered is the possible elimination of other areas as potential locations for new regional stations, the commission observed.

Petitioning for the 25 kw limit were WTVB Coldwater, Mich.; WPEN Philadelphia; WERE Cleveland; KOL Seattle; WSBT South Bend, Ind., and KFYR Bismarck, N.D.
"And there I was, big as life, on TV"
(and in one of the top-40* markets, too!)

Flint-Saginaw-Bay City, naturally... which is where insurance agent Greg Fauth rebuilds Locomobiles and classic Fords and Buicks in his garage, then unveils them on Channel 12. To date, Greg's appeared on WJRT's "Almanac," "Mr. Magic," "Teen Canteen," and "Hobby Shop" shows to the delight of old car nuts and ordinary viewers alike.

You see, it's our contention that keeping people's interests in front of our cameras keeps their interest in front of their sets. Hence, WJRT's "programming from within"—which has seen 25,000 area residents come before Channel 12 cameras in just 2\(\frac{1}{2}\) years. And they've represented some 545 different interests—from rocket research to cancer research, from Japanese music to leathercraft.

And, if you're a television advertiser, you'll be interested to know that the heads of the 75,000 WJRT-watching families earn $487 more per year than the national average.* This, we hardly need mention, translates into an extra $9 a week worth of cornflakes and cosmetics, beer and bacon, and whatever you sell.

Harrington, Righter and Parsons will be happy to tell you about the reasonable cost of advertising on the top station in this top-40 market. Call them in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

*Based on ARB and SRDS Reports, 1960 & 1961
**Metropolitan heads-of-households, Sales Management's "1960 Survey of Buying Power"
UHF NEEDS BETTER QUALITY, COVERAGE

Now is time, says Triangle; Smythe praises deintermixture

The way to foster development of uhf is by improving the quality and coverage of upper-band channels, not by degrading vhf which is presently the best tv service, Triangle Publications Radio-Tv Div. told the FCC last week. Now is the time for the commission to take cognizance of advances in the electronic art and to leave room for future expansion, not to force the most technically successful operating stations (vhf) to abandon their channels, Triangle urged.

Sponsored by u's = A study which concludes that deintermixture results in more extensive and efficient use of uhf channels was submitted to the FCC by Dallas Smythe & Assoc., Urbana, Ill., on behalf of the Committee for Competitive Television, a group of uhf stations. The deintermixed communities of Springfield, Peoria and other related Illinois markets were examined in the study; its thesis is that a larger number of people are eventually served if the climate is made amenable to uhf through proliferation of stations than is covered by one dominant vhf station which makes uhf competition untenable.

The voluminous comments (43 and 81 pages, respectively) are indicative of the torrent of exhaustive comments anticipated by the FCC on its uhf-fostering rulemaking by the deadline of Feb. 19.

Triangle first disposed of the bases for the FCC’s current uhf plans as “haphazard, premature and without any assurance of furnishing an overall solution of the problem.” The company pointed out that the FCC had asked for the $2 million New York City uhf experiment to fill gaps in technical knowledge about the propagation characteristics of uhf. It further said that apparently error had led the FCC to make its deintermixture proposals and that if the agency had been aware of the resulting loss of service which would result, it would not have initiated the proposals.

Secondly, Triangle put forth “an alternative approach” for FCC consideration: (1) The FCC should clearly recognize that national tv allocations structure is dependent on the continued operation of vhf stations which provide wide area, high quality service; (2) the FCC should institute an inquiry into uhf to provide substantial improvements in the quality and effectiveness of uhf broadcasting “in light of the tremendous advances in the science and art of broadcasting within the past decade.”

Improve uhf = The premise behind such a uhf study, according to Triangle, would be that quality of uhf must be improved and that the viewing public and broadcasters must voluntarily accept and utilize uhf. Areas of inquiry into the improvement of uhf Triangle suggested were (1) increase in channel width; (2) widening of separation of other co- and adjacent channels; (3) revision of color standards, and (4) optimum number of lines to achieve superior video quality in black and white and in color.

This study, made without interruption to current high-quality vhf service, could make the improved upper-band channels sufficiently attractive that broadcasters will voluntarily seek uhf assignments, Triangle inferred.

Endorse Receiver Law = All-band receiver legislation sought by the FCC was endorsed by Triangle as a first step toward effective implementation of truly competitive tv service. It stressed that both portions of the spectrum should be effectively utilized and opposed piecemeal or wide-area “selective deintermixture.” Triangle pointed out that it shifted its uhf station in Fresno, Calif., to uhf without opposing the FCC’s request to do so and explained that this compliance was in accord with the company’s philosophy of encouraging competitive tv allocations—in the Fresno case so there would be more spectrum room for vhf stations in other communities.

Mr. Smythe’s study gave the criteria the FCC had used in determining to deintermix the Peoria and Springfield markets and then explored how well the tv service there conformed with commission expectations. The study found that between the 1956 decision and 1961: existing uhf stations in the area responded to deintermixture by increasing their facilities and expanding their salable coverage areas by 51%, and that one new uhf station and an auxiliary station were built in the immediate area; that vhf signals from outside the market were not used substantially by viewers within the market area; that since deintermixture conversion of receivers has approached saturation; that making the markets all-uhf has increased competition and service; that the Peoria market has benefited the uhf stations financially in a 20-1 ratio compared with other uhf stations in mixed markets.

The Smythe study basically dealt with the success of deintermixture in Peoria and Springfield and the deleterious effect of a single vhf station within the area—in this case WCIA (TV) Champaign-Urbana. The paper did not deal with other aspects of the FCC’s proposal for overall fostering of uhf.

KLFT asks new chance in revocation case

The FCC was asked by station counsel not to drop the ax on KLFT Golden Meadow, La., in oral argument last week. Hearing Examiner Jay Kyle has recommended in an initial decision that the station’s license be revoked because the licensee, Leo Joseph Theriot, made misrepresentations to the FCC and ignored FCC rules and admonitions.

The Broadcast Bureau charged Mr. Theriot with flouting the commission’s authority. “His lack of candor was incredible!” Hearing Division Chief Robert Rawson exclaimed.

KLFT’s attorney submitted the station was guilty of certain technical violations but maintained that the primary violation which led to the misrepresentation charges—the failure to hire a fulltime first-class radiotelephone operator—stemmed from a disagreement between the licensee’s interpretation of the pertinent FCC rules and that of the FCC field bureau. The said the bureau had not proved "wilful" misrepresentation but made a difference of rule interpretation. He also claimed Mr. Theriot had been too busy to answer FCC notices of technical

N. Y. Hill members feted

Upstate tv station operators met Feb. 7 with the two New York senators and the 12 upstate congressmen at a Washington dinner. Paul Adanti (right), vice president—general manager of WHEN-TV Syracuse, president of New York State Assn. of Radio & Tv Broadcasters, congratulates Sen. Kenneth B. Keating (R-N.Y.) on his appointment to the Senate commerce committee.

54 (GOVERNMENT)
WWL-TV... new New Orleans Favorite

“Ladies First” ... a sparkling thirty minute show every morning at 9:30, specially designed for the housewives of our town. Ginny Hostetler charms the ladies of New Orleans with her contagious personality, interesting interviews and various women’s features. Sonny Adams, the newest personality in town is Ginny’s “man Friday”, and does a matchless job of morning entertaining with his piano and songs.

“Ladies First” is becoming a buy-word in almost every New Orleans home.

Represented nationally by Katz

Here’s how to make it!

1 medium large eggplant
1/4 cup cooked, salt and pepper
to taste
4 tbsp. butter
1/2 cup peeled shrimp
top
1/4 cup cooked, minced
green onions
flaked crabmeat
1/2 cup cooked, minced
fresh parsley
Buttered bread
crumbs
Grated Parmesan Cheese

Cut eggplant in half lengthwise. Wrap each half in aluminum foil and bake in a 400 degree oven about 45 minutes or until tender and moist. Scrape the pulp from the skin, leaving about 1/4 inch around the edges. Chop pulp into small pieces. Melt butter in a saucepan. Sauté chopped onions and parsley until browned. Season with salt and pepper. Then stir in the pulp, shrimp and crabmeat. Cook together for several minutes. Fill the eggplant shells with this mixture; sprinkle bread crumbs and cheese over the top of each. Bake in the oven about five minutes until brown. Makes matchless serving for two.
violation; the licensee was characterized by his attorney as "the biggest man in the small puddle of Golden Meadow."

KLFT is the only local medium of communications in a community where the population is 80% illiterate and about the same percentage French-speaking (KLFT broadcasts in French), the station attorney said. He claimed that the welfare of the whole community is at stake with Mr. Theriot's license.

Mr. Rawson charged that Mr. Theriot repeatedly lied to the commission, both on the witness stand and in affidavits and petitions. He said the licensee had coerced station employees to lie to FCC inspectors on threat of losing their jobs.

The bureau attorney said Mr. Theriot made no effort to hire a first-class operator, even after an FCC field engineer notified him twice personally and twice in writing that his arrangement was contrary to FCC rules.

The bureau insisted that KLFT's license be revoked; the station asked that it be given a one-year renewal and a chance to prove it can discharge its license responsibilities.

JFK asks Hill okay for etv subsidies

President Kennedy gave a big boost to the cause of educational television last week, urging Congress to take "prompt and final action" on pending legislation to provide federal aid to etv.

The Senate last year approved a bill (S 205) that would entitle each state to up to $1 million in etv grants. Stalled in the House Rules Committee is a measure (HR 132) providing for a total appropriation of $25,500,000 and requiring state matching funds.

The president's remarks, contained in the message on education he sent to Congress, made it clear that he favors the more restricted House bill.

"The use of television for educational purposes—particularly for adult education—offers great potentials," he said, but, he added, the rate of construction of new etv facilities has been "dismal," to the extent that only 80 of the 270 channels set aside for education have been assigned in the last decade.

"It is apparent that further federal stimulus and leadership are essential if the vast educational potential of this medium is to be realized," he said.

But while President Kennedy was urging Congress to approve aid to etv, the board of directors of the Colorado Broadcasters Assn. went on record in opposition to such aid.

The board adopted a resolution contending that "federal intrusion into the broadcast industry is inconsistent with the principles of free enterprise" and that broadcasters have proven their "ability to serve the nation through local determination of the educational needs of each state and community."

The resolution called on the Colorado Congressional delegation to oppose legislation providing funds for educational television or radio.

CONGRESSMEN ON UHF

They defend threatened vhf's in their respective areas

Members of Congress continue to bomb hard the FCC with comments on the agency's proposals to make eight markets all-uhf by deleting single vhf channels. Almost all senators in states with markets slated for deintermixture and congressmen from districts containing those stations and others have expressed opposition to the plan.

Sen. Alexander Wiley (R-Wis.) enclosed a number of resolutions and petitions against deletion of ch. 3 Madison, Wis. (WIS-TV). Sen. Wiley added his own view that "the contemplated destruction of Madison's ch. 3 would be unwarranted, wasteful, extravagant, discriminatory, and altogether an unconscionable violation of the public interest." The senator said that even if the FCC's arguments in favor of deintermixture are valid in general, they are not applicable to Madison.

Rep. Horace Seely-Brown Jr. (R-Conn.) filed a similar plea on behalf of ch. 3 Hartford, Conn. (WTIC-TV). He said, "A technical survey report in which I have every confidence proves that 260,000 Connecticut residents would have no clear television service if ch. 3 were deleted from Hartford, and more than half of that number would be able to receive service from only one television station. Rep. John S. Monagan (D-Mass.) also opposed WTC-TV deletion.

Rep. Wayne N. Aspinall (D-Colo.) echoed the pleading of Sen. Gordon Allott (R-Colo.) that vhf service be preserved in that state (Broadcasting, Jan. 22). The congressman said a switch to uhf would work "an unjustified financial hardship" on originating stations, repeater and booster stations operated by the various communities and individuals and on the owners of tv receivers. All-channel receiver legislation sought by the FCC "seems to be a step in the right direction," he said, but added that the side-by-side development of vhf and uhf service has "considerable merit."

Some 1,200 signatures on petitions urging the FCC not to delete ch. 12 Binghamton, N.Y. (WNB-F-TV) have been received by the commission. And the South Carolina Educational Television Center asked the commission not to delete ch. 10 Columbia, S.C. (WIS-TV) because it offers centrally located facilities free to state universities; the etv group said it feels that only through use of a uhf channel can it tie in with a state and national etv network. A similar plea was filed on behalf of ch. 12 Birmingham, Ala., (WSF-A-TV) by the Southern Tier Educational Tv Assn.

A resolution was passed by the General Assembly of South Carolina praising the broadcast record of WIS-TV and asking the FCC to permit the station to continue operating on ch. 10. A copy of the resolution was sent to President John F. Kennedy and another to FCC Chairman Newton Minow. It was read into the Congressional Record by Sen. Olin D. Johnson (D-Minn.) in his "State of the State" address, WIS-TV reported.

WISC-TV Madison, Wis., asked the FCC to dismiss its proposed rulemaking to deintermixture that market, claiming the agency had clearly shown for the first time that its proposal is based on "unlawful, erroneous and untenable matters of fact and policy" when it released the criteria under which it selected markets for deintermixture (Broadcasting, Jan. 22). The FCC has no right to institute proceedings to equalize competition, WISC-TV said, and it used faulty technical standards in choosing Madison as one of the eight cities it chose to deintermixture.

In a separate petition WISC-TV asked the FCC to conduct or authorize "a comprehensive economies study of television development," before proceeding with deintermixture of Madison or any other market. Otherwise, WISC-TV said, the FCC will operate on the basis of "surmise and conjecture" without ever learning whether its criterion of equal competition can be met or whether it can be brought about by governmental action. Attached was a statement by Dr. Peter O. Steiner, economics professor at the U. of Wisconsin, emphasizing the need for such a study.

Several farm bureaus, agricultural associations and the National Assn. of Tv-Radio Farm Directors also submitted comments in opposition to deintermixture. They held that management of rural and outlying areas would be drastically impaired by a shift to uhf.

Members of the Ohio and Alabama delegations to Congress were breakfast guests of Taft Broadcasting Co. for a slide presentation by Lawrence H. Rogers II, Taft executive vice president, on the problems of moving television into the uhf band. Mr. Rogers advocated legislation requiring the FCC to complete its New York uhf tests before undertaking any further uhf rulemaking. He asked immediate hearings.
"Any time a Radio Station voluntarily puts forth its great effort to give assistance to people in need, I think this is a wonderful service"

—excerpt from a statement by District of Columbia Commissioner John B. Duncan, in an interview with Richard Eaton, President of WOOK and United Broadcasting Company, November 9, 1961

COMMUNITY SERVICE
Another first for WOOK in Washington

Mr. John B. Duncan, District of Columbia Commissioner, expresses the attitude of the Washington community, toward WOOK, in his statement made to WOOK President, Richard Eaton, in a recent radio interview.

It's small wonder that, among all stations in the greater Washington, D.C. area WOOK has the second largest audience in 36 important periods (Jan.-Feb. 1961 Pulse 5 County Survey) and is the best buy by far for the advertiser—local and national.

UNITED BROADCASTING COMPANY

Represented Nationally By: NEW YORK: Bob Witting, CHICAGO: Warren Daniels, ATLANTA: Dora Clayton, HOLLYWOOD: Jim Gates,

BROADCASTING, February 12, 1962
on legislation dealing with what he termed "the FCC's attempt to stampede us before sufficient technical information is available."

One hundred mayors of cities in northern Illinois and southern Wisconsin pledged their support to fight deintermixture of Rockford, Ill., WREX-TV ch. 13 reported.

GE outlets cite long service record

General Electric Co.'s accomplishments in serving the public and its long record as a broadcaster dedicated to quality and service has earned the right to continue to operate its stations, GE told the FCC last week in a plea for license renewal for WGY-WGFM (FM) and WRGB (TV) Schenectady, N. Y.

GE's defense of its past broadcast record and its plans for the future were filed in reply to a commission demand for more information "in the most detail regarding its renewal applications" (BROADCASTING, Nov. 6, 1961). The FCC told GE that its guilty and nolo contendere pleas early last year in an electrical antitrust action raise serious questions as to the licensee's qualifications to operate stations. A similar inquiry was sent Winghouse Broadcasting Co., whose parent Westinghouse Electric also was found guilty of antitrust violations.

The licensee said that its response "outweighs any record of past unlawful conduct and submits that its broadcast licenses should be renewed in order that its stations may continue to serve the public need." The company has answered for the unlawful acts of its employees which violated GE policy and which were deliberately concealed from top management, GE said.

These antitrust violations in no way involved the broadcast stations or company personnel connected with broadcasting in any way, GE said.

Responsible decentralization requires adherence to agreed-upon high company standards, with the general manager of the stations in full charge of their operation, GE said. He reports directly to the general manager of the company's radio-television division, a vice president of the company who, in turn, reports directly to a member of the GE executive office in New York, the licensee stressed.

"GE makes no excuses here for its involvement in the heavy electrical equipment antitrust cases," GE stated. "Nevertheless, the company submits that neither it nor the thousands of people served by its broadcast stations should be subjected to additional penalties by the commission for conduct which in no way involved its broadcast operations..."

Congressmen defend pre-dawn broadcasts

Rep. Phil Weaver (R-Neb.) has added his voice to those opposing the FCC's proposal to tighten up its rules regarding pre-sunrise operation by Class III daytime stations.

He said the contemplated changes "could be a crippling blow to the voice of rural America" and "might silence that voice forever."

Opposition is being expressed also in the mail received by Rep. Horace Seely-Brown (R-Conn.). He has said he has been hearing from radio stations and listeners in eastern Connecticut protesting the contemplated action.

Terms of Plan - The proposed rule, which Storer Broadcasting Co. requested in hopes of eliminating pre-sunrise interference from daytimers, would require daytime stations to notify the FCC 15 hours before sunrise and to submit their horizontal pattern. An unlimited-time station could then rely on paper proof, rather than physical evidence, that a daytimer was causing interference. New stations or those moving to a new channel would be prohibited from operating before sunrise.

Rep. Frank W. Boykin (D-Ala.) also opposed the rulemaking proposal. He said he tends to get up early, as do many others in Alabama, and wants to get the local news between 4 and 5 a.m. He said the proposal would work hardships in rural areas.

The Texas Assn. of Broadcasters said, in formal comment to the FCC, that no need had been demonstrated for the change in rules. The effect of the notification proposal, it said, would be "to shift the burden and expense of determining whether meaningful interference exists from the complaining station, where it belongs, to the FCC and on to the Class III daytime stations." The rule change in effect would preclude pre-sunrise operation by such stations, TAB claimed, and would prevent local stations from serving their communities in favor of protesting stations which cannot possibly serve such areas. "By passing this proposed rule the commission would eliminate an important service to millions in the nation's rural and suburban areas in favor of a few," TAB said.

