Agency opinion: Min will help—but how much?

Government charges CBS incentive plan puts squeeze on affiliates

Nielsens for underplaying ABC Radio audiences

Chicago video outlets getting in their licks as FCC hearing resumes

COMPLETE INDEX PAGE 7

Thanks,
New York
for listening...
for liking...

50,000 watts
WHN
1050

"the sound of music and total information news."
Represented by Katz Agency
WTR Effigies

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

TV REP

(BLAST OF THE BIG VENDORS)

#13 WTReffigies TV SERIES FROM WHEELING, WEST VIRGINIA • Scan Zoo Animals, Inc., Los Angeles, California


Represented Nationally by George P. Hollingbery Company
to Houston... The vast, dynamic Oil, Gas, and Petrochemicals industries have made Texas' largest city the "Oil Capital of the World." Their presence is vital to the spectacular Houston economy... supporting an important share of the city's families.

Vital to Houston also is the service KTRK-TV brings to all of the Houston families who depend on us in ever greater numbers for news, public service and family entertainment. KTRK-TV Channel 13
Dallas-Fort Worth, the nation's 12th largest market, is the home of KRLD-TV, Channel 4. And Channel 4 is the number one outlet in the area.

What does this mean? Simply that every ad dollar spent on Channel 4 reaches more homes* and produces higher returns for you.

See your Advertising Time Sales representative. He'll create a schedule just right for you.

*NSI, Feb. '62
If Collins goes to Cabinet

Well-founded reports that NAB President LeRoy Collins is under active consideration to replace Abraham Ribicoff as Secretary of Health, Education and Welfare have aroused speculation about possible successors to NAB top job. Name of George Allen, a principal contender for NAB presidency before selection committee settled on Gov. Collins, has been revived. Mr. Allen, who was director of U. S. Information Agency in Eisenhower administration, took job as president of Tobacco Institute in Washington when NAB selected Gov. Collins.

If Gov. Collins were to get cabinet post, it's conjectured that Robert D. Swezey, now NAB Code Authority director, would be given interim assignment to run NAB until permanent president is chosen. Mr. Swezey is most experienced broadcaster now on NAB staff, he worked for NBC, Blue Network, Mutual and WDSU-AM-FM-TV New Orleans. It's no secret that Gov. Collins would accept HEW secretarialship if it were offered, though he's not seeking it. Reliable reports are that at least four candidates are under consideration.

Dearth of data

First project of NAB's embryo research facility may be effort to determine actual size of radio audience. With radio's impact clouded by confused U. S. Census data (see story, page 68), it's pointed out that qualitative study of medium is futile—until in-home and out-of-home listening are adequately measured.

With NAB's research department temporarily inactive, association could not supply scientific data last week for use in evaluating new Census Bureau figures based on recheck of 1960 radio census. Radio Advertising Bureau has sharply challenged census data, pointing to inconsistencies and errors.

No-radio homes substandard

Message to advertisers: Homes without radio are also substandard in income and other factors which usually make good prospects for advertised products, according to RAB. Following up their detailed answer to census bureau's new radio-homes figures (see page 68), RAB officials say studies show that while average U. S. household has $4,766 annual income, average for no-radio homes is $2,916. In cities it's $5,145 for average home against $3,244 for no-radio homes; in rural non-farm homes, $4,088 against $2,589, and in rural farm homes, $2,892 against $1,874.

'Tonight' problems

NBC-TV reportedly has its problems holding its 'Tonight' advertiser lineup intact until fall, now that Jack Paar is no longer show's star and Johnny Carson doesn't take over until fall as Paar's replacement. Advertisers involved say "attractive discounts" have been offered, but those among reluctant complain principally on loss of star personality lead-in to their commercials.

Measured in millions

What's price of an antitrust suit? There's no way to pinpoint causes, but CBS stock closed last Thursday—day Justice Dept. filed antitrust suit against CBS (see page 50)—2-3 points below Thursday's close (38-3/4 vs. 41-1/4) which on average shares outstanding figures to market-value drop of more than $23 million before lawyers sharpen first pencil. Stock rallied Friday, closing at 39-7/8 for day's gain of 1-1/4 points or about $11.1 million in market value.

Nobody likes to be hit by antitrust suit and that includes CBS, but reports circulated beforehand to effect that CBS-TV would not be too unhappy if it could voluntarily get rid of compensation plan that Justice Dept.'s suit is aimed at. These accounts, not confirmed at CBS—hold that while network has no doubts about plan's legality, it has concluded that old system is just as good and maybe better.

Pre-sunrise compromise

FCC has taken second look at proposed rigid requirements for stations operating pre-sunrise with daytime facilities, and Chairman Newton N. Minow will offer compromise when he testifies before House Commerce Committee tomorrow (Tuesday). FCC has recognized validity of complaints by pre-sunrise and will consider proposed rule allowing continued pre-sunrise operations with daytime facilities. Mr. Minow will not give specifics tomorrow but further notice of rulemaking will be released later by FCC. Congress and FCC have been flooded with protests against rule which would restrict pre-sunrise operations to stations and those with separate day and night facilities and special committee has been formed to fight proposal (BROADCASTING, April 9). Comments now are due May 15.

Seeing is believing

There are many two-station markets in which ABC-TV would be glad to accept introduction of competitive outlet, but network is overjoyed at prospect of grant of ch. 8, third station in Greensboro-High Point-Winston-Salem, N. C., (story page 54). That area is headquarters for some of biggest tobacco accounts, and ABC-TV has had trouble persuading them it's in business. With only two vhf stations now in area, ABC-TV has been unable to get its schedule regularly exposed. No matter what their New York agencies say, North Carolina tobacco executives haven't been convinced ABC-TV is competitive with other networks.

Satellite tv ahead

Possibility that communications satellites may one day be used to distribute network programs to tv stations in U. S., first broached by Lee Loewinger, Justice Dept. antitrust chief in testimony before Kefauver Committee (BROADCASTING, April 9), was bolstered by Brig. Gen. David Sar- noff last week. Asked to comment on Mr. Loewinger's remarks, Gen. Sar- noff said he thought that ultimately "it will be possible" to feed network programs via satellite.

Tell all—or else

Time was when questioning letters sent by FCC staff to licensees at renewal time could be begged off with simple replies. There's indication now staff is pinning down stations on details. For example, if station claims it has asked all local educational institutions if they want time and has been turned down, FCC is likely to ask for list of groups contacted. Fuller description of programs in borderline categories is also requested to ascertain whether time claimed as educational, agricultural or discussion really qualifies under FCC definition.

On way up

Latest evidence that CBS has Frank Shakespeare, 37-year-old vp and assistant to CBS-TV President, Jim Aubrey, ticketed for big future is his assignment to represent network at Washington conference on tv and juvenile delinquency that begins next month (see AT-DISCUSSION). This will be his first Washington appearance as network spokesman since he was appointed to his present job few months ago.
KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON-TV
Has been FIRST
70% of the time
Jan.'53-Jan.'62
Source: ARB Reports
WEEK IN BRIEF

The population explosion in radio is getting closer inspection week by week. Agency executives believe the proposals to reduce competition would be helpful but aren't sure how helpful. See lead story...

AGENCIES LOOK AT RADIO...33

The antitrust spectre is everywhere. Now it's over CBS-TV and its incentive plan for affiliates. This new plan led to a door its authors hadn't anticipated—the Dept. of Justice, which has filed suit. See...

JUSTICE DEPT. SUES CBS...50

A data battle between Radio Advertising Bureau and the U. S. Census Bureau has broken out. RAB contends the bureau has sold radio short and it's backing up this charge with specific criticism. See...

RAB CHALLENGES CENSUS...68

RAB's reaction isn't the only rumble on the statistical horizon. ABC Radio purportedly has unloosed a blast at A. C. Nielsen Co. for "seriously under-estimating" network radio audiences. See...

ABC RADIO HITS NIelsen...70

The let's-talk-it-over technique keeps spreading in Washington. Last week Sen. Pastore conferred with NAB and network presidents on ways of obtaining compliance with industry's television code. See...

PASTORE MEETS INDUSTRY...51

One of Washington's pressing questions—is NLRB ignoring Congress by twisting the labor law to give labor secondary boycott privileges? Last week two Congressmen said this is happening. See...

NLRB CIRCUMVENTS LAW?...63

The Chicago hearing was off to a fresh start last week. The FCC's inquiry into local tv programming continued. Ward Quaal, WGN-TV, was first to give the station side of television program problems. See...

CHICAGO HEARING RESUMES...52

Who's paying for network television programs? A full list of 1961 sponsors tells the story. As usual Procter & Gamble is first with its $51.9 million expenditure. American Home Products is next. See...

TV NETWORKS' CLIENTELE...34

More progress for the all-channel tv bill. Last week the House Commerce Committee urged approval of the plan which includes a moratorium on demixing stations while uhf effectiveness is studied. See...

ALL-CHANNEL BILL URGED...58

Every year is billed in advance as color's big year. Instead the progress is steady. But there are signs of a pickup in the rate of progress as set manufacturers watch network program trends. See...

COLOR'S STEADY GROWTH...82

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Subscription orders and address changes: Send to Broadcasting Circulation Dept., 7700 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.
In the just-released NCS '61, KMTV leads all other Omaha television stations in every area of circulation measurement. KMTV delivers more homes weekly, daily, day and night. ARB’s Coverage Study told the same story of KMTV dominance. KMTV has the reach and ratings. You get the results.

See Petry for KMTV-3-Omaha!
WTTW seeks to add uhf, says etv head

Operation of educational WTTW (TV) Chicago on ch. 11 has proved so successful that application for sister outlet on uhf ch. 20 to accommodate special needs will be filed soon with FCC, Dr. John W. Taylor, general manager, said Friday. He testified for WTTW before Comr. Robert E. Lee in FCC's general inquiry into local live tv in Chicago (early story page 52).

Dr. Taylor said he hoped to see uhf outlet operating early in 1963. He explained ch. 20 would be used for: in-service training for agencies such as police and fire departments; special services of professional educational nature for doctors and dentists, to be telecast under "security" scramble system; special programs of instruction for both gifted and handicapped children, as well as series to fight functional illiteracy, and "mass attack" on problems of safety and driver education.

WTTW manager said publicity from Chicago inquiry has called attention to wide range of cultural programs of ch. 11.

Dr. Taylor said WTTW tries to avoid "doing things which the commercial stations in our community already are doing well," such as spot news.

Clifford G. Erickson, dean of tv instruction for Chicago board of education, reviewed development since 1956 of city's "Tv College" project for adults which uses WTTW. Tv College now enrolls over 3,000 students for credit in nine courses, he said, and non-credit students average 5,000 per semester. He said almost 500 teachers now are also enrolled in professional tv course.

Chicago is spending over $300,000 on tv college, Mr. Erickson said, which is fraction of cost if conventional facilities were used. Surveys show tv student achievements are higher than those of classroom students, he said.

Chalmers H. Marquis Jr., WTTW program director, said station has produced over 800 programs for national etv distribution. Typical evening program will have 75,000 viewers, he said.

Dodd probe's 'fairness' questioned by Collins

Validity of proposed government probe of tv's relationship to juvenile delinquency was questioned Friday by NAB President LeRoy Collins in letters to Sen. Thomas J. Dodd (D-Conn.) and

Avery pulls out

Decision of Rep. William Avery (R-Kan.) to pull out of Senate race was based on personal survey of state that convinced him his chance of winning GOP nomination is "no better than even." Rep. Avery, who has relatively safe House seat, didn't feel justified in giving it up for uncertain future as candidate in three-way primary contest.

He is serving fourth term in Congress and was appointed to powerful Rules Committee this year. He had been member of Commerce Committee and its Communications Subcommittee.

Sec. Abraham A. Ribicoff, Dept. of Health, Education & Welfare.

Gov. Collins had proposed last summer that Sen. Dodd and HEW conduct scientific study of causes of juvenile delinquency, including all media and facets of national life. Instead they plan to hold conference in May confined to tv's impact (BROADCASTING, April 9).

This would be "unrealistic and unfair," Gov. Collins wrote.

NAB's first indication that narrow inquiry was planned came in April 5 letter from Sen. Dodd. NAB is anxious to participate in broad, fact-finding inquiry, Gov. Collins said.

ABA acts to replace Communications Act

Resolution petitioning NAB to initiate project looking toward model bill to replace broadcast provisions of Communications Act of 1934 to reaffirm applicability of First Amendment to radio and television broadcasting was unanimously adopted Friday by Arizona Broadcasters Assn. Resolution also specified reaffirmation of anti-censorship section (Sec. 326) urging legislation "in order that the broadcasting stations of the nation may be assured of the freedom to which they are entitled in our free democratic society."

Sheldon Engel, KXXV Phoenix, said he believed resolution is first to be adopted by state association for new law and that he hoped other state associations would follow suit.

Convention was addressed by J. Leonard Reinsch, executive director of Cox Stations, on broadcasting in politics; by Douglas Anello, NAB general counsel, on current broadcasting problems and by Sol Taishoff, BROADCASTING Magazine.

Overseas Press Club makes 1962 awards

Overseas Press Club of America announced winners of its 1962 awards and citations for distinguished achievement in foreign journalism at awards dinner Friday in New York. Winners:

Marvin Kalb, CBS News Moscow correspondent, received award for best radio reporting from abroad. Citation to Joseph C. Harsch, NBC News.

Helen C. Rogers, producer-reporter, and William Hartigan, cameraman, ABC-TV, for best television reporting based on one-hour documentary about Italian Communist Party on Bell & Howell Close-Up, "The Remarkable Comrades." Citations to Robert Young and Charles Dorkins, NBC-TV, for NBC White Paper No. 7—"Angola: Journey to a War."

Award for best motion picture photographic reporting from abroad went to NBC-TV's Leonard Stark and Nobuo Hoshi for "Japan—East Is West." William K. McClure received citation for CBS Reports episode, "Britain—Blood, Sweat and Tears plus 20 Years."

Howard K. Smith received award for best radio interpretation of foreign affairs for work on CBS Radio during past year. (Mr. Smith is now with ABC.) Phil C. Clarke of Mutual received citation.

Best tv reporting of foreign affairs awards were given to David Schoenbrun and George Vicas of CBS-TV for "The Trials of Charles de Gaulle" on CBS Reports. Citations were given to Eric Sevareid and Stephen Fleischman for "Brazil—the Rude Awakening" on CBS Reports.

NBC-TV hasn't assured 'Hallmark' time period

Question mark is rising over return next season of Hallmark Hall of Fame to NBC-TV. It's learned Hallmark is having trouble nailing down time period and that both ABC-TV and CBS-TV are putting out feelers for Hallmark specials. NBC-TV has already announced first Hallmark show for next season, "Teahouse of the August Moon," but date remains open. Award-winning series began on NBC-TV as "Hallmark Television Playhouse" Jan. 6, 1952. Hallmark's agency is Foote, Cone & Belding, Chicago.
Maurice B. Mitchell, president of Encyclopædia Britannica Films Inc. and former broadcast executive with WTOP Washington, elected president of Encyclopædia Britannica Inc., succeeding Harry E. Houghton, who retires to devote full time to personal affairs. Mr. Mitchell began his career as reporter for New York Times. Following service in World War II, he joined sales promotion department of WTOP Washington, and was appointed station manager six months later. Mr. Mitchell then joined National Assn. of Broadcasters, where he established NAB's broadcast advertising bureau, and was later briefly associated with NBC. He joined Muzak Corp. (then owned by Britannica) in 1952 as vp and, having successfully emerged Muzak from financial difficulties, was elected president of Britannica Films Inc. following year.

Thomas A. Welstead, vp and national sales manager, WLDB-TV Miami, elected vp and general manager of Miami's ch. 10 outlet, it was announced last week by C. H. Topmiller, president of L. B. Wilson Inc., which owns and operates WLDB-TV and WCKY Cincinnati. Mr. Topmiller had served also as general manager of WLDB-TV. Lin Mason, WLDB's program director since outlet began operation last Nov. 20, promoted to station director. James (Jaf) Fletcher and John Barnard to ch. 10's sales department. Mr. Welstead joined Wilson organization in 1948 as eastern sales manager, handling all sales activities for WCKY. He was elected vp of L. B. Wilson Inc. in 1954. Mr. Mason joined Wilson staff in 1953 from WLWT (TV) Cincinnati, where he had served as program director. Mr. Topmiller, as corporate president, will continue to supervise policy of both station operations and will maintain his headquarters in Miami.

Robert R. Burton, senior vp of Kenyon & Eckhardt, New York, named executive vp and general manager of Chi- cago office of Campbell-Mithun. He succeeds Lee A. Terrill who continues as vp and account supervisor.

George W. Campbell Jr., advertising director, Nationwide Insurance Co., elected executive vp of Peoples Broadcasting Co., subsidiary of Nationwide Insurance. Mr. Campbell will have administrative responsibility for operation of PBC's present properties, and will direct an accelerated program for acquisition of additional facilities in other markets. Peoples Broadcasting presently owns and operates KVTX (TV) Sioux City, Iowa; WRFD-AM-FM Worthington - Columbus, and WCAR-AM-FM Cleveland, both Ohio; WTTM Trenton, N. J.; WMNM Fairmont, W. Va., and WNAX Yankton, S. D. Mr. Campbell began his broadcasting career with WGBI Scranton, Pa., in 1942, and later served as assistant manager and program director for WOL Washington. He was also Washing- ton news director and White House correspondent for former Liberty Network. Mr. Campbell joined Peoples Broadcasting as Washington correspondent in 1953, and moved to Nationwide's pr office following year. He served as assistant to Nationwide's president from 1955 until 1958 when he was named director of advertising for insurance group.

Bennet H. Korn, executive vp in charge of tv, Metropolitan Broadcasting System, New York, elected president of Metropolitan Broadcasting Television, divi- sion of Metro很多事情ends Inc. He will be in charge of division which covers six owned and operated tv stations; WNEW-TV New York; WTTG (TV) Washington; KMBC-TV Kansas City; KOVR (TV) Sacramento-Stockton, Calif.; WTVH (TV) Peoria, and WTVP (TV) Decatur, both Illinois. Mr. Korn has been vp in charge of Metropolitan's tv operations since May 1958.

Howard Eaton Jr., media director, Lever Bros. Co. New York, resigns to join Grey Adv., that city, as vp in charge of broadcast programming. Before joining Lever Bros., Mr. Eaton was with Young & Rubicam. Richard C. Butler, Lever Bros. media manager, succeeds Mr. Eaton as media director. Mr. Butler joined Lever in 1959 after 12 years with A. C. Nielsen Co. He will be responsible for purchase of all radio and tv time, talent and programs and all print advertising.

For other personal changes of the week see FATES & FORTUNES

House to vote today on eliminating oath

House is scheduled to vote today (Monday) on bill to eliminate requirement of oath or affirmation on certain documents submitted to FCC. Bill (S 683), which has already passed Senate, was requested by commission. Agency feels requirement imposes unnecessary burden on public and comm-

mission staff. For oath, commission proposes to substitute declaration on agency forms warning of penalties for making false statements.

Business briefly...

Salada Tea will run radio commercials of 5½ minutes each on 30 stations during week of May 7. Commercials in form of "musical comedy" produced


Lever Bros. has purchased weekly sponsorship in NBC-TV's Shari Lewis Show color series (Satadays, 10-10:30 a.m. NYT). Agency: J. Walter Thompson, New York.

BROADCASTING, April 16, 1962
"Twisting" on company time strictly forbidden

"Twisting" sales messages, that is. That's what happens when you have two or three announcements back to back. They step on one another's toes—fighting for the limelight, clouding the message and thoroughly confusing the listener. WJR's strict about this—double and triple spotting simply aren't allowed. That way, one advertiser has the unconfused attention of the entire audience.

And what an audience! The 1961 WJR-Politz study tells us that WJR has some 2,183,000 listeners. And we have something to please every one of those eager ears. We call it Complete Range Programming, which simply means that Mom's, Dad's—the whole family's—favorite programs are all on one station—WJR.

WJR's the advertiser's favorite as well. For details on what we can do for you, call your Henry I. Christal rep.

WJR

DETOUR

760 KC 50,000 WATTS

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

The measured area of the Alfred Politz media study released September, 1961. This area includes 6,801,000 people—age 15 and older.

You steal the scene with your strictly solo announcement on WJR!
TV'S FIRST SERIES OF WEEKLY
“SPECIALS”
FOR LOCAL & REGIONAL TELECAST

* A JOCKEY  * A TIGER HUNTER  *
* A CONGRESSMAN  * A TRIAL LAWYER  *
* A COWBOY  * A FOOTBALL COACH  *
* A GEISHA GIRL  * A COMEDIAN  *
room at the top...

STORY OF

DAVID WOLPER's new dramatic non-fiction series will win the ratings sweepstakes because it has (a) outstanding Quality and Style (b) real stories of real people in real, challenging situations (c) adventure, suspense, surprises, emotional impact (d) a lot of appeal for every part of the audience, regardless of taste, age, income, background, viewing habits (e) it ushers in a new wave of programming that people will talk about.

A MATADOR ★ A DANCER ★ A PRISONER ★ AN INTERN ★ A RACE CAR DRIVER ★ A SINGER ★ A TEST PILOT ★ A BOXER ★ A NURSE ★ AN ARTIST ★ A CLOWN ★ A MODEL ★ A DETECTIVE ★ A REPORTER ★ A U.N. DIPLOMAT ★ A WRESTLER ★ A CARRIER JET PILOT ★ A MAYOR ★ A PEACE CORPS WORKER . . . and others
After the compliments on the high-rating show comes the sobering arithmetic.

Take a half-hour evening network show as an example. First, the three commercials must return your investment—the $100,000 average cost of the time and talent. Then go on to give you a good profit.

It takes plenty of skill and originality to turn glancers into buyers. To this goal, we bring years of experience in profit television.

The commercial is the payoff....N. W. AYER & SON, INC.
A calendar of important meetings and events in the field of communications.

*Indicates first or revised listing.

APRIL

April 18-19—National Educational Television & Radio Center, spring affiliate meeting, Denver Hilton Hotel, Denver, Colo.

April 17—American Women in Radio & Television, Philadelphia Chapter, monthly dinner meeting. Speaker will be Ted Douglas, sales manager, ABC Radio. Sheraton Hotel, Philadelphia.

April 17-20—Georgia Assn. of Broadcasters and Georgia State Dept. of Education sponsor radio-television educators' annual convention and workshops at Athens, Moultrie and Vidalia.


April 21—UPI Broadcasters Assn. of Connecticut annual convention, banquet and ball. Statler-Hilton, Hartford, Conn.


April 23—Associated Press, annual meeting of members. Waldorf-Astoria Hotel, New York.

April 23-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 Sonerset, 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.

May 2-9—Institute for Education by Radio-Television, annual convention. Deshler Hilton Hotel, Columbus, Ohio.

May 3-5—Montana Broadcasters Assn. convention, Pocatello, Idaho.

May 3-6, 1962—American Women in Radio & Television, national convention. Sheraton-Chicago Hotel, Chicago. Speakers will include FCC Chairman Newton N. Minow; NAB President LeRoy Collins; Peter G. Peterson, President, Bell & Howell; and Patrick Jackson, executive producer of Perry Mason series.

May 4—San Francisco State College Televislon Guild 12th annual radio-television conference and banquet, San Francisco.

May 4—Annual awards dinner, Radio-Television Dept., Indiana U. Speaker will be Sol Tashoff, editor and publisher of Broadcasting. Among awards will be two scholarships donated by Sarkes Tarzian Inc.

May 4-5—Kansas Assn. of Radio Broadcasters annual convention, Hays, Kan. Speakers include Kenneth Cox, FCC broadcast bureau chief, and LeRoy Collins, NAB president, whose speech will be carried on a statewide network.

May 5—Sigma Delta Chi Region 11 convention, Montgomery Hotel, San Jose, Calif.

May 5—Sigma Delta Chi Region 9 convention, La Court Hotel, Grand Junction, Colo.

May 5—Sigma Delta Chi Region 2 convention.

DATEBOOK

TVB sales clinics

May 2—Bond Hotel, Hartford

May 3—Sheraton-Jefferson, St. Louis

May 10—Mayo, Tulsa

May 15—Sheraton-Dallas, Dallas

May 15—Sheraton-Dallas, Dallas

May 17—Roosevelt, New Orleans

May 17—Sheraton-Gibson, Cincinnati

May 29—Hillbom, Tampa

May 31—Drinker Plaza, Atlanta

June 5—Statler Hilton, Buffalo

June 5—Sheraton-Belvedere, Balitmore

June 7—Sheraton-Cleveland, Cleveland

June 7—John Marshall, Richmond

June 19—Tropicana Hotel, Freemo

June 21—Benson, Portland, Ore.

June 23—Vancouver, Vancouver

June 28—Writers' Manor, Denver

June 28—Sheraton-Fortinielle, Omaha

BROADCASTING, April 16, 1962
There are more peaks and valleys in U.S. marketing today, than in the Alps! And in the best markets, the slopes are getting steeper. For America is steadily pouring more and more of its families into its big population-centers.

That's why the "big half" of almost any major product's sales now come from the top 20 TV markets alone (where 58% of the nation's income, and 55% of all TV homes, are concentrated).

Money can be made only where the money is!
Yet, it's in these best markets your product meets its toughest, most varied, competition; where you must fight hardest for your brand's full share of sales; work hardest to pull up your product's individual market variations.

Help!

The Man in Charge of Marketing needs and wants help on these problems from his Advertising Department and Agency; wants to get the most selling pressure where it's needed most.

One thing is sure. Getting more pressure where it's needed most isn't a "national" problem. It's an individual market advertising strategy. It cannot, therefore, be solved efficiently with national advertising alone; especially since national advertising-presures tend to tilt in the "wrong direction": away from the biggest markets, not toward them.

We see this, for example, in the way TV network programs fall so short, so very often... by attracting less than half their total audiences in the top 20 selling-areas, where 55% of all TV families are found. They lose selling pressure (by millions of families!) in the advertisers' most important markets.*

No wonder "national coverage," in itself, is no longer enough for top marketing efficiency. Not today.
Have you a marketing problem?

Do you want to speed turnover? Challenge competition? Counteract competitive moves? Equalize marketing valleys? Bolster thin national advertising where sales potentials are highest?

The most versatile answer to all these questions is already being used by 92 of the top 100 advertisers (and hundreds of others) exclusively, or to correct major market weaknesses in national coverage. It's Spot TV — Individual Market Television — the most controllable, most flexible, most powerful, individual market selling-force in America today.

You'll find Spot TV offers a remarkable range of solutions to tough problems. Its versatilities adapt to virtually every budget-size, campaign-length, message-length, as well as to choice of markets, seasons, and all forms of program sponsorship.

If you've a marketing problem, large or small, let us show you how Spot TV can be tailored to your needs.

*If you would like to see a new detailed exclusive analysis of the marketing "tilt" of 65 different Network TV programs, entitled "TILT—The After-Math of Network TV", write us at 666 Fifth Avenue, New York (19) or call JUdson 2-3456.

TELEVISION ADVERTISING REPRESENTATIVES, INC.
Representing: WBTW Charlotte (Jefferson Standard Broadcasting Co.)
+ WTOP-TV Washington and WJXT Jacksonville (Post-Newsweek Stations)
+ WBLZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV
Cleveland and KPIX San Francisco (Westinghouse Broadcasting Company)
TvAR Offices in
New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta.
THE COMMUNITY DEPENDS ON WOC FOR LEADERSHIP

Mrs. Elliott McDonald, Regional Representative; Martha Allen, Camp Fire Girls National Director; and WOC's Pat Sundine.

"The Camp Fire Girl organization relies so much upon the support of community-conscious businessmen to carry out the many plans we have for the young girls in our Camp Fire Girl program.

"WOC has been particularly helpful — generous in making available its facilities and personnel. We appreciate very much this fine gesture of friendship."

MRS. DOROTHY WILBUR
Executive Director
Davenport Council of Camp Fire Girls

WOC RADIO
AM - FM

Exclusive National Representatives — Fetter, Griffin, Woodward, Inc.

DAVENPORT, IOWA

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

talk about circulation!

Take total circulation: Nielsen says WCKY reaches millions of homes weekly in 615 counties in 16 States. Then take quality circulation: Pulse says that in the metro area WCKY reaches the third highest number of adults with money to spend. Take cost and you'll find that no station reaches as many homes for as few dollars as WCKY. Your H-R salesman has the facts — proof that WCKY belongs on every Cincinnati schedule.

wcky radio
50,000 WATTS • CINCINNATI

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

BROADCASTING, April 16, 1962
CANDY IS DANDY
BUT SPOTS ARE QUICKER

Four agency account executives, celebrating a bonus*, took their wives to dinner at a charming candle-lit restaurant.

After the meal a silver salver of thin mints was passed. Each lady, vigorously protesting rigid adherence to a diet, slipped mints into her purse under the pretext that “she was taking them home for the children.” Anne took one candy, Bonnie 2, Celia 3, and Diane 4.

Each husband, unrestrained, took as many as he wanted. Robinson took the same number as his wife, Johnson twice as many as his, Gordon three times as many as his and Powell four times as many as his.

After the party left the restaurant, the hapless manager made a quick audit and discovered that he was out 32 mints.

What was each wife’s last name? Correct pairings will rate a toothsome tidbit. If you have a weight problem, tell us, and we’ll send a book instead.

*Each canny AE had bought a spot program on WMAL-TV; each client was delighted with results. Boss came through with bonus.

Try it yourself. To check availabilities on WMAL-TV’s 4 well-watched half-hour news programs—1:30 p.m., 6:00 p.m., 7:00 p.m. and 11:00 p.m.—contact your H-R television representative.

Puzzle adaptation courtesy Dover Publications, New York 14, N.Y.

wmal-tv
Washington, D. C.

An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

LOVE THAT BOB
starring
BOB CUMMINGS
(That Glamor
Photographer With the
Roving Eye Camera)

173 Half-Hours
Now Available To Local Stations

OFF TO A FAST START WITH
WCBS-TV, New York
WRC-TV, Washington, D. C.
WBKB, Chicago
KABC-TV, Los Angeles
KONDO-TV, San Antonio
KTNT-TV, Tacoma-Seattle
KVAR, Phoenix
WGAR-TV, Portland, Me.
WGL-D-TV, Lancaster
WVEC-TV, Norfolk-Hampton
KMID-TV, Midland
KSTP-TV, St. Paul-Minneapolis
WEAR-TV, Pensacola

Won highest Share of Audience among
all daytime shows on the ABC Network,
with 47% kids and teens.

mca
TV FILM SYNDICATION
598 Madison Ave., New York 22, N. Y.
PLaza 9-7500 and principal cities everywhere
Assn., annual Wingsling, golf and dinner, at Lakeside Golf Club, Burbank.
May 21-24—5th anniversary Electronic Parts and Distributors Show and Conference, Conrad Hilton Hotel, Chicago.
May 23-25—Electronic Industries Assn., 58th annual convention, committee, section, division and board meeting, Pick-Congress Hotel, Chicago.
May 24-25—Iowa Broadcasters Assn., annual meeting, Hotel Fort Des Moines, Des Moines.
May 24-27—Institute of Radio Engineers seventh region conference, during which IRE board of directors will hold its second annual meeting. Theme of conference will be space communications. Seattle, Wash.
May 25-26—South Dakota Broadcasters Assn. meeting, Watertown.

JUNE
June 2-3—Oklahoma AP Radio-TV Assn., Tulsa.
June 11-12 — North Carolina Assn. of Broadcasters annual convention, Heart of Charlotte Motel, Charlotte.
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 11-15—American Federation of Musicians 68th annual convention, Public Auditorium and Hotel Penn-Sheraton, Chicago.
June 14-15 — Western Assn. of Broadcasters convention, Jasper Park Lodge, Alta.
*June 14-16—Florida AP broadcasters Assn. meeting, Tampa.
*June 16—Florida UPI Broadcasters Assn. annual meeting, International Inn, Tampa.
*June 16—New deadline for reply comments on FCC proposal to charge fees for applications for new stations, license renewals, transfers of control or major facilities changes, and for other non-broadcast licenses.
June 16 — Georgia Assn. of Broadcasters annual Golf Day, Athens.
June 17-22—Annual convention of the National Community Television Assn. Shoreham Hotel, Washington, D. C.
*June 18-19—Institute of Radio Engineers, Chicago spring conference on broadcast and television receivers. O'Hare Inn, Chicago.
*June 19—Georgia Assn. of Broadcasters first annual TV Day, Atlanta.
June 20-22—Virginia Assn. of Broadcasters, annual meeting, Cavalier Hotel, Virginia Beach.
*June 21-23—Mutual Advertising Agency Network national meeting, Palmer House, Chicago.
June 22—Deadline for reply comments on FCC proposals to foster uhf, delete single uhf stations from eight markets (de-intermixture) and drop in uhf channels in eight other markets.
June 23-29—Advertising Federation of America, 58th national convention, in conjunction this year with Advertising Assn. of the West. Theme of the Joint meeting will be "All-American Advertising Round-up." Denver-Hilton Hotel, Denver.

WAVE-TV gives you
28.8% more MOTORISTS
— 28.8% more viewers, minimum!

Since Nov.-Dec., 1957, NSI Reports have never given WAVE-TV less than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the superiority during those years has gone as high as 63.6% more viewers!

More viewers — more impressions — more sales! Ask Katz for the complete story.

CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE
The Katz Agency, National Representatives
OPEN MIKE®

Instant reaction

EDITOR: In just four short days since the article on our Metropolitan Area Directory appeared in April 2 Broadcasting, we were besieged with requests for copies of our report. No doubt, many of these requests were due to the detailed review in your publication.—Marvin D. Melnikoff, director of marketing & research, Weed Television Corp., New York.

Colpitts 'Monday Memo'

EDITOR: Thank you very much for the fine story [Monday Memo, April 2].

I wonder if it would be possible to secure ten tear sheets....?—Robert H. Weiss, promotion coordinator, Salada-Junket Division, Salada-Shirriff-Horsey, Woburn, Mass.

[Tear sheets of the Monday Memo by John W. Colpitts, advertising manager of the Salada-Junket Division, have been forwarded to Mr. Weiss.]