Joelson talks tough to licensee-fee critics

Rep. Charles S. Joelson (D-N.J.), who has introduced legislation (HR 9881) to require television and radio stations to pay an annual license fee, said last week "some broadcasting stations" have warned him they will discontinue public service programming if the bill is enacted. His answer, he said in a House speech, is that if they do, the FCC should either revoke their licenses or make a certain percentage of public service programming mandatory.

Under his bill, stations would pay 1% of the gross revenues they received in the previous year. Refusal to pay would subject a station to a revocation of its license. Rep. Joelson estimates the annual fee would bring in $20 million.

The bill has been referred to the House Commerce Committee, but hearings are not imminent.

Spokane sellers answer Jones' post-grant plea

KXLY-AM-FM-TV Spokane last week asked the FCC to ignore a post-grant protest to the $3.25 million sale of its stations filed by WRGB Inc., former general manager of KXLY-TV (BROADCASTING, Feb. 5).

The station sellers, Joseph Harris and Norman Alexander, said that Congress had authorized protest procedures to eliminate just such petitions as Mr. Jones'. The station was sold with FCC approval to Morgan Murphy and associates (BROADCASTING, Jan. 22).

Messrs. Harris and Alexander said it was apparent that Mr. Jones is "a disgruntled former employee" who wishes "to vent his spleen upon his former benefactors. They said that in the case of one of his protests that he had not been compensated fully for a 10% interest in the stations—he is litigating the value of a gift. Mr. Jones was awarded almost $100,000 by a court as payment for the stock and back salary. He had sought more money. The former KXLY owners observed that the FCC traditionally keeps out of private quarrels.

Moline tv requests prompt grant of ch. 8

Moline TV Corp., the applicant designated in FCC staff instructions to be granted ch. 8 Moline, Ill., charged another applicant, Community Telecasting Inc., with delaying tactics in requesting reopening of the record and further hearing (BROADCASTING, Feb. 5). Moline asked the commission to make the final grant in accordance with its instructions as soon as possible.

Community replied that it would be damaging to the public interest if the FCC grants the channel without seeking to ensure that the best-qualified applicant receives the grant; that the procedure Community requested would not unduly delay activation of the channel since the FCC has announced its intention to defer a final decision on Moline ch. 8 until the Springfield and Peoria, Ill., deintermixture cases are finally settled.

58 (GOVERNMENT)
LOOK

WHO'S

FIRST AGAIN

IN

DES MOINES

TELEVISION...

KRNT-TV

KRNT-TV topped the Des Moines market in share-of-audience with 46. Matter of fact, this 46 makes us the 2nd ranking CBS Television station in the country. For more information call Katz.

An operation of Cowles Magazines and Broadcasting, Inc.
Mason switch may feature fall schedule

‘MR. ED’ AND ‘THE NURSES’ ALSO MAY MOVE INTO THURSDAY FOR CBS-TV

The game of musical chairs on the TV network schedules for next season is on in earnest.

A report that CBS-TV is thinking of a ‘Rory Mason’ switch for fall-longtime Saturday, 7:30-8:30 p.m. niche, to bolster Thursday night at 8-9 made the agency and network rounds last week.

This proposed Thursday “revamp” at CBS-TV also would have Mr. Ed coming in at 7:30 and the new The Nurses at 9-10 followed by CBS Reports. CBS now plans to slide the new show the night off at 7:30 with the Bob Cummings Show and follows up with Frontier Circus (8-9), Tell It to Grouch (9-9:30), The Gertrude Berg Show at 9:30 and then CBS Reports.

Here is a composite look at what’s being offered advertisers, and in effect presenting an up-dating of advanced planning for the 1962-63 season (Broadcasting, Jan. 29, for earlier summary):

Sunday: ABC-TV has begun penciling in reruns of Churchill at 6:30, new shows situation comedy Philibert at 7, Rodeo U. S. A. (western drama) at 7:30-8:30, Battle Zone at 8-9:30, an undecided hour show will go in at 9:30, and a Howard K. Smith news show at 10:30. CBS-TV: The Alvin Show or Lassie at 6:30, and Lassie or Little Amy at 7, Dennis the Menace at 7:30, Ed Sullivan at 8, probably the new Lucille Ball program at 9, GE Theatre may go to 9:30, Candid Camera at 10, and What’s My Line at 10:30. NBC-TV is talking about Tom Sawyer at 7, Disney at 7:30-8:30, Car 54 at 8:30, Bonanza at 9-10, and a new DuPont drama series at 10-11.

Monday: ABC-TV: Cheyenne, at 7:30; Rifleman at 8:30; Ben Casey at 9, and a new Fred Astaire anthology at 10. CBS-TV: To Tell the Truth at 7:30; I’ve Got a Secret at 8, new show The Beverly Hillbillies at 8:30, Danuta Thomas at 9, Andy Griffith at 9:30, and Tv Tonight 10-11. NBC-TV: New comedy-adventure The Young Men (Revue) at 7:30-8:30, The Price is Right at 8:30, 87th Precinct at 9-10, and new 333 Montgomery at 10-11.

Tuesday: ABC-TV: Undecided until 8:30 where Hawaiian Eye is slotted, followed by an undecided hour show at 9:30 and a half-hour not yet selected for 10:30. CBS-TV: Marshal Dillon (Gunsmoke reruns) at 7:30, either Dobie Gillis or Arthur Godfrey and Friends at 8, a new Red Skelton Show for an hour if Skelton agrees (at 8:30-9:30), Jack Benny at 9:30, and Gary Moore at 10-11. NBC-TV this night will slot Laramie, Dick Powell, Empire and another show in that order, or it might rejuggle the sequence and place Empire in at the Saturday, 7:30-8:30 period.

Wednesday: ABC-TV: Wagon Train, Going My Way, each an hour at 7:30 and 8:30 respectively: a situation comedy at 9:30 (possibly the new Our Man Higgins) and Naked City at 10-11. CBS-TV: New comedy The Sweater Man in a Hurry (starring the Kingston Trio) or Max Liebman’s comedy Mad, Mad Whirl at 7:30-8:30; Dobie Gillis at 8:30, possibly two Procter & Gamble shows at 9:30-9:30 and 10-11, and there’s a possibility of Dick Van Dyke being placed in the latter half hour; U.S. Steel-Armstrong at 10-11. NBC-TV: The new 90-minute revue western background The Virginian at 7:30-9, Perry Como at 9, a Sealtest show at 10 and a half-hour featuring news correspondent David Brinkley at 10:30.

Thursday: ABC-TV plans Ozzie & Harriet or another situation comedy at 7:30, Donna Reed at 8, Real McCoys at 8:30, My Three Sons at 9, an open half hour, and The Untouchables (which now may be retained) at 10-11. CBS-TV: Mr. Ed, Perry Mason, the new The Nurses and CBS Reports. NBC-TV: A new show McKeever and the Colonel (Four Star) will fill the 7:30-8:30 period (The Young Men now in that hour on Monday night might trade places with McKeever). Dr. Kildare at 8:30-9:30, Hazel at 9:30 and the 10-11 period not yet filled.

Friday: A situation comedy will fill ABC-TV’s 7:30-8 period, a new situation comedy The Workers at 8-8:30, Flintstones at 8:30-9, 77 Sunset Strip at 9-10 and an hour adventure at 10. CBS-TV: Rawhide, 7:30-8:30; Route 66, 8-9:30; newly expanded Hitchcock show at 9:30-10:30, and Eyewitness at 10-11. NBC-TV: International Showtime at 7:30 Mitch Miller at 8:30, the new Vive, Judson McKay at 9-10, and the new Jack Paar series at 10-11.

Saturday: ABC-TV is setting Combat or an hour variety show at 7:30, Leave it to Beaver at 8:30, Lawrence Welk at 9 and the fights at 10. CBS-TV: Checkmate possibly at 7:30-8:30, Defenders in the next hour, Have Gun, Will Travel is now speculated as a returnee at 9:30, and Gunsmoke at 10-11. NBC-TV: Empire is a possibility at 7:30-8:30 (or on Tuesdays at 9:30), the 8:30-9 period is open, and motion pictures will continue at 9.

It’s pointed out that although a current show may not appear in the same nor in another time period on a network for next season, that program may yet appear on the schedule at a later date. There are many open periods, any one of which could easily accommodate a program now on the air but not yet slated for a time period next fall.

Among the announcements last week dealing with nighttime scheduling: Lucile Ball-Dess Arnaz hour shows (first telecast as specials on CBS-TV) on the I Love Lucy format will be repeated this summer on CBS-TV (12 in all); CBS-TV will place Oh Those Bells, a half-hour comedy produced more than a year ago and starring the Skirer Bros. on Thursday, 7:30, on March 8, replacing The New Bob Cummings Show; Our Man Higgins (see Wednesday above), a half-hour Screen Gems comedy production, has been purchased by ABC-TV for prime time next season; a pilot on Howie (half-hour Ziv-UA and CBS comedy) has been completed, and the switch-about of Father Knows Best and Window on Main Street in the
In the Rochester, New York, market.... WHEC-TV and H-R are now working to bring agencies and clients the finest in television advertising service.
WESTERN ELECTRIC
AND ITS 40,000 SUPPLIERS

Last year, about 40,000 companies employing over 5,000,000 people in about 3,500 American cities and towns helped Western Electric with its job as manufacturing and supply unit of the Bell System and as a major government contractor. W. E. dollars paid to these firms — over $1 billion in 1961 — helped meet payrolls and pay taxes in communities throughout the nation. These companies ranged from major industrial concerns to three-man operations. Most were small businesses with fewer than 500 employees.

As our needs have grown, so has the number of our suppliers. Last year, for instance, there were close to 10,000 more than in 1955. In 1961 alone, about 7,000 new firms became Western Electric suppliers. To find the right companies for our special needs, we requested quotations from over 120,000 well-qualified concerns during 1961.

From some of our suppliers came raw materials, parts, components and assemblies for our factories where Bell telephones and communications equipment are made. Some helped with defense projects entrusted to us by the government. Others provided special services — like transportation. And still others supplied finished products — everything from linesmen's belts and pliers to telephone poles. The contributions of these suppliers enable us to focus our efforts on our main concern: manufacturing high-quality communications products for dependable service in the Bell Telephone network and furnishing production, engineering and management services for government projects.
NIKE BUILDER Charles Malouin helps make electronic components for NIKE guided missile systems at Whiting & Davis Co. in Plainville, Mass. — one of many firms which help prime contractor W. E. with this Army project.

BIG HAUL during 1961 cost Western Electric over 70 million dollars. Among the more than 4,000 carriers which shared in this sum was The Schell Transfer Co., a trucking company in the Baltimore area. W. E. business supported jobs for many trainmen, seamen and freight-handlers — as well as truckers — during the past year.

MOUNTAINS OF COPPER BARS will be drawn into wire and cable at W. E. plants for use in the nation-wide Bell System. As one of the world’s largest users of copper, Western contributes substantially to the economy of copper-mining states.

W. E. SUPPLIER Stanley M. Knapp, Jr. (left), of Trimold Division, Fisher-Price Toys, Inc., in Buffalo, N. Y., discusses a new plastic cable boot with Donald A. Miller of Western Electric Purchasing. This product saves time and money in connecting Call Director telephone sets.

W. E. BUYER Bob Peregrin (left), examines a pair of special pliers with Otto Hart, President of Hart Industrial Supply Co. — one of many small businesses in dynamic, fast-growing Oklahoma City which supply Western with a wide range of tools, parts and machinery.
MINOW, COLLINS YEAR 1961 seen as propitious by religious broadcasters

The arrival of FCC Chairman Newton Minow and NAB President LeRoy Collins on the broadcasting scene last year created a favorable climate for religious broadcasters, according to the annual report of the board of managers of the Broadcasting & Film Commission of the National Council of the Churches of Christ, New York.

The board’s report, which was accepted Tuesday (Feb. 6) by S. Franklin Mack, BFC executive director, at a two-day meeting in New York, called 1961 the “year of Minow and Collins” and said “the arrival of these two fresh and forceful personalities has already resulted in widespread changes of attitude and approach on the part of network and local broadcasters... It is a climate which offers new and exciting prospects for religious broadcasting.”

A highlight of the board of managers’ meeting was the presentation of a plaque honoring Dr. Ralph W. Sockman, a 33-year veteran of religious broadcasting. Dr. Sockman, a Methodist minister, started preaching on NBC Radio in 1928, and since 1936 has appeared regularly on the network’s National Radio Pulpit (Sun. 10:05-10:30 a.m.), a sustaining program broadcast in cooperation with the National Council of Churches. He will retire from the program on March 25. His successor has not been named. RCA President Elmer Engstrom was among those offering tributes to Dr. Sockman at the board of managers’ annual dinner.

The BFC board on Wednesday approved a special committee’s recom-

mandations regarding the functions of the BFC’s west coast office, thus ending a long BFC controversy that started with the rapid rise of tv and the resurgence of radio. Among the west coast operations as spelled out now: “to do initial development of picture and program ideas for tv and radio production,” and “to perform a liaison service on behalf of the BFC in respect to the commercial (and educational) tv (and radio) producers and packagers in the Los Angeles area.”

Horton hops off departing ‘Wagon Train’

NBC-TV’s Wagon Train may be headed for the ABC-TV trail next season, but co-star Robert Horton isn’t going along for the ride. He signed an exclusive tv agreement last week with NBC-TV for the 1962-63 season. Mort Werner, NBC-TV programming vice president, said Mr. Horton, who has appeared in films and tv shows, will perform as a guest star on many NBC-TV shows next season.

One of the programs he is expected to appear in frequently is the 90-minute Revue Production The Virginian, (Wednesday, 7:30-9 p.m.) which NBC-TV for the next season is slotting opposite ABC-TV’s Wagon Train which is also a Revue Production (7:30-8:30 p.m.). On ABC-TV during the last 30 minutes of The Virginian will be the new Gene Kelly program Going My Way (8:30-9:30 p.m.).

Jaffe, Stagg plan films

Henry Jaffe Enterprises, Hollywood, which has concentrated on the production of live and taped tv programs, announced last week that it is developing a group of filmed television properties in association with producer Jerry Stagg. Jaffe Enterprises has produced such live and taped series as The Bell Telephone Hour, The Dinah Shore Show, The Highways of Melody and

Producers Showcase. Its only film experience has been with The Shirley Temple Storybook, which was produced with both live and film segments.

Lynn to distribute Philbrick ‘Red Report’

A library of 130 five-minute tv film programs, titled The Red Report, will be available for national and regional sponsorship and for distribution to stations on or about May 15. H. Gerry Girouard, president of Lynn Tv Enterprises Inc., New York, announced last week.

The series is the latest in a growing number of television series on the theme of communism (Broadcasting, Jan. 22). The Red Report will spotlight Herbert A. Philbrick, undercover agent for the FBI, whose exploits were dramatized in the I Led Three Lives tv series. Each five-minute program is designed to provide a factual up-to-date presentation of some facet of communism. Mr. Philbrick is in the role of lecturer.

The series is being produced in Columbus, Ohio, by Dial-O-Program Inc. for distribution by Lynn tv. Advertisers buying the series on a regional or national basis will obtain the rights to use the film for distribution to schools, organizations and other outside groups. The series will make use of film clips, photographs and other visual material to illustrate the points Mr. Philbrick discusses.

Film sales...

Debbie Drake Show (Banner Films): Sold to WSOCTV Charlotte, N. C.; WTOP-TV Washington; KTVR (TV) Denver; PHPO-TV Phoenix; WCCA-TV Columbus and WUSN-TV Charleston, both South Carolina. Resold to WALB-TV Albany, Ga.; WHJG-TV Panama City, Fla., WDAY-TV Fargo, N. D.; WKR-TV Mobile, Ala.; WTVP (TV) Decatur, Ill., and KTVH (TV)
Films of the 50’s (Seven Arts Assoc.): Vol. 3 sold to WTIC-TV Hartford, Conn.; KXTV (TV) Sacramento, Calif.; WBAY-TV Green Bay, Wis., and WHYN-TV Springfield, Mass. In 10 markets. Vol. 2 sold to WBAY-TV is now in 86 markets. Vol. 1 purchased by KAKE-TV Wichita, Kan., is now on 120 stations.

Championship Bowling (Walter Schwimmer Inc.): Sold to General Insurance Co. of America, Seattle, through Lennen & Newell, New York, for one-quarter sponsorship in 44 markets. Eight year old series currently is total of 102 markets.

Fiedler may be syndicated

The World of Arthur Fiedler, shown four times from October 1961 to January 1962 on WBZ-TV Boston, has been renewed for four more showings between this month and May.

The show, which features Mr. Fiedler and the 55-member Boston Pops Orchestra, is produced by G. Wright Briggs Jr., radio-TV director of BBDO, Boston, and Douglas Leonard, WBZ-TV.

The Boston Globe has sponsored the program on WBZ-TV and will underwrite the next four presentations. According to BBDO, the program has had good acceptance in the Boston area and there is the possibility it may be syndicated into other markets.

Program notes...

Disney net rises = Walt Disney Productions had a consolidated net profit of $1,669,213, or $1 per share, for the quarter ended Dec. 30, 1961, compared to $1,155,890, or seven cents a share for the like quarter of the previous year. Gross revenues for the quarter were $15,634,320, up 75% over the gross of $8,972,159 for the corresponding quarter the year before. Film revenues primarily accounted for the increased revenues and the company warned that the balance of the 1962 fiscal year will probably not proceed at the same rate. All incumbent officers and directors were reelected at annual stockholders meeting Feb. 6.

Replay = A Tour of the White House with Mr. John F. Kennedy, which will be shown on CBS-TV this Wednesday (Feb. 14, 10-11 p.m. EST), will be repeated Sunday, March 25 (4-5 p.m. EST).

‘Father’ overseas = MGM-TV’s Father of The Bride series, recently extended from 26 to 34 episodes on CBS-TV, has been licensed for broadcasting in England and Japan. It will be broadcast by Associated Redefusion in England starting in March and on Japan’s NHK Network. Series is also being shown in Canada, Philippines, Australia, Spain, Venezuela, Argentina, Peru, Uruguay and Finland.

51 manufacturers plan NAB exhibits

Exhibits are planned by 51 manufacturers at the NAB convention April 1-4 in the Conrad Hilton Hotel, Chicago, according to Everett E. Revercomb, NAB secretary-treasurer. The exhibit space booked this year will set an all-time high, he said. Here is the list of exhibitors:


EQUIPMENT & ENGINEERING

AT&T Telstar plans described to RTES

American Telephone & Telegraph’s experimental communications satellite, Telstar, to be launched in May, was described last week as the “first really businesslike use of space.”

Jean H. Felker, assistant chief engi-
Radio stations in Montreal and Toronto may now be licensed to utilize up to 40% of their programming time between 6 a.m. and midnight to broadcasts in other than English and French languages. The Canadian Board of Broadcast Governors has issued rulings on multilingual stations after a lengthy study of the subject in view of Canada's large postwar immigration boom.

All Canadian stations can broadcast up to 15% of program time between 6 a.m. and midnight in other languages than French, English, North American Indian or Eskimo tongues without special license. In metropolitan areas where the population consists of at least 150,000 to 200,000 potential foreign-language listeners, licenses will be recommended to permit stations to broadcast from 25% to 40% of programs from 6 a.m. to midnight in foreign tongues. The BBG points out that for the present this will cover only Montreal and Toronto metropolitan areas. After the results of the 1961 census are known, other major centers may be added.

Programming must be in 15-minute blocks or multiples of the quarter-hour, with announcements at beginning and end of the program block determining the language of the period. There must also be capsule announcements to acquaint English or French listeners as to the language and program content of the foreign-language broadcast.

Foreign-language programs are not to be entirely entertainment, and broadcasters must include some programs which will give the foreign-language listeners some data on Canadian history, geography, and government at the federal, provincial and municipal level. The programs must also include some to assist newcomers to understand English or French. Some programs must be aired that will stimulate the listener's pride in Canadian citizenship and generally make them feel at home in Canada.

Broadcasters of such special multilingual stations, as well as those carrying any foreign-language broadcasts, must have filed in their records prior to broadcast, English or French certified translations of all talks, commercials and all words spoken in the foreign language. Broadcasters are held responsible for what is said over their stations. They must make sure that no offensive propaganda, direct or indirect, is broadcast over their stations. Programming must be done in languages roughly corresponding to the percentage of principal ethnic groups in the area. All food and drug commercials to be cleared through the Department of National Health and Welfare must be submitted to the BBG in advance with certified translation in English or French so BBG can have them cleared by the department.

In 1958 the Canadian Assn. of Broadcasters made a survey which showed that at least 54 stations offered programs in languages other than English or French. As a result of this survey and the BBG's own study, it was felt that provision should be made for more broadcasting in foreign languages in larger metropolitan areas to help in the task of integrating new Canadians.

**Canadian group asks radio-tv ad limitation**

Broadcast advertising on Sundays should be limited, the Lord's Day Alliance, Toronto, has stated in a brief presented to the Canadian government asking for modernization of the 1906 Lord's Day Act. The alliance said that since newspapers and magazines may not publish on Sunday, and other means of advertising are not covered up on Sunday, broadcast advertising should not be entirely prohibited, but should be restricted in nature and amount.

The alliance has asked for modernization of the legislation since it does not mention such modern facets of living as radio and television. The alliances noted that the Supreme Court of Canada has ruled that the government's Canadian Broadcasting Corp. is not liable for prosecution under the legislation.

An editorial in the February issue of the *Canadian Churchman*, national paper of the Anglican Church of Canada, states that television advertising is becoming one of the crudest and most blatant examples of organized cynicism ever devised by man.

**Jersey to get tv outlet**

The smallest tv station in Europe is scheduled to start Sept. 1. It is Channel Television on the island of Jersey off France's Normandy coast. Jersey is one of the Channel Islands. They are British territory and the station will broadcast spot commercials. The population of the islands is 110,543 and the estimated number of tv homes 28,000.

**CBC counts losses**

Second television stations in eight of Canada's major cities have cost $7 million in advertising to Canadian Broadcasting Corp. stations in those cities and the national CBC tv network, J. Al Ouimet, CBC president, estimated at Ottawa. He said the figure for the 1961 fiscal year is about what was anticipated before the advent of the competitive second stations, and accounts for about 20% of the CBC's previous advertising revenue.

**UK tv in 1961 added 1.25 million viewers**

The number of people in Britain with tv sets in their homes increased 1.25 million from December 1960 to December 1961, bringing the television public to more than 84% of the population.

So finds a radio and tv audience survey by the British Broadcasting Corp. But despite that increase, average viewing has gone down from 16.2 to 15.4 hours a week. The survey also shows that during the last quarter of 1961, of those viewers who could receive both commercial and BBC channels (78.9% of the total U. K. population aged five and over), 45% watched BBC-TV and 55% the commercial channel. BBC-TV had only 39% in the comparable 1960 period.

As the radio-only audience dropped from December 1960 to the end of 1961 the evening radio audience also shrank but daytime audiences rose. This daytime growth has raised the BBC radio audience 7%.

**BBC, ITA join to test color tv transmission**

The BBC and Britain's Independent Television Authority will cooperate shortly in experimental color transmissions on the 625 line system.

At present there are no color broadcasts in the U. K. nor are any color sets being manufactured there. Black-and-white tv is on 405 lines. It is widely believed that the Pilkington Committee on Broadcasting, which will issue its recommendations on the future of British radio and tv sometime this Spring, will call for a switch to the higher-definition 625-line picture. But it is not expected to ask for a quick introduction of color.

But the BBC-ITA joint tests indicate that top executives in Great Britain believe that color is not so far away.
Kintner sees trend to interpretive news

The most significant trend in all information media is the increasing recognition that newsmen must interpret the meaning of the news, Robert E. Kintner, NBC president, said last week in Washington.

"Today, the people of our nation must know and understand the meaning of events, because they have to decide—through their leadership—how the U.S. should operate in a world of crisis," Mr. Kintner added.

He made his remarks at the annual congressional dinner of the Veterans of Foreign Wars, where he was awarded the VFW commander-in-chief's Gold Medal Award (see picture).

The VFW honored Mr. Kintner for "his recognition of the responsibility of the broadcast industry to the general public, as reflected in the high caliber of news, informational and public affairs programming by the National Broadcasting Co."

Mr. Kintner told the VFW that in his opinion there is no form of journalism today which enjoys greater freedom of inquiry and expression, or operates more effectively to fulfill responsibilities of such freedom, than the news and actuality programs of broadcasting. He cited NBC White Papers, JFK Reports [NBC], CBS Reports and Close-Up [ABC] as examples.

The VFW praised the entire broadcasting industry for its help in the Voice of Democracy script-writing contest in which some 250,000 students participated.

A spokesman pointed out that this

Public service recognized

Recognition to the broadcasting industry "for outstanding public service in behalf of job equality for the handicapped" will be paid Feb. 14 by the President's Committee on Employment of the Physically Handicapped. The committee's Distinguished Service Award will be presented to NAB President LeRoy Collins by President John F. Kennedy and Maj. Gen. Melvin J. Maas, committee chairman. NAB is being honored for the industry's seven-year program of support for the Hire-the-Handicapped campaign.

Gen. Maas estimated radio and tv stations have donated millions of dollars in free public service time to the cause.

NAB group to study board composition

A new committee to study effective representation of members of the NAB board of directors was named Feb. 8 by Clair R. McCollough, Steinman Stations, NAB joint board chairman, in association with George C. Hatch, KALL Salt Lake City, radio board chairman, and Dwight W. Martin, WAFB-TV Baton Rouge, La., tv board chairman. Members are:

From NAB radio board—John S. Booth, WCHA Chambersburg, Pa.; Hugh O. Potter, WOMI Owensboro, Ky.; Ben B. Sanders, KICD Spencer, Iowa.; Ben Strouse, WWDC-FM Washington; Richard W. Chapin, KFOR Lincoln, Neb.


The committee was set up at direction of the NAB board, which met Jan. 30-Feb. 2 (Broadcasting, Feb. 5). It seeks a new formula for board composition and will report to the summer board meeting.
Changing hands

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

• WINN Louisville, Ky.: Sold by Glen A. Harmon, Glenn Snyder, Oldham Clarke, Charles M. Wheeler and Jesse L. Chambers to Garvis Kincaid for $500,000. Mr. Kincaid owns WFKY Frankfort, WWLY Lexington, WCMF-AM-FM Ashland, all Kentucky, and WHOO-AM-FM Orlando, Fla. WINN is 250 w fulltime on 1240 kc. Broker was Hamilton-Landsis & Assoc.

• KRL Wichita, Kan.: Sold by Mary Pickford and Buddy Rogers to Bernice L. Lynch and F. F. (Mike) Lynch and family for over $400,000. The Lynches own KBYE Oklahoma City and KFMJ Tulsa, both Oklahoma. Miss Pickford and her husband bought the Wichita station in 1958 for $450,000. KRL operates on 1070 kc with 10 kw day and 1 kw night. Broker was Blackburn & Co.

• KTOB Petaluma, Calif.: Sold by Lloyd Burlingham to William T. Stubblefield for $115,000. Mr. Stubblefield is the owner of WAGE Leesburg, Va., which he has just sold to James Syrington for $175,000 (CHANGING HANDS, Feb. 5). Mr. Burlingham, who bought KTOB in 1960 for $115,000, also controls KNOG Nogales, Ariz., and WIXN Dixon, Ill. KTOB operates on 1490 kc with 1 kw day and 250 w night.

APPROVED • The following transfers of stations interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 77):

• WNCT (TV) Greenville, N.C.: Sold by Earl McD. Westbrook and associates to Roy H. Park for $2,557,458. Mr. Park, Ithaca, N. Y., industrialist (Duncan Hines books-foods, publishing, advertising, real estate and investments), said last week he intends to close the transaction in 45 days and is retaining the station’s present staff which is headed by A. Hartwell Campbell. Mr. Park has a minority interest in KREB Shreveport, La. WNCT has a 30% interest in WECT (TV) Wilmington, N. C.

• KRMG Tulsa, Okla.: Sold by Mere- dith Broadcasting Co. to Swanco Broadcasting of Oklahoma Inc. for $500,000. Swanco is headed by Gilbert C. Swanson, Omaha industrialist, and has George A. Bolas, Chicago advertising executive, at its president. It owns KIOA Des Moines, KLEO Wichita and KOEO Albuquerque.

• WHBI Newark, N. J.: Sold by James L. Shearer to Bartell Broadcasters for $400,000. Bartell owns WADO New York on the same 1280 kc frequency weekdays and plans to operate WADO fulltime and delete WHBI. Bartell owns KCBQ San Diego, KY-A-AM-FM San Francisco and WOKY Milwaukee, Wis. Grant was made without prejudice to any action FCC may deem warranted as result of final determination in private litigation.

• WJWB New Orleans, La.: Sold by Sherwood Tarlow and associates to Carmen Macri for $250,000. Mr. Macri owns 20% of W2OK-AM-FM Jacksonvile, Fla. Commissioner Robert T. Bartley dissented.

• WSHE Raleigh, N. C.: Sold by Louis P. Heyman to Ralph J. Baron and associates for $180,000. Buyers have controlling interest in WILA Dan- ville, Va.

• KMAK Fresno, Calif.: Sold by Robert O. and George T. McMahan to group headed by J. G. (Jock) Fearn- head for $172,200 subject to adjustments and agreement not complete. Buyers own KPOI-AM-FM Honolulu and KITO San Bernardino, Calif.

• KCJB Minot, N. D.: Sold by North Western Enterprises Inc. to Big K Inc. for $170,000. Big K is 49% owned by KXMC-TV Minot, 20.4% by Chester Reiten, and 15.3% each by Lloyd. R. Amoo and W. L. Hurley. Messrs. Reiten, Amoo and Hurley have interests in KXMC-TV and Messrs. Amoo and Hurley are vice presidents of North Dakota Broadcasting Co. (KXAB-TV Aberdeen, S. D.; KXGO-AM-TV Fargo, KXJB-TV Valley City and KXMB-TV Bismarck, all North Dakota).

• KCKC San Bernardino, Calif.: Sold by C. R. Cheek, trustee in bankruptcy, to Joseph H. and Agenes I. McGillvra for $155,000 at public auction. Mr. McGillvra is a former station representa- tive; they own WIBW Bedford, Ind.

• KJAY Topeka, Kan.: Sold by Dale S. Helmers to Midland Broadcasters Inc. for $150,000. Midland principals own KUSN St. Joseph, Mo.


CBS-TV refuses to show 'Bookie' to lawmakers

CBS-TV announced last week it has turned down a request by the Massa- chusetts House of Representatives that the network show the television docu- mentary, "Biography of a Bookie Joint," in Massachusetts.

CBS-TV carried the CBS Reports show on Nov. 30, 1961, but said it was withheld from tv stations in parts

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of southern New England because it involved "matters dealing with pending legal proceedings in Boston." It added that "stations from which the program was withheld served areas from which jurors for these proceedings might have been selected."

Richard S. Salant, CBS News president, notified the Massachusetts House of Representatives that the network must decline its request "because the program involves matters dealing with pending criminal cases and its broadcast in Massachusetts may delay the judicial processes."

The Massachusetts House had asked that the telecast be shown in the state so that its residents might have the opportunity "to see and judge for themselves the context and background of certain statements and allegations made therein." The program dealt with a bookmaking establishment in Boston and touched off various investigations by authorities there.

Gould reveals plans for ETMA's ch. 13

Immediate and long-range plans of Educational Television for the Metropolitan Area Inc., and its newly acquired ch. 13 in New York have been revealed by Dr. Samuel B. Gould, ETMA president.

Ch. 13 "is not the sum total of our planning," Dr. Gould said in first public appearance since appointment as ETMA president on Jan. 3.

Some of enterprises being planned by ETMA, he said, include permanent building, establishment of "full-fledged" etv network in association with National Educational Tv & Radio Center, experimental program lab, "major and definitive" library for U.S. tv, and major tv periodical.

Dr. Gould outlined seven principles for operation of ch. 13; quality in presentation, willingness to innovate, vitality, adult approach, diversity, international point of view and broad base of support.

Brown-Weed regional arrangement dropped

Clarke Brown Co. is no longer handling regional time sales for radio and television in states represented by Weed Radio Corp. and Weed Tv Corp., Clarke R. Brown, president, has announced. The Brown organization has offices in Dallas, Atlanta and New Orleans.

Mr. Brown also announced the appointment of Grady Berry as manager of the Atlanta office, succeeding Richard M. Walker, who resigned.

Weed has opened its own office in Atlanta in the Henry Grady Bldg. Firm also said that it probably will open a Dallas office.

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**NOMINEES NAMED FOR RADIO BOARD**

28 choices for 12 slots; ballots to be counted Feb. 28

Twenty-eight broadcasters were nominated last week for the 12 vacancies on the NAB Radio Board. Terms of directors from every numbered district expire in April at the NAB convention along with terms of one each in the large categories.

Ballots for the nominations were counted Feb. 7 at NAB. Two nominees are selected from each category, except in the case of ties. Ballots will be mailed Feb. 13 to NAB station members, returnable Feb. 28.

Nominees for the 12 vacancies are:


District 6 (Ark., La., Miss., Tenn.)—Julian F. Haas, KAGH Crockett, Ark.; Carter M. Farnham, WDEF Chattanooga, Tenn.

District 8 (Ind., Mich.)—Robert D. Enoch, WXIL Indianapolis; Lester G. Spencer, WKTV Richmond, Ind.

District 9 (Ia., Mo., Neb.)—Ralph W. Chapin, KFQF Lincoln, Neb. (incumbent); Eugene T. Flaherty, KCJF Sioux City, Ia.

District 12 (Kan., Okla.)—Allan Page, KGWA Enid, Okla. (incumbent); Thad M. Sandstrom, WIBW Topeka, Kan.; Robert E. Schmidt, KAYE Enid, Kan.

District 14 (Mountain States)— Rex G. Howell, KREX Grand Junction, Colo.; Ken Nybo, KXMY Billings, Mont.

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**ABC radio-tv & ‘o’s meet**

A series of meetings of radio and tv managers of ABC owned and operated stations is being held today (Feb. 12) through Feb. 16 in New York.

The meetings will be the first under the new leadership of Julius Barnathan as president of owned and operated tv stations and Stephen C. Riddleberger as president of owned and operated radio stations. Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, and Simon B. Siegel, executive vice president, will attend.

Others participating in the meetings will be Oliver Trezy, president, ABC-TV; Robert E. Pauley, president, ABC Radio, and Theodore Shaker, president ABC-TV National Station Sales.

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**JOHN H. HICKS, JR.**

... veteran Southwest radio station owner and operator...

CBS' GOLD MINE
Warner to pay $5.5 million for 'Fair Lady' movie rights

Motion picture rights to Broadway's longest-running musical, "My Fair Lady," have been sold by Warner Bros. to CBS for a record $5.5 million. The announcement last week climaxés negotiations, which in the play's tradition also have been long-run. The Warner purchase was anticipated in early fall (BROADCASTING, Oct. 2, 1961).

CBS invested $360,000 to back the production in 1956. The show already has passed its 2,450th performance in New York and has grossed more than $18 million there. Columbia Records, a CBS division, which holds exclusive original-cast recording rights, has sold more than 3,250,000 albums. Jack L. Warner, president of Warner Bros., said his motion picture company would film "the most lavish musical entertainment in the history of motion pictures" under his personal production direction.

The network acquired a 40% share of the musical's box office profits when it agreed to back the show nearly six years ago, and as of last fall the show had netted CBS more than $3.2-million on the ticket gross. The albums has grossed about $15 million.

CBS has purchased movie, tv and other subsidiary rights for $2 million from Alan Jay Lerner and Frederick Loewe, the musical's authors. Herman Levin, who produced the show with CBS, sought to rescind the purchase, but an arbitration upheld the sale as valid and directed the network to place the movie rights to the musical on the open market. Mr. Levin, among others, will share in movie proceeds.

Radio's superior reach in suburbs explained

Radio is of increasing importance to advertisers because it alone among major media provides complete coverage of the suburban areas which are today's most rapidly growing areas, Maurie Webster, vice president and general manager of CBS Radio Spot Sales, said Thursday (Feb. 8) in Los Angeles.

Delivering a new presentation, "Today's Expanding Markets," to an audience of agency media buyers, Mr. Webster noted that in addition to phenomenal growth, many times larger than that of either central city or non-metropolitan areas, the residents of suburbs have an income level 42% higher than people in city centers, with considerably higher proportions of home ownership and auto ownership. "And," he added, "the competition is less . . . for the farther you go from the city centers, the less competitive products are sold."

Contrasting the ability of radio and newspapers to reach the important suburban market, Mr. Webster pointed out that "within the newspaper-defined city zone, the city's radio stations reach 84.5% of all the people in an average day. But in the retail trading zone, these same stations have an 83.6% penetration. But for the city newspapers it's a different story. In the city zone they reach 78.1% but in the retail trading zone they drop to less than 50%." ASCAP seeks Cascade fees

The American Society of Composers, Authors & Publishers last week began arbitration proceedings against Cascade Broadcasting Co., Seattle. ASCAP claims that Cascade owes it $68,351.14 in license fees for music used on Cascade's four tv and three radio stations. Cascade owns KIMA-AM-TV Yakima, KEPR-AM-TV Kennewick-Pasco-Richland, KBAS-TV Ephrata and KWIQ Moses Lake, all Washington, and KLEW-TV Lewiston, Idaho.