The too-fast goodbyes

EDITOR: I request immediate consideration of a regulation that would require first class radio engineers to provide a minimum of two weeks notice to station operators before terminating their services. Otherwise, the FCC should suspend the engineer's license for a 30-day period. Small stations, like ours, are unable to meet the higher wages of TV stations and those in larger markets. In the past two weeks, we have lost two operators and we are unable to continue our regular service without tremendous hardship, both physically and financially. — E. Weaks McKinnery, Smith, owner, WDXR Paducah, Ky.

Ebel on Ebel

EDITOR: [In] a recent issue of Broadcasting [Feb. 12] I was quoted as offering this formula at the recent AFA Washington conference:

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

It would not do to say that this is not quite what I said, for it is not at all what I said. First of all, I recommended no formula. Formulas are always of doubtful value in the field of communications.

Here is exactly what I did say: "There is a consumer research axiom which I think applies here. 'Find out what it is the public wants, and then give it to them a little bit better—but not too much better all at once, or you may go beyond their realm of appreciation.'"

I do not believe in giving people just
who buys the most?
Young adults (under 50) buy 66% of all tobacco products. This means that when you buy young adult ABC Radio, you're buying cigarette advertising geared to the market that buys most of what you sell. That's because two years ago ABC Radio recognized the potent economic force inherent in your young adult market and did something about it. ABC Radio consistently programs for young adults; promotes to young adults; presents to the cigarette advertiser (and virtually every other advertiser) the most compelling new "reason why" for network radio. It’s young adults with Flair, Sports, The Breakfast Club, News and Special Events on ABC Radio. Remember, when it comes to tobacco products, young adults always buy the most. Your ABC Radio sales representative will be glad to give you the young adult facts.

Source: Life Magazine Study of Consumer Expenditures
what they want. I believe in respecting what people do want. I believe in knowing what people want and giving them that which is better than they want—but not giving it to them better too fast. Improvement must come in stages and stay within the realm of people's experience and hence their understanding.

—Edwin W. Ebel, vice president, General Foods Corp., White Plains, N. Y.

Dodge explained

EDITOR: . . . The FCC is on the right track in getting some of the thugs out of the broadcast business. . . . However, I urge Broadcasting and others . . . not to allow newspapers to profit by the FCC stand on double billing.

Here is how they plan to do same: The local newspaper advertiser gets a lower rate because of contract linage [purchases] . . . yet, he will use a portion of his linage, or place the ad at his own rate, rebilling [the manufacturer] for co-op purposes at the higher rate charged for lower-frequency advertising. . . . The co-op billing should be only at the same rate as the advertiser enjoys . . . or this aforementioned sort of deal will drain further radio-tv dollars into the newspapers. . . . —Walter H. Stamper Jr., Chattanooga, Tenn.

Broadcaster's onus

EDITOR: . . . You state that "The FCC is doing both the public and television broadcasting a disservice by urging people to express wants that have no chance whatever to be satisfied" [EDITORIALS, April 2]. . . . I vehemently disagree. . . . Can anyone determine whether a need has a chance to be satisfied unless it is expressed?

. . . The industry might do much . . . by strengthening its ties with the consumers of its output. The onus is seemingly on the broadcaster. . . . —Frank Kahn, New York, N. Y.

Misspelling

EDITOR: The issue of March 26 seemed chock-full of good information, despite the libelous visage of the undersigned in that Corinthian group picture [THE MEDIA]. It serves Dean Linger right for releasing such a picture that you misspelled his name (as "Singer"). . . .

—Don L. Kearney, director of sales, Corinthian Broadcasting Corp., New York.

On editorials

EDITOR: . . . May I pay you a compliment on the excellent quality of your editorials. I believe that you, more than the NAB or state associations, are accomplishing the task of bringing to the attention of the FCC the problems that
“The Holy Sacrifice of the Mass”

WKBW-TV BUFFALO

THIS PROFOUNDLY INSPIRING EXPERIENCE can be seen and felt through WKBW-TV cameras by those unable to attend church services. The Dialogue Mass is given before a liturgical altar with the priest directly facing television cameras.

Public service programming like this reflects the deepest values of the community and continues to build new vision into television on stations represented by

BLAIR-TV

“We know of no greater force in the life of a community than its spiritual values. WKBW-TV is humbly proud to be able to serve and perpetuate these values with this unique public service program. We are grateful to the community for its keen appreciation—and we shall continue to look for ways to bring before our cameras the kind of programming that touches the hearts and lives of the people in the Buffalo area.”

BOB KING
Station Manager, WKBW-TV
A"First" In Local Public Service Programming

From now on in Buffalo, invalids, shut-ins and other Niagara Frontier citizens who are unable to attend church can receive the deep spiritual comfort of religious services through the eyes of WKBW-TV cameras.

Since Buffalo is over 60% Roman Catholic, WKBW-TV felt it could meet an important obligation to the community through the presentation of the Holy Mass of the Roman Catholic Church.

With the help and cooperation of Bishop Joseph A. Burke, D.D.—and with the aid of the Radio-TV Bureau of the Diocese of Buffalo—the Holy Mass was televised for the first time from a local television studio.

The program has been widely acclaimed by local religious leaders, and viewers in the Buffalo area have responded with many letters to local newspapers and to WKBW-TV expressing their gratitude and appreciation.

To Blair-TV, creative community-interest programming by great stations like WKBW-TV is a real source of inspiration. We are proud to serve more than a score of such stations in national sales.

Our Special Projects Division is devoted to promotion and sale of Special Events and Public Affairs Programs created for our stations. A call or letter will bring complete information on important programs currently available.

**BOOK NOTES**


This book-list is intended to help beginning students and laymen in mass communications to find sources of facts and figures, names, addresses and other biographical information in the fields of books, broadcasting, films, newspapers, magazines and advertising.

Listings include handbooks, directories, manuals, magazine and newspaper indexes, reports, bibliographies, yearbooks and other reference books. Also listed are anthologies, surveys and histories that give information about background, structure, function, content and effects. Indexed.
WESTERN ELECTRIC IN NEW ORLEANS

New Orleans, the exciting city of Mardi Gras, jazz and historic French tradition, is one of thirty-three locations across the country from which Western Electric carries on its job of supplying the needs of the Bell Telephone companies.

Telephones, wire, cable, tools, office supplies—many of the thousands of products Western Electric makes or supplies to the Bell System—are sent out daily from strategically located distribution centers like the one in New Orleans. In addition, the centers perform the vital function of repairing and reconditioning large quantities of telephone sets, telephone apparatus, switching equipment, and teletypewriters.

Helping meet the needs of Bell Telephone companies across the country is a major undertaking. It requires the efforts of thousands of Western Electric people in our own manufacturing plants and 33 distribution centers in addition to the thousands of men and women who work for about 40,000 W.E. suppliers located in every state in the Union. Some 90 per cent of these suppliers are small businesses with fewer than 500 employees.

One of the facts of American business life is the interdependence of large and small companies. It gets the big jobs done... and spreads prosperity across the nation.

JUST LIKE NEW is the way reconditioned telephones look and perform when they leave the Distribution Center—thanks to the skillful work of trained repair specialists who use the most modern tools and equipment in their work. In 1961, over 200,000 telephones were processed and returned to the Bell System service by the New Orleans center.
COMMENTING on Western Electric’s history in New Orleans, TIMES PICAYUNE editor, George Healy, says, “As the telephone service has grown to meet the needs of an expanding New Orleans, the Distribution Center has similarly grown.”

PERFECT PERFORMANCE of PBX switchboards reconditioned at the New Orleans Distribution Center is assured prior to shipping. The equipment is subject to rigorous tests that duplicate conditions of actual use.

AERIAL TENTS is the subject being discussed by (left to right) Brooke Duncan, executive vice-president of the Foster Company, Inc., Frank Dunn of Western’s Supplies Inspection, and Richard R. Foster, owner of Foster Co. This New Orleans manufacturer of canvas products supplies the Bell System throughout the nation and is one of about 40,000 suppliers with whom Western Electric regularly deals. Last year alone, W. E. spent over $1 billion dollars on raw materials, products and services.

WELL-STOCKED “TELEPHONE STORE” To supply the needs of Southern Bell Telephone Company, over 7,000 different items are kept in stock at the New Orleans Distribution Center. Modern equipment like this fork lift truck is used to achieve fast delivery...most orders are shipped the same day they are received.
Don't ignore the incubation that hatches those golden ideas

A number of years ago—I'd prefer to forget how many—I earned my living as a musician. I still have friends in the business and as a result, I get invited to clambakes from time to time where the impromptu music is the best.

A few weeks ago I went to one and spotted a jazz pianist I hadn't seen in years. In my opinion he was one of the most talented improvisers who ever sat down to a keyboard, so naturally, I figured we were in for a great musical evening with this guy as the highlight.

But it was murder to get him to play. His protest was that he hadn't been practicing. Finally, after considerable urging and more than a few drinks, we got him over to the piano. I'm sorry we did. It wasn't the fact that he hit clinkers that bothered me. The real heartbreaker was that he no longer had musical ideas—or, if he did, he couldn't execute them. Ideas—creativity—pick your word—at one time he had. But he stopped creating.

I've observed that in our business—and advertising is a business based on ideas—there are people like my ex-pianist friend. I believe that the people who develop ideas for advertising are the golden people, but that to keep delivering, they have to work at it continuously and usually they have to start young.

Care and Feeding • If I'm right in my belief that the touchstone of success in advertising is ideas, and that the people who deliver them need to start young and stay with it, then it seems that we older people in the business have an obvious responsibility. In a word, we should have the ability to spot the idea people, hire them, help them, encourage them and when they prove they have what it takes—pay them and pay them well. Above all we should do everything we can to avoid doing anything that might kill the creative spark.

Here are a few things—bad things—that can turn your golden man to brass. He'll usually tarnish in a hurry if his ideas must be approved by someone who for everything good has been done before."The young idea man usually doesn't have a hard enough shell to weather this kind of cynicism.

Then there's the idea thief who'll see to it that as many people as possible—including the client—believe that the whole thing was his bab.

A third villain is the stone face—the guy who will take the idea, approve it, use it productively but never come through with a pat on the back for the man who thought of it.

Just one more—and there are many. There's the not uncommon situation where the young art director or writer or production man does a fine job. He gets cooperation from his AE's and credit for his ideas but very seldom a raise and, when it comes, it's a very small one.

Protector • Of course, there's a remedy for the situation—and one that every agency should use if they can possibly afford it and obviously that's a creative director. With a good man in this spot, the young idea man has a buffer. The creative director's experience will enable him to handle tough characters and difficult situations. And with the creative director available to weather the day-to-day business storms, the idea man is still free to do what he was hired for.

I've probably been a whole lot more general than I should have been, so let me get to a specific point or two on broadcast. In a given radio or tv assignment, let's assume that the creative people have turned out a script or storyboard that reads effectively and has been blessed by the client. On this point, in my experience, the job is only a fraction done. All of us have seen good ideas ruined and fair ideas made palatable in production. Let's start with casting. I don't know any short cut to casting. It demands taste and time in your job, knowing talent and ideally an artistic sixth sense. Beyond proper casting, well before you ever get to the studio, you should have pre-determined what you want of your actors. You should have been able to hear the finished radio commercial and to a degree, see the finished acting job on tv. If you haven't made this preparation as a producer-director, you either haven't done your job or can't do it.

There's another advance casting job you must do that is most important and that's the selection of your production house. To my mind, this is just as surely casting as is the selection of actors. Again this takes taste, time and knowing people. For only by working with the people, can you know who has the fine touch on the dials, the ear to balance the music and the commercial story, the finesse in editing. If you get the wrong men in the studio, it can cause you much misery, wasted time—which means wasted dollars; but more important, you fail to come home with the optimum sales job on your recording.

Involvement • This applies, only more so, to technician casting when you make a tv commercial on either videotape or film—only because it's so much more complicated. Long ago I decided to ignore the name on the studio door; I'm only interested in who's behind it. In any job, you must work with people, not company names. Get the director who has ideas, a cameraman who does more than rely on his assistant, a composor who knows how to make music help sell a product, an editor who has ability in his head as well as his hands. One more thing about the technical people: get them involved, interested in your job. This is your job as agency producer. But if you've cast your technical people correctly, they will be part of your team.

Now that you have your script or your storyboard, your actors and your technical people, remember that you've chosen them not only for competence in their specialties, but for their creative ability. Invite them to contribute ideas. Almost always, you'll be rewarded with some amazing assets. And you'll come out with a finished sales job for your client that was only hinted at in the written commercial.
Music to note...

Boston Symphony Orchestra
in a series of 13 one-hour
TV Concert Specials

The concerts, featuring the world renowned
104-piece orchestra to be conducted by
Charles Munch and Erich Leinsdorf,
will include the works of Beethoven, Haydn,
Honegger, Schumann, Franck, Milhaud, Piston,
Mozart, Bach, Copland, Handel, Diamond, Purcell,
Wagner, Mendelssohn, Sibelius and Brahms.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue  Yulkon 6-1717
CHICAGO: 8922 N. La Crosse, Skokie, Ill.  ORchard 4-5105
DALLAS: 5641 Charlestown Drive  Adams 9-2855
L.A.: 232 So. Reeves Drive  ORanite 6-1564–STate 8 8276
Leave it to Beaver to make Thursday funnier than ever.

Thursday night’s pretty funny as it is.
What with such seasoned winners as *Ozzie & Harriet* (10th season)... *The Donna Reed Show* (5th season)... *My Three Sons* (3rd season).

Put *Leave It To Beaver* in this lineup at 8:30 p.m. (which is what happens next Fall) and Thursday figures to be even funnier.

The Beaver (where he is now on Saturday night) has a Nielsen of over 10,500,000 laughing homes, weekly.*

With that strong Thursday night support, we think it a fair assumption he’ll get lots more laughs in his new spot.

Funny business, we needn’t remind you, is good business. Especially on Thursday nights. Especially on **ABC-TV**

*Source: National Nielsen TV Index, average of total audience homes, 4 weeks ending March 18, 1962.*
WOULD RADIO BIRTH CONTROL HELP?

- Buyers see better image, better programs, better billings
- But interviewees differ on extent of this improvement
- Many believe direct government intervention a mistake

Agency executives in a position to help shape the economic destiny of radio overwhelmingly believe that current proposals to reduce competition in the medium would prove beneficial. How beneficial is another question. They think radio would emerge with a better image, better programming and probably better billings, but they are divided about the extent to which these improvements would result. Many emphatically would prefer that they not occur at all, rather than have them result from direct government intervention.

Canvas of Agencies • These conclusions reflect the findings of a Broadcasting canvass of agency reaction to proposals advanced by FCC Chairman Newton Minow and NAB President LeRoy Collins looking toward a reduction in radio competition (Broadcasting, April 9).

The possibilities are to be explored at a joint government-industry conference proposed by Chairman Minow and quickly accepted by NAB at its convention in Chicago two weeks ago. The date of the conference has not been set.

A freeze on new station grants, ultimate cutbacks in the number of stations now operating, a higher ceiling on station ownership by networks, limitations on commercial volume, stricter engineering standards and closer scrutiny of station applicants’ financial qualifications were among the questions raised by Mr. Minow for discussion.

Mr. Collins stressed radio’s “overpopulation” problem and the retarding effects of too much competition. He welcomed the opportunity for a joint conference which would “help solve many vexing problems by obtaining information in depth.”

A minority of agency executives responding to Broadcasting’s queries felt the best chance of improving radio lay not in a reduction in competition but in letting the networks own more stations.

Networks Favorable • The networks own reaction to this question was one of cautious approval, but observers thought it significant that only one of the four, CBS, now owns the full complement of seven am outlets permitted by FCC regulations. NBC and ABC own six each, and Mutual owns none (See story page 36).

Here are highlights of the agency reaction to the Minow-Collins proposals, particularly those envisioning an ultimate cutback in the approximately 3,860 am stations now operating or authorized and under construction:

An associate media director with a top radio billing agency said that if the Minow-Collins proposal improves radio as a listening service then the action might reduce the “negative opinions” of radio among advertisers.

The viewpoint also foresaw a possible decrease of so-called “over-commercialization” and other “deficiencies” in radio programming. If these things are cleared up, this executive thought advertisers would gain confidence in the medium and that the results would be positive with more advertiser acceptence as well as a better agency evaluation on behalf of clients.

Better Values • It’s possible, he said, that a sound plan evolving out of the Minow-Collins proposals can mean “increased values to those stations which remain,” and that there will be a better competitive situation (in that facilities will be on a more equal plane) and an improved quality of the medium itself.

Another media executive said that “anything that spurs competition is good” and felt that in effect this might come about if radio networks grew stronger by being permitted to acquire more stations. If the networks were placed in a stronger position, he said, programming would be strengthened because networks already have the news and other program facilities and are “the only ones” which can afford much of the coverage that should be done in radio.

He expressed his belief this way: “to paraphrase Charlie Wilson, “what’s good for the networks is good for radio.’”

He said, however, that he would not like to see “lots of stations” deleted. He noted that many newspapers have died, leaving but one newspaper voice in many markets, and speculated that a weeding out of stations would accomplish much the same thing in radio.

“It’s good to have competition and at least the opportunity for different viewpoints,” he said.

Step Ahead • A time buyer at an agency spending over $10 million annually in radio said the proposal, if

Steering group may plan radio conference

The joint FCC-industry move to find remedies for radio overpopulation was marking time last week.

At the FCC it was stated that no action will be taken until the Commission hears from the NAB.

The overpopulation plan was proposed April 3 at the NAB convention by FCC Chairman Newton N. Minow. He suggested the industry and FCC meet in an “informal, face to face, shirtsleeves working conference” to discuss the present state of radio broadcasting.

At the NAB, President LeRoy Collins said no definite steps had yet been taken. He indicated a small steering committee might be named to draw up a plan of action preparatory to the first get-together with the commission.

The conference idea had been proposed by Gov. Collins last Aug. 3 at the Northwestern U. School of Law conference on broadcasting freedom and responsibility, held in Chicago. At that time he noted the harmful impact of radio overpopulation on service and said NAB would be glad to join with FCC in seeking answers to the complex economic questions which have been a source of concern to many radio operators.
The television networks' clientele during 1961

(Would Radio Birth Control Help? continued)

A cutback in radio stations, especially in large markets, would bring suriving stations larger national ad budgets, even though the total radio budget might not increase, he said. Through a "lessening of competition for the audience, he predicted radio budgets might noticeably increase, as a station's total audience became a more attractive purchase.

The media director at another top

broadcast agency described the "birth control" move as a "sound effort" which would result in "sounder radio operations." He didn't see, however, increased radio budgets as a direct result of such a move. The ever-increasing number of radio stations is resulting in an "ever-decreasing" quality in overall radio programming, he contended.

Far Too Many » A senior vice president at a large agency agreed there are "too many radio stations" in business today, but stressed he was "miserably opposed" to eliminating outlets through government intervention.
asserted that the large number of radio stations made it "almost impossible" to research radio's audience. Reducing the number, he added, would make for "a clearer situation" and permit agencies to obtain a clearer profile of a station's audience. He believed this would result in "a slight increase" in radio spending but would not affect radio billing materially.

Federal Control? = The media director of a medium-sized agency called the Minow-Collins proposals "a wonderful idea," but echoed the views of some of his other colleagues when he exclaimed: "But let's not have the government tell us how many stations we should have or who should go out of business. Who's going to decide this? Frankly I don't know."

The reduction of stations should proceed in the larger markets, he said, because they are the ones that normally attract the national advertising dollar. A lesser number of radio stations in the larger markets, he pointed out, would encourage agencies and advertisers to give radio more consideration than has been given it in the past. He observed that agencies often are discouraged from using radio because "it's too difficult and takes too much time to evaluate a large number of stations."

The vice president in charge of media

for a top agency endorsed the suggestion of reducing stations because "too many of them operate as if they were a hardware store." A smaller number could result in the elimination of "price competition" and persuade some stations to improve the quality of their programs.

It was his experience, he said, that stations which were established as "going businesses" before the advent of television have maintained acceptable standards and are obtaining the large amount of national business. He thought the radio market of the future, ideally speaking, should be one with radio stations appealing to both a mass audi-
ence and to specialized audiences.

Against Cutback • Another major agency media vice president gave reasons on both sides of the "birth control" argument but said that "in a show down" he would not favor the cutback proposal. The main reason: the more competition there is among stations, the wider choice there is for buyers.

Elaborating on his "no birth control" stand, he wondered who would be the judge of how good the remaining stations are if some stations in a market were knocked out. He said he's against government control in this matter. "It's better when people have the free choice of tuning in or tuning out a program, and it's more important for the industry to clean its own house." A final point: "there's no guarantee that when the number of stations in a market is reduced that better programming will result. Profits will be shared by fewer stations, but can we be sure that they will put any of it back into the business?"

A top media expert at another major agency felt that the combined interests of listener and advertiser would be served by restricting the number of stations because remaining stations would be able to offer more attractive programming. He was "inclined to think agencies would buy more radio for their clients" but said "it is difficult to tell until we see where the greater concentrations of listeners would be among stations in any one market."

More o&o's for radio networks?

The three radio networks which now own stations last week reacted as might be expected to FCC Chairman Newton Minow's suggestion that their station ownership limits might be expanded. They liked it. Mr. Minow issued the proposal in his speech to the NAB convention (BROADCASTING, April 9).

ABC, CBS and NBC each own radio stations. Of the three, CBS is the only network owning the seven stations now permitted. ABC and NBC each own six. MBS does not own any radio outlets. BROADCASTING last week asked the networks for their opinions.

NBC sees the ownership question as "constructive" and one that merits serious consideration." The network states that the maintenance of radio networking in the face of major developments such as tv "has preserved a vital, national resource." Noting still difficult problems ahead of the networks, NBC comments:

"The economic sustenance provided by the ownership of additional stations might enhance the future potential and stability of radio networking as a major communications medium."

CBS radio indicates it's very interested in Mr. Minow's suggestion and is at present studying its possibilities.

ABC radio did not comment for the record but some network officials privately see an open door to ownership as a good idea.

Room for Specialists • Another agency executive said he thought "we have reached the ceiling in 'ordinary' radio stations" but that there should be room for more specialized stations "that concentrate on foreign languages, education, etc. Trimming down might make the job easier for the timebuyer," he said, "but would not create more radio buying. If a medium is a good channel for advertising, then the advertiser will buy," he said, adding: "it is not a matter of more or less stations."

An official at another agency took the position that "cutting down competition does not necessarily make a better entertainment medium. Competition between stations increases incentive to create better programs. It also gives timebuyers a wider area of choice. Less competition may also cause advertising rates to go up. I think the best way the FCC can handle the situation is to be careful as to who it licenses, rather than to trim down stations indiscriminately."

Collins urges agencies to help build codes

Advertisers and agencies were urged last week by NAB President LeRoy Collins to place their advertising with stations subscribing to the Radio and TV Codes.

Addressing the Mid-South Advertising Institute at Memphis, Tenn., on April 10, Gov. Collins said NAB wants this cooperation "because with it we can make our codes stronger, we can make advertising more productive and we can make the survival of free enterprise more secure."

The codes are "our primary means of insuring to the American people the integrity of this medium over which we have been given stewardship," he said, adding that code progress to date "is only a beginning."

"The responsibility" for quality in advertising begins with the manufacturer who markets the product," Gov. Collins said. "But, in addition, we in the broadcast media feel that we, too, have grave responsibilities. We recognize that we must maintain and improve the quality of broadcasting and this we cannot do unless we become better assured that what is said and shown about products over radio and television is..."
WHO Radio gives you the 14th-LARGEST radio market!

Only 13 Radio Markets are Larger, in the Entire U.S.A.!

America has only 13 markets in which any radio station reaches a larger audience than does WHO, Des Moines—

—865,350 homes in 96 of Iowa's 99 counties, plus a number of counties in neighboring states.

Unlike most of America's other greatest radio stations, WHO does not depend primarily on the metro audience within the shadow of its tower. In Iowa, all eight of the state's leading metro areas, including Des Moines, account for only 33% of Iowa's retail sales. Yet 75% of all Iowa retail sales are made in counties you reach with WHO!

If you are not using WHO, you are not getting all of America's top 14 radio markets, even if you are buying the first 50 largest cities. Ask PGW for all the facts. They may amaze you.

Source: Pulse (March, 1961); NCS Survey No. 2.
truthful and in good taste.

"We regard this as a responsibility we owe to ourselves and to the public. Further, it is a responsibility we owe to those who advertise with us—for to any degree that the quality of our media comes into disrepute, to that same degree broadcasting loses its effectiveness as America's most potent force for moving goods and services."

Nescafe's $5 million from Esty to M-E

The $5 million Nescafe instant coffee account will move from the Wm. Esty Co., New York, to McCann-Erickson Co., New York, on June 30. Nescafe is a substantial spot tv advertiser, investing approximately $3 million in the medium.

In announcing the change, Robert C. Shropshire, vice president of marketing for the Nestle Co., maker of Nescafe, said the client and the agency had not been able "to agree on future basic policy and decided to sever their relationship." The account has been with Esty for three years.

The move will consolidate the majority of Nestle billing at McCann-Erickson. That agency already has an estimated $11 million of Nestle business, exclusive of Nescafe, and including Quik, EverReady cocoa, Semi-Sweet Chocolate morsels, Nestle chocolate bars, Nestea and Decaf.

Agency appointments...

* Horton & Converse, 27-store drug chain in the Los Angeles area, has named Gerth, Brown, Clark & Elkus, Los Angeles, as its agency. Bryon H. Brown is account supervisor, Lee Young-Gren account executive. Media plans call for the use of radio.

  - Hilton Credit Corp. has named Grey Advertising Inc., Los Angeles, as agency for Carte Blanche. Budget is not firm as yet, but is expected to exceed $500,000, to be expended in national media and direct mail. Earl Kennedy is account executive.

  - Brundage Motors Inc., Volkswagen distributor for Florida, Georgia and South Carolina, appoints Doyle Dane Bernbach Inc., New York, as its advertising agency.

  - Armour & Co., Chicago, appoints Fuller & Smith & Ross Inc., that city, as advertising agency for its Miss Wisconsin cheese.

  - Ideal Toy Corp., New York, has realigned advertising responsibilities involving Grey Adv. and Smith/Greenland Co., both New York. Grey, which handles major part of Ideal's national advertising, will also handle Book of Knowledge-Educator Toys, new Ideal division. ITC Modelcraft, Ideal's hobby division, previously with Grey, has been transferred to Smith/Greenland. ITC Modelcraft uses both spot and network tv, the new division will be using print. Total ad budget: $500,000.

  - George C. Lodge, candidate for the U. S. Senate from Massachusetts, has appointed The Bresnich Co., Boston, to handle campaign advertising in all media.

  - Chadbourn Gotham Inc., Charlotte, N. C., appoints Mogul Williams & Saylor Inc., New York, for its full line of soft goods including newly patented ladies' runless and seamless nylon stockings, which will be available to consumers this summer.

  - Santa's Village (amusement park chain), Arcadia, Calif., has appointed Wade Adv., Los Angeles, to handle all advertising and promotion.

  - Vim Laboratories Co. (paint spray, room deodorants and other aerosol products), Adamstown, Md., has appointed Henry J. Kaufman & Assoc., Washington, D. C., as its advertising agency.

  - Aunt Penny's Sauces, Sunnyvale, Calif., has appointed Cappel, Pera & Reid, Orinda, Calif., as its advertising agency, effective May 1.

W. Va. on network radio, Mathes to gauge results

The state of West Virginia begins a heavy spring and summer advertising campaign tomorrow (April 17) using radio for the first time as the chief sales medium to improve the state's image as a vacation spot and attract more tourists.

Through the travel department division of the West Virginia Department of Commerce, the state will advertise on ABC Radio's Breakfast Club every Tuesday at 9:30 a.m. throughout the spring and early summer.

Don McNeill, host of the show, will offer travel brochures and the amount of mail received as a result of these requests will be used as a yardstick to measure the success of network radio for this type of campaign, according to Roy Passman, vice president, radio and television, J. M. Mathes Inc., agency for the state.

Admen don't want licenses, government-or self-imposed

California agency and media executives are almost unanimously opposed to government licensing of advertising agency practitioners, according to the response to a questionnaire circulated by the Western States Advertising Agencies Assn. Of the more than 300 who answered the WSAAA questions, 96% of the agency executives and 97% of the media principals were not in favor of government licensing.

In reporting the result of the survey, William J. Boylhart, WSAAA president, said that he had heard from Charles E. Chapel, a member of the California Legislature from Redondo Beach, who had been studying the subject of state licensing of advertising men and women (Broadcasting, Jan. 8). "Because of the strong opposition on the part of the overwhelming majority of members of the advertising profession who have written to me and the advice of many lawyers, I have not introduced any bill on the subject and I do not intend to do so," Mr. Chapel said.

Another WSAAA question about industry self-regulation drew a mixed response, with media men more in favor than agency representatives. The question read: "If favor self-regulation through advertising industry certification of individual advertising agency practitioners by oral and written examinations prepared by recognized authorities from the advertising industry." Less than half of the agency respondents favored this proposal for self regulation. Votes in favor came from 47% of WSAAA member agencies and 40% of non-member agencies. Media principals were more inclined toward this type of regulation: 64% of those answering from this group favored the proposal.

To the third and final question posed by WSAAA: "I do not favor either of the above [state regulation or industry self regulation]," the replies were tabulated as follows: WSAAA member agencies, 49%; non-member agencies, 56%; media principals, 32%.
"Charlotte's WSOC-TV... their sincere interest an invaluable asset"
—Minter, J. Walter Thompson

Talk to us about your advertising goals in the Carolinas. Let's discuss merchandising problems if you have them, dealer stimulation. When your schedule is on this Charlotte station you're backed by much more than its top-flight programming. You get a brand of staff support that contributes greatly to sales success. For your next campaign, choose WSOC-TV—a great area station of the nation.

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton.
CBS-TV to carry 'Benefactor' anyhow

NETWORK SEeks SPONSORS AFTER REGULARS DROP OUT

CBS-TV and the three regular sponsors of the Saturday night series The Defenders (8:30-9:30 EST) are standing by their opposing decisions regarding the planned telecast of an episode dealing with abortion on April 28.

Advertisers Brown & Williamson, Lever Bros. and Kimberly-Clark, claim their respective corporate policies prevent them from sponsoring the controversial Defenders episode, which is entitled "The Benefactor." CBS-TV says it will carry the program with or without sponsors. Lack of sponsors would leave the network with an estimated $250,000 loss.

The network is seeking substitute sponsors for the April 28 episode, but none had come forth as of last Thursday (April 12). Whether any affiliates will decline to carry the show could not be ascertained since none had yet seen it. They will have an opportunity to decide on that question sometime this week after they watch a closed-circuit screening. Such showings to affiliates are customary whenever the network believes affiliates may not want to carry a show.

An "important point that has been overlooked" in the withdrawals from The Defenders episode, according to one source, is that this drama about a subject rarely discussed openly in the home will be seen as early as 7:30 p.m. in a large section of the country. "All factors have been considered," a spokes-

man for one advertiser said when asked if the time period is an issue in the dispute.

"The Benefactor," which is said to deal with the medical, social and criminal aspects of abortion, was written by Peter Stone, directed by Dan Petrie and produced by Herbert Brodkin. Its theme was mentioned publicly for the first time when the TV networks were called to testify at an FCC hearing in Washington last January (Broadcasting, Jan. 29).

At the hearing, Dr. Frank Stanton, CBS Inc. president, called the program a "very fine, realistic, and honest dramatization" that will be telecast, with or without sponsors. He said this to emphasize that advertisers do not "control" programming. The three advertisers had already objected to the episode before Dr. Stanton's testimony at the hearing.

The sponsor deflection is reminiscent of a similar conflict involving ABC-TV's now defunct Bus Stop series. Several participating advertisers of that series withdrew from the Dec. 3, 1961, episode titled "The Lion Walks Among Us," staring Fabian; 25 affiliates canceled it.

Carr heads Long-Haymes

Long-Haymes Adv., Winston-Salem, N. C., has changed its name to Long-Haymes & Carr Inc., with the admission of Austin H. Carr, formerly with William Esty Co., as vice president.

In the reorganization, Curtis E. Long, founder of the original agency in 1949, becomes president and treasurer and Joseph A. Haymes advances to senior vice president. The agency services some thirty accounts in North Carolina and Virginia.

EDP FOR AD AGENCIES

Those with high billings might use computers—Toan

Agencies having billings of $50 million or more may find that they would save enough in media, accounting and other departments to warrant "serious consideration" of acquiring their own magnetic-tape electronic data-processing equipment, an expert said last week.

The estimate was made by Arthur J. Toan Jr., a partner in Price Waterhouse & Co., accounting and management advisory firm, in a report on "The Economic Evaluation of Electronic Data-Processing Systems."

He said that "media, forwarding, production, accounting and finance—and the existing punch-card room, if there is one—will be most heavily involved" in agency clerical-salary reductions made possible by EDP, "with 50% or more of the replaceable personnel probably coming from the accounting and punch-card departments."

Mr. Toan said that for agencies billing less than $50 million a year "the economics of the situation so far seem to lie with non-tape systems or with [the use of] service-bureau operations."

Stressing the importance of careful cost-vs.-benefits evaluation, Mr. Toan said "the amount required to be invested prior to obtaining a return from an EDP installation" probably would range between $300,000 and $700,000 for a magnetic-tape machine having a monthly rental of $7,000 to $20,000 or more.

This investment, he said, "undoubtedly represents the largest amount ever expended by an agency on a methods-improvement project.

The greatest computer benefits for an agency, he said, fall into three categories, which should be evaluated closely and in detail:

* Clerical cost reductions: salaries, machine rentals, floor space, etc.

* Reductions in payments for outside services.

* Intangibles: better service, better media selection and improved advertising and marketing effectiveness, better and closer budgeting, new business attracted or old business retained, etc.

Mr. Toan spoke at the fourth of five weekly seminars on "The Computer In Advertising," sponsored by Central Media Bureau.

Chevrolet's wonderful world of paper

A paper-made world, inhabited by paper people who "look like they think," has been introduced by Chevrolet in its television commercials. The new technique was imported from Holland exclusively for Chevy. It was produced by Joop Geesink, an internationally known puppet maker, who owns the Dollywood Co. in Amsterdam.

The soft-sell commercials were originally shown on Bonanza (NBC-TV). Chevy plans to use them on its other network shows, Route 66 (CBS-TV) and My Three Sons (ABC-TV).