Under the license agreements, any dispute between ASCAP and Cascade is to be determined by three arbitrators. Each party will appoint one arbitrator and the third will be named by Chief Judges Sylvester J. Ryan of the U.S. District Court for the Southern District of New York. A decision will be made in accordance with the rules of the American Arbitration Assn.

AFTRA local expels three

Three employees of KFWB Los Angeles were expelled from the American Federation of Television & Radio Artists and fined by the union for strikebreaking activities during the four-month AFTRA strike against KFWB last summer.

The board of the talent union's Los Angeles local heard charges on Tuesday (Feb. 6) against Roger Christian, Garry Goodwin and Ted Randall, levied fines of $5,000 each against Messrs. Christian and Randall and $8,000, highest in AFTRA history, against Mr. Goodwin, who was found guilty of "high treason" for leaving work on strike activities at union headquarters to cross the picket line to work for KFWB. The board will hear charges against a fourth member of KFWB, Gene Weed, tonight (Feb. 12).

West Virginia invites Latin Americans

Mel Burka (l), president of the West Virginia Broadcasters Assn., and Carl R. Sullivan (r), executive director of the West Virginia Centennial Commission, watch Gov. W. W. Barron sign letters, currently being delivered by Robert Ferguson, WTRF-TV Wheeling, on his Latin American visit with other members of the NAB. (BROADCASTING, Jan. 29).

The letters include: the governor's invitation to visit the state; Mr. Sullivan's invitation to visit the Centennial in 1963; Mr. Burka's greeting for an exchange of program ideas and tapes.
Canon 35 opponents plan Chicago argument

Broadcasters will participate in a hearing next Sunday (Feb. 18) in Chicago before a special committee of the American Bar Assn. to explore possible revision of Canon 35 which prohibits broadcast and photographic coverage of court trials, ABA representatives disclosed last week (BROADCASTING, Jan. 29).

Representing NAB will be Frank P. Fogarty, WOW-TV Omaha, Neb., chairman of the NAB Freedom of Information Committee, and Douglas A. Anello, NAB general counsel.

Inquiries about the hearing so far, ABA sources said, disclose a mistaken belief that the session will be only an informal “conference” rather than what for all practical purposes amounts to a “court of last resort.”

The formal committee hearing seeks to settle the controversy between newsmen and the courts about Canon 35 over the past several years. The hearing was announced Jan. 26.

The special ABA committee headed by Newark, N. J., attorney John H. Yauch Sr., wishes to receive all pertinent argument for modification of Canon 35, including complete supporting evidence or documentation in the form of TV film clips or radio tapes from experimental situations in which court coverage has been allowed. Mr. Yauch said written or documentary presentations will be accepted from all interested organizations or parties, but oral testimony before the committee Feb. 18 will be heard only from those to whom invitations for comment were issued or who have contacted the committee chairman beforehand.

The hearing will begin at 11 a.m. Sunday at the Edgewater Beach Hotel and will run into the evening if necessary to conclude its business. It coincides with the mid-winter meeting of the House of Delegates of the ABA. Mr. Yauch said the committee hopes to present its recommendations on Canon 35 to the House of Delegates for final action at its annual meeting Aug. 6-10 in San Francisco.

Late Filings - A court transcript will be made at the Chicago hearing and will be available later, Mr. Yauch explained. He anticipates that late filings may be received by the committee after the Sunday session. A public docket will be compiled of all presentations, he said.

It is expected that this docket will include a detailed letter from FCC Chairman Newton Minow, who has declined an invitation to appear. Mr. Minow favors modification of Canon 35 to allow broadcast coverage of court cases at the discretion of the trial judge.

Mr. Minow disclosed the essence of his letter to the ABA Feb. 1 at the annual meeting of the Jewish Community Centers of Chicago. He said he believes broadcasters “should not be second class members of the press” by reason of their exclusion from the courts.

What about the courtroom television and radio experiments of recent years in Colorado, Texas and elsewhere? Mr. Yauch said the committee expects the broadcasters to build their own case on these experiments. He indicated that although the committee “in its own way” has made a preliminary study of these experiments, it expects the broadcasters and photographers to produce their own documentation and interpretation of the results.

Organizations that have been invited to participate in the hearing include NAB, Radio-Television News Directors Assn., Radio-Television Working Press Assn., National Press Photographers Assn., American Newspaper Publishers Assn., American Society of Newspaper Editors and the National Editorial Assn. No invitation was sent to the radio and television networks, although individual representatives of the networks associated with the other organizations were contacted. No invitation was sent to Sigma Delta Chi. The invitation list was based on the participants at a meeting held in Washington several years ago by broadcasters with ABA representatives to discuss modification of Canon 35.

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Media reports...

On display - The studios of WNOR Norfolk were chosen by judges at the Virginia Museum of Fine Arts for inclusion in a new statewide traveling architectural exhibition. A panel with photographs and plans of the structure will travel for the next two years to Virginia colleges, libraries and art centers. During this month, the WNOR panel will be included in the Virginia Museum's 1962 Architects, Designers and Photographers Exhibition in Richmond.

Most successful - The March of Dimes telethon, broadcast over WVEC-TV Hampton-Norfolk, Va., was reported by the station to have netted a total of $75,000 in cash and verified pledges as the 18-hour campaign concluded. Despite adverse weather, more than 7,000 people visited the studios in Hampton and Norfolk to donate to the March of Dimes drive. Headlining the fund drive was Roger Smith, star of 77 Sunset Strip.

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RFE certificate - ABC owned radio stations received a certificate of appreciation from the Radio Free Europe Fund for their promotion during November and December 1961. Six stations (WABC New York, KQV Pittsburgh, WLS Chicago, WXYZ Detroit, KABC Los Angeles and KGO San Francisco) broadcast a total of 1,781 announcements as part of their “Community Action” campaigns, conducted in cooperation with the Advertising Council.

Starts stereo - WKJF-FM Pittsburgh becomes the first station in that city to broadcast in stereo. The station plans to schedule 44 hours per week of stereo broadcasts.

Good neighbor drive - A one-day drive spearheaded by KCHE Cherokee, Iowa, resulted in a happier Christmas for 11 persons after all their belongings had been destroyed by fire a few days earlier. An appeal, promoted solely by broadcasts on KCHE, netted more than $1,500 in cash and a warehouse full of clothing and other merchandise.

Controversial show - WBEN-FM Buffalo originated two broadcasts of controversial civic meetings which won praise from local newspapers. The meetings, in which the city commissioner appointees were to be confirmed in addition to the police chief, resulted in verbal fireworks lasting 2 ½ hours. WBEN-FM broadcast the entire proceedings. It's sister station, WBEN, taped the proceedings for rebroadcast in the evening.

Ford Grant - The Ford Foundation has announced a grant of $1.2 million to the Midwest Program on Airborne Television Instruction. This amount brings total Ford funds earmarked for this activity to over $7 million (BROADCASTING, Jan. 8).

News scholarship - A scholarship valued at $1,500 has been established by WMT-AM-TV Cedar Rapids, Iowa, to be awarded annually to a student majoring in radio or television journalism at the U. of Iowa.

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Helen A. Kennedy, president, Kennedy-Hannaford Inc., Oakland (Calif.) advertising agency, elected chairman of board. Peter D. Hannaford, vp, who along with Mrs. Kennedy founded agency in 1957, elected president. Robert C. Dolman, formerly with McCann-Erickson, San Francisco, joins K-H as vp and creative director. G. Dean Smith, free lance designer, appointed to serve as consultant to K-H's creative department and plans board. Mrs. Kennedy becomes firm's first board chairman.

E. Williams Burke, vp and executive art director, and Ken R. Oelschlagel, vp and creative director, Campbell-Mithun Inc., Minneapolis, elected to board of directors. Mr. Burke joined agency as artist in 1951. He was promoted to executive art director in 1957. Mr. Oelschlagel, who joined C-M as copywriter in 1949, was promoted to creative director in 1960.

Norton J. Cotterill, with N. W. Ayer & Son, Philadelphia since 1947, elected vp.

Joseph Stone, creative group head, Kenyon & Eckhardt, New York, elected vp. He joined agency Jan. 1, 1962. Mr. Stone formerly served with McCann-Erickson, that city, as vp and associate creative director, and earlier with J. Walter Thompson for 14 years as vp and copy group head.

Barrett Brady, senior vp, Kenyon & Eckhardt, joins Compton Adv., New York, as vp and creative director.

William G. McMackin, pr manager, Elgin National Watch Co., Elgin, Ill., joins Klaau-Van Petersen-Dunlap Inc., Milwaukee advertising agency, as vp in charge of pr services.

George J. Hoag, merchandising di-
rector, Compton Adv., Chicago, elected vp and marketing director, Clay Stephensen Assoc., Houston.

Julius Barnathan, president, ABC Owned & Operated Tv Stations, named to board of directors, Television Bureau of Advertising, New York, replacing Stephen C. Riddleberger who was recently elected president of ABC Owned & Operated Radio Stations.

Daniel G. Evans resigns as board chairman, Swigart & Evans Inc., New Orleans advertising agency. No future plans have been announced.


Rudolph Maffei and David Wedeck elected vps, Benton & Bowles Inc., New York. Mr. Maffei has been member of media department since 1955 and Mr. Wedeck has been in same department since 1954.


Les Mullins, director of advertising and sales promotion, Burgermeister Brewing Corp., division of Joseph Schlitz Brewing Co., appointed general manager, Post & Morr Inc., San Francisco, Chicago based advertising agency.

Dr. Valentine Appel, survey research manager, Ford Motor Co., joins Benton & Bowles Inc., New York, as associate research director.

Joseph Dafrner named marketing and sales manager, Landers, Frary & Clark, New York, subsidiary of J. B. Williams Co. Mr. Dafrner is former executive vp, Blair Labs Inc.; former merchandising and advertising director, Lanolin Plus Inc., and former executive vp of Norex Labs Div., Schenley Inc.

Charles J. Cole and Dawson Adams, account executives, Adams & Keyes, New York, join J. M. Mathes Inc., that city, in same capacity, handling Scandi

Alter to direct RTP

Robert H. Alter, manager, sales administrative, Radio Advertising Bureau, New York, appointed director, Radio Test Plan, special RAB unit that will try to boost radio's national billings by $30 million within 18 months (BROADCASTING, Dec. 25, 1961). As director of key account sales, newly created post, Mr. Alter will assume full responsibility of RTP efforts to seek commitments of $1 million or more annually from major advertisers.

Mr. Wedeck

Mr. Maffei

Mr. Alter
THE MEDIA

Sy Levy, general manager, WACE Chicopee, Mass., named assistant to president, Communications Industries Corp.'s Golden Circle Group (WKST New Castle, Pa.; WKST-TV Youngstown, Ohio; WACE Chicopee, Mass., and WEOK Poughkeepsie, N. Y.). William J. Gallagher, WACE's sales manager, promoted to general manager. Mr. Levy has been associated with WACE for nine years.

John H. Bone, general manager, WTVP (TV) Decatur, and George Finnegam, general manager, WTWH (TV) Peoria, both Illinois, elected vps and general managers of respective stations. Both outlets are owned by Metropolitan Broadcasting Co. (Metromedia Inc.).

Strider Moler elected executive vp and general manager of new 5 kw radio station in Charles Town, W. Va. Expected target date is early spring. Since Jan. 15, Mr. Moler has been serving as head of Arthur W. Arndel, president and owner, U. S. Transdynamics Corp. (WAVA-AM-FM Arlington, Va.), who also owns the Charles Town station.

Charles L. Murn, station manager, WOKO Albany, N. Y., promoted to executive director. He will continue to serve as resident executive head of station. Nancy L. Weigand, WOKO's weather personality, promoted to assistant station manager.

Harold R. Sugarman, treasurer, H&B American Corp., operator of 17 catv systems in U. S. and Canada, elected vp for finance. He continues as treasurer.

Deane Banta, assistant manager, KSAY San Francisco, appointed general manager.

John J. Hughes, formerly with The Branham Co., named network manager of Illinois Radio Network with headquarters at 35 East Wacker Drive, Chicago.

Wayne Thomas, manager, KOMC TV) McCook, Neb., and former sales manager, KCKT (TV) Great Bend, Kan., both licensed to Central Kansas Co., appointed manager, KNXY Carney, Neb.

Ken Soderberg, sales manager, KAUS Austin, Minn., named station manager. Ross Martin, regional sales manager, KGLO-TV Mason City, Iow., joins KMKT (TV) Austin as station manager. Don Jones, sales man-

ager, KMKT, appointed regional sales manager, KMKT and KWWL-TV Waterloo-Cedar Rapids, Iowa. Stan Stydniicki appointed Austin business manager for KAUS and KMKT. Black Hawk Broadcasting Stations: KWWL-AM-TV; KAUS and KMKT.

Robert M. Sinclair resigns as general manager, WCHS Charleston, W. Va., to enter restaurant business in Macon, Ga. Mr. Sinclair joined station in 1952. Following service as general sales manager and station manager, he was appointed general manager in November 1960.


Elmer O. Wayne, general manager, KGO San Francisco, elected president of San Francisco Radio Broadcasters Assn.

Jack J. Dash joins WHAT-AM-FM Philadelphia as general sales manager.

David W. Gifford, account executive, WDRB Hartford, Conn., appointed sales manager, WHIM Providence, R.I.

Michael Ludgate, salesman, WGQH Suagerties, joins WKIP Poughkeepsie, both New York.

Nat Baille, general manager, WOWI New Albany, Ind., joins WMOT Louisville, Ky., as general executive with duties in sales, promotion and pr.

Ralph P. Davison Jr. joins sales staff of Skyline TV Network (KID-TV Idaho Falls, KXLF-TV Twin Falls, both Idaho; and KXLL-TV Butte, KFBB-TV Great Falls and KOOK-TV Billings, all Montana).

John R. Mahoney appointed regional sales manager, WCTU-AM Philadelphia. He has been with station since April 1961.


Howard Hamrick, program director, and John Wrisley, air personality, WIS Columbia, S. C., appointed local sales coordinator and production supervisor, respectively. Don Jackson and Jim Seay join WIS's announcing-production staff.

Florence Lowe named Washington coordinator of special projects for Metropolitan Broadcasting Co. Mrs. Lowe has been with Metropolitan for past two years in various news and public

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**talk about efficiency!**

There's only one way to measure radio efficiency—that's to stack cost up against total reach. Do it in Cincinnati and you'll find that WCKY wins hands down. Nielsen proves WCKY reaches millions of homes weekly in 615 counties in 16 States. Your rate card proves it does it for peanuts; at a c-p-m in the pennies. AM Radio Sales has the story.

**wcky radio**

50,000 WATTS • CINCINNATI

LB Blk Wilson Inc., Affiliate: WLBW-TV, Miami, Florida

Broadcasting, February 12, 1962
relations capacities and has been based in Washington for past year. In new assignment, she will perform liaison services with Congress and federal departments for all Metropolitan stations and will act as liaison for Metropolitan with Washington news corps.

Edwin W. Pfeiffer, station manager and national sales manager, WGR-TV Buffalo, N. Y., appointed to station manager, WPAA-TV Dallas-Fort Worth, Richard E. Drummy Jr., WPAA-TV’s assistant station manager and general sales manager, joins Metropolitan Broadcasting Co.’s National Sales in Los Angeles as sales manager. Mr. Pfeiffer began his tv sales career with WDEL-TV Wilmington in 1951. Following service with Edward Petry & Co. in New York as account executive, and with KOTV (TV) Tulsa as commercial manager, he joined WGR as sales manager in 1960. Mr. Pfeiffer was appointed WGR-TV’s station manager in 1961.

John T. Lentz, project engineer, CBS-TV, New York, joins Educational Television for the Metropolitan Area Inc., that city, as manager of technical operations.

G. Edward Hamilton, director, engineering operations, ABC, New York, joins Educational Television for the Metropolitan Area Inc., that city, as director of engineering. Richard Zimbret, business manager, Leo Burnett Co., joins ETMA as director of business affairs.


Dick Drury, program director, KQV-AM-FM Pittsburgh, joins WIL-AM-FM St. Louis in similar capacity. He succeeds John Borders who resigned to become station manager, KBGO Waco, Tex.

Ken MacBride, production staff, WVIP Mt. Kisco, N. Y., named program director.

David Linden, project director, Bennett-Chaiken Inc., New York market research firm, joins WABC New York as director of research.

Thomas S. Buchanan, formerly with Everett-McKinney Inc., New York, as eastern sales manager and more recently as midwest manager in Chicago, joins H-R Television Inc., New York, as senior account executive.

Gerald P. Noonan, national sales representative, WCAU-TV Philadelphia, appointed account executive. Prior to joining station in August 1961, Mr. Noonan was media buyer with Benton & Bowles, New York.

R. K. Hamlin, former manager, KOKL Okmulgee, Okla., joins KOMA Oklahoma City as account executive.

Gene Rubin, account executive, WNTA New York, joins WABC, that city, in similar capacity.

Frank Slingland, director, Meet the Press and David Brinkley segments of Huntley-Brinkley Report, assumes additional duties as director of David Brinkley’s Journal (all NBC-TV programs).

Don Parcher, news director, WKST-TV Youngstown, Ohio, appointed to newly created position of director of news and special events.

Paul Shields, assistant news director, WBAL-AM-FM-TV Baltimore, joins WPIL-AM -FM -TV Philadelphia as newscaster.

Larry Butler and Bob Knutzen join announcing staff, WTJM-AM-FM-TV Milwaukee.

Lorne Brown, air personality, WCVS Springfield, Ill., joins WICS (TV), that city, as announcer.

Robert Potter, formerly with KMSP-TV Minneapolis-St. Paul, joins WCCO-TV, that city, as announcer.

Bob Emery, continuity director, d.j. and operations and production assistant, WAVI-AM-FM Dayton, Ohio, joins WLWD (TV), that city, as announcer.

Bob Schuize, formerly with WNAM Neenah and WOMT Manitowoc, joins WLUK-TV Green Bay, all Wisconsin, as sports director.

Hal Scott, sportscaster, WTAQ (TV) Pittsburg, since 1958, joins WCCO-TV Minneapolis-St. Paul, in similar capacity.

Al Lohman Jr., air personality, WABC New York, to KLAC Los Angeles, in similar capacity.

John Anton, news reporter, WPIL-AM-FM-TV Philadelphia, appointed publicity director.