The three characters in photo above are (1 to r) Mr. Value, with an adding machine for a brain; Mr. Comfort, a well-padded gentleman who inspects the car's features through a magnifying glass, and Mr. Engineer, with a slide-rule nose and a radiator fan on his stomach.

40 (Broadcast Advertising)
For the first time in television history, one of the world's leading universities has made available a graduate school faculty to present a comprehensive, and authoritative view of the world we live in. The purpose of the series is to give television viewers knowledge of the peoples, history and current problems of the different nations of the world... and to enhance your understanding of the relations between those countries and our own nation. The programs will be prepared and presented by the distinguished faculty members of the Columbia University School of International Affairs and its Regional Institutes. This videotaped series is available in syndication through BANNER FILMS, INC.

527 MADISON AVE., N.Y. 22, PL 5-4811
Schnitzer favors Hollywood's 'experience' for commercials

"Sometimes agencies are dishonest. Their storyboard tells one thing to the client, but the film commercial says something else."

This is one of the many strong opinions held by Jerry Schnitzer, tv commercial director for Robert Lawrence Productions, New York, and head of Jerry Schnitzer Productions, Hollywood. A prime booster of Hollywood's growing interest in filming tv commercials, he thinks the direction commercial production should take is West, where advertising agencies can find experienced film people who can put the same idea on film that their storyboards expressed to clients.

To Mr. Schnitzer, an agency is "a big tent with many things going on inside...and agencies worry about this. tv viewers will never see." Their problems with commercials, he said in a recent interview, stem from tendencies to lead the commercial suppliers, "who are put in fear of being wrong."

Mr. Schnitzer stresses the value of experience:

It's his contention that when "an experienced guy" is in charge of production, the whole crew gets imbued with the idea he is striving for. He says it's a case of having too many leaders when the idea for an advertiser's message gets twisted out of its original shape. "When there are four directors, as many different styles emerge," he claims.

Life-Givers = He defends the agency producer's right to bring his own "freedom of spirit" to the commercial, though not to the point where he "mechanizes" the people he has selected into "something unreal." Mr. Schnitzer believes people are "moved by movies, not skills," and when responsibility for carrying out the storyboard idea is turned over to a person experienced in motion picture techniques, the agency's client will see that idea brought to life...and the "dishonesty" charge can be dropped.

There is only room for one idea in 90 feet of film (a one-minute commercial), according to Mr. Schnitzer, "and this idea should be conceived in film terms. The average storyboard restricts the idea, making it sterile. It should present the overall idea, thread or theme for the commercial."

He says Hollywood's appetite for commercial work is being whetted by the growing realization at both the agency and the supplier level of the single-story factor..."the one factor every commercial must have."

As many of Mr. Schnitzer's own commercials attest (for Chevrolet, RCA Victor, Clairol and others), performances are becoming more like motion pictures. Another realization in Hollywood: more money per foot of film is spent on commercials than on the tv programs. Hollywood cameramen now look upon commercials as "little gems," he says.

Mr. Schnitzer's ideas are perhaps best summed up by the attitude of his newly appointed director of photography, J. Peverell Marley, whose film career dates back to the 1920's when he was a protege of Cecil B. DeMille. "Pev" Marley's summation of Mr. Schnitzer's confidence in Hollywood "experience": "Make it cream, not skim milk."

TV DISSECTED
Advising, programming discussed at ATAS panel

The question of influence in advertiser-network relationship in television that has filled volumes in FCC and congressional hearing testimony in past years caught the fancy of a knowledgeable panel in New York last week.

The panelists representing all facets of the tv advertising business:

Moderator Mathew J. Culligan, a director and general corporate executive of Interpublic Inc. and McCann-Erickson (agency); Julius Barnathan, vice president and general manager of ABC-TV (network); Douglas K. Burch, media director of P. Lorillard & Co. (advertiser); Mark Goodson, Goodson-Todman Productions (producer), and Dr. Sydney Roslow, director of The Pulse Inc. (ratings service). The panel was held under Academy of Television Arts & Sciences auspices Wednesday night (April 11).

The panel's consensus and affirmation of what the FCC has already been told by dozens of witnesses during its probe of network practices: the advertiser's influence is not as great as it was 5 or 10 years ago and in fact appears to be on the wane. The basic reason for this, the executives said, is the decline of fully-sponsored hour or half-hour programs and the increase in advertiser participation in shows, giving networks control over schedules and programming.

The panel also agreed that tv is a powerful medium but one that operates under immense pressures and is probably the least understood by its critics.

All Engineers = As lamented by Mr. Barnathan: "Everybody wants to run a network and tell a network what to do." Mr. Barnathan described networking—past and present—along this line: Once networks were "brokers," selecting time for facilities and taking a commission on shows fully sponsored and produced by the advertisers. There was no need to "sell" shows to advertisers and no investment risk for the networks. Now networks must commit well in advance of a season for millions of dollars, and because "no advertiser will come in with an hour a week," it's common practice for the network to act as "partner" with the agency when an advertiser buys only half a show and the other half becomes the network's sales risk.

Mr. Burch noted that tobacco companies spent $110 million in television last year and that the medium has become their major advertising tool, the companies using it to launch new brands and to "revitalize" others.

The panelists agreed that television is programmed for the "masses." Mr. Goodson said the critical minority is the most vocal and watches least. Most critics, Mr. Goodson said, do not understand the medium or the mass audience. Mr. Culligan, in seconding Mr. Goodson's description, said the medium should meet the intellectual attack on the intellectual level, citing such plans of action that has been undertaken by the American Assn. of Advertising Agencies.

Word About Ratings = Dr. Roslow said some in tv would make program ratings the "end-all." But, he warned, still others would not use them at all and prefer not to know how one show compared against another with the hope that "somehow this would improve a program's quality." All that would happen in the latter situation, he emphasized, would be to make the "decision makers" in tv "fly blind."

Dr. Roslow noted also that the services now provide supplementary information so that the decision makers need not depend on "numbers" or audience size alone.
1 CHURCH SERVICES: WBEN-TV has consistently brought live Sunday services into Western New York homes since 1948.

2 OPERA WORKSHOP: In conjunction with the University of Buffalo, WBEN-TV airs Music Workshop productions — affording a professional showcase for students.

3 FAIR TIME: Every year the busy WBEN-TV mobile unit goes to the Erie County Fair — bringing the folk events to the 15-county area served by Ch. 4.

4 PANEL DISCUSSIONS: For 14 years the University of Buffalo Round Table has been a prime-time Saturday night feature on WBEN-TV (21 years on WBEN-Radio). A significantly free-ranging community forum.

5 CIVIC EVENTS: Whether it be the first ships through the Seaway, the Niagara Power Project dedication or the opening of the new, nationally-famous Albright-Knox Art Gallery, WBEN-TV has crews and station personalities covering important events.

6 HOME STUDY: The Erie County Extension Service weekly takes homemaking ideas into area homes through the WBEN-TV production — "You and Your Family." The old traditional crafts of tatting, weaving and sewing and the present-day home-maker arts find new and eager followers.

A quality image is the result of a quality effort. WBEN-TV is dedicated to keeping the community enlightened . . . entertained . . . informed.
Your advertising dollar spent on this multi-city station is doubly rewarding. First, because of its wide market coverage, including several metropolitan areas, and many other cities and towns. Second, because of the vast size and loyalty of its audience. WGAL-TV is far and away the favorite of viewers in hundreds of communities.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.
ARBR's first study profiled the Salt Lake City TV audience (BROADCASTING, Feb. 19). The New York study, as was Salt Lake City, is sponsored jointly by commercial stations in the area (WABC-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV and WPIX (TV)). 

ARBR's executives last month met with station representatives' research directors in New York to discuss plans for future profile reports.

Among the data presented in the new report are these findings:

In New York in the survey period (Jan. 4-31, 1962), Flinstones (ABC-TV, on WABC-TV) had the largest number of women under 18 watching (1,799,400); Perry Como (NBC-TV, on WNBC-TV) had the largest number of women 18 and over watching (1,524,500) and Bob Hope (NBC-TV, on WNBC-TV) attracted the most men 18 and over (1,137,758). The report shows in addition that Disney's World of Color (NBC-TV, on WNBC-TV) scored with the highest average viewers per home (2.76) in the market and Rocky and His Friends (WPIX) was noted as the program with the highest average family size—5.09.

The audience profile provides information for each local and network program shown during the survey period, breaking down data into average viewers per homes in seven age categories; audience composition into male and female for each age grouping, and viewers per home by age group; total viewers per home (men, women, teenagers and children per 1,000 homes), into the percentage of total head of household and housewife viewers to a program by years of education completed, and into other such composition data as income level and family size.

A sample of 1,500 completed ARB viewer diaries, which were usable, included also portions of the states of New York, New Jersey, Connecticut and Pennsylvania.

Network sales continue as schedules shape up

Each of the TV networks last week could report continuing sales or renewals for the fall nighttime schedule. NBC-TV claimed sales completed in the week of March 26 alone represent more than $200 million in billing.

The network's vice president for sales, Don Durgin, said that sponsorship next season for five nights was virtually complete and the other two nights (Monday and Saturday) are approaching that status. NBC-TV earlier had noted a "record-breaking" sales week, March 12-16 (BROADCASTING, March 29).

ABC-TV estimated it was 70% sold in prime time for next season. CBS-TV has been leading the three networks in the speed of "buttoning up" the schedule and sponsors.

Florida citrus group allocates new ad funds

The Florida citrus Commission last week said it is allocating an additional $50,000 to its advertising budget for what it calls the largest orange crop in history; at the same time the commission announced plans for heavy network TV spending in its summer program.

For processed products, the commission will spend an estimated $408,000 for participations on 11 ABC-TV network shows from July 1 through Oct. 31. This represents more than half of the $750,000 allocated for television. The added push, the commission said, is in the hope of a "healthy" increase in the use of fresh oranges. According to the commission, there already is some concern over the large amount of frozen orange juice concentrate, and the sale of more fresh oranges would take some pressure off the processors.

Business briefly...

Coca Cola Co., Atlanta, is launching a special three-month advertising campaign during June, July and August, spending approximately $1.5 million in network TV and magazines. Participations on nighttime and daytime programs will amount to slightly more than $1 million. Agency: McCann-Erickson, New York.

General Mills Inc. has renewed its one-half sponsorship of NBC-TV's The Bullwinkle Show for the 1962-63 season, and Emenee Industries Inc., toy manufacturer, has bought the other half. The show will be seen Sundays, 5:30-6 p.m. NYT, beginning Sept. 23, instead of its current time period, 7-7:30 p.m. Agencies: Dancer-Fitzgerald-Sample (General Mills) and Abco Advertising (Emenee).

Beech-Nut Life Savers Inc. has bought two-thirds sponsorship in NBC-TV's Second Report for March, 1962

Based on two weeks ending March 18, 1962

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Network</th>
<th>Time</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Wagon Train</td>
<td>NBC</td>
<td>9-10 p.m.</td>
<td>35.7 (19,453)</td>
</tr>
<tr>
<td>2</td>
<td>Bonanza</td>
<td>NBC</td>
<td>9-10 p.m.</td>
<td>36.1 (17,689)</td>
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<td>3</td>
<td>Dr. Kildare</td>
<td>NBC</td>
<td>9-10 p.m.</td>
<td>37.5 (16,615)</td>
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<td>Hazel</td>
<td>NBC</td>
<td>9-10 p.m.</td>
<td>38.5 (16,172)</td>
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<td>Perry Mason Show</td>
<td>NBC</td>
<td>9-10 p.m.</td>
<td>35.7 (17,689)</td>
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<td>6</td>
<td>Gunsmoke (10:30)</td>
<td>NBC</td>
<td>9-10 p.m.</td>
<td>32.4 (15,676)</td>
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<td>Gunsmoke (10:30)</td>
<td>NBC</td>
<td>9-10 p.m.</td>
<td>30.0 (15,680)</td>
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<td>8</td>
<td>Ed Sullivan Show</td>
<td>NBC</td>
<td>9-10 p.m.</td>
<td>31.3 (15,357)</td>
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<td>9</td>
<td>Andy Griffith Show</td>
<td>NBC</td>
<td>9-10 p.m.</td>
<td>30.9 (15,141)</td>
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<tr>
<td>10</td>
<td>Milton Berle Show</td>
<td>NBC</td>
<td>9-10 p.m.</td>
<td>30.7 (15,043)</td>
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<td>NBC</td>
<td>New York</td>
<td>33.1 (16,219)</td>
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<td>Bonanza</td>
<td>NBC</td>
<td>New York</td>
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<td>NBC</td>
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<td>Gunsmoke (10:00)</td>
<td>NBC</td>
<td>New York</td>
<td>30.2 (14,758)</td>
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<tr>
<td>5</td>
<td>Gunsmoke (10:30)</td>
<td>NBC</td>
<td>New York</td>
<td>30.0 (14,700)</td>
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<td>Dr. Kildare</td>
<td>NBC</td>
<td>New York</td>
<td>28.6 (14,014)</td>
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<td>Andy Griffith Show</td>
<td>NBC</td>
<td>New York</td>
<td>28.6 (14,014)</td>
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<tr>
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<td>Red Skelton Show</td>
<td>NBC</td>
<td>New York</td>
<td>28.0 (13,720)</td>
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<td>9</td>
<td>Danny Thomas</td>
<td>NBC</td>
<td>New York</td>
<td>27.6 (13,524)</td>
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<tr>
<td>10</td>
<td>Ben Casey</td>
<td>NBC</td>
<td>New York</td>
<td>27.6 (13,524)</td>
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</table>

Headlines reported for the week ending March 26:

1. Wagon Train (NBC) won the 1962-63 network ratings season at 35.7 rating.
2. Bonanza (NBC) followed with a 36.1 rating.
3. Dr. Kildare (NBC) had a 37.5 rating.
4. Hazel (NBC) had a 38.5 rating.
5. Perry Mason Show (NBC) scored a 35.7 rating.
6. Gunsmoke (10:30) (NBC) reached 32.4 rating.
7. Gunsmoke (10:30) (NBC) had a 30.0 rating.
8. Ed Sullivan Show (NBC) achieved a 31.3 rating.
9. Andy Griffith Show (NBC) earned a 30.9 rating.
10. Milton Berle Show (NBC) scored a 30.7 rating.

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

Ben Casey (ABC-197), participating, Mon. 10-11 p.m.
Milton Berle Show (NBC-179), Chrysler (Burrett), March 9, Fri. 9:30-10:30 p.m.
Bonanza (NBC-178), Chevrolet (Campbell-Ewald), Sun. 9-10 p.m.
Dr. Kildare (NBC-160), Sterling Drug (D-F-S), Colgate (Bates), singer (Y&R), Warner-Lambert (AF), Thur. 8:30-9:30 p.m.
Andy Griffith (CBS-181), General Foods (BBB), Mon. 9:30-10 p.m.
Gunsmoke (CBS-195), Liggett & Myers (D-FS), S. C. Johnson (FC&B), Remington Rand (Y&R), General Foods (BBB), Sat. 10-11 p.m.
Hazel (NBC-144), Ford (UWT), Thur. 9:30-10 p.m.
Perry Mason (CBS-185), Colgate (Bates), Drackett (Y&R), Philip Morris (Burrett), Sterling Drug (D-F-S), Quaker Oats (UWT), Sat. 7:30-8:30 p.m.
Red Skelton Show (CBS-195), S. C. Johnson (FC&B), Corn Products (BBB), Tue. 9-9:30 p.m.
Ed Sullivan (CBS-186), Colgate-Palmoilive (Bates), P. Lorillard (LLB), Revlon (Grey), Sun. 9-9 p.m.
Danny Thomas (CBS-179), General Foods (BBB), Mon. 9-9:30 p.m.
Wagon Train (NBC-186), R. J. Reynolds (Esty), National Biscuit (MB), Wed. 7:30-8:30 p.m.

S. C. Johnson & Son, Norwich Pharmacal Co. and Procter & Gamble have bought participations in the NBC-TV daytime schedule during the third quarter, 1962. Agencies: Benton & Bowles (Norwich); Compton (P&G), and Foote, Cone & Belding (S. C. Johnson).


The Gillette Co., Boston, and Bristol-Myers Co., New York, will start participations in May in ABC’s Wide World of Sports on ABC-TV (Sun. 5-6:30 p.m. NYT). The buys make the program’s summer schedule virtually sold out. Other summer sponsors are R. J. Reynolds, via William Esty Co., and E. I. Du Pont de Nemours & Co., through BBDO. Agencies for Gillette and Bristol-Myers are Maxon Inc., Detroit, and Doherty, Clifford, Steers & Shenfield, New York, respectively.

Kraft Foods Div. of National Dairy Products Corp. has renewed Perry Como’s Kraft Music Hall for its fourth season beginning Oct. 3. The program is seen on NBC-TV (Wed., 9-10 p.m. EST).

Admen asked to help in study of economy

The advertising industry was invited last week by the Dept. of Commerce to join in a series of studies of factors to advance the nation’s economic growth. The invitation was extended April 10 at a meeting of the department’s Advertising Advisory Committee.

William Ruder, assistant secretary of commerce, said intimate knowledge of the business structure will permit an expert appraisal of the economy’s needs, showing “why one industry grows and another doesn’t.”

Frederic R. Gamble, retiring president of American Assn. of Advertising Agencies, was presented a committee testimonial and a letter of appreciation from Secretary of Commerce Luther H. Hodges, as he presided at his final committee session. Peter Allport, president of Assn. of National Advertisers, succeeded Mr. Gamble as committee chairman. Next meeting of the committee will be held in early June.

New presentation format available from Young

Adam Young Inc., New York, is offering other station representatives the format of a new type of availability presentation. The time-saving media aid incorporates not only average ratings and homes reached, and audience composition for each hour on the Young-represented stations, but also the same information for each hour on the chief competitive stations in each of the markets, the rep firm says.

The new form, it’s reported, is a combination availability presentation, program-schedule and market-rating analysis, condensed into one package. The form was developed by Stan Feinblatt, radio research director, under the supervision of Tom Dooley, radio sales manager of Adam Young Inc.

The rating and audience composition analyses are based on reports from The Pulse Inc., and each presentation is updated as Pulse reports are released in Young markets.

Also in advertising...

New presentation = Radio Advertising Bureau, New York, has announced a new presentation aimed at selling the idea of radio advertising to discount stores. The illustrated presentation notes “you’ve got to sell women” and goes on to point out that radio reaches 92% of women each week.

Topsy-turvey summer = Three regional advertisers have signed Topsy Turvey Theatre for summer runs in 104 markets, according to Chuck Forman Productions, Hollywood. The five-minute cartoon game series was created and produced by Jim Morgan. Scudder Food Products (Wampum corn chips), through Doyle Dane Bernbach, Los Angeles, has extended its western region coverage for another 26 weeks. American Bakers through Young & Rubicam, Chicago, continues the program in 37 markets in the South. Heath Candy Co., through Biddle Co., Bloomingtion, Ill., has purchased the series for 53 markets starting April 19.

New Office = Glenn Adv., Ft. Worth, Tex., is now located in Suite 615 of the Fort Worth National Bank Building. Merle W. Bell, vice president, is the office manager.

Rep appointments...

• WLWH Laconia, N. H.: Foster & Creed as exclusive New England representative.
• KQV Pittsburgh: Robert E. Eastman & Co., New York, as national representative, effective May 1.
• WQVA Geneva, N. Y.: Breen & Ward, New York, as national rep.
For its UHF tests in New York City the FCC is using a high-power transmitter designed and built by RCA. The most powerful of its kind, this 50-KW UHF transmitter consists of two TTU-25's in parallel. It operates on channel 31 and is installed on the 80th floor of the Empire State Building, where seven other channels serving the metropolitan area are located.

The work was performed under a contract awarded RCA by the FCC on March 1, 1961. The award was made based on considerations of power consumption, tube replacement and experience in equipment installation, as well as general performance and cost.

RCA also supplied the studio equipment to WNYC (the New York City-owned station) which will handle programming for the FCC outlet. This includes four TK-12 4½ inch I.O. Cameras, a film system with TK-21 Film Camera, TP-11 Multiplexer, TP-6 Film Projectors, TP-7 Slide Projector, and a TRT-1B Television Tape Recorder.

This same RCA experience and equipment are available to all those who seek for leadership in the field of television broadcasting.

RCA BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N.J.
THE ALL-TIME, ALL-AMERICAN DANCING STAR

HERE'S THE GREATEST OF THE GREAT —

THE COMIC GENIUS, THE ONE-AND-ONLY, INIMITABLE

RAY

in his own, wonderful network
COMEDY VARIETY SERIES
available for the
FIRST TIME
for
TELEVISION SYNDICATION!

Now YOUR AUDIENCE can see
America's favorite, the unforgettable
STAR of
“WIZARD OF OZ”
"ON YOUR TOES"
"CHARLEY'S AUNT"
"THE GREAT ZIEGFELD"
"THREE TO MAKE READY"
"BY JUPITER"
and many other great shows!

Here's the man who made "Once In Love With Amy" the
sweetheart of America!

Here's the man enshrined in the all-time Dancing Hall of
Fame along with Fred Astaire and Gene Kelly!

Here is the man who is the star of the current Broadway
smash hit "All American"!

WIRE, WRITE, PHONE, DANCE TO

TeleSynd 136 EAST 57th STREET, NEW YORK CITY, PLaza 2-3210
BOLGER

HE'S ON TELEVISION IN 59 WONDERFUL SHOWS!

BOLGER SINGS! ... BOLGER DANCES!

and... HE'S AVAILABLE IN YOUR AREA NOW!
CBS charged with antitrust violation

U.S. SAYS INCENTIVE PLAN FORCES TV AFFILIATES TO TAKE PROGRAMS

CBS's Incentive Compensation Plan stimulated an action last week that the network never looked for—an antitrust suit by the Dept. of Justice.

The government charged that the new plan, put into effect 11 months ago, virtually forces affiliates to take all of CBS's afternoon and evening feeds, thus barring stations from carrying the programs of syndicators, and spot buyers. Filed in the U. S. District Court in New York the complaint asks that the network be forbidden to continue the plan.

CBS issued the following statement:

"The CBS Television Network denied that its compensation arrangements with affiliates violated the antitrust laws, as alleged in a complaint filed today (April 12) in New York by the Dept. of Justice. The network said that the compensation plan would not force its affiliates to carry its programs, nor would it deny to other networks or independent program suppliers the most desirable time periods on stations affiliated with it."

The compensation plan has been reviewed and approved by counsel for the network prior to its implementation. The network said it was confident that the plan would be upheld by the court."

The compensation plan was presented to CBS-TV affiliates at their convention last year. CBS-TV has not been pushing it since the FCC first questioned its propriety. Network authorities said about 45 affiliates have signed contracts embodying it, but that only about 25 of these are being paid according to its formulas. In the case of the 20 others who signed, the FCC's challenge occurred after the signings but before the scheduled effective date of the new contracts, and it was decided not to make the transfer to the new system while its legality was under question. These stations continue to be paid according to the traditional system which the new system was designed to replace.

FCC Raises Questions • The FCC last October queried the network on the new plan, implying that its terms violated the commission rule which forbids any agreement between an affiliate and a network which would prohibit a station licensee from broadcasting the programs of another network.

The government action came, it is learned, after a high level meeting between FCC and Justice Dept. officials earlier last week. In this conference, at which Robert L. Wright, first assistant to antitrust chief Lee Loevinger, represented the Justice Dept., and FCC Chairman Newton N. Minow the commission, the FCC was asked whether it plans to take any action in its study of the CBS compensation plan which might be in conflict with the government's planned suit or which might make it appear that one government agency did not know what another government office was doing.

The FCC officers answered that there was no action imminent in the case and added that the Justice Dept.'s action would have no effect on the network study now underway. The FCC also indicated that it would hold in abeyance its study of the CBS incentive compensation plan until there is a court ruling on the antitrust allegations.

Chairman Minow had "no comment" to inquiries regarding the antitrust suit.

Affiliation Suits • The government antitrust suit is the second filed against CBS involving its relations with affiliates. In 1958 when CBS switched its affiliation in the Puget Sound area from KTNT-TV Tacoma to KIRO-TV Seattle, the former brought a $15 million civil antitrust suit against the network and KIRO-TV, charging a conspiracy in violation of the Clayton Act.

The suit was settled by CBS in May 1960 when the network took on both stations as affiliates with a combined rate of $1,300 per hour. Although not announced at the time, it was understood that CBS paid KTNT-TV $400,000 in settlement of the triple-damage antitrust suit.

Under the plan (Broadcasting, May 8, 1961), CBS pays its affiliates a rising scale of compensation based on the number of hours of network programs the affiliate carries. The plan calls for a 10% hike in the network-station rate for each hour cleared up to a certain level and 60% for each hour carried over the cutoff. The cutoff figure is variable.

The standard compensation plan for networks and affiliates in practice over many years calls for affiliates to carry free of charge the first five hours per week of network feeds and then to receive 30% of the network-station rate for all hours carried above this level.

FCC Charges • In charging that the CBS plan violated Sec. 3.658(a) of its rules, the FCC last year alleged that "the inevitable effect of the plan will be to hinder your affiliates from, and penalize your affiliates for, broadcasting the programs of any other network . . ."

The commission also charged that the plan worked against syndicated programming. It said the new compensation system is designed to induce a CBS affiliate to carry all afternoon and evening CBS commercial programs because of the greatly increased compensation involved.

CBS answered the FCC charges in a hard-hitting reply in December last year. It maintained that the FCC has no right to intervene in business arrangements between itself and its affiliate and vigorously denied that the plan would violate the FCC rule cited or limit the independence of an affiliate (Broadcasting, Dec. 11, 1961).

The network held that the purpose of the payment schedule was to meet the competitive situation and to overcome what is called an increasing volume of non-clearances of network programs by its affiliates.

The CBS compensation plan was put into effect, it is believed, on the assumption that the FCC is about to outlaw option time entirely. This practice, by which networks require clearances for certain segments of the broadcast day, was challenged by the commission's network study group in its final report (Barrow Report) and resulted in an FCC decision to reduce the option hours from 3 to 2½ for each segment of the day. The commission's move was taken to court by KTTV (TV) Los Angeles, but on the FCC's own request the court remanded the case for further study. The commission has taken no action on this reconsideration as of this writing.

Government Complaint • The government suit filed last week claims that the CBS payment plan is a violation of Sec. 1 of the Sherman Act. It charges that Justice Dept. early in January 1961, the network determined that it would institute its new compensation plan as replacement for expired affiliation contracts.

"These agreements," the government

How they stand

CBS was leader among the three national radio-television networks in 1960, according to the Dept. of Justice which pulled the veil from what usually is a closely guarded fiscal secret. In its complaint, the Justice Dept. says CBS's revenues in 1960 were $245 million, compared to NBC's $222 million and ABC's $172 million.
said, "are designed to coerce or induce CBS affiliated stations to accept virtually all of their requirements of afternoon and evening television programs from CBS, and to foreclose independent program suppliers, non-network advertisers, station representatives and other networks from access to CBS affiliated television stations during the most desirable hours of the broadcasting day. These agreements are contracts in unreasonable restraint of the aforsaid interstate trade and commerce in violation of Section 1 of the Sherman Act."

The effects of the plan, the Justice Dept. said, have been:

* To eliminate competition in the production and sale of television programs by independent producers and suppliers and by CBS affiliates.
* To preclude national spot and local advertisers from obtaining afternoon and evening broadcast time on CBS affiliates.
* To preclude independent station representatives from competing with CBS in the sale to advertisers of afternoon and evening broadcast time on CBS affiliates.
* To preclude other networks from obtaining afternoon and evening broadcast time on CBS affiliates.
* To reduce the ability of CBS affiliates to compete with CBS and other station owners for the sale of advertising.

The government asked that the network compensation plan be adjudged a violation of Section 1 of the Sherman Act and that CBS be enjoined from enforcing the agreements and from making new ones.

The case was prepared, Attorney General Robert F. Kennedy said, by Bernard M. Hollander and Jennie M. Crowley, attorneys in the department's antitrust division.

**Quiz Jury extended**

New York grand jury investigation of quiz shows continues to stay alive, though last of 18 former contestants charged with perjury received suspended sentences early this year (Broadcasting, Jan. 22). Latest move is to extend special grand jury's life to next May 4, more than three years after investigation began.

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**Pastore meets NAB, network heads on code**

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, met privately last week with top network and NAB officials in his continuing effort to secure network compliance with the NAB code.

He said later he was exploring the possibility of utilizing a station's right to preview network programs as a means of preventing undesirable material from reaching the home screen.

Participating in the conference were NAB President LeRoy Collins, Code Director Robert Sweeney, and the heads of the three networks: CBS President Frank Stanton, NBC Board Chairman Robert Sarnoff, and Leonard Goldenson, American Broadcasting-Paramount Theatres president.

Sen. Pastore said "no conclusions" were reached at the meeting but that he remained hopeful a "strong code" could be developed that would "assure the viewing public of the quality programs that will serve the public interest." Another meeting is contemplated, but no date has been set.

**Pastore Wants Self-Policing**

Sen. Pastore feels that an adequate method of self-policing is essential if networks are to avoid government intervention—an alternative he says he regards as distasteful. The conference last week followed a series of separate meetings between the network and Code officials and the senator (Closed Circuits, April 2). These efforts parallel those being made by Gov. Collins to induce the networks to submit their programs to review by the Code Authority.

**Senator Pastore**

Sen. Pastore regards the number of "excesses" on television as small, but they have disturbed him, and he "wants something done about them." He was particularly incensed after seeing a screening of the controversial Bus Stop episode starring Fabian—which ABC had refused to permit NAB Code authorities to preview (Broadcasting, March 5).

Following last week's conference, it was apparent that the networks and the NAB officials remained some distance apart on the question of submitting programs for NAB previewing.

**NBC Conditions**

Although none of the principals would comment, it was believed that NBC came closest to accepting the idea of NAB previews. Sources indicated the network would submit programs for preview on two conditions: (1) that NBC make the final decision of whether to carry a program, (2) that the NAB Code Authority strengthen its New York office to the point where it would be as active in programming as it is now in commercial monitoring, and (3) that NBC standards and practices officials be present during previews.

Industry sources believe that ABC's position was the same as that outlined by former President Oliver Treyz during his appearance before the Senate Juvenile Delinquency Subcommittee in January (Broadcasting, Jan. 29). Commenting then on the network's refusal to permit NAB to preview the Fabian episode, Mr. Treyz said that to have acceded to the request might have opened the door to prior censorship.

It was also assumed that CBS' position on the question was the same as its always been—negative.

In view of network uneasiness about—if not opposition to—NAB previewing, Sen. Pastore's suggestion about station screening of network programs takes on added significance. This proposal, if it proved feasible, would avoid any danger of "prior censorship" by the NAB Code Authority and would, at the same time, impose on stations around the country more of the responsibility for programming the FCC says they now have no chance to exercise.

"I feel the code needs tightening, with respect to its relationship to the networks," Sen. Pastore said. "Stations now can request a preview of a network program," he added, "and I'm exploring the possibility of strengthening this right so that anything obnoxious will be caught before it goes on the air."
Chicago stations up for their inning

WGN-TV'S QUAAL LEADS OFF IN SECOND PHASE OF FCC HEARING

The propriety of the FCC's general inquiry into local television programming in Chicago was the hottest topic of the hearing last week.

Part two of the hearing—the stations' testimony—got underway there Thursday before FCC Commissioner Robert E. Lee and evolved into something of a debate between counsel Arthur Gladstone and the leading witness, Ward L. Quaal, executive vice president and general manager of WGN Inc., licensee of WGN-TV Chicago.

Mr. Quaal endorsed the protest against the Chicago hearing voiced by NAB President LeRoy Collins during the annual NAB convention in Chicago the preceding week. Gov. Collins had described the proceeding as "unfair and unwarranted" (Broadcasting, April 9).

Mr. Quaal added his own description of "unfortunate."

Although the FCC might be legally empowered to conduct such an inquiry, the hearing was poorly timed in the view of the witness. Mr. Quaal felt this was so because license renewals still are pending for the three network-owned stations there, ABC-owned WBKB (TV), CBS-owned WBBM-TV and NBC-owned WNBQ (TV). WGN-TV, owned by the Chicago Tribune, and educational WTTW (TV) have received renewals.

Commissioner Lee again emphasized that the general inquiry in no way reflects upon the pending renewal applications of the three network-owned outlets, nor should the possibly intensive cross examination of the direct testimony be given by them this week be misunderstood. The hearing is expected to run through next Friday with WNBQ, WBBM-TV and WBKB to be heard in that order starting today (Monday). WTTW was to be heard last Friday (see At Deadline, page 9).

Defends All * Mr. Quaal said he could not help being proud of the public service record of WGN-TV which was acclaimed by various public witnesses during part one of the hearing last month, when more than 100 individuals and representatives of special-interest groups recited their likes and dislikes (Broadcasting, March 26). But, he said he was aware that some of these people obviously were not fully informed as to the facts when they attacked the network-owned stations. For this reason, he said, he had to speak out as a 'matter of principle.'

Mr. Quaal was pressed repeatedly for clarification of his position on the worsening of the hearing during cross examination by Mr. Gladstone. The FCC counsel was curious whether Mr. Quaal was being critical of the commission for employing its lawful right to conduct a general "legislative" inquiry, something which he said government bodies do every day in the week in all 50 states.

Mr. Quaal explained that he believes that "if one or more of us were derelict" in responding to the public interest needs of the community, the FCC not only should, but has an obligation to, call such stations to account under the commission's normal quasi-judicial processes. He felt it would have been "another matter" if the general inquiry had been called "next June" after all licenses were renewed.

Mr. Quaal said he thought that in the general inquiry the stations also should be permitted to conduct "rigorous cross examination" of their critics. He said "sweeping allegations" were made by witnesses who were not fully informed and cross examination would have corrected this.

Commissioner Lee noted that the FCC said in its hearing order that it had received complaints. The commission attempted the novel proceeding, he said, in order to try to "provide a forum short of renewal proceeding" where the FCC could "give the public their day in the sun." He said he didn't know if the experiment would be repeated. WGN-TV's record of local live programming and extensive experience in colorcasting were presented by Mr. Quaal and by Alexander C. Field Jr., public affairs director for WGN Inc. They summarized very detailed written presentations and exhibits submitted for the record.

Mr. Quaal said WGN-TV strives for "balance" in programming which serves all needs of the community, including significant minority interests. WGN-TV competes vigorously against the network stations, he said.