Jack Sanders, Greg Mason and Gene Snyder join WAKY Louisville, Ky., as air personalities.

Gene Edwards, air personality, WCBM-AM-FM Baltimore, appointed promotion director. Tom Cole succeeds Mr. Edwards as air personality.

Ron Tollor, formerly with WHIZ-AM-FM-TV Zanesville, Ohio, joins WFFG Marathon, Fla.

Jim Parker, d.j., KAGO Klamath Falls, Ore., joins KBIG Santa Catalina, Calif., as air personality.

Mike Gaber joins WETZ New Martinsville, W. Va., as announcer-d.j.

Jay Gilbert, formerly with WAMS Wilmington, Del., joins WPTR Albany, N. Y., as air personality.

Red McLain joins KLAC Los Angeles as d.j.

Bernie Allen, d.j., WIND Chicago, joins WJJD, that city, in similar capacity, succeeding Jim Lounsbury, resigned. Ernie Simon assigned to early morning d.j. slot, succeeding Mike Holdiday, resigned. Jerry Healey joins WJJD as program director and mid-morning personality.

Jack La Marca, director of operations, KITO San Bernardino, joins KIEV Glendale, both California, to assist in developing station’s new Radio Americana format.


Jay Gould, farm service director. WOWO Ft. Wayne, Ind., awarded Hoosier Farm Broadcaster Award by Cooperatives of Indiana at Purdue U. in West Lafayette Feb. 5.

PROGRAMMING

Edward E. Hewitt named western division manager, CBS Films Inc., and William Perkinson appointed manager, St. Louis office. Mr. Hewitt has been manager of San Francisco office since 1957 and will continue with headquarters in that city. Mr. Perkinson has been with CBS Films since 1952 in various managerial capacities. L. Boyd Mullins will represent company in western states under Mr. Hewitt’s supervision.

Barney Broiles, formerly southwestern sales manager for NBC Films Inc. and Ziv-UA, appointed southwestern sales manager for Allied Artists Television Corp., with headquarters in Dallas.


William L. Clark, vp, western operations, Peter M. Robjuck & Co., formerly vp and director, western division, ABC Films, joins 20th Century Fox Television as west coast sales representative.

George Jacobson signed as commercial cinematography consultant in tv by Producing Artists Inc., New York.
INTERNATIONAL

Bruce Emonson, vp, TelePrompTer of Canada Ltd., Toronto, elected president. Mr. Emonson is also president of Audio-Visual Equipment Co. Ltd., that city.

J. R. Peters, general manager, CHAN-TV Vancouver, B. C., since last April, appointed managing director, Vantel Broadcasting Co. Ltd., corporate owners of CHAN-TV.

Ross Watts, sales representative, CHVC Niagara Falls, Ont., appointed assistant sales manager.

J. Robert Myers, NBC International’s managing consultant to Radio-Television Caracas, Venezuela, named managing director, Federal Nigerian Television Service. NBC International is managing agent for newly formed Nigerian operation.

Arthur W. Scott Jr., former national sales manager, WOLF Syracuse, N. Y., named director of sales development for Young Canadian Ltd. He will be headquartered in New York, where his prime responsibility will be creation and development of new business in U. S. for Young Canadian stations.

Ev Smith, program director, CKVR-TV Barrie, Ont., named regional director of broadcasting for western Ontario, United Church of Canada.


George Alsop named radio-tv director, Tandy-Richards Adv., Toronto.

Tom Gould, former news editor, CHWK Chilliwack, B. C., and recently Parliamentary correspondent at Ottawa for Winnipeg Free Press, appointed correspondent at United Nations, New York, for Canadian Broadcasting Corp., succeeding Stanley Burke, who moves to Paris, France, for CBC.

Charles Houdret, director, Montreal Symphony Orchestra, appointed musical director, CKVL-FM Verdun, Que. Giveon Cornfield to executive program director, CKVL-FM.

J. Stuart MacKay, president, All-Canada Radio & Television Ltd., and John R. Malloy, sales director, Canadian Broadcasting Corp., both Toronto, to 1962 award jury of Assn. of Canadian Advertisers for judging winner of ACA gold medal to be presented at ACA annual meeting on May 2 at Toronto.

AMPP re-elects officers

Eric Johnston re-elected president of Assn. of Motion Picture Producers. Other officers re-elected: Frank Freeman, board chairman; Charles S. Boren, executive vp; Steve Broidy and E. L. dePatie, vps; Alfred P. Chamie, secretary-treasurer. Elected directors for 1962: Mr. Broidy, Allied Artists; Gordon Stulberg, Columbia; Bonar Dyer, Walt Disney; Saul Rittenberg, MGM; Mr. Freeman, Paramount; Fred Metzler, 20th Century-Fox; Morris Weiner, Universal Pictures, and Mr. dePatie, Warner Brothers.

EQUIPMENT & ENGINEERING

Thomas D. Meola, with RCA for 38 years, elected vp for operations, RCA Communications Inc., New York. He formerly served company at policy level in Europe, North Africa and Middle East, and represented RCA Communications at several International Telecommunications Conferences held at Geneva, Switzerland.

Ralph R. Gayner named assistant to vp in charge of marketing, Motorola Inc., Franklin Park, Ill. He joined organization in July 1952 as assistant manager of marketing research department, and most recently served in company’s distributor field operations.

William F. Tail, marketing manager, government services division, RCA Service Co., elected divisional vp for marketing.

William C. Chambliss, director, corporate communication, Space Technology Labs, appointed board member and director of planning, California Computer Products, Downey, Calif. Mr. Chambliss is spearheading drive for licensing of advertising executions by state (See MONDAY MEMO, Sept. 18, 1961).


DEATHS

Donald Manson, 75, special consultant, Canadian Broadcasting Corp., since his retirement as corporation’s general manager in 1952, died Feb. 3 at his home in Ottawa, Canada. Born in Wick, Scotland, Mr. Manson came to Canada in 1907 to work with Marconi Co. in establishing commercial radio communications between Canada and Ireland. He was appointed chief executive assistant and secretary of CBC board of governors in 1936; assistant general manager in 1944, and general manager in 1950.

Donald J. Lasser, president, Eastern Connecticut Broadcasting Co. (WICH Norwich), died Feb. 6 after long illness.

Herman M. Paris, 59, vp in charge of sales, WWDC-AM-FM Washington, died of cancer Feb. 8 in Washington Hospital Center, where he had been since Jan. 8. Mr. Paris joined WWDC in 1944 as account executive. He was promoted to general sales manager in 1946, and elected vp in charge of sales in 1956.

Stuart B. Smith, 57, executive, Wilson Adv. Ltd., Toronto, died Feb. 2 at his home. Mr. Smith moved to Canada to join Cockfield Brown & Co., Toronto advertising agency. Later he established Canadian office for Young & Rubicam Inc. at Toronto, then moved to Canadian office of Music Corp. of America.
WLWT ‘Color Week’ staged in Cincinnati

WLWT (TV) Cincinnati, in conjunction with NBC-TV’s color days, promoted last week as Color Week in that city which it re-named “Colortown, U.S.A.” The station made the announcement in an eight-page color insert in the Cincinnati Post & Times-Star along with numerous television spots. During the week, WLWT presented 43 NBC-TV and 32 local shows in color, a total of 72 hours. Normally, WLWT averages about 52 hours weekly in color.

The station said that it was justified in naming Cincinnati “Colortown U.S.A.” because the city has been described as having more color sets per capita than any other U. S. market.

Helping to spur the promotion were local appliance dealers, set makers now producing color sets and NBC, each of whom purchased space in the newspaper insert.

KLAC begins $100,000 promotion campaign

A $100,000-plus audience promotion campaign has been inaugurated by KLAC Los Angeles and its advertising agency, Anderson-McConnell. Basic theme of the campaign is the use of the station call in twists on famous quota-
tions, such as “To err is human, to KLAC devine” or “don’t KLAC up the ship.” Plans call for use of sheet outdoor boards in 226 locations for a minimum of 13 weeks, king-size bus cards on more than 100 of the city’s buses, vertical half-pages in the Sunday editions of the Los Angeles Times and The Los Angeles Herald-Examiner and four community dailies, spot schedules on two TV stations—KTLA (TV) and KCOP (TV)—and extensive on-the-air promotion by KLAC itself. Following the three-month local drive for listeners, KLAC plans to spread the news of its new program format and personalities to advertisers and agencies outside the Los Angeles area.

WCBS offers 176 prizes in new ‘show’ contest

Full-page newspaper ads and radio TV spots are promoting the “Name the Show” contest of WCBS New York. Eight automobiles are top prizes in the contest which boasts a total of 176 prizes worth $40,000.

The newspaper ads, in themselves, are entry blanks. They contain pictures of 20 WCBS personalities, with spaces to provide the exact title of the show on which each personality appears. Entrants are cautioned that newspaper listings of radio programs are often abbreviated.

In addition to identifying the programs, listeners are asked to name their favorite WCBS program and write their reason.

Other prizes are eight stereo hi-fi, AM-FM, multiplex units; 80 wrist-alarm watches, and 80 transistor radios.

Drumbeats...

Giveaway • KISN Portland, Ore., held a seemingly unusual contest in which personality Johnny Williams announced he was going to give away Tom Murphy (another KISN personality) as the grand prize. Even though Mr. Murphy objected, the contest—tell in 91 words why you want Tom—was held. The winner, a young lady, received her prize at a local theatre. The Tom Murphy she won actually was a registered Irish setter.

Twist future • The Dr. Pepper Bottling Co. of Tulsa is one advertiser that thinks the twist is going to be around for a while. The soft drink firm has already contracted for a one hour New Year’s Eve teenage twist party on KOTV (TV), that city.

A gasser • Pat Lewis, host on KING Seattle’s Traffic Jamboree show, will be gassing it up for the next 20 weeks. During this period, Mr. Lewis will give away 1,000 gallons of Richfield Boron gasoline to listeners correctly answering his safe driving question of the day.

Emergency center • WKOW Madison, Wis., has established an emergency center where persons may call if an emergency strikes. The station maintains a special telephone number at the center and makes arrangements for those who call.

Citation • WNBC-AM-TV New York and NBC News have won a citation for
their "continuing and outstanding" coverage of the New Jersey elections last November. The Public Relations Society of America's public service citation was presented to them at a reception in New York by Gov. Richard J. Hughes (D.), winner of the 1961 gubernatorial race.

Executive coloring book = Five hundred advertising executives across the country have received invitations to write captions for a new book, the Executive Coloring Book. The book contains 24 pages of cartoons depicting today's executive in action. The two week contest, which began last week, asks for a caption under Sales Manager, for the Chicago who is shown exhorting his sales force to greater heights. The contest is part of WIND's promotion program and is the brainchild of Paul N. Lindsay, promotion manager.

FOR THE RECORD
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Feb. 1 and through Feb. 7, and on filings, authorities and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA-directoral antenna, cp-construction permit, ERP-effective radiating power, whv—very high frequency, uhf—ultra high frequency, ant-antenna, aur-aural. (9.12 kw, 10.1 mc-megacycles, D-day, N-night, L-local, se-lateral, mod-modification, trans—transmitter, unl-unlimited hours. kw-kilowatts, kc-kilocycles, SCA—subdivisions. STA-special temporary authorization. SIA—special immune authorization. SCIA—special immunity authorization. SIA—special temporary authorization. SIA—special immunity authorization. STA—special temporary authorization. CIA—critical hours. *-educational. Ann.—Announced.

New tv stations

APPLICATION
San Francisco. Calif.—Automated Electronics Inc. Uhf ch 28 (542-548 mc): ERP 10.1 kw vis, 6.12 kw aur. Ant. height above average terrain 584 ft., above ground 410 ft. Estimated construction cost $70,500; first year operating cost $129,000; revenue $156,000. P. O. address Southland Center, Dallas, Tex. Studio and trans. location San Francisco. Geographic coordinates 37° 47' 30" N, 122° 7' W. Trans. Std. TT-20-A; ant. RCA TFU-12-B. Legal counsel: Dow, Lohnes & Albertson, Washington, D. C.; consulting engineers Electron Corp. Dallas, Texas. Principals include: Sam Y. Dorfman (100%); Fort Worth Capital Corp. (5%); small business investment firm: Mr. Dorfman is partner. Estimated construction cost $10,000; first year operating cost $150,000; revenue $200,000. Fort Worth Capital Corp. is small business investment firm: Mr. Dorfman is principal in securities firm; Boland Bond is vice president of oil company.

Existing tv stations

CALL LETTERS ASSIGNED
KAEI(TV) Dallas, Tex.—Automated Electronics Inc.

New am stations

ACTIONS BY FCC

Loves Park, Ill.—Loves Park Bests Co. Granted 530 kc: 5 kw D. P. O. address 1309 S. Central Ave., Rockford, Ill. Estimated construction cost $15,026; first year operating cost $34,584; revenue $36,042. Angelo Joseph Salv, sole owner, has been sales manager of KSSS, Colorado Springs, Colo. Action Feb. 6.


 Existing am stations

ACTIONS BY FCC
WLJ Bowling Green, Ky. — Granted change from DA-2 to DA-N, continued from 1410 kc to 1411 kc. L. S. Evans, owner. Action Feb. 6.

WTVS Owensboro, Ky.—Granted increased daytime power on 1450 kc. DA-3, from 1 kw to 5 kw, continued nighttime operation with 1 kw. Washington, D. C., owner. Action Feb. 6.

WLJW Alice City, N. J.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w. control permitted. Action Feb. 6.

KBMW Breckenridge, Minn., and Waupasha, N. D. — Granted increased daytime power.

EDWIN TORMSON & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations
Appraisers + Financial Advisors
New York—60 East 42nd St., New York 17, N. Y. • MU 4-2424
Salt Lake—1357 Jewel Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G", N.W., Washington, D. C. • DI 7-8531
power on 1450 kc from 250 w to 1 kw, con-

continued nighttime operation with 250 w; re-

ceived operating license; engineering condi-

KGRSH Gresham, Ore.—Granted increased power to 250 w-LS to 250 w-N, 1 kw-LS; engineering con-

APPLICATIONS
KFFA Greely, Colo.—To increase daytime power from 1 kw to 8 kw and install new trans. Action Feb. 1.

KWHK Hutchinson, Kan.—To change frequency from 1260 kc to 1210 kc. Increase power to 1450 kc. Change antenna trans., location and install new transmitting. Action Feb. 1.

KLOU Lake Charles, La.—To change from 500 w-AM to 2 kw-AM. Action Feb. 1.

KMMJ Grand Island, Neb.—To change frequency from 750 to 580 kc, increase power to 1 kw, install new antenna trans., and station location, in-

KOTA Rapid City, S. D.—To change frequency from 1360 kc to 1370 kc. Increase power to 560 w. Change antenna trans. and location, in-

WKW Wheeling, W. Va.—To increase daytime power to 1 kw and install new trans. Action Feb. 6.

CALL LETTERS ASSIGNED
KTHO Tahoe Valley, Calif.—Harrold Bennett, owner.

KCKI Aspen, Colo.—Aspen Best Co.,co-owners.

WKYO Caro, Mich.—Tuscola Best Co.; co-owners.

KETO Seattle, Wash.—Chern-Air Inc.; change from KFTJ.

KUDY Spokane, Wash. — Paul Crain; changed from KXGE.

New fm stations

ACTIONS BY FCC
Colorado Springs, Colo.—Little London Best Co. Granted 94.3 mc; 1 kw, height above average terrain 575 ft. P. O. address 60215 Fillmore St., Colorado Springs. Estimated construction cost $5,478; revenue $4,656. Principals in licensed business and new station are not related. Mrs. E. R. English is housewife. Mrs. Tomlin is attorney at law. Mrs. English is housewife. Mr. Tomlin is attorney at law.

FLINT, Mich.—Valley Broadcasting Co. Granted 107.9 mc; 1 kw. Ant. height above average terrain 220 ft. P. O. address 740 South Saginaw St. Estimated construction cost $7,000; first year operating cost $19,000; revenue $15,000. Principals are Clarence E. Rhodes, Philip Thompson, John P. McGoff, (35%), and Mr. Rhodes is 25% owner and general manager of WAMM. Mr. Rhodes owns 1/4 of golf course. Mrs. Munson is 25% owner and general manager of WAMM. Mrs. Munson owns 1/4 of golf course. Mr. McGoff is president and minority stockholder. WSWM-FM has operated as WSWM-AM since 1927 and is located in both Michigan. Action Feb. 6.

MCNICHOLAS, George B. & Assoc.—Granted 102.1 mc; 3.8 kw. Ant. height above average terrain 76 ft. P. O. address 1570 West Lake St., Minneapolis. Estimated construction cost $13,635, first year operating cost $16,800, revenue $14,000. Principals are Mr. Persons, sole owner, is radio-televising engineer. Action Feb. 6.

Minneapolis, Minn.—Midwest Radio-TV Inc. Granted 162.8 mc; 2.7 kw. Ant. height above average terrain 418 ft. P. O. address 50 S. Ninth St., Minneapolis. Estimated construction cost $15,000; first year operating cost $18,000, revenue $15,000. Principals are Mr. Persons, sole owner, is radio-televising engineer. Action Feb. 6.

Port Arthur, Tex.—Port Arthur College. Granted 107.7 mc; 1 kw, height above average terrain 380 ft. P. O. address c/o Manager of West Alabama College. Port Arthur. Estimated construction cost $4,865; first year operating cost and revenue not in addition to am en-

ACTIONS BY BROADCAST BUREAU
Keene, N. H.—WKNE Corp. Granted 103.7 mc; 1 kw, height above average terrain 545 ft. P. O. address 17 Dunbar St. Keene. Estimated construction cost $10,000; first year operating cost $10,000; revenue $10,000. Principals are J. C. Speidel, (50.5%), Lyman Splinter, (50.5%), Mrs. Luette S. close, (5%) and others. Permittee is licensee. Action Jan. 30, 1960.

Edmond, Okla.—William Haydon Payne. Granted 97.3 mc, height above average terrain 126 ft. P. O. address 1350 S. Blvd., Oklahoma City, Okla. Estimated construction cost $5,657; first year operating cost $10,500; revenue $24,000. Mr. J. F. Chase is engineer. Action Feb. 1.

J. English Co. Granted 98.8 mc; 1 kw, height above average terrain 126 ft. P. O. address Southland Center, Dallas. Estimated construction cost $30,800; first year operating cost $15,000, revenue $15,000. Principals in-
clude: Sam Y. Dufferman, (14.3%), F. W. Worth Capital Corp., (12.5%), James H. Bond, Randolph B. Caldwell, Roland S. Bond, (each 6.25%). Worth Capital Corp. is small business investment firm; Mr. Dufferman is partner in production company, is employee of securities firm; James Bond is partner in radio-televising station and is vice president and general manager and Mr. Worth is president of oil company. Automated Elec-
tronics Inc. is licensee of WKSX-FM in Dallas. Action Jan. 30.

ACTIONS BY FCC
Coca Cola Co. Granted 103 mc; 20 kw. Ant. height above average terrain 545 ft. P. O. address 425 W. Orange Ave., Coca Cola, Beach. Estimated construction cost $26,022; first year operating cost $24,000; revenue $15,000. Coca Cola Co., sole owner, is licensee of WLCO-AM-FM, located at 425 W. Orange Ave., Beach. Action Feb. 6.

Greenburg, Ind.—Clearton Best Inc., Granted 92.1 mc; 2 kw, height above average terrain 151 ft. P. O. address North Bend Plaza, Rt. 1, Greenburg. Estimated construction cost $11,900; first year operating cost $15,000; revenue $13,000. Principals are: Lloyd E. Kanouse, Vivian M. Kanouse, (each 50%). Mr. Kanouse is 23% stockholder of firm manufacturing electrical radiant ovens; Mrs. Kanouse is housewife. Action Feb. 1.

Lubbock, Tex.—Lebanon Best Inc. 107.3 mc; 3.3 kw. Ant. height above average terrain 127 ft. P. O. address Box 300, Lubbock. Estimated construction cost $7,110; first year operating cost $9,600; revenue $6,000. Principals are: Frank Ebel Jr., (60%), Andrew Jackson Hendrickson, Howard M. Sherrell, (each 20%). Lebanon Best Inc. usingmerce WMSC Lubbock. Action Feb. 2.

Charleston, W. Va.—Chemical City Best Inc. Granted 105 mc; 6 kw. Ant. height above average terrain 430 ft. P. O. address Box 3203, Charleston. Estimated construction cost $20,000; first year operating cost $17,750. Will accommodate 6 kw of which applicant is licensee. Action Feb. 1.

Existing fm stations

APPLICATION
KAMS(FM) Mammoth Springs, Ark.—To change frequency from 106.9 mc to 95.1 mc; 1 kw, height above average terrain 150 ft. P. O. address c/o Manager of West Alabama College, Port Arthur. Action Feb. 6.

CALL LETTERS ASSIGNED

Ownership changes

ACTIONS BY FCC
A three-step transaction, commissi-
on granted license of two am bests to facilities of WSKY in Columbia, S. C. —(1) WMSC (1320 kc, 1 kw, DA-N, Charleston, S. C.) to Spidel Best Corp., (2) WOIC (1470 kc, 5 kw) from Spidel Best Corp. to WMSC Radio Corp., for $60,000, and (3) WOIC fa-
television, Greenville, N.C.—Granted assignment licenses to Roy P. Hayford, Inc. (Roy P. Hayford, sole owner, has minority interest in TV). Consideration $2,555,000. Action Feb. 6.


KJCN, North Western Enterprises, Inc., Minn.—N. W. Granted assignment license to Big K Inc. (owner 45% by KXMC-TV, 20% by KEGO-TV, 25% by KXBB-FM. Reiten, 15.3%; by each Lloyd R. Ano and W. A. Thompson, Jr.; consideration $200,000. Messrs. Reiten, Hurley and Ano have interest in KXCA, Minneapolis. Lloyd R. Ano also has minority interest in North Dakota Bestor, Inc. (KCAB-TV Aberdeen, S. D., KEGO-AM-FM, KXBB-FM, KXCN-TV Bismarck, N. D.) Action Feb. 6.

KTAT, Frederick Bestor Co., Frederick, Okla.—Granted assignment of license from Ronald W. Wheeler Jr., to W. C. Moos Jr. and David W. Hattif, consideration $31,000. Action Feb. 6.

KRMG, Meredith Bestor Co., Tulsa, Okla.—Granted license to Granite Broadcasting, Tulsa, Okla., for new station to be located in KICD. Bismarck, Ky. Action Feb. 6.

KIPR (Ch. 22), Telecasting Inc., Pitts- burgh, Pa.—Granted acquisition of positive control by Thomas F. Johnson, president (involves control of Stock Exchange Inc. in KICQ Des Moines, Iowa; KIZO Wichita, Kansas; KIBJ Fort Smith, Ark.). Action Feb. 6.


KRAH, Anchorage, Alaska.—Seeks assignment to license to Wally R. Harpel, d/b a WSGY, Cheyenne, Wyo., and the Bicol, d/b a WSQY Cheyenne; consideration $6,850,000. Action Feb. 6.

APPLICATIONS

WLW-TV, Florence, Ala.—Seeks transfer of 12.5% of stock in TV Muscle Shoals Inc. from back to corporation to be held as treasury stock; consideration $15,000. Transfer will increase holdings of Granite stockholders. Richard B. Biddle, O. B. Milloy, Radio Muscle Shoals Inc. and John F. Thompson, from 25%, 25.5% and 12.5% to 26.57%, 28.27%, 25.5% and 8.16% of outstanding stock, respectively. Action Feb. 7.

KRAR Anchorage, Alaska.—Seeks assignment license from Wally R. Harpel, d/b as Sourdough Bestor, to Sourdough Bestor, Inc. transfer of the interest of Mr. Harpel as sole stockholder; no financial consideration involved. Action Feb. 7.

KFIF Tucson, Ariz.—Seeks transfer of 50% partnership interest in Southwest Broadcasters Co., by George S. Bradley, D. N. Higginbotham Jr. (each 25%) to R. E. Bestor, B. A. Bales, George P. Badger, consideration of 25% each (45% and 5%, respectively); consideration not mentioned. Action Feb. 7.

KDFD Van Buren, Ark.—Seeks transfer of a total of 30% of stock of KDFD Inc. from back to corporation to be held as treasury stock; consideration $25,000. Mr. Dornbrose is air personality with KDFD. Consideration $250,000. Action Feb. 7.

KVFY (FM) El Cajon, Calif.—Seeks assignment of license for KWQ Broadcast Inc. to Corporation for CREA San Francisco and KGBR Sacramento, Calif., and is applicable for fm stations in Monterey, Calif., and Lompoc, Calif., consideration $3,000. Action Feb. 7.

KFWX Pasadena, Calif.—Seeks assignment of license from KWQK Inc. to How-

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 8

ON AIR CP TOTAL APPLICATIONS

<table>
<thead>
<tr>
<th>Lic.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
<th>TOTAL</th>
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<tbody>
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<td>AM</td>
<td>3,621</td>
<td>65</td>
<td>77</td>
<td>3,963</td>
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<tr>
<td>FM</td>
<td>452</td>
<td>77</td>
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<td>506</td>
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OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 8

<table>
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<tr>
<th>VHF</th>
<th>UHF</th>
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<tr>
<td>463</td>
<td>90</td>
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<td>41</td>
<td>14</td>
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COMMERCIAL STATION BOXSCORE

Compiled by FCC Dec. 31

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<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>Licensed (all on air)</td>
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<td>898</td>
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<tr>
<td>Cps on air (new stations)</td>
<td>135</td>
<td>168</td>
</tr>
<tr>
<td>Cps on air (new stations)</td>
<td>135</td>
<td>168</td>
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<tr>
<td>Total authorized stations</td>
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<td>1,128</td>
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<tr>
<td>Applications for new stations (in hearing)</td>
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<td>Applications for major changes (in hearing)</td>
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<td>Applications for major changes (in hearing)</td>
<td>478</td>
<td>88</td>
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<td>Total applications for major changes</td>
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<td>148</td>
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<tr>
<td>Licenses deleted</td>
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*There are, in addition, 11 tv stations which are no longer on the air, but retain their licenses. *Includes one STA.
Payson & Trask are partnerships each presently owning 50% of licenses: Mr. Ross as assistant secretary is treasurer and director of licensees; P&I Junior is a partnership consisting of John D. L. Preston, W. Meader and Chauncey D. Leake Jr., leasing agent, in whose name the partnership is registered. (See Payson & Trask, Ann. Feb. 1.)

KOII Slavic-owned, Ore.—Seeks assignment of license and SCA from H. Quentin Cox to Nancy H. Bonner (24.1%), Juan Young, William F. Triplett, Anna Silverthorne, Ada Zimmerman (each 8.8%), Donald G. St. John and John F. Adams (each 7.8%) as Point-O-Sales Inc.; consideration $1 plus consideration is acceptance of assumption by licensee of all obligations with respect to its purchase. Ann. Jan. 31.

KQH Red Deer, Alberta—Seeks transfer of 50% of stock of Radio Station KQHB Inc. from Earl S. Walden to Homer V. Brinson, present owner of other 50%; consideration $25,850 plus payment of $1,600 owed by Mr. Walden to his automobile, Ann. Feb. 7.

KWLD Liberty, Tex.—Seeks assignment of license from Felix Jayne and James Jayne, d/b as KWLD Bestg. Co., to Lonzo A. Wof- ford, d/b as Valley View-Wofford, and K. Wofford and Daniel Joe Wofford (each 7%), d/b under same name: consideration $25,600; reason: relocation to San Antonio, Tex.; Mrs. Wofford is employed by the same firm, Action Feb. 6.

KLLV Livingston, Mont.—Seeks transfer of 50% of stock of Valley Bestg. Inc. from Thomas Eugene Hanson to Jack G. Fasching, db as KWLD Bestg. Co., for initial decision, Op- tical (incorporated) $1,500 plus payment of sums owed Mr. Hanson by corporation, Ann. Feb. 1.

KTUE Tulia, Tex.—Seeks transfer of 49% of stock in KTUE Radio Inc. from Sydney W. E. Hamby (11.6%) and Carl E. Scott (11.2%) to William A. Ruggles (49.2%); consideration $1,000; reason: sale of unit, Ann. Jan. 31.

KQNF Spanish Fork, Utah—Seeks transfer of all stock in Pioneer Bestg. Co. from Wilfred E. Sanford to David C. Swenson, Orville H. Huling and Helen M. Huling to George K. Culbertson (50.4%) and Charlotte P. Culbertson (49.6%); consideration $2,600; Mr. Culbertson is engineering employe of Swenson and owns record manufacturing business; Mrs. Culbertson is housewife, Ann. Jan. 31.

Hearing cases—FINAL DECISIONS

By decision, commission granted applications of Nassau Bestg. Co. for new station at Westbury, L.I., N.Y., and New York Bestg. Co. to extend deadline for construction of new station at Westbury, L.I., N.Y.; consideration $1,750; reason: an insufficient number of good locations, Action Feb. 6.

By decision, commission granted application of Valley Bestg. Inc. to extend deadline for construction of new station at Cushing, Okla., consideration $2,000; reason: insufficient to raise $2,000 and additional capital needed, Action Feb. 6.

By decision, commission denied application of Westfield Bestg. Inc. to extend deadline for construction of new station at Cambridge, Mass., consideration $100; reason: insufficient to raise $100 and additional capital needed, Action Feb. 6.

By decision, commission denied application of Westfield Bestg. Inc. to extend deadline for construction of new station at Shrewsbury, Mass., consideration $100; reason: insufficient to raise $100 and additional capital needed, Action Feb. 6.

By decision, commission denied application of Westfield Bestg. Inc. to extend deadline for construction of new station at Sanford, Mass., consideration $100; reason: insufficient to raise $100 and additional capital needed, Action Feb. 6.

By decision, commission denied application of Westfield Bestg. Inc. to extend deadline for construction of new station at Shrewsbury, Mass., consideration $100; reason: insufficient to raise $100 and additional capital needed, Action Feb. 6.

By decision, commission granted application of Mobile Bestg. Co. to extend deadline for construction of new station at Mobile, Ala., consideration $100; reason: insufficient to raise $100 and additional capital needed, Action Feb. 6.

By decision, commission granted application of Westfield Bestg. Inc. to extend deadline for construction of new station at Westfield, Mass., consideration $100; reason: insufficient to raise $100 and additional capital needed, Action Feb. 6.
Mr. Hanna's application be made subject to condition that he will take appropriate action to confine the re-re-transmission and cross-modulation which may be caused by said station, with immediate effect.

(a) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(b) Petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(c) Petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(d) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(e) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(f) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(g) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(h) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(i) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(j) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(k) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(l) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(m) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(n) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(o) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

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(q) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

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(s) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(t) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(u) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(v) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

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(x) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(y) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.

(z) Petition for the issuance of an amendment to the original permit to the petition for a license to transmit in San Francisco, Calif., to include a new studio and transmission facility, and to make various other amendments, including new studios in Los Angeles, Calif., and San Francisco, Calif., and the issuance of a new license for the same.
### RADIO-TV SET COUNTS

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<tr>
<th>State</th>
<th>Total Population</th>
<th>Total Occupied Dwelling Units</th>
<th>Total Radio Sets</th>
<th>Total Television Sets</th>
<th>Population Percent of Total Sets</th>
<th>Telephone Percent of Total Sets</th>
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#### 1960 U.S. CENSUS OF HOUSING

- **Appling** 13,247 3,245 2,807 86.5 287 1,981 60.0 36
- **Atkinson** 6,188 1,522 1,172 77.0 154 579 38.0
- **Bacon** 8,336 2,057 1,845 95.5
- **Baker** 4,543 1,027 879 116 65 575 33.6
- **Baldwin** 34,064 5,563 4,764 85.6 1,359 3,823 68.7
- **Banks** 6,497 1,374 1,533 89.6 221 1,175 67.8
- **Barrow** 14,495 4,183 3,756 95.6
- **Barton** 28,267 7,737 6,723 88.9 1,161 5,666 64.9
- **Ben Hill** 13,633 3,952 3,298 83.1 827 2,412 61.0
- **Berrien** 12,038 3,344 2,948 88.8 358 2,062 60.7
- **Bibb** 141,249 40,118 36,421 90.3 11,551 33,606 83.8
- **Bleckley** 9,842 2,553 2,132 83.5 301 1,691 65.9
- **Brantley** 5,891 1,457 1,199 82.3 142 931 57.8
- **Brooks** 15,292 3,901 3,355 85.7 371 2,701 69.2
- **Brunswick** 6,252 1,529 1,134 71.6 203 1,113 73.4
- **Bulloch** 24,263 6,246 5,534 88.6
- **Bryan** 6,226 1,529
- **Brooks** 15,292 3,901 3,355 85.7
- **Chatham** 188,052 57,165 44,584 84.1 11,643 44,837 84.3
- **Chattahoochee** 13,011 1,290 1,218 94.4 617 1,164 90.2
- **Cherokee** 5,133 1,307 951 72.8
- **Cherokee** 23,001 3,645 2,560 89.2 547 2,538 85.7
- **Clarke** 46,263 12,271 11,374 95.7 3,666 9,649 76.6
- **Clay** 4,551 1,182 1,009 84.4 124 672 55.9
- **Clayton** 43,365 12,067 10,683 88.5 3,443 11,158 92.5
- **Clinch** 6,455 1,695 1,372 80.9 155 1,061 66.9
- **Colquitt** 114,174 30,506 28,140 91.9 9,534 19,708 82.6
- **Coffee** 21,558 5,658 5,045 89.2
- **Colquitt** 13,048 3,143 1,313 88.6
- **Columbia** 20,528 5,196 5,075 98.9
- **Cox** 14,573 3,350 2,816 88.0
- **Crawford** 28,083 7,896 6,946 87.9 1,233 5,944 73.5
- **Crisp** 5,916 1,637 1,063 77.8 48 694 50.8
- **Dade** 4,878 1,482 3,086 80.2 594 3,249 65.2
- **Dawson** 8,662 2,180 1,780 81.7 102 1,794 82.3
- **Decatur** 1,530 396 278 79.4 27 255 57.6
- **DeKalb** 25,748 7,636 6,672 86.6
- **Dodge** 16,483 4,427 3,729 84.2
- **Dooly** 11,474 2,975 2,514 72.8
- **Douglas** 75,680 19,877 16,794 84.5 1,855 15,805 79.5
- **Dunlap** 14,877 4,449 3,916 98.7 387 3,855 86.6
- **Early** 13,151 3,453 2,514 72.8
- **Echols** 1,676 428 392 88.6 28 251 52.1
- **Effingham** 10,734 2,569 2,034 80.1 394 2,184 74.3
- **Elbert** 17,835 4,967 4,114 82.6 565 4,316 85.0
- **Emanuel** 17,857 4,867 4,203 86.0 555 3,180 65.2
- **Evans** 6,952 1,880 1,500 79.8 72 1,448 77.0

**Continued on page 84**
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<td>JAMES C. MCNARY</td>
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<td>Bellingham, Washington</td>
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<td>Telephone: Regent 3-4198</td>
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<td>ERNEST E. HARPER</td>
<td>Engineering Consultant</td>
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<td>BROADCAST ENGINEERING CONSULTANT</td>
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<td>Coldwater, Michigan</td>
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<td>L. J. N. du TREIL</td>
<td>Consulting Radio Engineers</td>
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<td>CONSULTING RADIO ENGINEERS</td>
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<td>New Orleans 23, La.</td>
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<td>Phone: 721-2561</td>
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<td>SPOT YOUR FIRM'S NAME HERE</td>
<td>Be Seen by 100,000+ Readers —among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities. *ARB Continuing Readership Study</td>
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Continued on opposite page
**Help Wanted—Management**

Sales manager wanted for new daytimer in single Eastern Pennsylvania market. Growth age for an aggressive and capable salesman. Send resume to Box 671J, BROADCASTING.

Manager wanted for full time New England station. Must know the business. Give details, salary requirements in first letter. Box 700J, BROADCASTING.

Sales-minded general manager of fulltimer in desirable Florida market. Substantial salary and profit incentive. Prefer experienced. Full refers to Box 897J, BROADCASTING.

Top-flight manager with proven sales and promotion record. Needed for daytimer in one of Mississippi’s best markets. Newspaper affiliated station—WDJT, Write John T. Phillips, F. O. Box 1618, Greenville, Mississippi.

Wanted: Manager for radio station KSUD. Good opportunity for right man. Box 951J, BROADCASTING.

Want to manage a 10 kw station and receive substantial cap gain as bonus for profitable performance? Southwest. Write giving details or telephone 223-2390. Peter Miller, 436 Second St., LaSalle, Ill.

Immediate opening for Manager in small market. Ideal for man with small market experience or commercial manager that is ready to take over operations. Send background and details in first letter to KSSX, Raymondville, Texas.

Wanted: Manager for radio station KVOU, Uvalde, Texas—10,300 population, retail sales $100,000. Full refers to Box and contact. E. J. Harpole.

Sales manager, with small market station experience. Must sell and be able to direct other salesman for a new daytimer. Good salary, plus commission. Contact M. H. Phillips, P. O. Box 252, Delaware Avenue, Palmerston, Pa.—Phone 826-2109.