Advertisers have no control of programs, Mr. Quaal said. "We program first and sell later," he indicated, although agencies may suggest good ideas which are adapted by WGN-TV.

Discussing earlier testimony which complained that local sponsors can't find cultural programs in prime time even if they want to sponsor them, Mr. Quaal said he apparently had failed as a salesman somewhere because WGN-TV couldn't find enough willing sponsor support for such programs as its Great Music from Chicago series, which it also syndicates now in 30 domestic markets and abroad. The show starts its fourth season next fall. It is still not paying for itself.

No Takers * Mr. Quaal recalled sending 162 long telegrams to companies in the Chicago area employing 1,000 or more people, inviting these firms to sponsor possibly just one of the Great Music programs as a cultural contribution to the community. He said he got replies from only 19 and no one purchased.

Expressing disappointment at many people in advertising and agencies "who spend so much time criticizing television" and who won't buy when worthwhile programs are offered to them, Mr. Quaal said it was clear "these people are still interested in the numbers game."

WGN-TV's code adheres "religiously" to the NAB Television Code. Mr. Quaal said, but the station's standards are higher. He said that while the code allows laxative commercials that are done in good taste, WGN-TV has yet to see one that satisfies its concept of good taste and has not yet aired one.

Mr. Quaal recalled programs ven-

Time that stations gave to local shows

How much time did Chicago's four commercial TV stations devote to local live programs during January? An FCC exhibit, based on data supplied by the stations, showed WBKB(TV) (ABC) devoted 122 hours and 5 minutes to local live, including children's programs, or 21.9% of all time that month.

For WBBM-TV (CBS), local live was 16% of total time; WNBQ (TV) (NBC) 11.7%, and WGN-TV 23.5%. WNBQ, however, indicated 12.5% would more accurately reflect normal operation.

Other FCC exhibits last week showed program classification comparisons for the 6-11 p.m. period for 1955, 1958 and 1961 as reported in renewal applications. In each case, for all four commercial stations, the figures showed less local live programming in 1961 than in 1955 for this period.
Here's how they did it in Indianapolis. The manager of WFBM, Hank Franz, scheduled the five-minute Time-Life Broadcast News Service programs to hit the peak morning and evening driving hours. And what happened? "Topic A" Sport and "Topic A" Hollywood are now sponsored by the Marott Shoe Company. The other four "Topic A" programs: Business, Europe, At Large and Washington are sponsored by Burger Beer.

In Indianapolis, as in many other cities the nation over, "Topic A" means business. It will in your area, too.

When you subscribe to "Topic A," you get the full series of five-minute, special-interest news reports. It's like adding Time-Life's 550 correspondents to your news staff. You also get "Capsule," one-minute background news spots. And specials like the current bonus program, Barrage Upon Truth—Radio Moscow versus the Voice of America.

To find out how "Topic A" can wrap up sales for you, contact Ole G. Morby, Time-Life Broadcast, Time & Life Building, Rockefeller Center, New York 20, New York. Or phone: LL 6-3355. TIME-LIFE BROADCAST.
Mr. Quaal said he was not there to agree that all live programming automatically is "good" and all film or tape programs are "bad." Television as a whole has been improving continuously, he noted.

Commissioner Lee ended the day on a light note. After complimenting Mr. Quaal personally for his contributions to the broadcasting profession and the public service stature of WGN-TV, he asked the witness, "Do you feel ambushed?"

"No sir," Mr. Quaal smiled appreciatively.

An editorial in Broadcasting, March 5, criticizing the concept of the Chicago hearings, appeared under the headline "Ambush in Chicago."

**COMPROMISE ETV BILL AGREED ON**

Would make up to $32 million available for aid

Senate and House conferees agreed last week on a compromise educational television bill that would provide states and local communities with up to $32 million in matching-fund grants.

The funds, which would be available over the next four years, could be used to acquire and install television equipment. A provision in the House etv bill (HR 132) making $520,000 in matching funds available for state surveys of educational television needs was stricken in the conference.

The Senate bill (S 205) provided for a total appropriation of $51 million and made each state and the District of Columbia eligible for up to $1 million for television facilities without requiring matching funds. The House bill called for a total appropriation of $25- $50,000 but required the states to match federal funds dollar for dollar. This matching requirement is included in the compromise bill.

The House bill also imposed a $1 million limit on the amount of federal assistance any one state could receive, and the compromise bill retains this limitation.

**Griffin Amendment Diluted**

The controversial Griffin amendment, tacked onto the House bill before its passage (Broadcasting, March 12), was retained in a modified form acceptable to the bill’s sponsors, who had originally opposed it.

The amendment, offered by Rep. Robert P. Griffin (R-Mich.), would have limited federal assistance to educational institutions or agencies and denied funds to private non-profit groups. Rep. Griffin said vested-interest groups might be able to use federal funds to establish an etv station if the limitation were not written into the bill.

But the effect of the amendment, according to the bill’s sponsors, would be to deny assistance to the very private groups that have been instrumental in developing educational television.

The conference committee’s new language would make private groups eligible for federal funds provided they were organized primarily to engage in etv broadcasting and were qualified to receive an FCC license.

New Secretary Named

One other change names the Secretary of Health, Education & Welfare as the administrator in charge of the federal program to whom applications for assistance would be made. Both the Senate and House bills had assigned this job to the Commissioner of Education. Conferences said the purpose of this change was simply to vest responsibility for the program in a cabinet-rank officer.

The Senate conferences were led by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee and author of the Senate etv bill. The House conferences were headed by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee. Rep. Kenneth Roberts (D-Ala.), sponsor of the House etv bill, was one of the conferences.

**N.C. tv grant would upset ’61 proposal**

Southern Broadcasters Inc., a combination of the licensees of two unsuccessful and now dark uhf stations, was favored by the FCC for a new tv station grant (ch. 8) in Greensboro-High Pint-Winston-Salem, N. C., in staff instructions issued last week.

A grant to Southern would upset a year-old initial decision which recommended that ch. 8 be given to TriCities Broadcasting Co. While no vote was announced, it is understood that five commissioners favored Southern. Commissioner Frederick W. Ford reserved his decision and Commissioner Robert E. Lee, who is in Chicago for the tv hearings there (see page 50), did not participate. The staff instructions are not final and may be reconsidered.

Southern is 55% owned by Winston-Salem Broadcasting Co., 35% by principals in Sir Walter Tv Co. and 10% by local citizens with no other broadcast interests. Winston-Salem Broadcasting owns WTOP-AM-TV (ch. 26) there; WSGN and 50% of WBMG-TV (ch. 42), both Birmingham; KHTT Houston, and formerly had interests in WAPA-TV (ch. 4) San Juan and WOLE-TV (ch. 4) Arecibo, both
“Hello, Dr. Casey? This is Dr. Max . . .

. . . M - A - X. I’m staff pediatrician at WMT-TV . . . no, that’s M - T, not M - D. A tv station, not a hospital. . . . Sure we do, in Eastern Iowa. I run a clinic for kids. Four to five p.m., weekdays. Got it all over a residency. Regular hours. Sleep nights. . . . Look, Ben baby, I called for a consultation. About this epidemic. . . . Well, it’s bigger than both of us, to say nothing of my staff. . . . I guess you could say five. Popeye. Deputy Dog. The Three Stooges. On peak days we have about 128 thousand kids. . . . No, the other way around. They see us. Catching? Well, Doc Nielsen says 58,400 homes out of 91,700. Doc Seiler says 60,100 out of 74,000. . . . Yes, an interesting difference of professional opinion, yet there’s significant basic agreement . . . well, I’ll be glad to consider it, Ben. If anything happens to one of my staffers . . . but Ben, baby, you’ll have to button up your shirt.”

This antiseptic look behind the scenes is brought to you by the group therapy CBS television station for Eastern Iowa.

WMT-TV
Cedar Rapids—Waterloo
National Representatives: The Katz Agency
Affiliated with WMT Radio;
K-WMT, Fort Dodge; WEBC, Duluth
Puerto Rico. James W. Coan is president of both Southern and Winston-Salem Broadcasting and owns 11.64% of the latter.

Lennox P. McLendon, Southern vice president and 2.5% owner, votes an additional 35% held by the Sir Walter group under a trust agreement. He is trustee for the stock held by John W. English, James R. McBrier, Lydia McBrier Jarecki, Jean D. Jarecki, George J. Mead, James B. Donovan, Thomas Watters, Marie Watters and John J. Boland Jr. Messrs. English, Boland, Donovan and McBrier jointly own WNAO-TV (ch. 28) Raleigh, 36.5% of WSEE-TV Erie, Pa., and formerly owned WNAO. Both groups will turn in their permits for WTOB-TV and WNAO-TV when the ch. 8 grant is made final.

The FCC's decision favoring Southern has not as yet been drafted but Hearing Examiner Elizabeth Smith had given great weight to the fact a grant to TriCities "will bring an entirely new and competitive entity in the field of mass communication . . ." into the area (BROADCASTING, March 13, 1961).

TriCities is equally-owned by Hargrove Bowles Jr., James G. W. MacLamroc, R. H. Nutt and Ralph C. Price. Messrs. MacLamroc and Price each own 33.33% of WKIX Raleigh.

Other ch. 8 applicants include Jefferson Standard Broadcasting Co. (WBT-WBTW [TV] [ch. 3] Charlotte, N. C., WBTW [TV] [ch. 8] Florence, S. C., and 17% of WFMY-TV [ch. 2] Greensboro) and High Point T.V. Co. (George W. Lyles Jr., president, owns 17%, George E. Hutchens, 18%, David A. Rawley, 18%, Dorothy P. Terry, 18%, Paul Ingie, 17%, and Holt McPherson, 12%). Mr. Lyles owns 15% of WTNC Thomasville, N. C., and Mr. Ingie owns 69% of WOHS Shelby, N. C. Mr. Rawley and Miss Terry have interests in the Burlington (N. C.) Times-News and the High Point Enterprise and Mr. Ingie is editor of the Enterprise.

FCC approves interim plan for Syracuse

An interim operation agreement by nine of the ten applicants for ch. 9 Syracuse, N. Y., was approved by the FCC last week. The group, called Channel 9 Syracuse Inc., was granted a construction permit to set up and operate the city's third tv service, pending determination of which of the 10 applicants will receive the final grant.

The FCC pointed out that no effect will be given in the comparative hearing for the channel to any expenditure of funds by the joint interim operators, nor preference given to any of them in part operating in the channel.

The interim application was acted upon by the FCC a mere two weeks after it was filed (BROADCASTING, April 2).

Syracuse TV Inc. is the only applicant not part of the joint agreement, but it has said it had no objections to the plan.

The temporary station will operate with an ERP of 54 kw visual and 27 kw aural, with an antenna height of 1,520 feet above average terrain. It will be a fulltime ABC-TV affiliate.

The two existing Syracuse stations carried some ABC-TV programs but are primarily affiliated with either CBS-TV or NBC-TV.

Asher S. Markson is president of the interim corporation; Frank G. Revoir and George P. Hollingbery are vice presidents; Harry G. Slater is treasurer and Bernard S. Cohen, secretary.

Channel 9 Syracuse Inc. was formed by a merger of two competing interim applications. The nine applicants it comprises are Onondaga Broadcasting Inc.; WAGE Inc.; Six Nations T.V. Corp.; George P. Hollingbery (head of the station representative firm); Veterans Broadcasting Co.; W.R.G. Baker Radio & T.V. Corp.; Syracuse Civic T.V. Assn. Inc.; Ivy Broadcasting Inc., and Salt City Broadcasting Corp.

In announcing the addition of an additional vhf channel in each of three cities — Rochester, N. Y., Grand Rapids, Mich., and Syracuse—on July 27, 1961, the FCC said it would welcome requests for interim operation. On Dec. 6, 1961, the FCC added a new section to its rules, setting forth the conditions such interim plans would have to meet. The Syracuse plan, after amendments, has met these criteria.

Despite commission encouragement, however, the nine Rochester applicants and the six Grand Rapids applicants have shown no public indication of reaching agreement on a temporary operation. Representatives of the competing Grand Rapids companies met in Chicago during the NAB convention in an unsuccessful attempt to agree on an interim operation.

FCC sticks to guns on KDAY fine

A $5,000 fine was levied against KDAY Santa Monica, Calif., by the FCC last week for violations of Sec. 317 of the Communications Act in making "teaser" commercial spot announcements without identifying the sponsor.

In ordering KDAY to pay the fine, the commission refused to reduce the amount from the $5,000 cited in a December notice to the station that it was subject to the fine (BROADCASTING, Dec. 18, 1961). The FCC order last week called attention to its March 1960 public notice which specifically stated that the broadcast of announcements without identifying the sponsor was in violation of the act.

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BROADCASTING, April 16, 1962
not only have been cognizant of the said public notice but would also have called the same, with all of its ramifications, to the attention of his employees," the FCC told KDAY in making the fine stand.

The commission, commenting on KDAY's request that the proposed fine be reduced below $5,000 (already reduced from $10,000) said, "We cannot agree that further reduction is warranted since all licensees had been adequately warned..." the FCC said. "Further, in view of the income to be derived from teasers, any reduction would encourage rather than deter their broadcast by this licensee and others."

The KDAY teaser announcements, broadcast between May 8-31, 1961, were three-second spots which stated: "Remember June 25." There were designed to advertise a teenage record hop on that date.

This is the second forfeiture to be made final by the FCC—and the first for a programming violation—since it received such authority in 1960 from Congress. KDWB Minneapolis was fined $2,500 (reduced from an original $10,000 stipend cited by the FCC) for engineering violations and several other stations have been told by the FCC that they are liable for fines from $1,000 to $10,000.

FCC extends deadline on filing fee comments

At the request of amateur radio operators, the FCC has postponed to May 16 the deadline for comments on its proposal to charge a fee for all applications. Reply comments are now due June 16.

As the original April 16 deadline approached, few commercial broadcasters had commented on the plan. Oklahoma Broadcasters Assn. said the proposal would undermine the FCC's prime area of concern—the public interest. OBA said it saw "no rhyme or reason" for across-the-board charges.

James F. McDonough, general manager of WROD Daytona Beach, Fla., and an amateur operator as well, found the entire proposal "odious"—but particularly that part dealing with amateurs' licenses since they serve free in times of emergency. In the case of professional operators, he said, the fee amounts to a "right-to-work levy."

WCKR (FM) New York, the educational station of Columbia U., said that the application fee plan is discriminatory; it aids top-40 and network stations which get free records, but hamstrings small or educational stations which seek to produce their own public affairs, news, sports and classical music programs on a very limited budget.

ALL-CHANNEL RECEIVERS

House Commerce Committee calls all-channel bill 'only practical' way of building uhf service

The House Commerce Committee has recommended House approval of the FCC's all-channel-receiver bill, basing its decision on the commission's offer of a moratorium on deintermixture until the legislation's effectiveness in boosting uhf television has been demonstrated. The committee said this will require at least five years.

The committee's report on the bill (HR 8031), which was filed in the House last week and which will form part of the proposal's legislative history, makes clear the committee's feeling that full utilization of both uhf and vhf television channels is essential for a truly nationwide system of commercial and educational television.

It also says that the receiver legislation is not only the best, but the "only practical method of popularizing the now-neglected uhf band. Accordingly, it adds that the commission's "short-range" policy of moving selected vhf stations onto uhf channels should be held in abeyance until the "long-range effectiveness" of the bill can be determined.

The report doesn't specify how long this should take, except to say that "five, six, or seven years or, more likely, an even longer period of time" will be needed to demonstrate the legislation's success in helping to achieve "a satisfactory system of intermixed uhf and vhf assignments."

Eight Markets Affected - It also says that the moratorium will apply only to the eight deintermixture cases initiated by the commission last summer (Madison, Wis.; Montgomery, Ala.; Columbia, S. C.; Hartford, Conn.; Binghamton, N. Y.; Erie, Pa.; Champaign and Rockford, Ill.). It will not apply to four earlier cases (Springfield, Ill.; Evansville, Ind.; Peoria, Ill., and Bakersfield, Calif.).

In deciding these four, the report says, the commission will have to consider the facts involved in each. But, the report adds, "the committee expects the commission to give proper weight to the congressional policies set forth in this report."

The committee report thus follows closely the terms offered by the commission in proposing the moratorium in return for congressional enactment of an all-channel bill that did not include a legislative ban against FCC consideration of deintermixture proceedings. Congressional demand for such a ban resulted from the commission's deintermixture proposals of last summer.

In an effort to establish that Congress would expect the commission to live up to its promises, the report includes the letter to Rep. Oren Harris (D-Ark.), chairman of the committee, in which the FCC offered its trade (At DEADLINE, March 19).

Although there were no dissenting views, two committee members, Reps. Kenneth A. Roberts (D-Ala.) and Robert W. Hemphill (D-S. C.), attached separate comments they said were designed to emphasize the committee's opposition to any commission action shifting vhf stations onto uhf channels.

Want Longer Moratorium - They said the moratorium should remain in effect for at least nine years. They also said that, even after the moratorium's expiration, the commission should not undertake any deintermixture action without first notifying the committee and giving it time to consider whether it wants to take any action that would warrant a deferral of the commission's plans.

The FCC letter, as noted in the report, said the commission would periodically report to the committee on uhf developments and, before undertaking any deintermixture action, would "advise the committee of its plans and give the committee an appropriate period of time to consider such plans."

Reps. Roberts and Hemphill, who asserted that the bill is being recommended on the basis of the FCC letter, said they were presenting their views "in order that there be no question but that the commission's letter... was received in good faith by the committee and that we expect good faith from the commission and its successors."

In a matter not touched on in the full committee report, the two congressmen expressed opposition to the commission's proposal for dual uhf-vhf operation.

They said such operation would tie up desirable uhf channels and would thus block the introduction of new commercial services and the development of educational television facilities in the areas concerned.

58 (GOVERNMENT)

BROADCASTING, April 16, 1962
The Advertising Club of Birmingham awarded WAPI-TV and Radio First Place in 10 categories in the ANNUAL AWARDS COMPETITION for advertising during the year 1961.

★ Best Television News
Clancy Lake, News Director Geoff Smith, Wendell Harris, Charles Caton, and Bob Jones.

★ Best Television Sports
Buddy Rutledge, Sports Director.

★ Best Television Public Service Program
Program: "What's Your Problem?"

★ Best Radio News
Clancy Lake, News Director Geoff Smith, Wendell Harris, Charles Caton, and Bob Jones.

★ Best Radio Sports
Buddy Rutledge, Sports Director.

★ Best Radio Women's Features
Bette Lee, Director of Women's Affairs.

★ Best Straight Radio Commercial Announcement
Lee Stockfelt, Continuity Director.

★ Best Dramatic Radio Commercial Announcement
Lee Stockfelt, Continuity Director.

★ Best Radio Jingle
Henry Kimbrell, Director of Production.

★ Best Complete Radio Commercial Campaign
Bette Lee, Director of Women's Affairs Henry Kimbrell, Director of Production Lee Stockfelt, Continuity Director Jack Warren, Account Executive.
FCC's Paglin Discusses Proposals With FCBA

A special FCC staff review board that would be empowered to make final decisions in hearing cases moved closer to reality last week as part of the commission's plans to streamline its procedures.

At a special meeting Tuesday (April 10), the commission tentatively approved rule changes to establish the review board and directed its general counsel to discuss them with the Federal Communications Bar Assn. before they are publicly announced. Max Paglin, general counsel, and three of his associates met Thursday afternoon with the Committee on Practices & Procedures of the FCBA, headed by Joseph Kittner, general counsel, Robins, Ga., Wilkinson, Washington, D.C.

The FCBA representatives suggested several changes and a second meeting is planned this week.

When established, the employe board would be delegated to decide practically all the routine hearing cases, including comparative am grants, and its actions would be reviewed at the commission's discretion. The board would be excluded from acting on license renewals, revocations, contested tv grants and new and novel policy questions. Such cases would continue to go directly from a hearing examiner to the full commission.

Three Or More = Present and tentative FCC plans are to assign three key staff employees to the review board, although it may be increased to five. Personnel of the board will be appointed by the full commission, which has not as yet formally discussed specific names for appointment. A proposal to rotate board memberships among hearing examiners or personal aides to commissioners has been discarded.

Review board members will be appointed indefinitely and may be reappointed at any time to other commission duties through a majority vote of the FCC.

The review board is one of the major reorganization steps planned by the commission under authority granted it by Congress last summer (Broadcasting, Sept. 4, 1961). Just two weeks after the bill became law, the FCC amended its rules to permit it to consult with the Office of Opinion & Reviews on adjudicatory matters.

Other FCC reorganization plans are awaiting further commission studies of management surveys made by Booz, Allen & Hamilton under the auspices of the Budget Bureau (Broadcasting, April 2).

Nobles asks 'protection' for WRPB's programming

If the FCC is going to decree programming standards a radio station must meet to serve its community, it should also protect the station from having to lower those standards under duress of competition.

This sentiment was indicated by Ed Nobles, president and general manager of WRPB Warner Robins, Ga., in requesting the FCC to hold a hearing there to determine whether granting another radio station in that community would serve the public interest.

An application for a second daytime station in Warner Robins has been filed by Mary M. Jarrard. 

Mr. Nobles told the FCC that seven existing am stations compete for programs and advertising in the "middle Georgia community." Another station would seriously impair WRPB's efforts to upgrade its programming, he said.

The focal point of the hearing, according to Mr. Nobles, would not be the ability of WRPB to survive the impact of another competitor but whether it can maintain as high program standards in this situation.

In addition to the Jarrard application, WPGA Perry, Ga., has applied to move to Warner Robins and this should be considered in the FCC's community hearing, Mr. Nobles suggested. The FCC was further asked to decide whether the new applicant has made a study of community needs and to explore Mr. Nobles' charges that the Jarrard application contains hidden objectives. Mary Jarrard is general manager of WDMG Douglas, Ga.

Mr. Nobles told the FCC that the new applicant's estimates of revenue ($48,000 the first year) and operating costs ($10,000) seem unrealistic.

New berth for WWTW

WWTW (TV) Cadillac, Mich., has found a new berth to accommodate the FCC, moving from ch. 13 to ch. 9. The FCC told WWTW to show cause why it should not make the shift when the agency added ch. 13 to Grand Rapids, Mich., as that city's third vhf channel (Broadcasting, Aug. 7, 1961).

The station, owned by Fetzer Tv Inc., made the shift without objection and the commission modified its license retroactive to Sept. 11, 1961. Last week the FCC renewed the WWTW license for ch. 9 operation.

FCC won't rule on race program

The FCC last week refused to judge whether the tv program Let's Go to the Races was fit to go to the post.

Three of four commissioners refused to give WDXI-TV Jackson, Tenn., a declaratory ruling on whether the program constitutes a lottery on grounds the FCC would then have broadcasters flooding the entry box with queries on the propriety of a variety of programs. Chairman Minow favored making a ruling but gave no indication whether he considered the particular program at issue a lottery.

In November 1961 WDXI-TV told the commission that it was ready to air the horse race program, produced by Walter Schwimmer Inc., if the FCC ruled it was not an illegal lottery (Broadcasting, Dec. 4, 1961). Therefore, the station reasoned, the request for a ruling was not hypothetical or whimsical. The FCC treated it with due gravity, setting policy in a three-page statement.

The program is a half-hour show featuring five horse races filmed at various tracks during the year. In the week preceding broadcast, viewers pick up cards from local merchants giving various numbers for each race. The viewer whose card has numbers corresponding with those of winning horses on the program wins a jackpot merchandise prize.

In addition to fears that any ruling would open the door to a succession of similar requests, the commission doubted the propriety of its passing on a program which had not been shown under doctrines forbidding prior restraint.

Any station wondering whether a program is legal should submit the problem to station attorneys, the FCC suggested. Furthermore, a licensee should bear in mind his responsibility to select from the myriad program choices those programs he thinks will best serve the public interest—only then should the question of legality of a chosen program concern him, the FCC continued.

"We can best administer the mandates of the Communications Act by not fettering ourselves with numerous petitions requiring an expenditure of time and effort disproportionate to the importance of the matter involved," the FCC decided.
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CH. 12 INITIAL DECISION

Examiner, finding Jacksonville winner blameless, would still void grant pending final ruling

Florida-Georgia TV Co., winning applicant for ch. 12 (WFGA-TV) Jacksonville, Fla., was not guilty of ex parte attempts to influence the FCC, Chief Hearing Examiner James D. Cunningham concluded last week.

Although the vigorous and conscientious investigation of Florida-Georgia, as well as its principals and its associates, was conducted ... no evidence was adduced which by any reasonable adjudicatory standard might be deemed as meriting an adverse conclusion with respect to that applicant," Mr. Cunningham said.

The clean bill was given Florida-Georgia in an initial decision by Mr. Cunningham which was also signed by Hearing Examiner Chester F. Naumowicz Jr. The Jacksonville ch. 12 grant was the sixth — and last—ex parte case to be reheard by the commission (see story, opposite page). Hearings were held last fall (BROADCASTING, Oct. 23, 1961).

The examiner flatly disqualified the other two applicants for ch. 12 — City of Jacksonville and Jacksonville Broadcasting Co. — for efforts made on their behalf to influence former FCC Commissioner Richard A. Mack outside the record.

Mr. Cunningham said the grant to Florida-Georgia is void and should be set aside because Commissioner Mack should have disqualified himself from participating in the 4-2 grant in August 1956. Since no impropriety on the part of Florida-Georgia contributed to Mr. Mack's disqualification, the public interest requires that WFGA-TV remain in operation pending a final FCC decision, the examiner said.

Conjecture and Surmise. Only by an "unwarranted exercise of conjecture and surmise" could any findings be made which would reflect discredit upon Florida-Georgia or its principals, Mr. Cunningham said. "While the acts of certain individuals may be construed as not inconsistent with an attempt to influence the commission ex parte, they are as easily consistent with the actions of honest men," he said.

Circumstantial evidence concerning the actions of several individuals not directly associated with Florida-Georgia fails to establish that (1) they attempted to influence the FCC by improper means or (2) that they were motivated by Florida-Georgia principals, Mr. Cunningham ruled.

George H. Hodges, president and major stockholder of Florida-Georgia at the time of the comparative hearing, was the "corporate official most intimately concerned" with the prosecution of the successful application, according to the examiner's findings. Mr. Cunningham determined that Mr. Hodges, who has since sold his 25 1/2% interest in WFGA-TV to Wometco Enterprises, never personally contacted any commissioner regarding the Florida-Georgia application, that he did not seek to have anyone else intercede and that he was unaware of any improper contacts being made.

Present owners of WFGA-TV include President Alexander Brest, 25.5%; J. Edward Cohn, 19%; Wometco Enterprises Inc., 47.5%, and five others, none with over 3%. Mr. Cohn controls WRHC Jacksonville and Wometco owns WTVJ (TV) Miami, WLOS-TV Asheville, N. C. and KVOS-TV Bellingham, Wash.

Outside Influences. Mr. Cunningham concluded that City of Jacksonville (which has withdrawn its application) and Jacksonville Broadcasting are disqualified "because of attempts by individuals identified with them to influence the commission through methods outside the recognized and public processes of adjudication." It is clear from the record that J. Dillon Kennedy, Jacksonville city commissioner at the time of the hearing, retained Tampa attorney Miles H. Draper "and gave him a carte blanche to neutralize supposed political pressures in Washington," the examiner said.

"Draper's employment was solely for the sake of his supposed political influence and the fact that he apparently had none to deliver does not mitigate Kennedy's purpose and intention in hiring him."

James R. Stockton, on behalf of Jacksonville Broadcasting, endeavored to influence the FCC ex parte after staff instructions had been issued which favored that application, Mr. Cunningham said. Jacksonville Broadcasting also had been favored in an initial decision. Mr. Stockton's expenditure of "considerable sums of money to secure introductions to politically prominent individuals ... can only be construed as an attempt to establish a conduit for off-the-record representations ... " to the FCC, the examiner said. These attempts at influence by Mr. Stockton were "tantamount to an abandonment of the rights he sought to obtain from the commission on behalf of Jacksonville Broadcasting Co.," the examiner concluded.

Commissioner Mack "rendered himself ineligible and legally unfit" to participate in the Jacksonville ch. 12 grant by conversing with others outside the record on the merits of the case, Mr. Cunningham said. "The determination is here compelling that ... he was wholly oblivious to the fundamental concepts of due process and fair play."

Even though Commissioner Mack's vote was not decisive, the Florida-Georgia grant still is void because there is no way of determining what influence, if any, he had on the other commissioners.

ETV TO HELP UHF

FCC's Engar outlines tasks of new etv assistance unit

Educational television's use of uhf frequencies will help make the upper bands viable for commercial broadcasters, Dr. Keith M. Engar, chief of the FCC's new educational broadcasting branch, predicted last week. He feels all-channel set legislation will increase uhf etv's audience.

Speaking before the New York State Educational Radio & TV Assn. in Buffalo, Dr. Engar urged educators to make use of all available tv channels, but cautioned them to be certain they establish a station that serves a need and will survive.

Educational groups should proceed with "bold caution" to enable stations to grow big enough to stay alive, Dr. Engar said. Before setting off on such a venture, educators should make certain they have the economic support, the physical equipment, the programming resources and the potential audience to support an etv station in their community, he said.

The educational station should provide service that will enable it to defend its right to a license in case of future scarcity of channels, Dr. Engar said. While it is relatively easy now to obtain a uhf channel, the day may come when each channel will be eagerly sought and hotly contested, he indicated.

A richer program service is provided for etv when many educational resources are tapped, even though one institution may hold the station's license, Dr. Engar said.

Division Functions. Dr. Engar joined the FCC in December 1961 from the U. of Utah where he was director of radio-television services and general manager of the university's KUED-FM-TV.

His consultancy period ends in June when he will return to Utah. H. H. Goldin, chief of the Bureau's education and research division, said he will seek a replacement for Dr. Engar.

The division, formed in October
FCC completes hearing phases of 'ex parte' revisits

The hearing phases of the FCC's reconsideration of six television ex parte cases unearthed by the House Legislative Oversight Subcommittee closed last week with the Jacksonville ch. 12 initial decision (see opposite page).

Rep. Oren Harris' investigators made national headlines with their disclosures in early 1958 that off-the-record presentations were made to Richard A. Mack, then an FCC member, on behalf of numerous TV applicants. As a result, Mr. Mack lost his seat on the commission and he and a Miami attorney friend, Thurman A. Whiteside, were indicted on charges of criminal conspiracy in the Miami ch. 10 case. Their joint trial ended in a hung jury and Mr. Whiteside was acquitted in a separate second trial. He afterward committed suicide. Mr. Mack was never brought to trial a second time and the government later dismissed its charges against him. At last report, Mr. Mack was in poor health and living with his father in Florida.

But what of the six television cases—five comparative grants and one rulemaking in which a uhf was given a vhf without a hearing? Here are the six cases and their present status:

- Miami ch. 10—The grant to a National Airlines subsidiary (WPST-TV) was revoked and that applicant and two others were disqualified. The channel was given to the fourth applicant, L. B. Wilson Inc. (WLBW-TV), on a short-term basis and that station now is operating. The commission presently is accepting competing applications for ch. 10.
- Boston ch. 5—An April 1957 grant to the Boston Herald-Traveler (WHDH-TV) has been vacated by the FCC and comparative demerits given to that applicant and Massachusetts Bay Telecasters Inc. The third remaining party, Greater Boston TV Corp., did not receive a black mark and the case currently is awaiting a final decision on a re-evaluation of the merits. Oral argument was held before the commission last fall and WHDH-TV still is operating on ch. 5 pending a final determination by the FCC.
- Miami ch. 7—A January 1956 grant to Biscayne TV Corp. (WCKT-TV) has been set aside; Biscayne, East Coast TV Corp. and South Florida TV Corp. disqualified, and ch. 7 awarded to Sunbeam TV Corp. A petition for reconsideration currently is pending at the FCC and WCKT is still operating.
- St. Louis-Springfield ch. 2—This was a rulemaking case involving the shift of ch. 2 to St. Louis and awarding it to KTVI (TV) there. The U. S. Court of Appeals ordered the FCC to start all over in its rulemaking and technically the channel now is allocated to Springfield, Ill., although KTVI is operating on ch. 2 in St. Louis. New comments have been accepted and the case is awaiting final decision.
- Orlando ch. 9—An initial decision by Chief Hearing Examiner James D. Cunningham recommended the disqualification of winning applicant Mid-Florida TV Corp. (WLOF-TV) and found the competing applicant WORZ Inc. eligible to receive the grant. The case now is before the commission.
- Jacksonville ch. 12—Mr. Cunningham's decision last week recommended the disqualification of two losing applicants and proposed to give winning applicant Florida-Georgia TV Co. (WFGA-TV) a clean bill of health.

In each of the six cases, a rehearing was held by the FCC on the ex parte charges—some by order of the courts and some on the commission's own motion. Special Hearing Examiner Horace Stern (retired Pennsylvania judge) sat for the two Miami hearings and the Boston and St. Louis proceedings, and Mr. Cunningham presided at the Jacksonville and Orlando hearings.

1961, is described by Mr. Goldin as "a repository of general information about both commercial and noncommercial broadcasting." It works closely with the NAB and the National Assn. of Educational Broadcasters.

Mr. Goldin said the division is careful to steer clear of adjudicatory matters but offers the commission advice on rulemaking proceedings. Currently it is offering recommendations on the FCC's proposed programming forms and on the clear channel and fm over-haul proceedings. The division is also making suggestions in the FCC's inquiry into fostering development of uhf.

For example, Dr. Engar, in studying the program forms, found many categories are inapplicable to educational stations and has recommended a shorter form for etv outlets.

The division serves in an advisory capacity for groups experimenting with new systems of educational broadcasting, such as the Midwest Project for Airborne Television Instruction, medical organizations establishing a special network and a proposed educational radio network in the northeast and Middle Atlantic states. Another division project is the FCC's still-pending inquiry into how an etv station can be established on a vhf channel in Los Angeles. Mr. Goldin said several groups have been formed there which are interested in working out an etv arrangement.

Groups seeking the assistance of the specialists may use the FCC division in lieu of regular legal and engineering firms and can seek special expertise, particularly on educational broadcasting matters. After the plan is formulated, the division will help see it through the FCC's labyrinthine procedures.