**Help Wanted—(Cont’d)**

**Sales**

Active accounts plus good prospect list. Commissions. $120 per week at start. 290 miles south of Chicago. Must be experienced self-starter. Box 704J, BROADCASTING.

Mid-Atlantic: Wanted young, but experienced and proven time salesman or selling manager. You may take over with 1st phone can expect promotion to station manager within 1 year with expanding organization. Liberal salary and commission. Box 811J, BROADCASTING.

Regional station—Excellent market needs two experienced salesmen with proven track record. Immediately. Write, call Manager, WIZX, Dixon, Illinois.


**Agency-Advertiser**

Local sales position available for right man with advertising agency, 715 Oakville Building, Cedar Rapids, Iowa. Send tape and info to Box 103J, BROADCASTING.

Country/western jocks: attention: Better than average dj position-first ticket preferred. Must have personality-nature. No drifter, will be groomed against big-time man. Salary open-ended benefits. Metropolitan area. Box 664J, BROADCASTING.

Announcer-chief engineer. Daytimer, Missouri. No problems. $100 week. Box 668J, BROADCASTING.

Morning man quality operation. Middle road music. Top pay with security and company benefits. Must be strong on production, proven rating record. Mature voice with style and imagination. Full refers to Box 668J, BROADCASTING.

Growing major eastern radio group has immediate and urgent need for experienced announcers and newsman. Opportunity for growth and advancement is great. Write if you’re thinking of your future. Send tape and resume to Box 669J, BROADCASTING.

Staff announcer, including play-by-play broadcasting. Heavy on news; music on light schedule-frantic type. Other responsibilities in line with ability and experience. Box 694J, BROADCASTING.

Ist phone combo man for Florida market. Wonderful daytimer job. Send tape and resume. Box 697J, BROADCASTING.

Wanted: Ist ticket combo with experience, tv maintenance know-how, good voice, flawless board operation, willing to carry out responsibilities, on-toes 100% time. Demand professional. $4000-6000 per year. Send resume, photo, tape. Located in northwest. Box 702J, BROADCASTING.

**Engineer-announcer, first phone, run easy listing show. Daytimer, Pennsylvania small market. Send tape, resume, pay requirements. Box 743J, BROADCASTING.**

**Help Wanted—(Cont’d)**

**Announcers**

Mature announcer with 1st phone. Southwest market. Adult good music station, $400 to $500 per month. Resume, tape, and photo to Box 772J, BROADCASTING.

Adult good music station, upper Midwest, has opening for experienced announcer. Smooth, professional delivery essential: deep, resonant voice desired. Exceptional benefits. University community. Box 772J, BROADCASTING.


Twoombo men needed for new operation in the garden spot of South Carolina, not too far distant from Columbia. Remuneration will be excellent and in accordance with experience. Box 774J, BROADCASTING.

Wanted announcer-production or announcer-sales. One of the fastest growing Carolina areas. Desirable future. Better than average salary—opportunity if creative, aggressive and responsible. Box 806J, BROADCASTING.

Wanted opening announcer-combo sign-on at 5:30 a.m. Excellent salary and opportunity. Radio KCOO, Fort Collins, Colorado.


Texas station needs announcer-news editor-experienced gathering, writing local news. Box 808J, BROADCASTING.

**KBUD** Athens, Texas has immediate opening—experienced, mature announcer. Box 809J, BROADCASTING.

Immediate opening for Ist ticket announcer who wants to work toward program director and ownership. If we want must not be afraid of work and should have a knowledge of gathering and writing. Good mature voice is a necessity. Must be experienced with at least 5 years of good reputation in the business. Contact Mason Dixon, Owner, KFTM Radio, Fort Morgan, Colorado. No collect calls please.

Wanted experienced announcer, can also sell. Contact Dr. F. P. Cerniglio, KLIC, Monroe, Louisiana.

 Experienced announcer-salesman. No drinkers or moonlighters. Real good deal with assistant manager to right man. Write. Ray Beckner, KRLX, Canon City, Colorado.

Wanted: Experienced announcer. Send all information, draft status, tape, availability. Rush to WCLW, 711 McPherson Street, Mansfield, Ohio.

Announcer, experienced for 5000 watt independent station with adult format. Above average benefits. Personal interview necessary. WCOJ, Coatesville, Pennsylvania.

Experienced farm director for pioneer top-flight adult-adope station. Good opportunity for radio-ry farm shows. Send resume, tape, picture, salary requirements to Jack Dunn, WDAY, Fargo, North Dakota.

BROADCASTING; February 12, 1962
Help Wanted—(Cont'd)

Announcers

If you have a first phone, like and know adult music and can produce a good all night show, send air check, resume and salary to: WEAT, P. O. Box 70, West Palm Beach, Florida.


Immediate opening for experienced top-40 dj with first phone. Send tape and resume now to WLOF, P. O. Box 5756, Orlando, Florida.

May need morning man. Open at five. Two hours. Apply within two hours good music. Best variety. Possible sale, possible spots. WNBS, Murray, Kentucky.

If you are capable of taking your place with a staff of dj's commanding the number one rating year after year, have last telephone, no credit, you might be a candidate. Opportunity to work 40 hours a week. Send resume and tape to Box 676J, BROADCASTING.

Radio and Television Placement. Midwest saturation, plus major markets. Over 600 stations. Write for Employment opportunity. P. O. Box 7th St., Minneapolis 2, Minn. Now!

Technical

Wanted licensed engineer-announcer for kilowatt station. Opportunity in Eastern Pennsylvania. Position open within weeks. Send resume to Box 676J, BROADCASTING.

Wanted...transmitter engineer, First ticket required. Pennsylvania-5000 watt directional. Send resume to Box 750J, BROADCASTING.

Have immediate opening for experienced first phone combo man on top rated 5000 watt directional. Should be experienced engineer and able to run tight music and news show. Unusual opportunity for advancement with growing station. Salary commensurate with ability. Send tape, photo, complete resume to Harry Beach, WAXT, Box 296, Huntsville, Alabama.

Transmitter engineer, for 2,150 watt regional in Illinois second market. Opportunity for fan mobile maintenance. R. D. Schneider, Chief Engineer, WIRL, Peoria, Illinois.

Wanted: Chief Engineer with directional experience and mobile maintenance. WIRL, West Palm Beach, Florida.

First phone—Announcer with chief or management capabilities. Write, phone Manager, WIXN, Dixon, Illinois.

Engineer-announcer. Maintain equipment at new 600 watt daytimer. Tape, resume, salary required. Send resume to Manager, WIXL, Three Rivers, Michigan.

Engineer, Immediate opening. WVOS, Libby, New York.

Loading 3 1/2 night-time directional station has opening for alert young transmitter engineer thoroughly versed in all phases AM transmitter operation and maintenance. Excellent opportunity for successful applicant to handle cutting-edge advance to Chief Engineer under overall technical director after reasonable train-in period. Efficiency apartment at transmitter available if desired. WSAW Radio and Television, Savannah, Georgia.

Junior and staff engineers required for consultant's office. John H. Batison, Munsey Blvd., Washington, D. C.

Radio and Television Placement. Midwest editor for major markets. Over 600 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

Production—Programming, Others


Help Wanted—(Cont'd)

Production—Programming, Others

Commercial copywriter for small market station in Virginia. Young woman preferred for this full time position. Box 724J, BROADCASTING.

Immediate opening for experienced, aggressive news-man on midwestern, news conscious station. Send resume and tape to Box 750J, BROADCASTING.

Graduate student assistantships in radio, production, available. Write school of speech, Ohio University, Athens, Ohio.

News man with good reporting sense and authoritative voice for active news department. Some announcing duties, but news and coverage of prime consideration. Needed for immediate opening. Send tape and resume to Box 750J, BROADCASTING.

Ambitious young man for p.d. Can you handle men and give us middle of road programming, call WNCO, Ashland, Ohio.

Radio and Public Affairs: We are in need of a person with the necessary qualifications and background essential to broadcast journalism. One who is searching for intellectual challenge, creative writing and broadcasting of news, editorials, documents and, possibly, commentaries. The right man will be presented as a rare and unique opportunity in radio. He will be working for a station nationally acclaimed, both for its editorials and public affairs programming. His job will entail hard work, long hours an moderate wage in exchange for opportunity to prove and improve his ability. Ultimate direction. Send complete resume, photo, and sample of writing ability. Also salary requirement. Address B. E. Cowan, Radio Station WSAC, Box 58, Fort Knox, Kentucky.

RADIO

Situations Wanted—Management

General manager—group operations midwestern-California. Proven sales, promotion and organization background. Excellent opportunity with all phases radio management. Available. Interviews NAB convention. Box 604J, BROADCASTING.

Manager for medium or metro market. Proven sales promotion and organization background. Top opportunities. Only interested in solid organization. Box 614J, BROADCASTING.

Manager—aggressive professional broadcast manager to handle FCC and construction to black balance sheets. Former ownership. Salary competitive. Excellent references. Competent to direct group operation. Salary competitive to opportunity. Challenge. Reply in confidence. Box 765J, BROADCASTING.

Manager, strong sales, capable and conscientious for small to medium market. Twelve years experience local and national sales. Small and metropolitan market sales experience including management of national representative west coast offices. Far West only. Box 765J, BROADCASTING.

Management Consultant—Will provide complete analysis of your radio or tv operation. Help you build sales, solve problems with FCC, programming. Also provide sound recommendations for prospective buyers=sellers. Top drawer executive experienced large and small markets. Write Consultant, Box 705J, BROADCASTING.

Manager—strong personal sales, fourteen years major market experience and ownership references. Qualified. Box 714J, BROADCASTING.

Young veteran broadcaster, 16 years experience, sales, programming, management. Alive with ideas. If you're having problems in sales, I am your selling sales manager on radio. $10,000 minimum. Box 743J, BROADCASTING.

Situations Wanted—(Cont'd)

Management

First phone, good engineering, good sales, dependable, experienced. Prefer Southwest. Box 746J, BROADCASTING.

Promotion manager, Creative and contact through broadcast background. Box 762J, BROADCASTING.

Fired by Triangle Publications . . . now available. Top flight executive. Strong on selling, strong in engineering experience. Box 760J, BROADCASTING.

Top level administrator—21 years experience in all phases radio management. 12 years current station. Local civic leader. Best references. Ideal man for station needing a manager with drive and ingenuity. Box 783J, BROADCASTING.

Veteran Radio manager available immediately. Over 20 years experience in general management, including building of station. Personal and station manager desire to move is "new ownership." Excellent industry references. Box 813J, BROADCASTING.

Late on top pop records? Does your competition seem to have you beat? Then be first-really first in your market with all the latest top 40 artists—all labels—mailing 3 times per week. Two sales managers. T. R. Productions, 830 Market, San Francisco, California.

Sales

Selllag in one of America's competitive markets. Change in ownership. Aggressive young man must relocate. Good references. Box 551J, BROADCASTING.

16 years experience. Excellent record. Executive caliber. Phone Fresno, California: MAIL: 3-4169, or write Box 746J, BROADCASTING.

Sales development—Promotion. Ten years experience radio and television including programming, production, promotion, talent, merchandising, sales development and promotion, and research. Employed now but top in this market. Desire larger market where emphasis is on creativity and sales development. Best industry references, community conscious. Salary $10,000.00 plus. Please write Box 965J, BROADCASTING.

AGENCY-ADVERTISER

Media-Marketing Analyst. Experienced in handling promotions and coverage in relation to marketing and sales. Familiar with buying and media planning through considerable service with major national agency where now employed. Able to do work with EDP and computer systems. If you are a network, station group or research firm with a responsible place to fill what I can contribute. Write Box 84J, BROADCASTING.

Announcers


Top announcer can give you first-rate late or all night show. Good with commercials news. First ticket, thorough programming knowledge all good music including classic. Box 955J, BROADCASTING.

Good music—good man. 5 years experience, veteran drifter. 5 years experience where warm. Best references. Medium or large market. Solid, hard-working man. Immediate. Tape, resume available. Box 985J, BROADCASTING.

Young talented announcer—dj. Strong on news with 5 years of experience, willing to relocate. (Negro). Box 952J, BROADCASTING.

BROADCASTING, February 12, 1962

87
Situations Wanted—(Cont’d)

Announcers

Announcer wishes to relocate in Wyoming or Colorado. Three years experience. Easy going style. Like early morning show. Age 23. Love Wyoming or Colorado. Box 663J, BROADCASTING.

Announcer, nine years experience. News, dj. voice characteristics, play-by-play, commercial production, management material, reliable family man. Top rated in metro market—permanent position desired. Box 664J, BROADCASTING.

Announcer; tight board; experienced, authoritative mature voice; want to settle. Box 665J, BROADCASTING.

Situations Wanted—(Cont’d)

ANNOUNCERS

Announcer—advertising copywriter. Sound creative-thinking in both. Operate board. Desire northeastern locale. Box 711J, BROADCASTING.

Top 40 personality dj.—First phone, tech, graduate, maintenance, want Cleveland, Detroit, or Pittsburgh, metro area. Married. Box 741J, BROADCASTING.

I would like to bolster your ratings (and my pay) have eight years experience. Am looking for more (major market). Box 742J, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

☐ TF (until forbid)

RATES

☐ Situations Wanted—20¢ per word—$2.00 minimum [Payments in advance]

☐ Help Wanted—25¢ per word—$2.00 minimum

☐ Display ads 20.00 per inch 

☐ Situations Wanted—(Payment in advance)

☐ 1” ☐ 2” ☐ 3” ☐ 4” ☐ other

☐ All other classifications 30¢ per word—$4.00 minimum

(No charge for blind box number)

HELP WANTED

☐ Radio ☐ TV

☐ Sports ☐ General

☐ Ad equipment ☐ Other

☐ Ad stations ☐ Out-of-town

ADDITIONAL CATEGORIES

☐ Instructions ☐ Business Opportunity

☐ Miscellaneous

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, February 12, 1962
Entertainment

First love. Broadcasting.

News editor, journalism graduate, no air work. Box 774J, BROADCASTING.

Attention large, medium markets: Somewhere, someone needs versatile veteran with production, advertising, sales, engineering, traffic experience. References, tapes, etc. Send resume. Box 786J, BROADCASTING.

Eleven year news director-staff, Eastern major, currently man—B.A. Box 751J, BROADCASTING.

Free lance man needed—New indie tv in rich, Fresno area market needs personalitiy who can package and sell sports, special events and/or variety shows. Box 759J, BROADCASTING.

Commercial announcer for tv only opportunity, 3-station market. Must be experienced, tv or radio. Send photo, resume and tape to Box 768J, BROADCASTING.

FREE LANCE

Free lance man needed—New indie tv in rich, Fresno area market needs personalitiy who can package and sell sports, special events and/or variety shows. Box 759J, BROADCASTING.

Commercial announcer for tv only opportunity, 3-station market. Must be experienced, tv or radio. Send photo, resume and tape to Box 768J, BROADCASTING.

TELEVISION

Help Wanted—Announcers

First phone answerer—no experience—need some. Hard working, willing to learn, pays well. Box 789J, BROADCASTING.

Now employed chief engineer, seeking employment in Nebraska, Idaho or Wyoming. Box 789J, BROADCASTING.

Four year experience in transmitter and studio; remote control, directional transmitter and studios; remote control, directional transmission equipment. Box 790J, BROADCASTING.

First phone, Grantham trained, single, seeks job in Western area. Box 791J, BROADCASTING.

Help Wanted—Announcers

Television engineer. Excellent engineering opportunity with a leading midwest tv station. Experience required. First class license desired. Send detailed resume and salary requirement to Box 792J, BROADCASTING.

Well qualified engineer, trainee with first phone experience. tv or radio. Send photo tape and resume to Box 793J, BROADCASTING.

Maintenance engineer, privately owned tv broadcasting system. Need experienced man who can assume responsibility and enjoy small town living midway in route. $10,000-$12,000 yearly, company would consider supplying house trailer as partial compensation. Send confidential reply with as much detail as possible to Box 794J, BROADCASTING.

Needed experienced engineers for southern vhf tv studio and transmitter. Engineer for transmitter must be capable of detailed transmitter and microwave maintenance. Box 795J, BROADCASTING.

Experienced studio engineer, 1st phone. Ampex VTR maintenance experience desirable. Salary $5,000, $6,000 plus, with salary desired to Chief Engineer, KOAT-TV, 125 University SE, Albuquerque, N. M.

Genuine Christian! Growing Christian tv firm wants God's man as chief engineer, full time. Send resume, photo, complete resume to WYAH-TV, Box 796J, BROADCASTING.

Technical

TV chiefs needed for leading northeastern vhf. Immediate opening. Send resume, picture and references. Box 797J, BROADCASTING.

Traffic manager for major Ohio market station. Include all information, photographs and salary requirements in first letter. Box 798J, BROADCASTING.

Traffic manager—experienced, radio or tv. Box 785J, BROADCASTING.

In a hurry! Married. Presently employed in sales position. Mgr. 4 year veteran. 3 with present station. 1st phone. Must have $10,000 to make move profitable. Tape resume on request. Box 786J, BROADCASTING.

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FOR SALE

Equipment

To move fast, RCA BTF 3B 3kw fm transmitter, $3500. Westinghouse fm-10 1kw fm amplifier, $2000. 11, 20 foot sections 1952 Andrew teflon transmission line (in use 8 months), $450. All above equipment in good shape and now on the air. Box 511J, BROADCASTING.

For sale or trade: Giant view tv projector, 1961 power supply having beam current indicator. Used less than 100 hours, includes 9 1/2 x 12 year screen. Box 581J, BROADCASTING.

(8) Philco model TR-2-B portable microwave television relay suitable for transmission temporary pick-up service and short haul fixed television service. The system guarantees 7000 miles, BROADCASTING.

RCA-2-bay FM—Pylon antenna. Used recently now out of service. WATC, 1204 North Delaware, Indianapolis, Indiana. ME 5-1106.

For Sale: Collins DW-1 desk wing cone walnut-for three Y-150 units and storage for 120 cartridges. Original cost $255.00. Brand name. .. unit cased. Written offers only. WONW, Defiance, Ohio.

For Sale—Complete control room console—2 RCA turntables—tape recorders—tuners—microphones. Will sell in package or items separately. Larry's Record Service, Crestline, OH. 1111

Amplifier—Analog 691-2 stereo recorder, one year old. Perfect. $558. Bill Jackson, 3231 Coic, Dallas, Texas.

Am, fm, tv equipment including monitors, speakers, etc. Box 494, Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. QST, 1538 N.W. 35th St., Oklahoma City, OK.

FOR SALE—(Cont'd)

Equipment


Repair Exchange — Rebuilt motors and major parts for Ampex, Magmerc, etc. Same performance and warranty as new. Sigma Electric Co., Inc., 11 E. 16 St., New York 3, N. Y.