NLRB circumventing law, say congressmen

The authors of the Landrum-Griffin Act assailed the National Labor Relations Board last week for a series of decisions they said are frustrating Congress' intent in passing their 1959 amendments to the Taft-Hartley Act. The secondary boycott case at WOGA Chattanooga (Broadcasting, Nov. 6) was cited among a score of instances in which the board was charged, in effect, with rewriting the nation's basic labor law.

Reps. Philip M. Landrum (D-Ga.) and Robert P. Griffin (R-Mich.), who held the floor of the House for more than an hour with their review of the board's actions, were particularly concerned about decisions in cases involving secondary boycott and "blackmail"
OVERSEAS VOICE MONOPOLY

RCA's Sarnoff says U.S. policies favor AT&T for voice transmissions in space bill testimony

Brig. Gen. David Sarnoff, RCA board chairman, has urged the government to reevaluate its telecommunications policy with a view to permitting overseas carriers to compete with AT&T in voice communication. He said the proposed creation of a space communications system provides ideal opportunity for such a policy review.

Gen. Sarnoff made the comment in testimony before the Senate Antitrust & Monopoly Subcommittee, one of three congressional groups that last week considered various aspects of the proposed U. S. communications satellite corporation.

While the antitrust subcommittee, headed by Sen. Estes Kefauver (D-Tenn.), was looking into the antitrust phases of the problem, the Senate Commerce Committee, under Sen. John O. Pastore (D-R. I.) was holding hearings on the administration bill (S 2814) that create a widely owned corporation.

And in the House, the Commerce Committee, under Rep. Oren Harris (D-Ark.), began closed-door sessions on the various space communications bills. It was understood, however, the committee devoted its first session Thursday to a preliminary review of the House version of the amended administration bill (HR 11040), which was introduced by Rep. Harris.

For the most part, testimony before the Senate committees had a familiar ring, since most of the witnesses had previously appeared before other committees. A new note, however, was the support, albeit grudging, industry spokesmen voiced for the administration bill, under which the public would own half the stock in the proposed corporation and the carriers half. The industry had recommended creation of a corporation which would be owned exclusively by the international carriers. But along with administration witnesses they were urging swift congressional action last week on the legislation. They said this was essential to the early establishment of a space communications system.

Sarnoff's Views: Gen. Sarnoff, in his testimony, criticized present telecommunications policy which he said fosters AT&T monopoly in voice communications but promotes competition in transmission of telegrams and cables.

Any space communications bill, he said, should make it clear that all international carriers will be able to handle any kind of traffic its customers want. "The satellite system is the most revolutionary communications development in my more than 50 years in the business," he said. This makes it opportune, he added, to take a "new look" at U. S. telecommunications policy.

Gen. Sarnoff, who has already indicated RCA would go along with a publicly owned corporation (Broadcasting, March 26), told Sen. Kefauver he is more interested in operating objectives of the satellite than who owns it. He said, however, that no one company should have a dominant position in the corporation.

Assurances that the administration bill is designed to prevent such domination came from Dr. E. C. Welsh, executive secretary of the National Aeronautics and Space Council, who testified before the Senate Commerce Committee.

"Giveaway" Charged: Sen. Kefauver, however, who also testified before that committee, repeated his view that creation of a privately-owned corporation would amount to "the biggest giveaway in our nation's history." Sen. Kefauver, who favors government ownership of the space system, added that the administration bill "would grant to a favored few the right to exploit this resource for their private gain."

He also asserted that AT&T, "this monopolistic giant, with assets in excess of $25 billion, will inevitably dominate any private corporation."

AT&T's spokesman, in his turn at the witness table, denied domination was the company's aim. James E. Dingman, executive vice president, said, "We agree that no carrier should be allowed to control the board of directors of any corporation" organized to operate a space communications system. "We also agree that there should be appropriate government regulation to see to it that no carrier shall gain any competitive advantage" from its investment in satellites.

He also disputed the "giveaway" charge, contending that the satellite corporation "will pay for everything it gets" and that it will lose money for a substantial period of time before realizing any profits.

And he described as "nonsense" the claim that communications companies might retard development of satellites rather than hasten the obsolescence of their existing overseas facilities. Assistant Attorney Gen. Lee Loewinger issued such a warning in testimony before Sen. Kefauver's subcommittee two weeks ago (Broadcasting, April 9).

Satellite No Substitute: Mr. Ding-
...live and direct. That's what sports fans associate with San Francisco's KTVU. San Francisco Giants baseball, college basketball, ice hockey, pro football, wrestling... they're all live and direct on KTVU. Sponsors know KTVU offers still another kind of direct action...the immediate buying action of audiences tailor-made for the advertiser's product message. Top syndicated shows, post '50 movies, children's programs, local productions. Match the program to your product and watch sales go.

The Nation's LEADING
Independent TV Station

KTVU
CHANNEL 2
SAN FRANCISCO • OAKLAND

Represented by H & R Television, Inc.
man said that a satellite system would supplement the existing world-wide communications network and would provide added security and reliability. No "knowledgeable person," he said, believes all other means of communications should be abandoned in favor of satellites. "This would be folly in this troubled world," he added.

The hearings, meanwhile, featured another chapter in the battle between the FCC and its congressional critics who say it has failed to regulate AT&T and, therefore, should not be entrusted with the job of regulating a satellite corporation in which that company would participate.

Sen. Russell B. Long (D-La.), testifying before the Senate Antitrust Subcommittee, said the commission, in all of its 28-year history, has been neither able nor willing to regulate the carrier's interstate or international telephone rates.

The commissioners were questioned about these charges, which have been made before, when they appeared before the Commerce Committee. Repeating for his colleagues, Commissioner Rosel Hyde said the commission has maintained a continuing audit of AT&T since 1934, when the commission was established. And interstate rates have declined 21% since 1940, he said. He also said the commission maintains "a continuing inquiry" into prices charged AT&T by its wholly-owned supplier subsidiary, Western Electric.

No Cheers From Industry - The tepid industry support for the administration bill came from Mr. Dingle, John Hartman, vice president, International Telephone & Telegraph Co., and Ralph O. Back, vice president, Hawaiian Telephone Co.

Testifying before the Commerce Committee, they said they would prefer a corporation limited in ownership to common carriers, as provided in the bill introduced by Sen. Robert E. Kerr (D-Oka.). But they said they could "go along" with the modified administration bill, which was reported favorably by Sen. Kerr's Space Committee. They also suggested a number of further amendments to the administration bill.

Similar reluctant support was voiced by a majority of the FCC. Commissioner Chairman Newton N. Minow said he and his colleagues feel that carrier-based ownership would provide a better and more efficient system, but that he and "most" of the FCC members believe the administration bill would provide an adequate space system.

One hold-out, however, was Commissioner Frederick W. Ford. He said the commission's original position in favor of a system owned exclusively by the carriers was a sound one. "I see no reason to withdraw from it," he said.

KWK says revocation findings are 'warped'

KWK St. Louis had harsh words for the FCC's Broadcast Bureau in reply to the bureau's proposed finding that KWK's license should be revoked (BROADCASTING, April 2).

The bureau findings are "inaccurate, warped and unsupported," the station maintained. "The bureau's pleading tries to present facts, as not actually reflected in the record, but as counsel wished the record did reflect them."

The bureau in its reply cited the recent KRLA Los Angeles decision insofar as it found management responsible for rigged promotion contests even though the sole stockholder claimed he did not know the fraudulent nature of the contests.

In a separate reply the bureau chided KWK for introducing concepts of law in its reply comments not touched upon in its original findings. The bureau objected to KWK's contention that the part of the Communications Act relating to license revocation was not intended by Congress to apply to cases dealing with the broadcast of promotions or contests. First of all, said the bureau, that question cannot be settled by a hearing examiner but must be argued before the full commission. The bureau moved that portions of KWK's reply be ignored.

KWK cited as precedent the WNOE New Orleans decision in which the FCC fined the station because management was not implicated in the contests. KWK said that if the FCC feels the licensee must be punished, a fine or short-term renewal would be more appropriate.

Character hearing set for new am applicant

A hearing was ordered by the FCC last week on the application of William L. Miller for a new am station on 1540 kc in Kennett, Mo., to determine if Mr. Miller had made "wilful misrepresentations" to the commission.

KBOA Kennett petitioned the FCC for the hearing because of statements Mr. Miller made in selling (along with co-owner Luther Pillow) KHSJ Hemet, Calif. Messrs. Miller and Pillow received a grant for KHSJ in July 1959 and contracted to sell the station to Paul Sprague for $85,000 in March 1960. According to KBOA's protest, Mr. Miller gave as his reason for selling KHSJ that he wished to devote his time to interests other than broadcasting. Yet, KBOA pointed out, Mr. Miller filed his application for a new station in Kennett May 23, 1960—the same day the California transfer was consummated.

BROADCASTING, April 16, 1962
From the Distant Early Warning line to the U.S. is, for a missile, only a matter of minutes. Should this country be attacked, swift, flexible transportation—the kind only a vigorous motor transport industry can provide—would be one of our main lines of defense. It would take trucks—thousands upon thousands of them—to distribute food, clothing, medicine... to move personnel... to move troops and the weapons of defense. It would take trucks to insure ultimate victory... Fortunately, we have those trucks—over 12 million of them!
RAB challenges census on radio count

SAMPLING TECHNIQUES BLAMED FOR DATA SHOWING SATURATION DROP

How radio-saturated is the United States?
A newly announced checkup by the U.S. Census Bureau shows 89.9% of homes have radios in working order (CLOSED CIRCUIT, April 9).
But Radio Advertising Bureau says the census bureau has fallen into statistical confusion that misleads the nation into concluding there are fewer radio homes now than in 1950.
The 1950 census showed 95.7% of homes had radios, including those with sets temporarily out of order.
The 1960 census showed 91.5% of homes had radios in working order.
A Census Bureau recheck, however, shows that it overcalculated radio homes saturation. The recheck was made in the autumn of 1960 but the results were hung up in the census processing line until recently. They were made available last week, for release April 16.
Adding to the confusion is a new Census Bureau figure showing that 94.2% of U.S. homes have radios, if sets not in working order are included (see table).
Further, the recheck shows that 40.8% of households had two or more radios in working order in 1960. The 1960 decennial census had shown only 34.7% of homes with two or more radios.
None of these figures attempts to measure out-of-home radio listening, which has grown in importance each year.
Interpretation: With two separate radio saturation figures (sets in working order) released by the Census Bureau—91.5% (decennial census) and 89.9% (recheck)—the bureau gave BROADCASTING this interpretation of their statistical value:
- The 91.5% decennial census overstates radio saturation slightly. Anyone using the decennial figures should take this into account, from a national standpoint. However since the variation is greater or less in states, counties or other local areas, the recheck figure cannot be applied to these areas. On the other hand the number of multiple-radio-set homes is greater in the recheck—40.8% compared to 34.7% in the decennial census. Similarly this difference is useful only from a national standpoint.
As to the total number of sets, the bureau said, "The application of the percentage distribution of total sets to the number of households enumerated in the 1960 census provides an estimate of 97.9 million sets, including those not in working order. The corresponding estimate of sets in working order is 84.1 million."
All this data juggling teed off RAB on a lengthy analysis of the whole situation. RAB said the 1950 and 1960 census counts plus the 1960 census recheck (intensive studies made at 10,000 homes that had answered the 1960 radio question) failed to provide any perspective from which conclusions can be drawn (BROADCASTING, Aug. 7, 1961).

As RAB Sees It: After checking the Census Bureau, RAB said, “between 1950 and 1960 only the following small change took place, according to the still-preliminary 1960 (recheck) findings: Radio is said to have gone from 95.7% of homes equipped in 1950 down to 94.2% of homes equipped in 1960. It is still possible the final figure will show no decline. The 94.2% figure (recheck) may be subject to revision. "Even if the figure remains at 94.2%, you cannot conclude any real decline has taken place from 1950. The reason—differences in research technique and sample size between 1950 and 1960 are great enough so that the two figures cannot be compared accurately on a change which is so small. Actually there could have been an increase."
RAB noted the 1950 census was based on a 20% house-to-house personal check by enumerators. The 1960 census used a 5% sample, about 80% of the sample based on filled-out forms mailed by householders and 20% by personal interview. And the bureau’s recheck was based on a 10,000 sample using intensive personal interview technique.
The 1960 census included one-room living quarters without cooking facilities; these were not measured in 1950. They total under a half-million but are households least likely to have radio sets, RAB was told by bureau officials.
RAB said there are about 30 million more portable sets in homes than in 1950 and there are difficult to count accurately, complicating the Census Bureau’s measurement problem.
Change Minor: Here is RAB’s summary of the situation: “Only a minor change seems to have taken place between 1950 and 1960. And it’s very doubtful this change is statistically significant."

But RAB says, with what it describes as Census Bureau support, that the only valid 1950-60 comparison is based on all sets—working order plus out-of-order sets (95.7% of homes in 1950 census, 94.2% in 1960 census recheck). And this involves a count of 20% of all U.S. homes in 1950 compared to a 10,000-home sample in 1960.
"We think the Census Bureau’s reporting procedure has been extremely harmful to radio," RAB said.

The 1960 census questions were not sufficiently probing to determine always whether there was a radio set, according to RAB. The recheck of 10,000 homes later in the year involved intensive interviewing. RAB suggested this October-December 1960 recheck of April census figures should have been done at an earlier date. The Census Bureau itself said it checked homes that had supplied radio answers and based its questioning on April conditions. RAB had asked a recheck months before it was done.

RAB added, “The recheck of this small 10,000 sample did indeed show that the original technique used in the 1960 census was inadequate. As the Census Bureau’s press release states—16.1% of households reported more sets under a probing personal interview technique than when first asked the ques-
WJXT-TV PRODUCES
PRIZE-WINNING
"PROJECT 4"
DOCUMENTARIES
ON DU PONT FILM...

Robert R. Favorite (above) uses Du Pont 931 as he shoots a scene for "The Second Heart," one of the "Project 4" documentary series that has won wide response and acclaim for WJXT-TV, Jacksonville, Florida.

This half-hour film earned an award from the American Heart Association for distinguished service and leadership in contributing to public understanding of progress in the field of circulatory diseases. Other shows in the series have awards from TV-Radio Mirror magazine, National Education Association, Better Homes & Gardens, Sigma Delta Chi and many local organizations.

WJXT-TV uses Du Pont 931 because of its speed and latitude which make good documentaries possible. It also has another advantage particularly important in news work—it can be hot processed easily.

Du Pont 931 and technical data on this film are readily available from any of the Du Pont sales offices shown here.

ATLANTA 18, GA., 1737 Ellsworth Ind. Dr., N.W.; CHICAGO 46, ILL., 4560 Touhy Ave., Edgebrook Station; CLEVELAND 16, OHIO, 20375 Center Ridge Road; DALLAS 7, TEXAS, 1628 Oak Lawn Ave.; LOS ANGELES 38, CALIF., 7051 Santa Monica Blvd.; NEW YORK 11, N. Y., 248 West 18th St.; WALTHAM 54, MASS., 454th Ave. (Boston), WYNNEWOOD, PA., 308 E. Lancaster Ave. (Phila.); EXPORT, Nemours Bldg., Wilmington 98, Del. IN CANADA, Du Pont of Canada, Ltd., Toronto.
ABC Radio denounces Nielsens

RATINGS UNDERLYING NETWORK AUDIENCES, CHARGES PAULEY

A blast at A. C. Nielsen Co.'s radio network rating service on grounds that it seriously underestimates network radio audiences—and thereby depresses network radio sales and rates—was reported last week to have been let loose by ABC Radio officials at a private meeting with their affiliates.

Robert Pauley, vice president in charge of ABC Radio, was said to have reported that one Nielsen service showed one program with smaller full-network audience than another. Nielsen service gave it through only five affiliates. He also said that he had cited conflicting Nielsen reports indicating that two other programs reached almost as many homes via a handful of affiliates as they reached through the entire network lineup.

Nielsen authorities said last week they had no comment on the charges attributed to the ABC officials.

The occasion of the blast was ABC Radio's annual meeting with affiliates, held in Chicago April 1 preceding the NAB convention. The meeting was closed and Mr. Pauley and his associates declined to comment officially when it was over, but word began trickling out from participants during the convention and the substance of the charges was assembled last week.

Congressional Sleuths • Word also reached congressional authorities investigating rating services generally and was believed to have come to the attention of FCC authorities as well. Rex Sparger and Bob Richardson, investigators for Rep. Oren Harris' House Subcommittee on Regulatory Agencies, were sought out by many broadcasters during the NAB convention (Broadcasting, April 9) and were known to have followed up by contacting Mr. Pauley last week.

For the committee Messrs. Sparger and Richardson have been investigating rating services for many months, and the expectation is that hearings on this subject—when and if held—may be explosive.

In Washington last week, a subcommittee spokesman said that "we have had comparable information to the charges made by ABC Radio since last October. We have been aware of this phenomenon regarding network radio ratings for some time." He said an inquiry into the network radio surveyee will play a part of the rating hearings of the subcommittee when and if they are held. (The hearings also will cover several published surveys which allegedly were rigged in some instances and not actually made in others [CLOSED CIRCUIT, Jan. 29].)

The subcommittee official said the House group has information that network radio affiliates have suffered financially and competitively because of published network ratings. Among the multiple-station cities that Messrs. Sparger and Richardson have visited, independent music and news format stations led in ratings in all markets except one. In that city, a network affiliate led all other am stations in ratings.

Cities visited by the rating investigators include Dayton, St. Louis, Louisville, Dallas, Kansas City, Tampa-St. Petersburg, Tucson, Ariz., San Diego, Milwaukee, Chicago and New York. Messrs. Sparger and Richardson were in New York last week and reportedly have further appointments in that city for today (Monday).

The congressional spokesman said it will be several weeks before the subcommittee will be ready for hearings because of the heavy legislative workload of the parent House Commerce Committee and the need for further staff preparation and investigations. The subcommittee has not as yet held a meeting on the ratings

Percentages of Households by Total Number of Radios and by Number of Radios in Working Order, United States

<table>
<thead>
<tr>
<th>Number of Radios per Household</th>
<th>Percent of Total Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>10.0%</td>
</tr>
<tr>
<td>1</td>
<td>8.9%</td>
</tr>
<tr>
<td>2</td>
<td>7.9%</td>
</tr>
<tr>
<td>3</td>
<td>7.9%</td>
</tr>
<tr>
<td>4</td>
<td>7.9%</td>
</tr>
<tr>
<td>5</td>
<td>7.9%</td>
</tr>
<tr>
<td>6 or more</td>
<td>7.9%</td>
</tr>
</tbody>
</table>

1 Based on Census Bureau counts obtained by 10,000 intensive interviews. Conducted October-December 1960.

• The only figure which is comparable shows a change from 1950 to 1960 which is too small to consider significant.
• If anything, there has been considerable growth in radio home penetration.

Pollitz contrast • RAB said a study by Alfred Pollitz Research Inc. completely refutes the census findings. The study was done in early 1961, not long after the October-December 1960 census recheck, with a five-city, 5,000-

Table: Distributions of Households by Total Number of Radios and by Number of Radios in Working Order, United States

<table>
<thead>
<tr>
<th>Total number of radios</th>
<th>Number of radios in working order per household</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>None 1 2 3 4 5 6 or more</td>
</tr>
<tr>
<td>100</td>
<td>10.0% 10.1% 49.2% 24.1% 9.8% 4.4% 1.5% 0.9%</td>
</tr>
<tr>
<td>None</td>
<td>5.8% 100%</td>
</tr>
<tr>
<td>1</td>
<td>43.9% 7.9% 92.1%</td>
</tr>
<tr>
<td>2</td>
<td>27.6% 2.2% 72.0%</td>
</tr>
<tr>
<td>3</td>
<td>12.5% 0.8% 27.5%</td>
</tr>
<tr>
<td>4</td>
<td>6.2% 0.2% 21.5%</td>
</tr>
<tr>
<td>5</td>
<td>2.5% 0.2% 61.7%</td>
</tr>
<tr>
<td>6 or more</td>
<td>1.8% 0.2% 55.7%</td>
</tr>
</tbody>
</table>

(The Media)
investigation during the current session of Congress.

Two of the three programs reportedly used by Mr. Pauley as guinea pigs in his presentation to affiliates were on ABC Radio. The third is on CBS Radio. The network chief was quoted as saying he could also furnish other examples of what he called Nielsen depression of network radio values.

He was reported to have told the affiliates that the Nielsen Radio Index—its network ratings report—underplays network radio’s true audience to such an extent that it not only keeps network prices artificially low but impedes sales even at current rates.

Since station compensation is based on network sales, the affiliates reportedly were told, Nielsen thus depresses not only network radio values but their own incomes.

Which Nielsen Do You Read? 
One of the programs singled out by Mr. Pauley, according to participants, was Speaking of Sports, carried by ABC Radio at 10:25 p.m. on Saturdays. The Nielsen Station Index was quoted as showing it reached 20% more homes through five affiliates than the Nielsen Radio Index showed it reaching through these five and 174 other affiliates carrying it at the same time.

In another case, informants said, the Nielsen Station Index showed an Alex Dreier news program reaching, through 17 affiliates, 99% of the number of homes the Nielsen Radio Index showed it reaching on a 218-station lineup.

The third program cited was CBS Radio’s House Party. The Nielsen Station Index showed that 20 CBS Radio affiliates carried it into more than 80% of the number of homes as the Nielsen Radio Index showed it reaching through the entire 201-station CBS Radio lineup, according to reports emanating from the meeting.

These figures were said to have been taken from Nielsen reports which were issued last winter and summer.

Index showed it reaching on a 218-station lineup.

That is, the definition of working-order set was based on whether the set could pick up one or more stations at the time of the interview. Obviously, more portable sets are likely to need batteries in the winter than in the spring. A study made in the summer of 1961 by R. H. Bruskin Assoc. found well over 40% of homes had a battery-operated radio set in working order. This indicates the magnitude of the measurement problem when a substantial number of interviews are made at a period when these sets are least likely to be equipped with fresh batteries.

In explaining its 10,000-home recheck in 1960, the Census Bureau said: “These figures apply to household sets of all types and to portable radios. They include floor models, table models, built-in sets, portable sets and sets combined with other appliances—radio-clock combinations, radio-phonograph combinations, radio-tv combinations, etc., and exclude auto radios, sending-receiving sets, shortwave sets not designed to receive ordinary broadcasts, and crystal sets. Furthermore, they are limited to sets in households, and exclude sets in business establishments and in transient and institutional living quarters. A set was classified as being in working order if it could receive broadcasts from at least one station.

“The interviewing procedure used in the special study started with a question on radio sets in the household—essentially the same question asked by the regular enumerators in the 1960 census. The special study interviewers, a carefully selected and trained group of Census Bureau employees, followed with a series of detailed questions on radios in each room and other parts of the house or apartment (closets, attic, basement, etc.), and on radios used by each member of the household, to uncover any overlooked in answer to the first question. Further questions dealt with the type of set, to delete sending-receiving sets, auto radios, and sets of other types outside of the scope of the survey. If a set could not receive programs from at least one station, it was classified as out-of-order.”

Cites Politz: In defending its figure of 97.9 million radios in homes of which only 84.1 million or 86% were in working order, the Census Bureau cited a 1954 Politz study which showed 84% of sets in working order. The bureau says its 1960 do-it-yourself census was technically superior to its 1959 count by enumerators.

The 10,000-home recheck was based on the bureau’s standard 133 sampling units believed to represent a true cross-section of the nation.

Fund’s etv spending
$12 million in decade

Over the 10-year period 1951-1961, the Fund for Adult Education spent almost $12 million in support of educational television activities.

The fund’s contributions, as noted in its 10-year report issued last week, shows that it spent $4 million for equipment at 33 educational tv stations (the fund supplied up to $150,000 for each etv station on a matching basis), $6 million for programs (chiefly for the National Educational TV & Radio Center), and $2 million for the support of the National Assn. of Educational Broadcasters, the Joint Committee (now Council) on Educational TV and the National Citizens Committee for Educational TV.

The fund estimates that almost $60 million has been invested in etv in the last decade. The fund was established in 1951 with a $47 million grant from the Ford Foundation. It underwrote other educational endeavors in addition to etv, among them: study and discussion groups and forums. It spent its total endowment in 1961.
Milwaukee parents favor tv, survey shows

A majority of Milwaukee-area parents believe that television has a beneficial influence on their children's behavior and education, according to the results of a special survey conducted in conjunction with the 1962 Consumer Analysis of The Milwaukee Journal and WTMJ-TV, that city, which the Journal owns.

The survey was devised and analyzed by Dr. Wilbur Schramm of Stanford U.'s Institute for Communication Research. A total of 885 parents, representing a random sample of Milwaukee parents of children under 18 years of age, took part.

The findings:

- 75% of the parents reported that they sometimes have seen their children exhibit desirable behavior which they (the parents) attribute to television.
- 52% said they have noticed undesirable behavior in their children which they attribute to television.
- 55% said television had been good for their children's record in school; 5% felt it had been detrimental; 35% had no opinion and 5% did not answer.
- 76% said television had been good for their children's home life as against 5% who felt it was bad; 19% did not know.

Sigma Delta Chi honors six in radio-tv field

Six radio-tv stations were announced last week as winners of the 1961 awards for distinguished service in journalism by Sigma Delta Chi, national professional journalistic society. The broadcast citations are part of the 30th annual awards being given to all media in 15 categories at the annual SDX dinner in Detroit May 12.

The broadcast awards went to the following: News staff of KDKA Pittsburgh for radio reporting; Wip Robinson, director of news, and Frank O'Roark, night editor, WSVA-AM-FM-TV Harrisonburg, Va., for radio reporting; KNUZ Houston, Tex., for public service in radio journalism; KDKA-TV Pittsburgh, for tv commentary; WKY-TV News, WKY-TV Oklahoma City, for tv reporting, and KHOU-TV Houston for public service in tv journalism.

Five fm stations form group

Five fm stations in New England have combined to form The New England Fm Group, offering saturation coverage to potential advertisers.

The stations are WQHF (FM) Brookfield, WBMI (FM) Meriden, both Connecticut; WKXO (FM) Framingham, Mass.; WPBM (FM) Providence, R. I., and WMTW-FM Portland, Me. They will continue individual programming, but will sell time at a group rate. The new group claims to cover the entire New England area and a portion of New York State.

Weston, Bock get awards

Don Weston, news director of Great Western Broadcasting Co. (KGVO Missoula; KCAP Helena; KBMN Bozeman, all Montana), and Duane Bock, KHQ-TV Spokane, have been chosen to receive the 1962 Inland Empire Awards as outstanding radio reporter and outstanding television reporter, respectively.

The awards, sponsored by Theta Sigma Phi, are presented annually to reporters in the four-state area of Montana, Idaho, Washington and Oregon.

KMOX, KIRO-TV honored by religious group

KMOX St. Louis and KIRO-TV Seattle were honored April 10 by the National Religious Publicity Council, which met April 9-11 in Washington. William J. Mudge, KIRO-TV religious program director who accepted the council's award for religious telecasting, was elected a fellow of the council. He directs Morning Worship and Retrospect on KIRO-TV.

Robert Hyland, KMOX, accepted the council's radio award. The KMOX programming includes a daily half-hour in the afternoon devoted to informal religious discussions, with telephoned questions from listeners. The program is entitled Ask the Clergy.

Rogers to address SRA

Station Representatives Assn., New York, has announced Rep. Walter Rogers (D-Tex.) will be the featured speaker for the organization's fifth annual awards luncheon in New York May 10. Mr. Rogers is a member of the House Interstate & Foreign Commerce Committee, which has jurisdiction over radio and tv. Winners of SRA's Silver Nail Timebuyer-of-the-Year Award and the Gold Key award will be announced at the luncheon to be held at the Waldorf-Astoria Hotel.

Media reports...

Offers scholarship * The Corinthian Stations, New York, will award three six-week summer scholarships to university students studying in the broadcasting field. Each scholar will receive training in the non-technical phases of broadcasting at one of the Corinthian-operated stations (KOTV [TV] Tulsa; KHOU-TV Houston; KXTV [TV] Sacramento; WANE-TV Fort Wayne and WISH-TV Indianapolis).

Arty studio * The new broadcasting studio of WGN Norfolk, Va., has been chosen by the Virginia Museum of Fine Arts for inclusion in that state's architects, designers and photographers exhibit in Richmond. The WGN studio building, the only broadcasting entry chosen, was one of 19 winners picked from over 400 entries.

Fm construction * Construction has been started on WBT-FM Charlotte, N. C., fm affiliate of WBT and WBT TV in both that city. The station is expected to begin regular programming about June 1. It will duplicate 83% of WBT's programming. The stations are owned by Jefferson Standard Broadcasting Co., which also owns WBTN (TV) Florence, S. C.

New edition * A new edition of the booklet "Mass Media and the Wisconsin Farm Family" has been released by the Dept. of Agricultural Journalism, U. of Wisconsin, Madison. The booklet describes how radio-tv and other mass media effect the lives of Wisconsin's farm families.

Oklahoma stereo * KFN B (FM) Oklahoma City went on the air last month as that state's first full-time fm stereo station. The station operates on 107.9 mc with a power of 4.3 kw. Richard Corner is the station manager.

WZZZ starts * WZZZ Boynton Beach, Fla., went on the air last month. The station, a daytimer, operates with a power of 1 kw on 1510 kc.

KZM help * KZAM (FM) Seattle has come to the aid of a blind 12-year-old Negro boy who has been afflicted with glaucoma since birth. The Negro fm station, which went on the air late last year, became a favorite with the boy who called in musical requests many times daily. Soon KZAM announcers took to the boy who expressed interest in radio. Through a braille system and a borrowed braille-writer, the boy learned to operate turn tables and write his record selections. He now has his own show every Saturday night. KZAM also has started a scholarship fund to buy the boy a braille-writer of his own.
SQUEEZES...
That's a lot! But what you watch as multi-image after multi-image solves...

How to say "99 squeezes" (make every last squeeze count), How to say "soapy...soaper...soapiest!" How to do it all with such zest that the new Brillo Soap Pads sing out in the mazes of marts everywhere!

Answer: Do it in words and pictures. Put it to music. On film, of course! Because film gives you commercials, crisp, vivid, exciting - the way you want them - and when!

And that's not all! Film provides the optical effects you require for sharp, high-polish commercials; in addition, assures you the convenience, coverage and penetration market saturation requires.

For more information, write
Motion Picture Film Department
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No plan to buy KLAC says McGannon

WBC head remains tight-lipped on WINS purchase

Donald McGannon, president of Westinghouse Broadcasting Co., denied one rumor of an impending station purchase but declined to confirm or deny another.

WBC is not buying KLAC Los Angeles, contrary to reports published last week, Mr. McGannon stated. "There is no truth to that report," he said.

Although Mr. McGannon refused to comment on WBC's reported purchase of WINS New York for $10 million (CLOSED CIRCUIT, April 9), it is known he sent an internal memorandum to WBC officials acknowledging that negotiations were proceeding but had not been "finalized." WBC has long been interested in getting into New York.

The $10 million WINS purchase price would be the second highest in history for a radio station. Storer Broadcasting Co. recently took over WMGM in New York (now WHN) at a price of $10,950,000. Storer originally had a contract to buy WINS for $10 million and WBC was going to buy WMGM for the same amount. These deals fell through because at the time the WINS' license was held up because of allegations of payola on the part of some of its employees, and WBC was under investigation by the FCC following that company's conviction of price fixing in the electrical machinery field. Both WINS and Westinghouse were subsequently cleared, but the contract between them had by then run out.

WINS is owned by J. Elroy McCaw. The 50 kw station (on 1010 kc) was bought by Mr. McCaw in 1953 for $450,000. Mr. McCaw also owns KTVR(TV) Denver, Colo., which he has sold to Bill Daniels of that city for $2 million (CHANGING HANDS, Feb. 5), and KTVW(TV) Tacoma-Seattle, Wash. He also owns 50% of KELA Centralia, Wash.

WBC owns WBZ-AM-FM-TV Boston, KYW-AM-FM-TV Cleveland, KPIX(TV) San Francisco, WBZA-AM-FM Springfield (Mass.), KDKA-AM-FM-TV Pittsburgh, WOWO Fort Wayne, KEX-AM-FM Portland (Ore.), WIND Chicago and WIZ-TV Baltimore. The WBZA stations are synchronized with the Boston stations and if counted as a full outlet by the FCC, WBC said it will dispose of the Springfield outlets in order to remain within the multiple seven-stations limitation.

Storer first quarter double that of '61

Storer Broadcasting Co. reported net earnings after taxes for the first quarter of 1962 of $2,151,596 (88 cents per share), compared to $1,055,418 (43 cents per share) for the first quarter of 1961.

This included a capital gain (net after taxes) of $912,969 from the sale of WWVA-AM-FM Wheeling, W. Va. The WWVA stations were transferred in January to Ira Herbert and associates for $1.3 million. This was done in order to permit Storer to acquire WMGM New York (now WHN) for $10,950,000 while remaining within the ownership limit permitted by the FCC.

The 1962 earnings were reported at the annual stockholders' meeting in Miami Beach, where all 13 directors were re-elected. George B. Storer Sr., board chairman, reported that gross broadcast revenues for the January-March quarter were the highest in the history of the company, 20% above the 1961 first quarter.


Changing hands

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 93).

• WITH-AM-FM Baltimore, Md.: 49.4% sold by estates of Louise McClure Tinsley and Louise Tinsley Steinman to Thomas G. Tinsley Jr. for

Pioneers sponsor awards

The George Foster Peabody Awards for achievement in television and radio in 1961 will be presented at a luncheon meeting of the New York Chapter of the Broadcast Pioneers at the Pierre Hotel on Wednesday (April 18). This will be the 22nd annual presentation of the awards and will be the first time that the Broadcast Pioneers is serving as sponsor. Phil Edwards of Broadcast Advertisers Reports is president of the New York Chapter of the Pioneers.
$642,731. Mr. Tinsley already owned in his own name 48.2% of common and 50% of preferred stock.

- WICE Providence and WYCE (FM) Warwick, both R. 1; Sold by Tim Elliott to Louis J. Appell Jr., Arthur W. Carlson and group for $422,000 for WICE, $3,000 for WYCE and $75,000 consultant's fee to Mr. Elliott. Mr. Appell and group own WSBA-AM-FM-TV York and WARM Scranton, both Pennsylvania, and WHLO Akron, Ohio. Mr. Elliott retains WHIH Norfolk, Va.

**Taft revenues drop but earnings rise**

Taft Broadcasting Co. revenues for the fiscal year ended March 31 slipped slightly, to $11 million, but operating earnings rose to $1.8 million ($1.20 per share), the company has estimated. This compares to revenues of $11.076,717 and operating earnings of $1.580,003 ($1.03 per share) for fiscal 1961.

The rise in operating profits was attributed to a sharper cost-control program, lower interest expenses and increased network revenues resulting when WKRC-TV Cincinnati, the company's home station, changed its affiliation last year from CBS to ABC, and WBRC-TV Birmingham and WKYT-TV Lexington, Ky., began carrying more ABC programs, although both stations continued their dual affiliation with CBS. Other Taft stations are WKRC-AM-FM Cincinnati and WNBC-AM-FM Birmingham, and WTVN-AM-FM-TV Columbus, Ohio. Taft also owns a bowling center in the Cincinnati area.

Taft Broadcasting's 1,609,699 shares go on the New York Stock Exchange soon; admission is tentatively scheduled for May 2.

**Goodwill Stations' take increased in 1961**

Gross revenues of $6,088,084 and net income after federal taxes of $333,365 (53 cents per share) were reported by The Goodwill Stations Inc. in its 1961 annual report issued last week. These compared to gross revenues of $4,526,480 and net income of $341,033 (54 cents) in 1960. The 1960 figures include $50,200 in non-recurring income, amounting to 6 cents per share.

Operating revenues for the company's three divisions amounted to $6,025,370, an increase of 36% over 1960, it was reported. Although the sales WJZ Detroit were down, John F. Patt, board chairman, and Worth Kramer, president, noted that WIRT (TV) Flint showed a 32.5% increase in sales over the previous year. The annual report includes eight months of the operation of WSAN-AM-TV Huntington, W. Va., which the company acquired in April 1961.

The annual stockholders' meeting of The Goodwill Stations Inc. is scheduled for May 2 in Detroit.

**MBS in the black for first quarter of '62**

Mutual is "in the black" for the first quarter of 1962, making the first time in six years that the network has had a "profitable" quarter, Philip D'Antoni, Mutual sales director, reported last week.

He noted that in the past the network has had an "occasional month" in which it showed a profit, but the 1962 first quarter represented "a sustained profit position." Mr. D'Antoni attributed the improved financial position to several factors, including "aggressive selling by MBS salesmen," increases in audience and in the number of affiliates in major markets and an upgrading of its "image" through its association with Minnesota Mining & Mfg. Co., of which MBS is a subsidiary.

Mr. D'Antoni estimated that business in the first quarter of 1962 was 40% above that of the comparable period of 1961. Among the sales gains he cited were: 52-week advertisers which have renewed on Mutual (Monroe Auto Equipment, Mennen Co., Ex-Lax, Pharmaco Inc. and Sterling Drug) and new-to-MBS sponsors (Norwich Pharmacal, du Pont, General Electric Co., Devoe-Reynolds and Philip Morris).

Mutual's challenge in the months ahead, Mr. D'Antoni said, is "to consolidate our gains and keep our sales at a high level."

**Kaiser stations claim profit**

Kaiser Broadcasting Div. of Kaiser Industries Corp. operated at a profit in 1961, it was reported last week in the annual report of the parent company. No details were given on broadcasting matters.

Kaiser Industries had consolidated earnings of $6,942,000 (23 cents per share) for last year, compared with $6,523,000 (21 cents per share) in 1960. The 1961 figures include non-recurring gains of $7,920,000, while there were no such gains in 1960. Kaiser stations are KIHK-AM-TV Honolulu and KIJK-AM-TV Hilo, both Hawaii. The company also plans additional broadcast properties on the mainland (BROADCASTING, April 2).
A ringer doesn't always ring twice

A four-page pamphlet titled "The Broadcaster's Newsletter" was circulated under unexplained circumstances at the NAB convention a fortnight ago and was still causing talk last week. Some convention delegates assumed it had been issued by Broadcasting Magazine. It was not.

The "newsletter" was printed on gray paper and used red and black inks. The colors are also used in Broadcasting's basic design. The pamphlet contained no indication of its origin.

Broadcasting attempted without success during the convention to track the pamphlet to its source. Last week, Broadcasting learned that the pamphlet had been printed by the Stone Printing Co. of St. Louis. A spokesman for that company refused to identify the customer for whom the job was done. He said that to his knowledge it was not a continuing publication. Only the one issue had been ordered, the spokesman said.

Back to Chicago for Collins, Minow

The LeRoy Collins-Newton Minow appearance, scene-stealer of the NAB convention, returns for a Chicago encore at the 11th annual convention of the American Women in Radio & Television starting May 3. They and eight other industry notables will share the platform at a May 3 panel session at the Sheraton-Chicago entitled "The Broadcasting Industry—A Time to Speak."

Others on the panel will include Peter G. Peterson, president, Bell & Howell; Arthur Tatham, chairman of the board, Tatham-Laird Inc., and Mark Goodson and Bill Todman, Goodson-Todman Productions.

According to the proxy statement, the board has been enlarged from 11 to 12 members by action at the annual meeting in New York. Salary increases were approved for the board chairman, president, and other officers.

MAB supports NAB, Collins

The support of the Missouri Broadcasters Assn. to NAB and President LeRoy Collins was pledged April 6 at a meeting of the MAB board.

"Strong, positive and enlightened leadership and the goal of equal access to coverage of judicial processes" were cited by the board, according to MAB President Robert Hyland, KMOX St. Louis.

Wometco earnings rise 50% in first quarter

Earnings of Wometco Enterprises Inc., broadcast station and theatre owner, rose dramatically in the first quarter of 1962, President Mitchell Wolfson announced at the annual stockholders' meeting in Miami Beach last week.

Gross income for the first quarter, ended March 24, was $4,436,441 as against $3,434,453 for the comparable period in 1961. Earnings after taxes for the period were up 50%—$449,088 compared with $301,293; this brought per-share earnings to 41c against 1961's 27c. The earnings per share have been adjusted for the 10% stock dividend Wometco paid in January.

At the board of directors meeting immediately after the stockholders meeting, regular quarterly dividends of 17½¢ per share on the company's Class A common stock and 6½¢ on Class B were declared. These dividends will be paid June 15, 1962, to stockholders of record June 1 and will be paid on the 1,108,745 shares now outstanding (including the 10% dividend).

All officers and directors of the company were re-elected.

Wometco's broadcast properties are WTVJ Miami, WLOS-AM-FM-TV Asheville, N. C., KVOS-TV Bellingham, Wash., and 47½% of WFGA-TV Jacksonville, Fla.

WJAR-AM-TV net jumps 41% over previous year

The Outlet Co., Providence, R.I., department store and broadcast licensee (WJAR-AM-TV) reported $807,886 net earnings from broadcasting for the fiscal year ended Jan. 31, compared to $372,637 for the previous year—a rise of 41%. Gross revenues for the company last year reached $19,329,437, with $2,048,374 attributed to broadcast activities less expenses; service charges and miscellaneous sources.

In the previous fiscal year, gross revenues were $17,826,316, with $1,562,091 coming from broadcasting, service charges and miscellaneous. Net income last year after federal taxes was $958,820 ($1.93 per share) compared to the previous year's $774,848 ($1.56 per share). The company set aside for depreciation and amortization $327,872 for this past fiscal year, compared to $348,933 in the year before.

Stanton, Paley listed as highest paid at CBS

CBS Board Chairman William S. Paley and President Frank Stanton were the highest paid CBS Inc. officers who also served as directors in 1961, according to a proxy statement sent to stockholders.

The annual CBS stockholders' meeting on April 18 for the first time will be held in Los Angeles (Television City there) instead of the usual headquarters location in New York.

Mr. Paley and Mr. Stanton each received $150,000 in salary and another $150,000 in additional compensation, $138,750 of which was paid out and $11,250 was deferred.

CBS-TV President James T. Aubrey and CBS-TV Stations Division President Merle S. Jones each received $100,000 in salary. Mr. Aubrey was paid $50,000 additional compensation, and Mr. Jones' additional compensation totaled $17,500 paid out and another $22,500 deferred.

Arthur Hull Hayes, CBS Radio's president, was paid $65,000 in salary, $25,000 in additional compensation, and $10,000 more deferred. Three other executives—Clarence H. Hopper, vice president-facilities, CBS Inc.; CBS News President Richard S. Salant, and Columbia Records President Goddard Lieberman—each were paid $60,000 in salary. Additional compensation: Mr. Hopper,
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BROADCASTING, April 16, 1962
Eight newsmen receive CBS Foundation fellowships

CBS News Public Affairs Department, New York; Louis A. Freizer, news writer, WCBS-AM-FM New York; David Charles Horowitz, reporter, news editor and newscaster, KRNT-AM-TV Des Moines, Iowa; Thomas B. Petry, assistant general manager and acting general manager, WQED (TV) Pittsburgh, Pa. (educational TV station); Michael H. Sommer, director of public affairs for etv station of U. of Southern California, KUSC (TV) Los Angeles; Stephen Steinberg, news writer, WBBM-TV Chicago, and Donald H. Webster, editorial assistant, KCBS San Francisco.

All university expenses and a stipend for living and other necessary expenses will be paid for the CBS Foundation News Fellows during the fellowship year. The grants average about $8,000.

DECCA-MCA MERGER JUST ABOUT SET

Stockholders of Decca Records Inc., New York, were advised last week that its merger talks with MCA Inc. have progressed to the point at which an MCA offer for an exchange of stock is "imminent."

Milton R. Rackmil, president of Decca, which also controls Universal Pictures Co. Inc., told shareholders at the annual meeting that talks with MCA began last October and added:

"It became increasingly evident that since the activities of the respective companies are not competitive, their integration would be highly beneficial to both. Each of the operating companies. There would be no overlapping. Instead there could and would be greater development and use of talent and personnel in all phases of the phonograph record, motion picture and television production and distribution."

Lew R. Wasserman, president of MCA, confirmed that the merger talks were being held, but declined to disclose details.

MCA, as part of an agreement with the Screen Actors Guild, must decide by Sept. 30 whether it will drop the talent agency or TV film production phases of its operation. Strong indications are that MCA will retain its profitable TV business. The company is known to be interested in producing motion pictures for theaters and a merger would place the facilities of Universal Pictures at its disposal.

Another year for Godfrey

Arthur Godfrey, who has been a CBS personality for almost 30 years, last week signed a new one-year contract. The contract calls for a continuation of his 50-minute Arthur Godfrey Time, broadcast on CBS Radio five mornings a week, and a series of three Arthur Godfrey Specials during the 1962-63 season on CBS-Television.

Mr. Godfrey joined CBS' Washington radio station WTOP (then WJSV) in 1934, and started CBS' Arthur Godfrey Time in April 1945.

DGA members to vote on guild's future

At special meetings today (April 16) in New York and Hollywood, members of the Directors Guild of America will vote on whether to remain united or to revert to their former status—a western group representing the directors of filmed programming for tv and theaters and an eastern organization of directors of live programs for the stage and television.

Guild officials in Hollywood last week were unwilling to discuss the reasons behind the special meeting call but it was no secret that the eastern directors have been unhappy about being represented by a guild with headquar-
ters on the opposite coast, which is too far away, they feel, to give them the kind of service they need. The seriousness of the situation was shown by the action of the DGA board in authorizing the replacement of Newman Burnett and Stanley Propper, eastern executive secretary and his assistant, and sending Morris R. Abrams, assistant to National Executive Secretary Joseph C. Youngerman, and attorney William Haughton to New York to run things for the interim period.

CBS-TV fall lineup shuffled even further

CBS-TV’s one-hour documentaries on CBS Reports will be switched next season to Wednesday 7:30-8:30 p.m., in a move to “widen the audience” among parents, teachers and young people, according to Hubbell Robinson, CBS-TV senior vice president—programs.

In the current season CBS Reports had been up against NBC-TV’s Sing Along With Mitch and ABC-TV’s The Untouchables in the Thursday 10-11 p.m. period. Next season the series will be in full hour competition with The Virginian and Wagon Train, on NBC-TV and ABC-TV, respectively.

Moving into the late Thursday hour, CBS-TV said, will be Alfred Hitchcock Presents, which will be returning to the network from NBC-TV. It will be expanded from its present half-hour format.

In another CBS programming announcement, Fair Exchange, a new one-hour situation comedy series starring Eddie Foy Jr. will occupy the Friday, 9:30-10:30 p.m. slot. The series, produced by Desilu, concerns exchange visits of teenage daughters between an American and a British family.

Film sales...


Boston Symphony Orchestra (Seven Arts Assoc.): Series of 13 one-hour specials sold to WTRF-TV Wheeling, W. Va.; KFSA-TV Ft. Smith, Ark., and KOLO-TV Reno, Nev. Now in three markets.

Popeye (King Features Syndicate): Sold to KCRA-TV Sacramento, Calif.; WTCH (TV) Rockford, Ill.; KHQA-TV Quincy, Ill.; WHBQ-TV Memphis; WLAC-TV Nashville, and KVOS-TV Bellingham, Wash. Now in 125 markets.

Columbia Post-48 (Screen Gems): Sold to KGO-TV San Francisco and WXYZ-TV Detroit for an estimated $1 million each. Now in 70 markets.
SG to exhibit Cellomatic animation projector by trailer

The Cellomatic Division of Screen Gems Inc. will mount its new animation projector, which it describes as fully automated, on a 30-foot trailer this spring and summer, and demonstrate the Cellomatic Futura to tv stations and other clients.

The new projector and "Salesmobile" trailer was in Chicago during the NAB convention, and, according to Tom Howell, Cellomatic executive vice president, delegates "were able to see the machine in action." In contrast with present manually operated models of Cellomatic, he pointed out, the Futura operates by "push button" to achieve such animation effects as crawls, wipes and superimpositions. The new push-button type will simplify and speed up operations and "eliminate any chance for error," Mr. Howell said.

The introduction of the new Cellomatic projector and the use of the Salesmobile trailers are part of an overall expansion program undertaken by the company in the past few months. Cellomatic was acquired last January by Screen Gems for over $1 million. The company's expansion was made possible by its affiliation with SG, a subsidiary of Columbia Pictures, according to Mr. Howell.

Another area of diversification projects for Cellomatic, Mr. Howell noted, is in program production. He pointed out that local programs in the children's, public service and audience participation categories can be packaged for a modest price by Cellomatic. The company could provide graphic arts, formats and scripts for telecast by local stations using local mcs.

Cellomatic was formed in 1951 in New York by Mr. Howell and Milton Rogell, currently general manager of Cellomatic, as a commercial studio specializing in graphic arts for television. It provided maps and charts for news programs and slides for conventional projectors used in tv programs. In 1953 they designed the first Cellomatic projector to produce animation and optical effects from standard size film transparencies. Currently the projectors are used by 18 tv stations, which have bought or rented them, and by all three tv networks on various programs. Cellomatic continues to provide graphic arts materials—slides and charts utilized on

Program notes...

Chet Huntley, businessman • Chet Huntley, NBC-TV news commentator, has formed Chet Huntley Enterprises Inc., Stockton, N. J., to produce television and documentary motion pictures. The company is remodeling a two-story building in Stockton into a 5,000-square-foot studio, which will be made available to outside film producers. The facilities are expected to be ready by late May.

New company • Gordon Oliver, formerly of Spartan Production Co., is forming his own company, to be known as Gordon Oliver Productions Co. The company, which will be based in Los Angeles, will acquire and package tv and theatrical properties.

Tv production training • Videotape Productions of New York, in conjunction with San Diego State College, is making its New York studio and personnel available to candidates for Master of Arts degrees in tv production as an experiment in field training. Candidates will take part in various production assignments for a six-month period at the studio.

Religious programs syndicated • Three religious specials produced by W'IIC (TV) Pittsburgh will be syndicated nationally by Irving Lessor Enterprises, New York. The productions, "Why Is a Nun," "The Sign of a Priest" and "Divided We Stand," are being offered to tv stations and non-theatrical organizations such as schools and church groups. They originally appeared on WIBC in 1960 and 1961.

Disney stock • Under a new stock incentive plan, 100 key executives of Walt Disney Productions received a total of $4,500 shares of stock sold to them at $34.91 (95% of the price of Disney stock at the close of market transactions on March 28). The company still has 15,500 shares available for the plan.

Battle of Shiloh • A 58-minute radio program dealing with the Battle of Shiloh is available at no charge to stations. The tape, the second in a series of Civil War programs, is being offered by Bob Jones U., Greenville, S. C. The show was written by Jack Buttram, production director of WMUU, the school radio station, and features faculty members and students.

ECM explanation available • A discussion of the European Common Market and its meaning to the U. S. agricultural economy by Raymond A. Ioanes, administrator of the foreign agricultural service, U. S. Dept. of Agriculture, is available to broadcasters from the radio-tv service, Dept. of Agriculture. Broadcasters are asked to send in a tape to the radio-tv service; Mr.
Ioanes' talk will be transcribed on it and returned to the station. The tape runs for 28½ minutes. A television program on the same subject is under consideration.

**Seven Arts Assoc. plans new concert series**

Seven Arts Assoc. is negotiating for the filming of 13 additional one-hour tv concert specials featuring the Boston Symphony Orchestra. Under Seven Arts' agreement, the series is produced in association with the symphony group.

It's also learned that Seven Arts may co-produce still another series using the Boston Pops Orchestra. The initial 13 one-hour concerts announced on April 1 already have been sold in six markets: WTRF-TV Wheeling, W. Va.; WFSA-TV Ft. Smith, Ark.; KOLO-TV Reno, Nev.; WHDH-TV Boston, WTVN (TV) Columbus, Ohio, and WABY-TV Bangor, Me.

The Seven Arts production is being offered to stations either on film or on tape.

**76 'Rebel' episodes set for syndication**

ABC Films Inc., New York, will start syndication sale next fall of the Goodson-Todman western series _The Rebel_, starring Nick Adams.

The off-network series, carried by ABC-TV Sundays from 9 to 9:30 p.m. during the 1959-60 and 1960-61 seasons, will also have a run this summer on NBC-TV. The latter network purchased 12 episodes to replace the _Joey Bishop Show_ (Wed. 8:30-9 p.m.) starting June 27.

A total of 76 half-hours of _Rebel_, filmed at the Hollywood studios of Paramount Pictures, will be available for domestic syndication sales for start in the fall of 1962 by purchasing stations. The series deals with the adventures of a Confederate army veteran who drifts to the untamed West after the war.

**ABC Films sales rise 50% in first quarter**

ABC Films Inc. sales in the first quarter of 1962 are almost 50% ahead of the similar period a year ago, according to Henry G. Plit, president. Much of the increase comes from Canadian and overseas sales, he said in a quarterly report last week.

Leading ABC Films' properties in domestic sales are _The Life and Legend of Wyatt Earp_, which has been sold in 77 markets; _One Step Beyond_, now in 37 markets, and _Casper the Friendly Ghost and Co._, now in 56 markets. The most active property in overseas markets is _Ben Casey_. It is currently seen in Canada, United Kingdom, Japan, Australia, Panama, Lebanon, the Philippines, Uruguay, Argentina, Honduras, Costa Rica, El Salvador, Guatemala and Venezuela.

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**COLORCASTING**

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

**NBC-TV:**

- April 16, 17, 24, 25 (5:30-6 p.m.) Continental Classroom, probability and statistics.
- April 16, 17, 24, 25 (5:30-7 a.m.) Continental Classroom, American government.
- April 18-20, 23-25 (10:30-11 a.m.) Play Your Hunch, part.
- April 16-20, 23-25 (11:15 a.m.) The Price Is Right, part.
- April 16-20, 23-25 (12:15 p.m.) Your First Impression, part.
- April 16-20, 23-25 (2:25 p.m.) Jan Murray Show, part.
- April 16-20, 23-25 (11:15 p.m.) Tonight, part.
- April 18, 23 (7:30-9 p.m.) The Price Is Right, part.
- April 17, 24 (7:30-9 p.m.) Laramie, part.
- April 17 (9-10 p.m.) Rainbow of Stars, Chrysler through Leo Burnett.
- April 18, 25 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.
- April 18, 25 (10-10:30 p.m.) Bob Newhart Show, Sealtbay through N. W. Ayer.
- April 18, 25 (9-10 p.m.) Panic Movie through Young & Rubicam.
- April 18, 25 (10-10:30 p.m.) David Brinkley's Journal, Douglas Fir Plywood Assn.
- April 18, 25 (9-10 p.m.) Mead-Johnson through Kenyon & Eckhardt.
- April 19 (10-11 p.m.) Sing Along With Mitch, Ballantine through William Esty: Buick through Burnett; R. J. Reynolds through Esty.
- April 20 (9:30-10:30 p.m.) Dinah Shore Show, American Dairy through Compton; S&M Stamps through Sullivan, Stauffer, Colwell & Bayles.
- April 21 (9:30-10 a.m.) Pip the Piper General Mills through Dancer-Fitzgerald-Sample.
- April 21 (10:30-11 a.m.) Shari Lewis Show, Nabisco through Kenyon & Eckhardt.
- April 21 (10-11 a.m.) King Leonardo and His Short Subjects, General Mills through Dancer-Fitzgerald-Sample.
- April 21 (5-6 p.m.) All-Star Golf, Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell; American Home Products through Ted Bates.
- April 21 (9-11 p.m.) Saturday Night at the Movies, part.
- April 22 (5-6 p.m.) Way of the Cross, part.
- April 22 (6-6:30 p.m.) Meet the Press, part.
- April 22 (7-7:30 p.m.) Bullwinkle, part.
- April 22 (9-10 p.m.) Bonanza, Chevrolet through Campbell-Ewald.
- April 22 (7:30-8 p.m.) Walt Disney's Wonderful World of Color, Kodak and RCA through J. Walter Thompson.
- April 22 (10-11 p.m.) Cities Service Highways of Melody, Cities Service through Lennen & Newell.

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**Broadcasting**, April 16, 1962
Color sales outlook: slow, but steady
SET MAKERS LAUD ABC-TV DECISION, EXPECT PRODUCTION GAINS

Color set sales can be expected to increase now at a slow but steady pace. But there's no evidence that an explosive breakthrough is at hand.

This is the current assessment of the color situation as interest was heightened in the past few weeks by ABC-TV's decision to colorcast next fall on its owned stations, and a new RCA announcement of booming color unit production and expanding color tube facilities.

Although color set makers are generally pleased by ABC-TV's readiness, the manufacturers believe a reduction in the set prices in addition to increased color programming is necessary if mass buying is to be stimulated.

Admiral's Viewpoint - Ross Siragusa, president, Admiral Corp., Chicago, told stockholders at the company's annual meeting last Thursday he was confident that ABC-TV affiliates will participate in colorcasting as well as the network's owned stations.

Mr. Siragusa said he could not understand why CBS-TV has not seen fit to reenter the color field and still has not announced plans to do so. This, he believes, is not in the public interest.

Although Admiral has reentered color manufacture the company first went into the field in 1953. Mr. Siragusa said that in the entire year of 1954, "there were less than 100 hours of color telecasting in this city. Last year Chicago enjoyed approximately 4,000 hours of television programming in color." He added, "One network alone, ABC, has been spearheading this drive."

Admiral expects its color set production this fall to be at the rate of 75,000 sets per year.

Olympic's Plans - A spokesman for Olympic Radio & Television, New York, said sales of color sets won't be affected significantly by the entrance of ABC into color telecasting but added "the more colorcasting you have, the more the public will be aware of color tv."

"At the present level of prices," he added, "color sales cannot take off. There will only be gradual increases. There will be a breakthrough only when color set prices come down to a popular level of $400 a set."

Olympic is increasing color set output at a rate of 50% each year. He pointed out that next year Olympic will begin making its own color sets rather than obtaining them from RCA (for assembly), as it has in the past.

Ben Abrams, president of DuMont-Emerson, also commended ABC's decision and added he thought CBS has an obligation to the television industry to telecast color programs.

RCA Boost - RCA Sales Corp., New York, announced Wednesday (April 11) that total color unit set sales in the first three months this year were higher than in any preceding quarter since color was introduced.

Color tv sales in the first quarter also surpassed total color sales during the first eight months of 1961, said Raymond W. Saxon, vice president, marketing.

The company noted that combination color tv and black and white unit sales amounted to a best first quarter for total tv sales since 1956.

RCA last week also announced plans to add a second color tv picture tube production facility this year to meet industry demand. The company said it will spend $1.7 million to begin color tube production at its existing plant in Marion, Ind.

Douglas Y. Smith, vice president, RCA electron tube division, said RCA's color tube output has more than doubled the past 12 months as sales of color sets have risen.

Three months ago, RCA announced plans for a $1.3 million expansion of its Lancaster, Pa., color picture tube plant.

Zenith Radio Corp., Chicago, in its annual report for 1961, reported that last fall after introducing its new color...
by the Academy of Arts and Science.

A Philco spokesman said the ABC-TV production proposal makes it difficult to project the effect the color programs will have on the sale of color receivers.

ABC-TV is Candid - It also was noted by Julius Barnathan, vice president and general manager of ABC-TV, that the network plans to enter color programming only in a very limited way.

Mr. Barnathan told a panel sponsored by the Academy of Arts & Sciences in New York last week (see story page 42) that ABC-TV wants to "experiment" on its owned stations but that "we are not going forward to any great extent." He said colorcasting would be at "minimum risk" to the network and that ABC-TV did not intend to enter color "for added circulation."

A snapshot of ABC-TV's color plans for the fall, according to Mr. Barnathan: An opportunity for ABC-TV people to become familiar with color, particularly in the engineering necessities, "and there's nothing better than actual on-the-air experience."

At that same panel, Douglas K. Burch, media director of P. Lorillard & Co., New York, said the majority of the tobacco company's commercials are now shot in color and that his company considers color to be important in its TV plans.

Set production in '62 running ahead of '61

Both TV and radio set production for the two months of 1962 is above the comparable output for the same period in 1961, the Electronic Industries Assn. announced last week. Increase was also noted for uhf TV receivers and fm radio sets. The figures:

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<th>Period</th>
<th>TV</th>
<th>Radio</th>
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<td>Jan.-Feb. 62</td>
<td>1,030,363</td>
<td>2,815,427</td>
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<tr>
<td>Jan.-Feb. 61</td>
<td>812,353</td>
<td>2,205,102</td>
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The 1962 TV figure includes 86,324 TV sets with uhf tuners compared to 49,784 for same period in 1961. The 1962 radio figure includes 1,010,821 auto radios and 156,223 fm radios, compared to 695,109 auto radios and 91,778 fm radios in same period in 1961.

TelePrompTer sells service arm to Q-TV

TelePrompTer Corp., New York, announced last Friday (April 13) that it has sold the service portion of its prompting business to Q-TV but stressed that it will continue to manufacture and sell its prompting device for television and other services. The price was not disclosed.

TelePrompTer is relinquishing its script typing service and operating personnel and equipment for individual TV and film assignments. Irving B. Kahn, TelePrompTer president, noted that prompting services accounted for only about 5% of its business last year; that in recent years the company has concentrated increasingly on designing and installing communications systems, closed-circuit television production services, and community antenna television system operations.

Tower price rises seen in steel boost

Higher costs for radio and TV tower construction is anticipated by suppliers as a result of the $6 a ton increase in the price of steel by major producers last week.

Although they agreed their increased costs will have to be passed on to stations, suppliers were not in accord as to how much of an increase will be in effect.

Dresser-Ideco Co., Columbus, Ohio, and Kline Iron & Steel Co., Columbia, S. C., estimated that tower steel costs probably will increase in line with the $6 a ton steel rise. A spokesman for Stainless Inc., North Wales, Pa., said, however, that because of the special nature of the steel used in towers, price increases passed on might be double that of the rise in basic steel. RCA, when contacted, asked that its suppliers be checked on the question.

Technical topics...

Multiple cartridge - Sound Corp. of America, Silver Spring, Md., has developed the Channel-Matic control system which will hold eight continuous tape cartridges and offers instantaneous selection of 40 one-hour program channels of voice and music from local or remote positions. A transistorized pre-amplifier and tube power amplifier can accommodate up to 50 speaker or head phone stations.

Dual video monitor - Dage Division of Thompson Ramo Wooldridge, Michigan City, Ind., has available a dual video monitor for simultaneous display of two pictures. The unit requires 8 3/4 inches rack panel space. Useful for picture comparison and studio camera control systems, the dual monitor features two 8-inch screens and independent controls. Dage also has a new 14-inch single video monitor with a resolution of more than 700 lines per inch.

talk about efficiency!

The next time you buy Cincinnati radio, do this: Take the latest ratings (you pick the book!) for each station; match it to Nielsen's latest circulation figures; marry that to rates—and you'll find that WCKY delivers more homes per dollar than any other station in the market. If that isn't efficiency, it'll do until something better comes along! Represented by H.R.

wcky radio
50,000 WATTS • CINCINNATI
LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida
DON'T RAP U. S. TV EXPORTS: BARUCH

They build, not deface, our world image, CBS exec says

Answering charges that TV programs exported by American producers are creating a bad image of our country abroad, Ralph Baruch, director of international sales for CBS Films, declared that "the American broadcaster has faced his responsibility as a good citizen and as a good broadcaster more than have the exporters of any other medium of information or entertainment."

In a talk before a special meeting of the Hollywood Advertising Club last Monday (April 9), Mr. Baruch cited comment "that American television is filling the screen of the viewers abroad and imposing on them the worst our industry has to offer," to which he responded "This is just not so!"

First, he pointed out that U. S. tv "cannot permeate the television screens of the free world" because of restrictive quotas. In the United Kingdom only 14% of total air time may be given to programs not made in the British Commonwealth, he said. In Japan, 75% of the tv fare must be produced inside that country. In Italy, during the entire year of 1961, foreign tv programming totaled only 149½ hours. "American television exporters have not had the opportunity to freely compete in the world market, let alone dominate it," Mr. Baruch said.

Second, of the few U. S. programs that are seen by foreign viewers, besides Newsfilm of world events now being shown on more than 270 non-U. S. stations, over 350 market half-hours of CBS News & Public Affairs material is aired abroad each week, Mr. Baruch said. "I must reluctantly and at the same time proudly admit that some of our esteemed competitors are doing equally as well in supplying news and public affairs material into foreign television channels. . . . What better way can be found to present the United States on its own television than by our own?"

Trueflush Picture "Some months ago the press reported the excitement caused by the release abroad of a CBS Reports program on migrant workers," Mr. Baruch related. "What the press, unfortunately, did not report was that the program actually was beneficial to the United States in countries like Japan and England, for example. The president of the company sponsoring the program in Japan, the Nippon Light Metal Co., often called the Alcoa of Japan, told me that when the program was shown on the Tokyo Broadcasting System network, the less literate Japanese workers for the first time realized that not all Americans were rich; that they realized this country had its own problems, but most of all a great country the United States must be when problems of this nature can be brought forth into the open to be viewed and subsequently discussed by tens of millions of viewers. The British press had the same reaction, as did the Philippines."

As for U. S. tv entertainment programs sold and seen abroad, Mr. Baruch asked: "Can we find fault with Perry Mason, which to many for the first time illustrates our judicial system of trial by jury?" Commenting that tastes in tv entertainment seem to parallel tastes in motion pictures in each country, he continued, "Are we then to decide what programs should see their way to foreign television screens? Are we to let others encroach upon our tradition of free trade and would we hand over to others the function which we should perform? I repeat, our entire catalog is open to everyone."

"The United Arab Republic has seen fit to buy from us: I Love Lucy, Perry Mason, 20th Century, Phil Silvers, Rem zvous, You Are There, Conquest, Trackdown, Newsfilm and Terrytoons. Should we tell them that they should purchase The 20th Century but cannot buy Trackdown?

In general, programs that are popular in the United States do well abroad, and vice versa, Mr. Baruch said. "Put it this way, if you like: the very best or the most popular American television programs receive wide international acclaim. The less popular ones are just as unpopular outside our borders."

In conclusion he urged, "Let the countries themselves decide what should be seen and what should not be seen on their own air."

13 million more radios in 1961, says USIA

The U. S. Information Agency has reported that the number of radio sets in use throughout the world, exclusive of the U. S. and Canada, increased by 13 million last year. It said 201 million radio sets and 43 million wired speakers are in use in the area under study.

The agency stressed, however, that some of the figures on which its estimates are based may not be accurate. It noted that the Soviet minister of communications reported 30 million radio sets in use in the USSR, but that figures supplied by that country's various republics add up to only 16 million.

The agency's survey indicated that in Western Europe, Japan and Australia the rapid growth of television has slowed down the rate of increase in radio receivers. In some countries, the agency said, the number of radio sets has actually declined.

According to USIA, Western Europe has 79,393,100 radio sets, Eastern Europe 47,174,600, Near East and South Asia 12,990,000, Africa 3,220,300, Far East 31,115,600, Latin America 26,273,800 and Western Hemisphere possessions 765,600.

The agency attempts to reach many of these sets with 730 hours of weekly shortwave radio programs and 8,000 hours of taped package programs. It also produces more than 475 television programs a year, on film or tape, that are seen by an estimated 176 million people in 57 countries.

Cost protection

Contract advertisers will be compensated if there is a drop in summer viewing on CHCH-TV Hamilton, Ont. A plan has been developed by Al Bruner, sales director of that station, "to guarantee the selling effectiveness of television all 52 weeks in the year." The plan will compensate for the varying sets-in-use factor during June, July and August by "maintaining the cost efficiency of every contract by additional exposure as required," Mr. Bruner said.

Color tv at Montreux

New developments in color tv will be stressed by manufacturers at the video exhibition which will form part of the International Television Festival opening April 23 at the Swiss lakeside resort of Montreux and running 12 days. Exhibitors from France, Japan, Britain, the U.S.A. and Switzerland will
show millions of dollars worth of specialized broadcasting equipment.

Other features are a contest for tv variety and musical shows, and a technical information symposium. Television specialists from 22 countries, including the U.S.A., have already registered for the symposium and more than 60 networks have been invited to submit contest entries.

Swiss to get commercial tv

The government of Switzerland and the Swiss Broadcasting Co. have announced an agreement to introduce commercial television advertising in that country. Previously, Swiss revenue has been obtained by set license fees in addition to a yearly sum of 2 million Swiss francs paid by the newspaper publishers for an agreement with the Swiss Broadcasting Co. not to introduce tv advertising before 1967.

According to stipulations of the barrier deal, the agreement becomes void when the number of registered sets reached 180,000 or when the Swiss tv service became independent from the publishers' subsidies. Currently, Swiss sets number in excess of 210,000.