Transmission line, styroflex, helix, rigid with hardware. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1951 Hiddle Harbor Road, Oakland 26, California.


WANTED TO BUY

Equipment

AM transmitter, 250 watt, good condition with transmitter and receiver to WYNS, Manager, 232 Delaware Ave., Palmer, Mass., BROADCASTING.


WANTED TO BUY

Stations

Team of fully experienced radio men looking for fed up absentee owner who wants out. Prefer Los Angeles or Los Angeles market. Box 667J, BROADCASTING.

INSTRUCTIONS

FCC first license preparation by correspondence or in residence classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington, D.C. for our free 40-page brochure, Grantham School of Electronics, 3212 Gillam Road, Kansas City 2, Missouri.


FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. L. approved. Request free brochure, Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1948. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enroll now for February starting March 7, May 8, July 11. For information, references and reservations, write William B. Ogden Radiotelephone School, 1159 West Olive Avenue, Burbank, California.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in 8 weeks. We are specialists. We do nothing else. Small classes. Maximum personal instruction. One low tuition covers everything until license secured. See method, 5504 Hollywood Blvd., Hollywood, California.

Instructions—(Cont'd)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License, 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. First, no new equipment available. G. I. approved. Elkins School of Broadcasting, 2901 Inwood Road, Dallas 30, Texas.

MISCELLANEOUS

25,000 professional comedy lines, routines, adlib. Largest largest largest list in show business. Special monthly topical service featuring decay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

"Deejay Manual," a complete gagfile containing adlibs, bits, gimmicks, letters, patter, $5.00. Show Biz Comedy Service, 65 Parkway Court, Brooklyn 3, N. Y.

Bingo on 9 x 12 Postal Cards. Ample advertising tape e. Nationwide Mountain Productions. Box 4041, Denver 8, Colorado. Phone 744-2101.

Business Opportunity

Have new concept in low cost tv station for F.C.C. application. Need recent service. Send details and price offer. Bay 475J, BROADCASTING.

Completely equipped recording studio disc and interlock film recording—excellent two man operation. Located center Hollywood, California. $46,500.00 terms. Box 781J, BROADCASTING.

RADIO

Help Wanted—Management

COMPETENT MANAGER with strong sales background wanted for new am-fm station in dynamic west coast market of 100,000. Profitable and secure opportunity for a proven sales producer. 1st phone required. Send complete resume to Box 752J, BROADCASTING.

Announcers

BRIGHT AIR PERSONALITY

Major Eastern market modern top 40 radio. Unusual opportunity—Top pay. Send resume.

Box 794J, BROADCASTING

TELEVISION

Situations Wanted

Production-Programming, Others

TV NEWSCASTER

Top rated for six years in one of top ten markets. Ten years a newscaster, fourteen years in the business. Will use present employer as reference. Box 767J, BROADCASTING.

BROADCASTING, February 12, 1962
INSTRUCTIONS

MOVING?
SEND FOR BOOKLET
A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann, Burnham Van Service, 1634 Second Avenue, Columbus, Georgia

WANTED TO BUY
Equipment

WANTED—used high band band 12 bay TV antenna, preferably RCA Channel 10. Contact M. N. Bostick, Plaza 6-4451, Waco, Texas.

FOR SALE
Equipment

VIDICON FILM CAMERAS
Two (2) complete PE11A G.E. chains with all cables, power supplies, consoles, monitors, etc. Also two (2) multiplexer units G.E. type TV61A and two (2) Selectroslide units. Equipment 5 years old and being used every day by WTTW, Chicago. Package price $5,000. Contact chief engineer.

FOR SALE
Stations

Profitable Texas kilowatt. Outright sale or trade for blue-ship stocks. Principals only.

Box 735J, BROADCASTING

RADIO STATION
For sale in the Southeast. 1000 watts daytime, 55,000.00 down, balance at $300.00 month for 10 years. Total price $41,000.00. This is an economical operation. $700.00 a month pays everything except owner's salary and your payment. This is ideal for man & wife team. No brokers please. Box 791, BROADCASTING.

Will sell construction permit for 1 KW daylight station in growing Utah city for out-of-pocket expenses: $5000. Write: 925 Culebra Rd., Hillsborough, California.

FLORIDA FULLTIME
Excellent facility—good market—sizeable Real Estate. Priced at seller's investment in property.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOGan 6-7843
Bob Flynn Myles Johns

UHF STATION FOR RENT OR SALE
Channel 19 at Fort Pierce, Fla. Complete with GE 12 kw, 60 kw input smitter, 25 gain directional antenna. 2 step microwave relay, 400 foot stainless tower, best studio stuff. Most complete station and most power in Florida. Buy equipment small fraction of worth or rent and operate station at present location, proved splendid possibility with right operation. No shoe-string operators please. Best immediate offer takes. Write or phone—Gene Dyer, Jensen Beach, Florida. Phone Stuart Atlantic 7-0130.

Florida EAST Coast
Daytimer—located in one of Florida's fastest growing counties. Priced for quick sale—long terms.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOGan 6-7843
Bob Flynn Myles Johns

STATIONS FOR SALE
EAST SOUTH CENTRAL. Top market. Gross $108,000. Asking $200,000 with $30,000 down to qualified buyer.

ROCKY MOUNTAIN. Full time. Absentee owned. Gross $46,000. Asking $55,000 with $16,000 down.

WEST SOUTH CENTRAL. Very profitable daytime facility in top market. Asking $270,000 with $25,000 down.

NEW ENGLAND. Regional daytimer. Asking $50,000 with 29% down.

JACK L. STOLL & ASSOC.
Suite 600-601 6381 Hollywood Blvd.
Los Angeles 28, Calif. HO 4-7279

For Best Results

CLASSIFIED AD

in

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946

Negotiations Management Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

For Sale—(Cont'd)

Stations

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS in the eastern states and Florida

W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 5, D. C.

First time offered: Tex. single regional $49,500—Gal. single regional $75,000 only $15,000 down—Ky. major regional $475,000—Fla. medium regional $875,000—Calif. single regional $85,000—Other excellent buys: Fla. fulltime single $45,000 with $10,000 down—Fla. medium 5 kw. $100,000 Ind. execs. ready—Ark. medium regional $150,000—Calif. fulltimer $25,000—Ala. medium regional $42,500—Ind. single regional $70,000—Tex. metro. 1961 cash-flow $60,000. Valuable real estate. $250,000 with 20% down. Tex. major regional $90,000 with 15% down, bal. 10 yrs., no interest. Tenn. major power fulltimer. Boston $150,000 million annually plus few yrs. $300,000 with 20% down. Okla. medium. $100,000—Tex. single regional $70,000—Miss. single $45,000—Southwest $50,000 watts. $335,000. Others.

PATT McDoNALD Co.
Box 9866—G.L. 3-8090
AUSTIN 17, TEXAS

For Sale—(Cont'd)

Stations

BROADCASTING, February 12, 1962
No matter who you are or what you do, you are threatened by America's #1 Killer, the diseases of the heart and blood vessels.

They are YOUR problem. Why? Because they

- Kill more Americans each year than all other causes of death combined;
- Afflict 10 million living Americans, including 500,000 children;
- Threaten you in your most productive years — between 45 and 64. Half of all deaths in this age group are due to cardiovascular diseases.
- Cost business a billion dollars a year in lost production.

Despite these grim statistics, there is great hope that the heart and blood vessel diseases can be controlled.

Medical scientists today are on the verge of important breakthroughs. Your Heart Association is supporting more than 1300 research scientists to find new ways of preventing and treating heart diseases.

More top scientists, more money are needed to do the job. Help meet these needs with a gift to the Heart Fund. It is your best investment for a speedy victory over our #1 Killer.

*More will LIVE the more you GIVE HEART FUND*
A close friend of R. Peter Straus once sized him up this way: "Peter is not interested in little things. His main interests are the station, its employees, New York and noble causes. Particularly noble causes."

It is logical therefore that Mr. Straus, president of the Straus Broadcasting Group (WMCA New York and Radio Press International), runs an extensive schedule of special programs and editorials on the station. They cover a wide range of subjects, including slum clearance, juvenile delinquency, teachers' salaries and working conditions, foreign affairs and local, regional and national elections.

To show the station's orientation, Mr. Straus likes to say that one minute of every four minutes of WMCA's broadcast time is devoted to public interest programs. Within the category of public interest are news shows, informational specials, news features, editorials and discussion broadcasts.

Mr. Straus' predilection for the more serious and significant radio fare is a reflection of what some New Yorkers call "the Straus tradition." The family name has been associated with community service endeavors more than 75 years. His grandfather, Nathan Straus, was a well-known philanthropist who established the Free Milk Fund in New York at the turn of the century. His father, named Nathan also, served as a state senator, and administrator of the U. S. Housing Authority before purchasing WMCA in 1944 (Our Respects, Feb. 21, 1944).

Ronald Peter Straus (no one calls him Ronald) was born in New York City on Feb. 15, 1923. He prepared for Yale U. at private schools in New York and at the Loomis School, Windsor, Conn., from which he was graduated in 1940. He completed work for a degree at Yale in three years under the wartime accelerated program and earned a B.A. with honors in 1943, majoring in government and international relations.

Bomber Pilot - Mr. Straus compiled a distinguished record during World War II. He was a B-17 pilot, flying 35 combat missions over Germany. He was discharged as a first lieutenant in November 1945 and earned the Air Medal and five Oak Leaf clusters.

Mr. Straus remained in Germany for more than a year after World War II, working in a civilian capacity with the Office of Military Government in Berlin as chief secretary, manpower division. From 1947 to 1948, he was a public relations executive with the firm of Edward L. Bernays in New York.

He started his broadcasting career in 1948, joining his father at WMCA. He worked as director of special features, but left in 1950 to broaden his background in international affairs.

Mr. Straus spent the years between 1950 to 1958 in various capacities with the International Labor Office. From 1950 to early 1955, he made his headquarters in Geneva, and was successively staff member, executive assistant to the director-general, and chief of the external relations and fellowship unit of the ILO. From 1955 to 1958, he was director of the Washington, D. C. branch of the ILO. A valuable by-product of his long service in Europe is that Mr. Straus today handles the French and Spanish languages fluently and speaks acceptable Russian, Portuguese and German.

In March 1958, he returned to WMCA. He explains he had planned to remain with ILO only a year. But it had stretched out to eight years, he says, and "I felt it was time to get back to broadcasting."

Mr. Straus put in seven months as program director of the station and in October 1958 was appointed executive vice president, with overall direction of WMCA. In July 1959, he was named president of the Straus Broadcasting Group, which includes the station and Radio Press International, a voiced news service which has 100 station clients in 85 markets, including some in Canada and Australia.

Peter Straus is a slim, medium-sized man, who blends a natural reserve with cordiality and graciousness. Associates describe him as thoughtful and serious, but stress he is quite considerate of each worker at the station and is courteous and open-minded.

No Handicap - Mr. Straus admittedly does not have the seasoned background in broadcasting of some station operators, but one colleague thinks this apparent handicap actually is a blessing in Mr. Straus' case. He gave this explanation:

"Peter came upon the broadcasting scene with a background in administration and government. He brought with him a point of view that is fresh, but not impractical. Perhaps because he was not saddled with preconceived ideas about radio's limitations, he undertook projects that those of us with more experience would have left alone."

WMCA Causes - Under Mr. Straus' leadership, for example, WMCA has implemented these "far-out" projects: a series of suits to test the legality of New York State legislative reapportionment, on ground that the present law discriminates against urban centers in legislative representation; a 10-day, on-the-air effort that raised 150 tons of food and clothing for Negro farmers in Tennessee; a "public indignation" campaign that helped lift a German statute of limitations restricting trial for manslaughter, thus permitting the prosecution of Nazi offenders uncovered after 1960; a project that helped free a man from a Florida jail; on-the-air editorials in support of the candidacy of John F. Kennedy, said to be the first and only time a radio station has openly espoused a political candidate.

But Mr. Straus is by no means a wide-eyed visionary. He says:

"Income is up quite a bit from a few years ago and our audience has doubled. It shows that serious, meaningful, provocative programming that is responsible can attract audiences and advertisers."

Mr. Straus married the former Ellen L. Sulzerberger in 1950. They live in mid-Manhattan with their four children—Diane 10, Katherine 8, Jeanne 5, and Eric 2.

Mr. Straus belongs to a long list of community service organizations, including the Council on Foreign Relations, the United Neighborhood Houses, U. S. Committee for the United Nations and Goodwill Industries of New York. He is also a member of the Radio & Television Executives Society, the Yale Club and the Century Club in Purchase, N. Y. He keeps in trim by skiing and playing tennis.

OUR RESPECTS to Ronald Peter Straus, president, WMCA New York

He tackles projects the more experienced won't touch

WMCA's Straus

Serious programming is marketable

BROADCASTING, February 12, 1962
EDITORIALS

Lassoed by Roper

THE power of imagery is such that "vast wasteland"—the can that FCC Chairman Newton Minow tied to television's tail nine months ago—is not apt to be shaken off in any single swoop, however fell.

Its life expectancy, however, may be shortened perceptibly by research of the sort that has been done by Elmo Roper & Assoc., a research organization whose reputation is beyond challenge. As reported by Lou Hausman of the Television Information Office, which commissioned the project, the Roper study shows that a strong majority of U.S. adults would renounce the "wasteland" concept.

Given a choice of "wasteland" or "balanced" to describe television programming, 70% of the Roper respondents who picked either description chose "balanced." No doubt Mr. Minow will say that 30% is still a lot of people to be dissatisfied, and it is. But not even Mr. Minow argues seriously that television isn't trying to improve the situation, and certainly he cannot quibble about the importance of 70% as against 30%, he himself having escaped private life on strength of a far flimsier majority.

The Roper study also punctures some other balloons. One is the contention of Barney Kilgore of The Wall Street Journal that radio-tv's news function is relatively unimportant. The study shows that television news is considered more reliable than newspaper news, and if Mr. Kilgore is correct, where does that leave his favorite medium?

Details of the study are reported elsewhere. We hope that Mr. Minow—and Mr. Kilgore and the other avant garde critics of television—will ponder its significance. It may be too late to keep "vast wasteland" out of the catechism of great catch-phrases of American history. If public opinion counts for anything, however, the Minowism will find a modest place in this enshrinement—somewhere about the level, say, of those immortal words of Stephen Foster: "doo-da."

Space and time

PRESIDENT Kennedy, in his message to Congress last week on space communications, ended one argument but precipitated another. He endorsed legislation to establish a public corporation to build what could be the world's first space satellite communications system—if it isn't stalled in Congress.

The administration's effort is to draw a compromise between the proponents of private ownership by communications carriers and those, including the State Department, who favor an out-and-out government monopoly. By calling for a public company, the President vetoes the government monopoly plan. Mr. Kennedy recommends the creation of a company whose voting stock would be open to all comers.

In so doing the White House drops the FCC's own proposal, which had the support of the Defense Department, NASA and other government agencies, excluding the State Department. Because a satellite system will entail a vast investment (the Class A stock would yield $1 billion) and because it will be some time before it can be operable, public investors will have to wait a long time for the pay-out. This can only add to the cost of communications, as against the conventional method wherein private carriers would recover their costs through rate bases established for other communications services.

Congress may modify the President's proposal. Sen. Kerr (D-Okla.) has introduced a bill that would limit participation to communications companies, as espoused by the FCC, and he proposes hearings beginning Feb. 26. Hearings on similar bills are planned in the House.

The need is for expeditious action. Ownership policy must be established by next October, the deadline for circulation of proposals to be considered in the 1963 space conference of the International Telecommunications Union in Geneva where international frequencies for space communications will be allocated.

In his message the President formally disclosed he intends to create the new post of Director of Telecommunications Management to assist in planning and managing the telecommunications resources of the nation. To get the right man in this job—one who is beholden neither to the military nor to private operators—is of utmost importance.

Spectrum management, involving equitable distribution of spectrum space between government and private users has been a thorny problem almost from the beginning of "wireless" in the last half-century.

In the space communications race our adversary is the U.S.S.R. The Kremlin does not have to wait for parliamentary approval. We now have the acknowledged leadership. To maintain it, we must implement policy promptly. The task at hand is to get the satellite show on the road.

Exercise in futility

NOW that the FCC has concluded the final phase of its network study hearings, the executives of the three television networks can go back to work. But not for long. Their cases will have to be presented all over again when network regulation bills come up for hearing in Congress.

There has been an element of futility in the whole FCC procedure. The commission's network program study has dragged along for nearly two years since the FCC reached the conclusion that it ought to be given the power to regulate networks. The vast amount of testimony collected in these two years—at enormous private and government expense—will be used only to substantiate a position the FCC has already taken. The networks have no choice but to play this game out to its end. It is not a game of their choosing and the rules have been imposed by somebody else. If the networks had run their own businesses so untidily, there would be nothing for the FCC to be worrying about regulating now.

"Can this license be revoked if he doesn't live up to his promises? . . . He owns a television station."
At the Iron Market in Port-Au-Prince, Dave Wright of WFMY-TV bargains with two experts in the game. He and the WFMY-TV crew were recently in Haiti filming "The White Plague", a public affairs special on tuberculosis. Folks in WFMY-TV's coverage area of 466,640 homes have also gone along with Dave on a "raid" in "Moonshiners" and into the atmosphere on "Biography of a Forecast". Dave's even given them a look at themselves in the award-winning "The Ones Who Quit" on school drop-outs. On quieter evenings, Dave stays busy as a WFMY-TV weather reporter or as guest lecturer at one of the many clubs in the area. Whether he's discussing an approaching storm or tuberculosis in Haiti, everyone in WFMY-TV's 44-County Service Area can and usually does tell you what Dave Wright said, next day.

Represented by Harrington, Righter & Parsons, Inc.

Serving the Prosperous Piedmont
Argonne opened its doors

The date was May 7, 1960. Thousands of Chicagoans, for the first time, saw the new atomic projects that will affect the lives of all Americans in the years to come. "Inside Argonne," WBKB's first visit to the Argonne National Laboratory, revealed this famous scientific facility and its explorations into the peaceful uses of atomic energy.

The date was August 6, 1960, when the ABC network re-televised this WBKB program to millions of Americans who were fascinated by the inner workings of Argonne.

In 1962, the second WBKB program, "Argonne Revisited," will once again open these doors so that Chicagoans can see and learn and understand even later atomic developments.

By the way—are your clients taking advantage of WBKB's "Climate of Creativity"?

A GOOD CHICAGO HABIT

WBKB

CHICAGO'S
CHANNEL 7

America's most exciting network!

An Owned-and-Operated Station of the American Broadcasting Company - A Division of American Broadcasting-Paramount Theaters, Inc.