While the government has gone on record as a backer of tv advertising, it still is opposed to radio advertising.

Cheryl gets right dope, but loses 'Rawhide' bet

A judge in the U.K. High Court of Justice has ruled that the word "Rawhide" must not be used as a trade mark by a British toy company which has acquired no rights in the western tv series from its producer, the Columbia Broadcasting System.

The company, Cheryl Playthings Ltd., was appealing against the refusal of the Registrar of Trade Marks to register the name of the series, which has been a top-rated program on British tv, for use on cowboy suits, guns and other toys.

RAWHIDE was brought to the U.K. in 1959 by Granada Tv Network Ltd., one of the major tv companies. CBS granted merchandising licenses to a Granada subsidiary, Tv Network Merchandising Ltd., but Cheryl Playthings had already tried to register the name as a trade mark.

The judge said Cheryl's management studied American publications to discover what western series were likely to appear on British tv. It then applied to register the titles as trade marks. In 1959 alone Cheryl made 20 such applications.

He added that there was no doubt that Cheryl chose the name Rawhide because it hoped to get free publicity from tv showings of the series. The company made no use of names of western series previously registered as trade marks which have not been shown on British tv. So it seemed that the company had no intention of using the name Rawhide unless and until the series was shown on tv here.

It would be wrong, said the judge, to allow a manufacturer to use the trade mark registration system to reap the benefit of free publicity when there was no intention to use the mark had the publicity not materialized.

Broadcasters complete Europe-U.S. tv plans

U.S. and European broadcasters concluded a meeting in Seville, Spain, last week to plan the first live transcontinental tv program, probably sometime in June (Broadcasting, April 2).

A total of 17 nations were represented at Seville to decide what would be telecast when AT&T's Telstar satellite is launched from Cape Canaveral late next month. Telstar will make the dream of worldwide tv possible and the first program to U.S. viewers from Europe probably will be a 10-minute travelogue on famous European cities.

Cooperating in the venture are the three U.S. tv networks, the U.S. Information Agency and the European Broadcasting Union. Transmissions from the U.S. to Europe will originate in Andover, Me., for rebroadcast live by Eurovision in Europe. It has not been decided whether Russia will participate, according to a spokesman who attended the Seville meeting.

The first telecast from Europe, which the networks will broadcast simultaneously and live from Telstar, will be coupled with a similar program produced jointly by the American networks and fed to Europe. This telecast probably will be on a Sunday afternoon in the U.S. and in the evening in Europe. Aubrey Singer of the British Broadcasting Corp. has been named executive producer of the first satellite program for EBU.

Abroad in brief...

Century news = The Tokyo Broadcasting System will start a second weekly news series using programs produced by CBS News. The series, Document-ary of the Twentieth Century, will consist of selected programs from CBS Reports, Eyewitness, Air Power and The Twentieth Century plus current CBS newsfilm. Denki Onkyo Ltd. will sponsor the series.

CHOW reps = CHOW Welland, Ont., appoints Tyrrell and Nadon Broadcast Representatives, Toronto and Montreal, as national representatives.
Radio Month jingles available in stereo

NAB took official notice of stereo as a promotional device when it announced April 11 that National Radio Month jingles to be used by fm stations will be provided in stereo as well as monaural versions. Two-track stereo tapes titled "Radio . . . the Sound Citizen" will be sent on request to NAB fm radio members equipped for stereo, according to John M. Couric, NAB public relations manager.

Promotion material for National Radio Month in May features salutes to radio from the President and all 10 Cabinet members plus a message from NAB President LeRoy Collins. Live announcer copy is provided in 16 special spot announcements and in pages of short radio facts. The materials are provided NAB radio members without charge.

"The entire 1962 National Radio Month kit has been prepared to meet the needs of the widest possible range of radio stations, no matter what type of programming they offer or what audience they serve," Mr. Couric said. "The availability of stereo tapes for fm points up the diversity of this material."

Popeye vs. Smokey

Popeye, the sailor, will be competing with Smokey, the bear, in forest fire prevention activities of the Forest Service of the U. S. Agriculture Dept. and state forestry departments. The forestry groups have ordered 32 color prints of a segment from the new Popeye series produced and distributed by King Features Syndicate, New York.

"Popeye in The Woods" has the series' hero and Wimpy on a camping trip. Wimpy, through carelessness, starts a fire which Popeye puts out. Afterwards, he gives Wimpy (and the audience) some pointers on prevention of forest fires.

Agencies-advertisers vie in new Wometco contest

Wometco Enterprises Inc., Miami, has kicked off its "The Time of Your Life" contest, a promotion designed to create awareness of its stations.

The contest is open to the estimated 3,000 national agency personnel, clients and prospective sponsors with whom Peters, Griffin, Woodward (its national rep) does business.

To enter, contestants merely give their estimates of the number of national accounts who will use Wometco television stations during the month of April.

Grand prize is an all expense-paid trip to the Century 21 World's Fair in Seattle. Deadline for entries was April 15.

The winner will be the entry which estimates, either on over or under, closest to the actual "taken from the individual station log" figures of national spot advertisers during April. In the event of a tie, a run-off of the winners will be held. The winner will be announced May 14.

Wometco stations: WTVJ (TV) Miami; WLOS-TV Greenville-Asheville-Spartanburg; WFGA-TV Jacksonville, Fla.; KVOS-TV Bellingham, Wash.

WBZ-TV salesmen on champagne tour

The sales force of WBZ-TV Boston is literally popping its cork (note the champagne) over the latest ARB ratings which give the station its greatest audience share in history. Advertising and sales promotion manager Donn Winther (l) and sales manager Ken MacDonald (r) are set to lead WBZ-TV's sales staff on a tour of the local agencies to share the bubbly water. The salesmen (l to r): Ernie Golden, Dave Gregory, Chet Zaneskie, Ted Wrobel (assistant sales manager), Larry Feeny, Don O'Shea and Al Solari. The agency people were happy, too.

KMBC-TV has trouble giving a car away

KMBC-TV Kansas City got more of a climax than it bargained for in its Free-For-All contest in which the pot was sweetened by a 1962 Rambler convertible as grand prize.

After several weeks and more than 150,000 entries, the station drew the winning name from a giant tumbler of post cards. The announced winner was Tony Bartolotta of that city.

Then came the problem. Mr. Bartolotta was on relief and the acceptance of the new automobile would put his assets above the government maximum allowance.

Several phone calls later, the station learned from state welfare offices that Mr. Bartolotta could suspend his welfare benefits until his assets were back in line with state requirements.

WNAC brochure released

WNAC Boston, following the completion of the first year of its new program format, commissioned The Pulse Inc. to make a qualitative study of the results.

The station compiled the findings—which showed how WNAC rated with other area stations from a cross sample of 1,000 Bostonians who were questioned—in a handy booklet that is currently being distributed to local and key market agency personnel.

The booklet was produced by Al Korn, advertising and promotion director, and Frank Boehm, national research director for RKO General of which WNAC is part.
Drumbeats...

Floating party - WWDC Washington is engaged in what it calls "the world's largest permanent floating cocktail party," a means by which the station is introducing its staff to various local agencies. WWDC sets the time and provides the food and entertainment for the party which is held in the agency's office. The parties are held about once a month—a different agency each time—and will continue until the end of 1962, according to Norman Reed, the station's vice president in charge of public relations.

Program book - To climax the 10th anniversary of its popular Magazine of the Air program, WKRC Cincinnati offered its listeners a condensed version of the program in printed form. The 32 page booklet, featuring excerpts of the best of host Stan Matlock's daily broadcasts, sold for 10 cents per copy. The station reported it was a best seller.

KYW editorial - KYW-AM-TV Cleveland found that its editorials have impact. Coincident with a recent editorial dealing with police power and what to do in case of an arrest, the stations offered viewers a free brochure entitled, "If You Are Arrested." KYW said it was overwhelmed at the number of requests received.

Apple for the teacher - 10 boxes of Virginia apples and $100 in cash were the prizes WRVA Richmond, Va., offered in its "Apple for the Teacher" contest, in which students were to send in post cards voting for their favorite teachers. The top 10 winners received the boxes of apples to share with the students who voted for them and the $100 went to the PTA of the school receiving the greatest number of votes.

Deed of the day - WJW Cleveland is awarding a bouquet of flowers daily to a person it feels has performed a service to the community which is deserving of the title, Deed of the Day. The station's newsmen, in the course of their regular assignments, will select the daily winners.

Basketball team - WLCS Baton Rouge, La., formed a basketball team, augmented by Billy Cannon and Jim Taylor, professional football stars of the Houston Oilers and Green Bay Packers, respectively. While the team failed to win a game, it played to five sell-outs and donated all proceeds to charity.

Tv education - WBBM-TV Chicago has inaugurated a new monthly "Television Reading Service" for high schools in its coverage area and in the fall will expand the service to include elementary schools too. The service is designed to help the student to use his

A prize ticket from Toody

Comic Joe E. Ross (r), Officer Toody of NBC-TV's Car 54, Where Are You series, and Mort Crowley, dj at WLS Chicago (second from left), join forces to give Mr. and Mrs. Walter Ninke a prize "ticket" of a one week all-expenses paid vacation in Wisconsin—top prize in the All-Wisconsin Vacation Show held recently in Chicago. Mr. Ross and Mr. Crowley both served as contest judges.

WPRO's twist

In lieu of the variety that lands people in hospital beds, WPRO Providence has developed a substitute Twist. All the practitioner has to do is twist his radio dial to 630 kc, according to WPRO. As part of its "Twist to WPRO" campaign, the station is sending a "Twist Caravan" and "Twist Girls" to major supermarkets, shopping centers and department stores. And besides heavy in-store and on-the-air promotion, the outlet is distributing its own "twister" garter, to be worn below the knee or above the elbow.

Friendly competitors in San Antonio

Fifteen advertising agencies in San Antonio got together and threw a party for media salesmen. Here are some of the friendly competitors (l to r), Sam Riklin, KAPE, that city; Sam Young Adv.; John Fraser, Fraser-Wiggins-Collins & Steckly; Bill Miles, KITE, that city.
home tv viewing hours to better educational advantage. WBBM-TV each month submits a list of both network and local programs of merit to a committee of educators who suggest a list of selected books that logically tie in with the programs. The program-reading list then goes to schools in advance of the air dates.

Birthday sweepstakes = KGIL San Fernando, Calif., took the occasion of its 15th anniversary to launch a $3,000 sweepstakes contest. More than 10,000 persons entered the month-long extravaganza in which 121 retail stores in the area participated.

Irish music = Believing that everybody is Irish on St. Patrick's day, WORL Boston devoted its entire programming on that holiday to Irish music. The station called attention to the program by purchasing a full-page green ad in the Boston Record American.

Safe driving = KJR Seattle this week is starting a safe driving campaign in connection with the opening of the Seattle World's Fair April 21. For the six months of the fair, KJR will broadcast voices of familiar radio personalities from "back home." Reminding drivers to be cautious. Some 46 U. S. and Canadian radio stations and 100 recording, tv and motion picture stars are taking part in the activity. KJR will broadcast the spots at different times 24 hours a day.

Student aid = To bring to the attention of San Diego listeners the plight of the San Diego State College student fund, KOGO, that city, broadcast from a mobile unit on the campus, featuring hourly programs of various college activities.

Storm cleanup = WVOP Stroudsburg, Pa., triggered a 250 man cleanup brigade to help residents of Long Beach Island, N. J., clean up debris still lingering from last month's heavy storm which rocked the East Coast.

KMCP's new sound

Hugh Heller, new program director of KMCP Los Angeles, has created a total of 87 "new sounds" for the station . . . station breaks, themes and backgrounds for KMCP's news, sports and other programs and personalities played by five orchestras ranging from full symphonic strings to a marching band and a modern jazz combo and sung by male soloists and choruses. Although each of the new sounds is new, all include the four-note (C-E-G-C) musical sequence which Los Angeles listeners have long identified with the KMCP call.

National Velvet promotion

NBC-TV and Burlington Ribbon Co., division of Burlington Industries, New York, have completed negotiations on a promotional tie-up featuring Lori Martin and Carole Wells, stars of National Velvet (Monday, 8:30 p.m.), produced by MGM-TV.

A national magazine campaign advertising Burlington's new line of National Velvet elastic hair ribbons will be launched in June. Ads will show the program's stars wearing the new ribbons.

FATES & FORTUNES

Rodwell, who joined Rochester-based advertising agency's Buffalo Div. in 1951, transferred to New York City when Rumrill opened its local office in March 1961.

Richard B. Stockton, account executive and pr consultant, Storm Advertising Co., St. Louis, elected vp. Mr. Stockton, who formerly operated his own advertising and pr firm in St. Louis for three years, joined Storm in 1960 as director of agency's pr division.

Dan H. Baer, manager of Los Angeles office of Harshe-Rotman Inc., pr firm, elected vp. Mr. Baer will continue to direct operations of H-R's Los Angeles office.

William F. X. Byrne, vp and account supervisor in New York office of Gardner Adv., St. Louis, elected to board of directors.

Leslie S. Mather, member of copy department, Foote, Cone & Belding, Chicago, elected vp and copy group head. Mr. Mather, who joined FC&B in 1955 from Maxon Inc., will service agency's Kimberly-Clark and General Foods accounts.


Bert Westman, president of his own advertising and pr agency, Bert Westman Inc., New York, joins Mohr & Eicoff Inc., that city, as vp and account supervisor.

Victor G. Bloede, senior vp and member of board of directors, Benton & Bowles, New York, named director of creative services. He replaces William D. Tyler, resigned.

Robert C. Pettingell Jr., station and

BROADCASTING, April 16, 1962
sales manager, KOB Albuquerque, N. M., elected president of Albuquerque Advertising Club.

Syd Cornell joins Stockton-West-Burkhart, Cincinnati advertising agency, as manager of radio-tv department.

Harry J. Lazarus, vp, Dancer-Fitzgerald-Sample, Chicago, joins Geyer, Morey, Madden & Ballard, that city, effective May 1, as vp in charge of Western Div. Before joining D-F-S in 1954, Mr. Lazarus was vp of Bozell & Jacobs, with which he merged his own agency, Harry J. Lazarus & Co., in 1951.

Dik W. Twedt, president, Faison & Twedt, Chicago marketing consultants, resigns to join BBDO, Chicago, as director of research and marketing service.


Kevin Kennedy, W. Lee Abbott and Dickson Griffith, vps and account supervisors, Kenyon & Eckhardt, New York, named management supervisors.

George Hunter, account supervisor, Erwin Wasey, Ruthrauff & Ryan, Chicago, joins Don Kemper Co., that city, as executive on A. E. Staley Manufacturing Co. (starch) account.

Robert S. Heller joins Rives, Dyke & Co., Houston advertising agency, as account executive.

Dorothy Lou Johnson, former merchandising executive, Foote, Cone & Belding, appointed merchandising manager on Purex and Wish-Bone accounts, Edward H. Weiss & Co., Chicago.

Charles H. Keller, vp, The Fred M. Randall Co., Detroit advertising agency, joins Zimmer, Keller & Calvert, that city, as account executive.

Robert S. McTye, group tv copy supervisor, Campbell-Ewald Co., Detroit, promoted to director of agency’s tv writing department. Other promotions: Fred L. Lounsberry as supervisor on Chevrolet passenger cars; Robert J. Murphy as assistant supervisor, and Glenn Wilson as supervisor on Chevrolet trucks, used cars and non-Chevrolet accounts.


Earl Kennedy, head of Kennedy-Walker Inc., Los Angeles, and formerly with Maxon Inc., joins Grey Adv., that city, as director of client services.

Claude Bolser, special lecturer in advertising, City College of New York, appointed executive secretary of League of Advertising Agencies, that city.

Marie Ward, accounting supervisor, Krupnick & Assoc., St. Louis, appointed assistant secretary-treasurer.


Donald W. Miller, salesman, WTOL Toledo, joins Moore & Bellows, advertising agency, that city.

THE MEDIA

John Hopkins, president and general manager, KTVE (TV) Fort Worth-Dallas, elected president and general manager, KCOP (TV) Los Angeles, succeeding William Whitsett (Fates & Fortunes, April 9). Both stations are owned by Nafi Corp. Mr. Hopkins will continue in same capacity at KTVE pending approval of WKY Television System’s application to acquire station.

Kent Burkhart, program director, WQXI Atlanta, promoted to general manager. He is succeeded by Red Jones, WQXI air personality. Bob Mann, who joined outlet in June 1960 from Fox Movietone, division of United Press International, appointed news director. Phil Davis and Mike Holliday join station as newsmen and air personality, respectively.

Robert D. Nelson, sales manager, KXIV Phoenix, appointed station manager.

James L. Ritter, local sales manager, WTVW (TV) Evansville, Ind., named station manager. Al Saucer, sales representative, succeeds Mr. Ritter as local sales manager. Bob Wallis, Bob Brock and Russell Barnett join WTVW as sales promotion director and sales representatives, respectively.

Roger Cooper, manager of market reports and station sales for American Research Bureau, Washington, resigns to join KCRA Inc. (KCRA-AM-FM-TV Sacramento, Calif.), effective May 15, with initial responsibility for national sales development and research. Mr. Cooper leaves ARB after 13-year career in tv audience measurement. In 1949, he formed his own company, Coffin, Cooper & Clay Inc., Los Angeles, which produced Tele-Que tv ratings. When firm merged with ARB in 1952, Mr. Cooper became western sales manager. In 1957, he moved to ARB’s home office in Washington as station sales manager, and was appointed manager of ARB market reports in 1958.


George R. Swearingen, former A-
Mayors delight

Claiming the distinction of being the only radio station in the United States with two mayors on its staff is KWSC Pullman, Wash., owned by Washington State U.

Allen Miller, KWSC general manager and director of information for Washington State U., completes four years as Mayor of Pullman in June.

Burt Harrison, KWSC station manager and associate professor of journalism, began a four-year term as Mayor of Albion, Wash., after polling more votes than his two opponents combined in an election last month.

The former Albion mayor resigned after the recent election and both Messrs. Miller and Harrison currently are serving their respective communities as mayors.

John G. DeMarco, sales manager, KGMB-AM-TV Honolulu and KHBC-AM-TV Hilo (Hawaiian Broadcasting System Ltd.), appointed station manager of KGMB and KHBC radio outlets. Mr. DeMarco joined KGMB in 1960 as program director. He was appointed sales manager for two radio and tv stations in January 1962.

Leonard Spinrad, executive editor of public information for CBS-TV, New York, elected president of Graduate Faculties Alumni of Columbia U. He succeeds Dr. Foster D. Snell, president of Foster D. Snell Inc., consulting chemists.

Ted Capener, farm director, KSL-AM-FM-TV Salt Lake City, elected national vp for Pacific Southwest Region of National Assn. of Television & Radio Farm Directors. He succeeds Howard Keddie, KGB-AM-FM San Diego, Calif. Jim Miller, KFRE Fresno, Calif., re-elected regional vice chairman.

Irv Phillips, former general manager, KDAY Santa Monica, and Sunny Mitchell, of Mitchell, Murray & Horn, San Francisco pr firm, join sales department, KEWB Oakland-San Francisco. Larry Mitchell and Patricia Rogers join KEWB as music librarian and public service director, respectively.

George B. Buchalter joins WINS New York as assistant to Gerald Sherwin, director of advertising, research and publicity.

Ross W. Dunbar, sales manager, WAMS Wilmington, Del., joins WIP-AM-FM Philadelphia as retail sales development specialist. Previously, Mr. Dunbar was sales representative for American Cyanamid Corp., New York.

Mary Camacho, sales department, CBS Radio Spot Sales, New York, named manager, sales service department.

Mori Greiner, program manager, KMBC-TV Kansas City, promoted to station manager. Mr. Greiner has been with station since August 1953.

Joseph Thompson, station manager, KHAT Phoenix, resigns to become managing director of KTPM (FM) Sun City, KAKA Wickenburg, and KCAC Phoenix, all Arizona.


William R. Murdoch, traffic manager, KSL-TV Salt Lake City, appointed director of sales services.

William J. Gilmore, chief engineer, WAVI-AM-FM Dayton, Ohio, joins KQV Pittsburgh, in similar capacity.

James J. Chitwood, announcer-engineer, WCTW-AM-FM New Castle, joins engineering staff, WLBC-AM-FM-TV Muncie, both Indiana.

Thomas R. McManus, former operations manager, KRCW (FM) Santa Barbara, Calif., joins KACL, that city, as program director.

Wayne J. Painter appointed merchandising director for WISN-TV Milwaukee. He formerly worked in sales development, promotion, merchandising and regional sales at WFRV (TV) Green Bay, Wis.

Wayne Hickox, announcer and news director, WATR-AM-FM Waterbury, joins WINF-AM-FM Manchester, both Connecticut, as announcer and account executive.

Edward J. Peters, local sales manager, WMBD-AM-FM Peoria, Ill., promoted to assistant general manager. Mr. Peters joined station in 1957 as account executive. He was appointed local sales manager in January 1961.

Thomas F. Leahy, former account executive, WGN-TV Chicago, joins WCBS-TV New York, in similar capacity. Gerald B. Flesher, sales promotion copywriter, Outdoor Advertising Inc., joins WCBS as sales development supervisor.

John Dunham, news and public affairs department, WJXT (TV) Jacksonville, Fla., promoted to account executive. James Allday, formerly with news and public affairs department, WKRG-TV Mobile, Ala., to WJXT in similar capacity.

Neal Perlitch, former sales manager,
Naegele Co., joins WMIN Minneapolis-St. Paul as account executive.

John W. Davidson, southeast division manager, Ziv-United Artists, joins WTVJ (TV) Miami as account executive.

Gene K. Lieberman, former sales service manager, WNTA-TV New York, joins WADO, that city, as account executive.

Robert O. Gilmore, writer-director for TelePrompter Corp. at OGM-TV Huntsville, Ala., U. S. Army Ordnance Guided Missile School, and former producer-director, WFLA-TV Tampa, appointed chief producer for Army's tv station.

Ken Quick, film editor, WBTB (TV) Charlotte, N. C., promoted to film department supervisor. He is succeeded by Reg Dixon.

Bill Manley, staff photographer, WMAZ-TV Macon, Ga., promoted to chief photographer, succeeding Bill Cook, who joins Sanford Furniture Co., Sanford, N. C. Bob Jones, WMAZ's floor crew, transfers to station's photography department.

Paul R. Allerup, European news editor, United Press International, named UPI's general European news manager, succeeding Harry Ferguson who has been assigned to Washington as national reporter. Daniel F. Gilmore, UPI manager for Italy, replaces Mr. Allerup as European news editor with headquarters in London. William F. Sunderland, news editor of Rome bureau, appointed UPI manager for Italy.

Merlin (Scoop) Kennedy, for past seven years news, sports and special events writer-producer, WDSU-TV New Orleans, appointed station's exclusive Paris correspondent.

Phil Cowan, director of publicity and special events, Metropolitan Broadcasting System, New York, elected vp in charge of pr. In new post, Mr. Cowan will be responsible for all pr activities of Metropolitan's stations: WNEW-AM-FM-TV New York; WTTG (TV) Washington; WHK-AM-FM Cleveland; WIP-AM-FM Philadelphia; WTVH (TV) Peoria and WTVP (TV) Decatur, both Illinois; KOVR (TV) Stockton, Calif., and KNX-AM-FM-TV Kansas City.


Ben Summers joins WMRC Milford, Mass., as news and sports director.

Charles F. Abbott Jr. appointed assistant tv sales manager for The Katz Agency Inc., New York. Mr. Abbott was formerly with WABC-TV, that city, before joining Katz in 1954.

Gus Grebe, sportscaster, KWIZ-AM-FM Santa Ana and KEZY-AM-FM Anaheim, both California, joins sports department, KNX-AM-FM Los Angeles.

Mrs. Waldo Norris joins WFGA-TV Jacksonvile, Fla., as women's director.

PROGRAMMING

Frederick L. Gilson, manager of Atlanta office of CBS Films Inc., named manager of St. Louis office. Jack Waldrup, account executive in Atlanta office, becomes manager of that office.

Herman Keld, director of research, MGM-TV, New York, appointed to newly created post of sales coordinator. Mr. Keld joined production company in July 1960 as assistant to director of research.

Winston C. (Wink) Martindale, air personality, KRLA Pasadena, Calif., re-signs to join Dot Records Inc., subsidiary of Paramount Pictures, Hollywood, as national director of promotion and assistant director of artists and repertoire.

Mac Benoff, playwright, and former writer-producer-director for radio and tv, named executive producer in charge of tv film production at Goodson-Todman Productions in Hollywood. His immediate responsibility will be to establish roster of tv network entries for 1963-64 season. Besides creating properties himself, Mr. Benoff will seek projects from others for development by Goodson-Todman.

Jack Bird, associate pr director, Baptist General Convention of Texas, joins Keitz & Herndon Inc., Dallas-based motion picture producer, as production coordinator.


GOVERNMENT

James O. Junta, assistant to chief of FCC's Broadcast Bureau since joining commission last March, promoted to assistant chief of bureau. James Barr also remains as assistant chief.
Canadian Assn. of Broadcasters’ new board of directors

Newly elected to the board of directors of the Canadian Assn. of Broadcasters are seated (l to r): R. F. Large, CFQY Charlottetown; T. D. French, CKLJ Kingston; E. A. Rawlinson, CKBI Prince Albert; J. A. Pouliot, CFNQ-TV and CKMII-TV Quebec, vp for tv; Don Jamieson, CJON-AM-TV St. John’s, Newfoundland, president; A. F. Waters, CHUM Toronto, vp for radio; R. T. Snelgrove, CKBB and CKVR-TV Barrie; N. Bottlell, CJLH-AM-TV Lethbridge; and R. G. Chapman, CHBC-TV Kelowna.


EQUIPMENT & ENGINEERING

Leon N. Papernow, executive vp, H & B Communications Corp., elected vp in charge of operations, H & B American Corp., Beverly Hills, Calif. He will continue to serve as executive vp of H & B Communications, wholly owned subsidiary. Prior to joining H & B in November 1960, Mr. Papernow was with Jerrold Electronics Corp., Philadelphia, where he managed for five years firm’s group of community antenna tv systems, which were acquired by H & B in 1960. Previously he was general manager of Television Broadcasting Corp., San Diego.

George L. Carrington Jr., general sales manager, Altec Lansing Corp., Anaheim, Calif., appointed general manager of Altec Service Co., New York, division of Altec companies. Ralph E. Pierce, Altec service branch manager in Boston, promoted to operating manager of motion picture theatre and electronics service organization.

Ivan G. Easton, vp for engineering, and Harold M. Wilson, vp for manufacturing, General Radio Co., West Concord, Mass., elected to firm’s board of directors. Arthur E. Thiessen, board chairman; Charles C. Carey, president; and Donald B. Sinclair, executive vp and technical director, were re-elected to board. Lawrence H. Pexton and John D. Quackenbos re-elected treasurer and clerk, respectively.

C. Gus Grant, manager of marketing for ballast department, General Electric Co., Danville, Ill., joins Ampex Corp., Redwood City, Calif., as vp for marketing, newly created position. In his new post, Mr. Grant will direct all domestic marketing activities for entire Ampex product line, including magnetic recorders for instrumentation, computer, video and audio use and magnetic tape. He had been with GE for 16 years.

George T. Stewart, vp, Sylvania Home Electronics Div., Sylvania Electric Products, New York, appointed general sales manager of Sony Corp. of America, subsidiary of Sony Corp. of Tokyo, with headquarters in New York. Mr. Stewart will direct all sales activities in U. S., working with Sony’s branch offices in Los Angeles and Chicago. He joined Sylvania in 1955 as district manager for New York and Pennsylvania areas. Subsequently, Mr. Stewart served as national distribution manager, national sales manager, and vp and member of board of directors.

Eugene E. Beyer Jr., general attorney for corporate affairs, RCA, New York, elected vp. Mr. Beyer joined RCA in 1947 as attorney and tax counsel. He was elevated to senior attorney in 1951, and was appointed to his present post in 1956.

Howard W. Hibshman, former sales manager for consumer products, General Dynamics/Electronics Corp., Rochester, named marketing manager of Pilot Radio Corp., subsidiary of Jerrold Electronics Corp., Long Island City, N. Y.

George A. Fader, director of purchases, RCA, New York, elected staff vp for purchases. Mr. Fader joined RCA in January 1962.

Vijay J. Pollock, secretary-treasurer and member of board of directors, Consolidated Electrodynamics Corp., Pasadena, joins Leach Corp., Compton, both California, as financial vp and treasurer. As company’s senior financial officer, he will be responsible for all financial, accounting and contract administration functions. Mr. Pollock had been with Con-
solidated for past 10 years. Earlier he was associated with Pacific Aviation Corp. and W. R. Grace & Co., New York, in various executive capacities.

INTERNATIONAL

Marcelle Rodino re-elected president for three-year term of RAI Corp., Italian radio-tv system, at annual shareholder's and directors meeting in Rome.

Clyde Barnwell, tv production director, Young & Rubicam Ltd., Montreal, elected vp of Goulet Productions Ltd., that city. Company name has been changed to Claude Barnwell Ltd.

Gary Greenway, client services director, CFCN-AM-TV Calgary, Alta., appointed promotion and merchandising director.

DEATHS

T. Hart Anderson Jr., 66, marketing consultant and former board chairman of Anderson & Ca ins Inc. died in New York, died of heart attack April 7 at his home in Pennington, N. J.

Mr. Anderson

Mr. Anderson began his career as an advertising space salesman for Home & Garden magazine. In mid-1920's he joined advertising agency of Cowan, Dempsey & Dengler, specializing in home furnishings. In 1929 he was elected president of Anderson, Davis & Hyde, New York (later Anderson, Davis & Platte), and subsequently became its chairman. Agency was merged with John A. Cairns Inc. in 1952 to become Anderson & Cairns Inc. Mr. Anderson was chairman until his retirement in 1960.

William C. (Bill) Bryan, 51, general manager, KTRH Houston, died April 8 while visiting his parents in San Antonio, Tex.

James Curtis, 40, producer-narrator, WBEN-AM-FM-TV Buffalo, N. Y., died of apparent heart attack April 6 in Buffalo apartment. R. A. Jones (each 45%), and Kenneth Berres (10%). Mr. Santucci is general manager and 19.5% owner of WCBS, Chicago Heights, Ill.; Mr. Jones is radio consulting engineer; Mr. Berres is an- nouncer for WCBC. Ann. April 11.

Mendota, Ill.—Mendota Best, Co. 1090 kc, 250 w D. P. O. address 244 Bellwood Ave., Bellwood, Ill. Estimated construction cost $40,000; first year operating cost $20,000; second year operating cost $20,000; third year operating cost $12,000; revenue $6,000; Mr. O. Santucci is owner and operator; Mr. Santucci is general manager, 19.5% owner of WCBS, Chicago Heights, Ill.; Mr. Jones is radio consulting engineer; Mr. Berres is an- nouncer for WCBC. Ann. April 11.

Zion, Ill.—Z-B Best Co. 1500 kc, 250 w D. P. O. address 2600 Sheridan Rd., Zion. Estimated construction cost $42,968; first year operating cost $72,000; revenue $72,000; Mr. Jones (each 1%), Mr. Weinberg is owner of WIDC, Zion; Mr. Weinberg owns 25% of license of KCBBS Buffalo and KASL, New Castle, both Wyoming; Mr. Weber owns station. Mr. Goldstein is attorney. Ann. April 11.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, April 4 through April 11, and based on filings, authorizations 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—directional antenna; cp—construction permit; ERP—effective radiated power, vhf—very high frequency, uhf—ultra-high frequency, antenna—aux- aura, vfl—visual, kw—kilowatts, w-watts, mc—megacycles, d-day, n-night, ls—local sunset, mod—modification, trans—transmitter, un—unlimited hours, k—kilome- cycles, SCA—subsidiary communications auth- authorizations, SBA—special service authoriza-

T. Hart Anderson

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Existing tv stations

CALL LETTERS ASSIGNED

KQAA-TV Pueblo, Colo.—Metropolitan T.v Co.; changed from ICSJ-74.

"WDCN-TV" Nashville, Tenn.—Davidson County Board of Education and Nashville City Board of Education.

"WMYS-TV" Milwaukee, Wis.—Milwaukee Board of Vocational & Adult Education.

"WMVS-TV" Milwaukee, Wis.—Milwaukee Board of Vocational & Adult Education; changed from WMVS-TV.

New am stations

APPLICATIONS

Athens, Ala.—Limestone Best, Co. 1080 kc, 1 kw D. P. O. address 8 Athens. Estimated construction cost $12,594; first year operating cost $36,256; revenue $41,000; Kenneth A. Casey, sole owner, is chief engineer for Tennessee Valley Radio & TV Corp. Decatur, Ala. April 6.

Dardanelle, Ark.—Central Arkansas Best, Inc. 960 kc 1 kw D. P. O. address 101 E. Main, Russellville. Ark. Estimated construction cost $38,478; first year operating cost $40,000; revenue $50,000; Principals: Wm. C. Murphy, W. Lyle Sturtevant, Parker Payne. Price Landings, Lewis H. VanLandingham. (each 18%), Daniel Scott, A. R. Grace and R. L. Schuh (each 3%).

Mears, Murphy and L. I. VanLandingham are mortgagees of gas company; Mr. Sturtevant is newspaper publisher; Mr. Parker is attorney; Lewis VanLandingham is news director for KWTO Lawton, Okla.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations

Appraisers • Financial Advisors

New York---60 42nd St., New York 17, N. Y. • MU 7-4242

West Coast---1357 Jewell Ave., Pacific Grove, Calif. • FR 7-4745

Washington---1425 "G" St., N.W., Washington, D.C. • DI 7-9531
**SUMMARY OF COMMERCIAL BROADCASTING**

Compiled by BROADCASTING, April 11

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tbody>
<tr>
<td>Cr</td>
<td>Cr</td>
<td>Cr</td>
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*TOTAL APPLICATIONS*

<table>
<thead>
<tr>
<th>Lin</th>
<th>Total</th>
<th>Commercial</th>
<th>Non-Commercial</th>
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<tbody>
<tr>
<td>3,649</td>
<td>145</td>
<td>14</td>
<td>42</td>
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<tr>
<td>931</td>
<td>50</td>
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<td>-</td>
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<tr>
<td>454</td>
<td>84</td>
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**OPERATING TELEVISION STATIONS**

Compiled by BROADCASTING, April 11

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
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</thead>
<tbody>
<tr>
<td>469</td>
<td>91</td>
<td>560</td>
</tr>
<tr>
<td>42</td>
<td>-</td>
<td>56</td>
</tr>
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**COMMERCIAL STATION BOXSCORE**

Compiled by FCC, March 30

<table>
<thead>
<tr>
<th>AM</th>
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</thead>
<tbody>
<tr>
<td>Cr</td>
<td>Cr</td>
<td>Cr</td>
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*Licensed on air* |

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>3,644</td>
<td>937</td>
<td>484</td>
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<tr>
<td>67</td>
<td>46</td>
<td>75</td>
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*Purchased new stations* |

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<th>AM</th>
<th>FM</th>
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</thead>
<tbody>
<tr>
<td>3,654</td>
<td>1,172</td>
<td>653</td>
</tr>
<tr>
<td>153</td>
<td>-</td>
<td>-</td>
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*Applications for new stations (not in hearing)* |

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>418</td>
<td>99</td>
<td>43</td>
</tr>
<tr>
<td>174</td>
<td>20</td>
<td>63</td>
</tr>
</tbody>
</table>

*Applications for new stations (in hearing)* |

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>505</td>
<td>92</td>
<td>156</td>
</tr>
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</table>

*Applications for one-time license* |

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>459</td>
<td>92</td>
<td>35</td>
</tr>
</tbody>
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*Applications for major changes (not in hearing)* |

<table>
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<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>49</td>
<td>-</td>
<td>12</td>
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*Applications for major changes (in hearing)* |

<table>
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<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>508</td>
<td>96</td>
<td>47</td>
</tr>
</tbody>
</table>

*Licensed applied* |

<table>
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<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
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</table>

*There are in addition, 10 tv stations which are no longer on the air, but retain their licenses.*

*Includes one STA.*

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**Existing am stations**

**APPLICATIONS**

WDOV Dover, Del.—Cp to change hours of operation from 10 to 15, using power of 5 kw and install DA-N. Ann. April 10.

WBKE Harvey, Ill.—Cp to change frequency from 1570 to 1560 kc, increase power from 1 kw to 10 kw, install new antenna and make changes in DA system (add 3 towers). Ann. April 11.

KCFP Festus, Mo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 8.

Kwon Bartlesville, Okla.—Cp to increase daytime power from 200 w to 1 kw and install new trans. Ann. April 6.

**CALL LETTERS ASSIGNED**

KKJ Flagstaff, Ariz.—Dateline Bests. Inc., changed from KJAY.

KCTG Honolulu, Hawaii—Ala Moana Bests. Inc., changed from KOOD.

KEWI Topkea, Kan.—Midland Bests. Inc., changed from KJAY.


WCSR Celina, Ohio—Marshall Rosen. KWFS Eugene, Ore.—Willamette Family Stations Inc.

WWEW Ashland, Va.—WDYL Radio Inc. WOLR Marion, Va.—The Seward Bests. Inc.

**New fm stations**

**APPLICATIONS**

Dardanelle, Ark.—Central Arkansas Bestg. Co. 104.3 mc, 2.8 kw, Ant. height above average terrain 220 ft. P. O. address 101 E. Main, Russellville, Ark. Estimated construction cost $38,476; first year operating cost $40,000; revenue $55,000. Principals: See application for new station. Ann. April 10.

Bakersfield, Calif.—Booth Bestg. Co. 96 mc, 18.45 kw, Ant. height above average terrain 75 ft. P. O. address 3345, Bakersfield. Estimated construction cost $21,600; first year operating cost $26,000; revenue $42,000. Principals: Joseph E. Sondergager and Gerson Al Price (each one-half). Mr. Sondergager owns 39% of reconditioned appliance retail store; Price owns retail record store. Ann. April 11.

Milan, Kckn—Central Illinois Bestg. Co. 103.5 mc, 3.03 kw. Ant. height above average terrain 147.4 ft. P. O. address 101 E. Main, Milton. Estimated construction cost $10,760; first year operating cost $10,900; revenue $18,000. H. Byrd Goble, sole owner, is manager of WEEY Milton, and owner of two-way communications equipment sales and service. Ann. April 5.

Dallas, Tex.—Family Stations Inc. 93.9 mc, 67.7 kw, Ant. height above average terrain 787 ft. P. O. address 111 Orange St., Boonstra, W. Mich. Estimated construction cost $400; first year operating cost $38,000; revenue $60,000. Station is licensee of KKEA San Francisco and KEBR Sacramento. Ann. April 5.

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**Existing fm stations**

**APPLICATIONS**

WOTW-FM Nashua, N. H.—Cp to change frequency from 106.3 mc to 106.1 mc, increase power from 1 kw to 2 kw, Ant. height above average terrain to 143.2 ft. and install new trans. Ann. April 6.

**CALL LETTERS ASSIGNED**

WXBR-FM Cocoa Beach, Fla.—Stereo Bestg. Corp. *WFLY-FM* Indianapolis, Ind.—Indiana Central U.

WOFG—South Bend, Ind.—The South Bend Tribune.

**OWNERSHIP CHANGES**

**APPLICATIONS**

KCLB Carlsbad, Calif.—Seeks assignment of cp from Launce Walter to Patrick F. Michaels; consideration $10 plus any financial consideration involved. Recommendation to move trans. site. Mr. Michaels has been news commentator for ABC in Los Angeles, owns hotel and production firm. Ann. April 5.

KKBK San Bernadino, Calif.—Seeks transfer of all stock in KBKO Inc. from George V. Rollandi to Dr. Keenan T. Trigg and Jack C. Vaughn (each 50%), Cecil L. Trigg and Jack C. Vaughn (each 25%). Jack C. Vaughn owns 15.8% of stock. Consideration for interests of Trigg and Vaughn. Assignees own television properties and are applicants for new tv station in Corpus Christi, Tex. Mr. Trigg owns 86% of KOSA Odessa, Tex. Ann. April 6.

KATT Woodland, Calif.—Seeks assignment of license from J. Frank Proctor and T. Frank Proctor (each one-half), d/b as KATT Bestg. Corp.; consideration $500 plus approx. $20,000 owed Mr. Sagara by Interstate. Mr. Sagara has been farmer. Ann. April 5.

WGAA Cedar town, Ga.—Seeks assignment of license from J. T. Pleanna and Pleanna (each one-half), d/b as Pocono Bestg. Corp., to Kay K. Sagara (8%) and family, d/b as KATT Bestg. Corp.; consideration $500 plus approx. $20,000 owed Mr. Sagara by Interstate. Mr. Sagara has been farmer. Ann. April 5.

WCFC Cleo, WEFC Chicago, both Illinois—Seeks assignment of licenses and cp from WHFC Inc. to Leonard Chess and Phil Chess (each one-half), d/b as L. Chess Bestg. Corp.; consideration $1,000,000. The Chess Bros. own record production and distribution and sales companies and own licenses of WTAC Flint, Mich. Ann. April 6.


WAPA-TV San Juan, Puerto Rico—Seeks assignment of license from Ponce de Leon Bestg. Inc., Puerto Rico, to APA-TV; consideration $1,500,000. Assignee is holder of lease and has pending application for transfer of all stock in Ponce de Leon to itself. Columbia Picture Corp. owner of Screen Gems, owns KCFCX-AM-FM-TV Salt Lake City, and is assignment for one-third of stock. WFCN-TV Aguadilla, P. R. Ann. April 11.

KWKZ Marion, S. C.—Seeks assignment of license from Pee Dee Bestg. Co. to Raymond A. Somers; consideration $5,000,000. Assignee is holder of lease. WFPB-WTV for WPOP Hartford, Conn. Ann. April 6.

WMLD-WTV formerly WMLD-WTV—Seeks transfer of 50% of all stock in WMLD Radio Inc. from Robert E. Coburn and James Y. Reeder (each one-fourth) to one each-fourth to John Lourie (present owner of 48%); no financial consideration involved. WMLD also owns 51% of WYAL Scotland Neck, N. C. Ann. April 11.
Hearing cases

STAFF INSTRUCTIONS

- Hearing Examiner Asher H. Ende
  - Ordered record closed as of March 23 in proceeding on application of Peace River Bestg. Corp. and William H. Martin for new fm station in Fort Myers, Fla. As noted in transcript of hearing, original findings are due to be filed on April 12 and replies thereto on April 23. Action April 3.
- By Hearing Examiner Charles J. Frederick
  - Granted petition by Frank M. Fitzgeral and motion by E. Raymond Parker to reopen record in proceeding on their application for an fm tv station in Greensboro, N. C., and Gaffney, S. C., received in evidence of exhibits and closed record. Action April 2.

Announcement of this preliminary step does not represent final decision in such case, but is merely announcement of proposed disposition. Commission reserves right to act on other different aspects of subsequent adoption and issuance of final decision.

INITIAL DECISIONS

- Hearing Examiners James C. Cunning-ham and Chester F. Naumowicz, Jr., issued initial decisions in the following two proceeding which, by order of August 2, 1956, were held to be in order as filed by several interested parties. In the first proceeding, the matter being considered is the denial of a petition by City of Jacksonville and Jackson-ville Bestg. Corp. to withdraw a petition for the renewal of its license and to withdraw its application for an fm tv station. The second proceeding involves the denial of a petition by Greenville Bestg. Corp. to withdraw its application for the renewal of its license and to withdraw its application for an fm tv station.

ROUTE ROUNDUP

ACTIONS ON MOTIONS

- By Commissioner Frederick W. Ford
  - Granted motion by Kittanning Bestg. Corp. and extended time to April 8 to respond to request by Joseph H. Elkins, Inc. for new fm station to operate on ch. 900 kc, and (2) finding of City of Jacksonville and Jackson-ville Bestg. Corp. of the following: (1) the issuance of notice to file application for a license to operate an fm tv station, no such application having been filed; and (2) the issuance of notice to file application for a license to operate an fm tv station, no such application having been filed.
- By Hearing Examiner James D. Cunnin
  - Scheduled time for hearing conferences and hearings in the following case: May 8 and June 11 on application of Westamy Bestg. Corp. for their application for renewal of station WBBY Wood River, Ill.; May 8 and June 11 on application of WTVY, Jacksonville, Fla. Action April 5.
- By Hearing Examiner Basil P. Cooper
  - Ordered record closed as of March 23 in proceeding on application of Peace River Bestg. Corp. and William H. Martin for new fm station in Fort Myers, Fla. As noted in transcript of hearing, original findings are due to be filed on April 12 and replies thereto on April 23. Action April 3.
- By Hearing Examiner Ashley H. Ende
  - Granted petition by Frank M. Fitzgeral and motion by E. Raymond Parker to reopen record in proceeding on their application for an fm tv station in Greensboro, N. C., and Gaffney, S. C., received in evidence of exhibits and closed record. Action April 2.
- By Hearing Examiner Charles J. Frederick
  - Ordered record closed as of March 23 in proceeding on application of Peace River Bestg. Corp. and William H. Martin for new fm station in Fort Myers, Fla. As noted in transcript of hearing, original findings are due to be filed on April 12 and replies thereto on April 23. Action April 3.
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neases desired for cross-examination in Santa Maria, Calif. ch. 12 proceeding. Action April 6.

Issued memorandum of ruling made at April 6 oral argument denying petition by Delaware Valley Better Co. (WATT), Trenton, N. J., for leave to amend its application so as to reduce RMS of its proposed nighttime service. Application is consolidated with proceeding in do. 14510 et al. Action April 6.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of April 10


WYNK, Vox Inc., Baton Rouge, La.—Granted an involuntary assignment of license to Joel M. Hirsch, receiver.

WBOB, WBOB Inc., Deland, Fla.—Granted involuntary assignment of license to Wallace Riddle recently to Altavista Bestg. Corp.

KCAC, Harold Lampen, Phoenix, Ariz.—Granted assignment of cp to KCAC Bestg. Inc.

WLKM, Voice of Three Rivers, Three Rivers, Mich.—Granted an assignment of cp to Voice of Three Rivers Inc.

KCBM-TV Honolulu, Hawaii.—Granted cp to change ERP to I5 106 kw; var. it, kw; change translation, location, no change in description, but change in coordinates only: make changes in ant. system: ant. height—40 ft.

K7BZ Bemidji, Minn.—Granted cp to replace station permit which authorized change in frequency, ERP, type trans., and ant. system.

WRUP, Isle of Man, N. Y.—Granted cp to install new trans. as main trans. N. auxiliary trans. W7M.

WFMG(FM) Galatia, Tenn.—Granted cp to install new trans. at present main trans. location as auxiliary trans.

WFMH, Hullman, Ala.—Granted cp to install new trans. as alternate main trans.- nighttime at main trans. location.

WMKE, Green Bay, Wis.—Granted cp to install new trans. as auxiliary trans. at main trans. location.

WCRR, Waltham, Mass.—Granted cp to install new trans. and make changes in ground system.

WHBO Tampa, Fla.—Granted cp to install new trans. at auxiliary trans. location. DA-2.

WIBO, Tampa, Fla.—Granted cp to install new trans. at auxiliary trans. location.

K913H, Ukiah, Calif.—Granted mod. of cp to use new trans. for day and night (one trans.).

K7RA, Bakersfield, Calif.—Granted mod. of cp to change auxiliary station to XK65W, ch. 6, San Francisco.

K7BH, Uvalde and Knippa, Tex.—Granted mod. of cp to change auxiliary station to W7GR, ch. 7, Waco. 

K792B, Independence, Mo.—Granted mod. of cp to change auxiliary station to W792B.


Actions of April 9

KTVX-TV, Rocky Mountain Telel Station, Denver, Colo.—Granted cp to install new trans. as auxiliary trans. to Harriscure Inc. and WTV Properties, 0/0 under name KXTV-TV, ch. 10, Denver.

K7MY, Billings, Mont.—Granted mod. of cp for equipment change.

KGJZ Seattle, Wash.—Remote control permitted.

WKWE Milwaukee, Wis.—Granted change of remote control authority.

Concerning orders for following ytv tv translator stations: Rocky Point TV Club on ch. 11, Alviso, Calif., to translator programs of KOTA-TV (ch. 3), Rapid City, S. D.; The City Channel, Alamosa, Colo., to translator programs of KPLC-TV (ch. 6), Belen, N. Mex., to translator programs of KXKL-TV (ch. 6), Bellingham, Wash.

BROADCASTING, April 19, 1962

H6 (FOR THE RECORD)

ARKANSAS

RADIO-TV SET COUNTS

1960 U.S. CENSUS OF HOUSING

<table>
<thead>
<tr>
<th>Area</th>
<th>Population</th>
<th>Occupied Dwelling Units</th>
<th>Total Homes</th>
<th>Radio Coverage Saturated</th>
<th>2 or more sets</th>
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<td>Arkansas</td>
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<td>443,257</td>
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COUNTY TOTALS

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<tr>
<th>Name</th>
<th>Address/Location/Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Offices and Laboratories, 1339 Wisconsin Ave., N.W., Washington, D.C.</td>
</tr>
<tr>
<td>COMMERCIAL RADIO</td>
<td>Equipment Co., Edward F. Lorentz, Chief Engr. INT'L BLDG., 711 Wisconsin Ave., N.W.</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>711 14th St., N.W., Sheridan Bldg., Washington, D.C.</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>P.O. Box 32, Crestview 4-8721, Arlington, Texas</td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON</td>
<td>Consulting Radio Engineers, Box 68, International Airport, San Francisco 28, California</td>
</tr>
<tr>
<td>J. G. ROUNTREE</td>
<td>Consulting Engineer, P.O. Box 9044, Austin 17, Texas, Glandele 2-3073</td>
</tr>
<tr>
<td>JOHN H. BATTISON &amp; ASSOCIATES</td>
<td>Consulting Radio Engineers, 934-S Munsey Building, Washington 5, D.C.</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer, National Prest Bldg., Wash., 4, D.C.</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Engineers, 1050 G St., N.W., Republic 7-6646, Washington, D.C.</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>1405 C St., N.W., Republic 7-6646, Washington, D.C.</td>
</tr>
<tr>
<td>JOHN B. HEEFFELINGER</td>
<td>9208 Wyoming Pl., Hillsdale 4-7010, Kansas City 14, Missouri</td>
</tr>
<tr>
<td>VIR N. JAMES</td>
<td>SPECIALTY DIRECTIONAL ANTENNAS, 232 S. Jasmine St., Dexter 3-5562, Denver 22, Colorado</td>
</tr>
<tr>
<td>MERL SAXON</td>
<td>Consulting Radio Engineer, 622 Hokin St., Lufkin, Texas</td>
</tr>
<tr>
<td>JOHN H. MULLANEY &amp; ASSOCIATES</td>
<td>2000 P St., N.W., Washington 6, D.C.</td>
</tr>
<tr>
<td>RAYMOND E. ROHRER &amp; ASSOCIATES</td>
<td>Consulting Radio Engineers, 436 Westy Bldg., Washington 5, D.C.</td>
</tr>
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</table>

**Service Directory**

<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Location/Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE, 445 Concord Ave., Cambridge 38, Mass.</td>
</tr>
<tr>
<td>THE CAPITOL RADIO</td>
<td>ENGINEERING INSTITUTE, 8224 16 St., N.W., Wash., 10, D.C.</td>
</tr>
</tbody>
</table>

**To Be Seen by 100,000+ Readers**

- Among them, the decision-making station owners and managers, chief engineers and technicians—applicants for AM, FM, TV and facsimile facilities.
- All continuing Readership Study

**Contact**

- BROADCASTING MAGAZINE
  - 1735 DeSales St., N.W.
  - Washington 6, D.C.
  - Phone: 751-8122
<table>
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Continued from opposite page

Moorecraft, Wyo.; KOTAN, Roan Creek

Continued on page 105

The Continued text: Continued on page 105

BROADCASTING, April 16, 1982

99
Help Wanted—Management

Sales Manager. Somewhere there is a salesman ready to take over a new operation in a small market, along the Atlantic seaboard. This man is successful, experienced, has plenty of ideas and is ready to start from scratch. Has an expansive operation. $6000 guarantee plus liberal incentive. Box 519K, BROADCASTING.

Commercial Manager. Leading radio operation in southeast seeking aggressive sales executive with good selling performance records, strong family man and often many years. Good incentive arrangement for right man. WSBV, Savannah, Georgia.

Sales

New England—Major indie needs good strong salesman. Real opportunity with growth company for man looking to the future. Resume to Box 527F, BROADCASTING.

Florida—East Coast fulltimer in metropolitan market. Needs experienced, one ratings number, top pay territory. Send complete resume first letter. Box 40H, BROADCASTING.

“Florida boom area major market fulltime representative for well established station. Send complete resume. There is a need for a self starter and strong closer with desire to make money. You get a guaranteed salary plus a percentage plus monthly incentive bonus, hospitalization is paid vacations. Housing plentiful and reasonable, excellent local radio sales experience essential, college background preferable. Send complete resume, references and photo. Tell all in your first letter.” Box 285K, BROADCASTING.

Family man. Middle Atlantic half-million market. Suburban living conditions. Mail resume and salary expected. Box 531K, BROADCASTING.

Sales manager. Must be willing to invest in an opportunity now for New England small daytimer. Excellent opportunity for man not afraid to go out and sell a good product. Must be experienced. Send complete resume, including photo in first letter. With reference. Box 410K, BROADCASTING.

Send letter with full background, picture and salary requirements. Only interested if proves sales earning ability and have intention of becoming permanent employee. Box 552K, BROADCASTING.

Salesman with proven ability needed by golf coast leader. Send resume and full details first letter. Must be high type individual with strong satisfaction reputation. Box 524K, BROADCASTING.

Southeastern—Top Rated Metro Station—needs experienced salesman with management ability for immediate opening. Must be 30-45, married—have excellent references. Need a man for rapid advancement for creative producer. Send photo—complete resume. Box 257K, BROADCASTING.

Experienced salesman wanted immediately by 5000 watt fulltime New York State station. Salary and commensurate on-air and off-air package. Must qualify for network. Starting salary $7000. Must have excellent references. Box 619K, BROADCASTING.

Opportunity for a salesman in the fabulous Rocky Mountain empire. Salary and commensurate. Write Elise Atteberry, Radio KCOL, P. O. Box 974, Fort Collins, Colorado.

Help Wanted—(Cont’d)

Sales

Attention dealers ... if you can sell your own show, let's put it on TV. First phone helps, but is not required, if you are strong sales man. New Pennsylvania indie with radio rates offers extremely rewarding commission for personality who can sell his own shows. Send photo, resume, and references to Harold Gann, KDAS-TV, Box 321, Hanford, California.

Sports minded announcer with play-by-play experience, plus sales experience. Desire family man and strong promoter. Send photo, letter, and resume to Gordon Walsh, Program Director, WAGE, Leesburg, Virginia.

Experienced radio salesman wanted—WBIC, 540 kc. Long Island, N. Y. Salary plus commission—Call or write for appointments. Box 1F 5-0540, 1 E. Main St., Bayshore, N. Y.

“Attention ... Radio salesmen in southern states. If you’re sharp and are now making less than $2500 per month on the wrong boat. If you want to make this and more, contact John Greene Enterprises, 167 E. Parrish Street, Durham, N. C. or phone 383-8841.”

Executive caliber salesman with proven sales and promotion background. Full time travel, protected commission, high type individual with steadfast performance record. To: Gordon Walsh, Program Director, WAGE, Leesburg, Virginia.

Madison, Wis.—excellent sales opportunity now for experienced, top rated music/news station. Good money, good future, good living. Contact sales manager, WISM, Madison, Wis.

Announcers

Top 40 station, Southwest, needs first phone men. Your chance to learn number 1 radio. Send tape and details. Box 205K, BROADCASTING.


Experienced announcer with first phone wanted by smooth New Hampshire station. This is a permanent opening with a secure future for the right man. Starting salary $1600 per week. Send tape and resume to Box 412K, BROADCASTING.

Annon/Eng 1st phone. Take over chief's responsibility. Need good voice for top day time station in East Coast rural market. Maintenance experience or desire to learn necessary. Good hunting, fishing, bathing and boating. Send tape and resume to Box 516K, BROADCASTING.

Wanted: Capable newsmen for upper mid-west station in market of 35 thousand. Ability and experience in feature delivery and writing in authoritative manner will determine success of applicant. Send full information in first letter. Salary range up to $135 weekly. Box 543K, BROADCASTING.

Top position open for Negro R & B DJ in No. 1 market. Must be experienced. Prefer Southerner, 25-32. Excellent salaries—complete resume to Box 551K, BROADCASTING. All Replies confidential.

Wanted—experienced announcer with first ticket preferable. Full time job, reliance on air. Send tape, resume, salary. All replies confidential. Box 565K, BROADCASTING.

Announcers

Move up to a top quality station. Florida's #2 market is looking for an outstanding mature voiced, slick production, big smile, announcer—d.j.—no rockers. Send aircheck tape, resume, and references. Box 559K, BROADCASTING.

Young announcer with eye on the future ... plenty of ideas and ready to roll with fast moving Texas station. Send tape and details first letter. Box 795K, BROADCASTING.

Radio is your medium! Comedy is your specialty! Your work carries a chuckle for both irony and understanding of humans and their foibles. You should be skillfully and to good purpose. You are an ideas personality. Use your creative brain in a joke book. You are all of these things and venturesome, too, and for that reason, you answer this ad by sending full details and samples of your top quality professional abilities to Box 602K, BROADCASTING.

Have immediate opening for an announcer, school experience necessary. Prefer man from mid-west. Good music station. Salary open. Send tape and resume to: Dennis Voy, Manager, KMAQ, Maquoketa, Iowa.

Experienced morning man. Must be able to type creative copy and do production spots as well as a good air job. Duties will be split about 50-50 between air work and production. Most beautiful spot in California to live—Gateway to Sequoia and Kings Canyon Parks. KONG—AM & FM, Visalia.

Announcer with 1st phone for evening board shift. Vacation, sick leave and insurance benefits. Send aircheck tape, resume to: Paul D. Rahders, KSDN, Aberdeen, South Dakota.

Sports minded announcer with play-by-play experience. Plus sales experience, Full time travel, protected station. Vacancy for the right man. Station is in the Fox Hunting Country. Address resume and tape to: Gordon Walsh, Program Director, WAGE, Leesburg, Virginia.

Northern Maryland independent needs fully experienced announcer for immediate opening. Send audition tape, resume and photo. WASA, Havre de Grace, Maryland.

Wanted—Good announcer with first phone. Send tape and resume to WCAT, Orange, Massachusetts.

Staff announcers for 5000 watt full-time AM 46. Need one airman, particularly experienced mature voices. Fringe benefits. WCOJ, Chambersburg, Pennsylvania.

WEOK, Poultney, N. Y., needs first phone announcer immediately for summer, maybe permanently. Gerald Desmond, OP-Radio, 1-1600. Portland, Maine.

Wanted announcer with first phone ticket. Contact Mims Boswell, Jr., Manager, WKOZ Radio, Kosciusko, Mississippi.


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BROADCASTING, April 16, 1962
Help Wanted—(Cont'd)

Announcers

Immediate opening for first phone all night DJ, York radio station operation. Box 622K, BROADCASTING.

Experienced announer wanted for good market. No. Texas. Send $725 week, tape and working conditions. Mature air salesmen, experienced announcer, tape and resume to 622K, BROADCASTING.

Experienced announcer needed. Adult audience. Also need good local newsman. Happy place to work. All good working conditions. Close to NYC, Hurry - WGLY.

Morning man to entertain 80,000 market. Boost ratings and we will boost salary. Call Bob Allen, WNCO, Ashland, Ohio. $725 mo., Anchorage, Alaska 3 kw. Adult music. Board/news. No beginners. Immediate opening for Alfarmall tape and full qualifications to Bill Harpel, 605 W. Main, Santa Maria, Calif.

Wanted: Combination man and first class engineer. Study type only. Send references to WHEL, P. O. Box 486, Winchester, Virginia.

First phone announcer, experienced for small friendliest town, New York. Minimum $1500 per week. Also to include sales experience. Rush tape, resume to: Box 497K, BROADCASTING.

Technical

Chief Engineer N.Y. Strong on maintenance—Excellent salary. Box 804K, BROADCASTING.

Wanted: A competent technical man with immediate opening experience. Knowledge of both radio and television. First phone. Salary to be discussed.

Chief Engineer and Technical Supervisor. Good salary and prestige with major northwest university system. Ideal environment for family man. Experience required in both radio and television. First phone. Duties include supervision of all maintenance and installation, plus some training of student personnel. Box 578K, BROADCASTING.

Wanted: transmitter engineer—first license. Experience not required. Western Pennsylvania. $70-$80 per week. Box 641K, BROADCASTING.

Be daring: help our poverty-stricken operation start from nothing. KRAB (FM), 8029 Roosevelt, Seattle 15, Washington.

Wanted: first phone for transmitter duty. WHEL, 230 West Main, Richmond, Va.

Richmond area . . . Chief engineer-anouncer needed for new station—air date May 1st. Send resume, tape and salary requirements immediately to Tom House, WAMS, Ashland, Virginia.

Chief. Good at maintenance for 1000/550 station. Must have car. Submit experience, references and present salary. WCWS, Amsterdam, New York.

Production-Programming, Others

Experienced, energetic, dependable traffic manager, Texas network station. Box 396K, BROADCASTING.

"Attention 1962 College Graduates: Established group of stations expanding its news operations. Must have editorializing and public affairs openings. For young men eager to get into the broadcast business. Apply in writing with resume, picture, tape and references. Position available immediately. Send resume and tape to: WBEC, Coatesville, Pennsylvania.

Immediate opening experienced News Director full time station, mobile equipment,饱满 equipment, single station market. Submit resume and starting salary expected. Personal interview arranged. Box 158K, BROADCASTING.

Persuasive copywriter experienced, for network station—Texas city resort. Box 388K, BROADCASTING.

Newspaper and Billboard Sales Experience. Must have newspaper experience. Send resume, references and rate of pay expected. Box 5011,609K, BROADCASTING.

You are being offered the position of General Manager of a large metropolitan station. Box 549K, BROADCASTING.

Situations Wanted—Management

Immediate opening for experienced announcer working with a large network station. Immediate opening experienced and main- stream announcer or as a transmitter and development producer. Salary determined by applicant's experience and ability. Box 491K, BROADCASTING.

WANTED: First phone for Vermont station. Salary to be discussed. Write to: Box 467K, BROADCASTING.

Chief. Good at maintenance for 1000/550 station. Must have car. Submit experience, references and present salary. WCWS, Amsterdam, New York.

WANTED: Experienced announcer with sincere interest in settling in Rocky Mountain or small market. Box 615K, BROADCASTING.

WANTED: Experienced, energetic, dependable traffic manager, Texas network station. Box 396K, BROADCASTING.

WANTED: immediately. Send tape and resume.

Situations Wanted—Announcers

Experienced announcer wanted for immediate opening. $725 week. Also to include sales experience. Rush tape, resume to: Coatesville, Pennsylvania.

Urgent. Experienced morning man. Must have car. Submit experience, references and present salary. WCWS, Amsterdam, New York.

Immediate opening experienced announcer with sincere interest in settling in Rocky Mountain or small market. Box 615K, BROADCASTING.

WANTED: Experienced announcer with sincere interest in settling in Rocky Mountain or small market. Box 615K, BROADCASTING.

Situations Wanted—Technical

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) seeks to fill vacant positions for Radio Operating and Receiver Operating and Maintenance Technicians for a station at Greenville, North Carolina. These positions are for the operation and maintenance of two high power transmitting plants and a receiving plant. Experience in similar positions and continued training in the field are necessary. The positions are anticipated to begin in May, 1962. Salary is $8,000 per year for five years.

Send resume, qualifications and references to: Box 486K, BROADCASTING.

Immediate opening for Licensed Transmitter Operator. Must have valid license. Send resume, references and salary requirements to: Box 576K, BROADCASTING.

WANTED: Experienced and capable salesperson to handle commercials on a larger market. Box 491K, BROADCASTING.


Brighten your day with top-rated dj . . . seeking major market, permanence. 7 years experience. Easy humor, voice insert, characterizations. Freeberg-type production spots. 36, college graduate, veteran, family man. Box 538K, BROADCASTING.

EXPERIENCE announer needed. Good music. Happy place to work. All good working conditions. Close to NYC, Hurry - WGLY.
**Announcers**

**Situation Wanted**—**Cont'd**

Midwest medium market jock. Would like modern radio anywhere. Box 557K, BROADCASTING.

Announcer, fast board, bright happy soul, experienced, permanent. Box 560K, BROADCASTING.

Don't read, write me! Prefer C&W. HE 1-2975, Alabama—write Box 565K, BROADCASTING.

Top salesman (4 station billing in a two station market, Western Pennsylvania, with one hundred plus million retail sales) wants future—management and sales. Box 565K, BROADCASTING.

Top 49 dj. Desires to move up and settle in Midwest station, 5½ years experience. Dependable, married and references. Box 566K, BROADCASTING.

DJ, fast board, mature sound, experienced, veteran, want permanent position. Box 569K, BROADCASTING.

Bright, humorous morning or afternoon personality seeks progressive, promotion-minded station. Experienced all phases radio, including play-by-play. Some tv. Outstanding production man. Currently at CBS 3kw. All areas considered. Please write. Box 570K, BROADCASTING.

Reliable announcer—Experienced: Midwest, East Coast. Natural, live, dj, news, commercials, Pleasant voice, effective language, smooth production for placing good music. Prefer midwest, west. Box 574K, BROADCASTING.

Tight paced country jock, would prefer Tennessee or Florida. Good on news, 6 years experience. Write Box 577K, BROADCASTING.

Sincere young man with some college seeks full time position. Third phone, speech trained. Box 579K, BROADCASTING.

Professional—Nine years, solid references. Finest background. Veteran with college. Know standard and formula, also production. $100 minimum. Box 583K, BROADCASTING.


Michigan State University radio and television major desires full or part-time station employment in Michigan area. Box 585K, BROADCASTING.

Personality, dj announcer 2½ years experience—Detroit, N.J. as a solo or screen. Prefer 200 miles from NYC. Will consider others. Box 586K, BROADCASTING.

Sharp morning and farm. Man. Good news and sports, 1st phone. 6 years experience. Excellent references. Box 591K, BROADCASTING.

Announcer 7 years, married, veteran, 32. Available immediately. Box 592K, BROADCASTING.

Experienced radio-tv. Top sportscaster, program director, news, sales, dies, family. Box 594K, BROADCASTING.

Negro announcer, first phone. I'm cutting staff. I want to help this good man find a good job. Now located in top ten market. Write General Manager, Box 598K, BROADCASTING.

DJ, newscaster, experienced, bright sound, authoritative news, fast board. Dependable family man. Box 600K, BROADCASTING.

Friendly persuasion via quality voice, mature approach, intelligent delivery. Experienced dj, news and some interviewing and commercial writing, seeks good music station, low pressure format, 23 years old, vet, single. Box 604K, BROADCASTING.

**Announcers**

**Situation Wanted**—**Cont'd**

DJ—newsmen—pd, 3 years experience. Bright, light production, any music. Want permanence, future. Box 605K, BROADCASTING.

5,000 watt personality wishes to relocate. 33—married—veteran—college graduate. Play-by-play, music. Top references. Box 606K, BROADCASTING.

Non-screeching personality, dj, 3½ years experience, presently employed, ready to move up. College, Veteran. Tons in new market. Box 617K, BROADCASTING.

9 years experience as dj. Can also do anything in radio operation except engineering. Willing to learn that. Family of 8. Consider secure move anywhere in c&w operation. Box 629K, BROADCASTING.

Frank "Sad" Sachs, now enroute to World's Fair box, 2920 West Green Blvd., Detroit, Michigan. Telephone Trinity 2-7189.


NU '61 Grad wants summer replacement or full time. Experience as radio and tv announcer, writer, comic, producer. Prefers Midwest. Do you want, have, experience as above? Contact: N. Mark, 4025 W. Endfield, Skokie, Illinois.

Top 40 jock, available now. Presently on 980 FM. Call box, 2-7189. 2920 West Grand Blvd., Detroit, Michigan.

Announcer, will travel 1 year experience southeastern United States. Looking for summer vacation work. (June-Sept.). Like small markets. Resume on request. Contact: John W., 4602 Chicago Road, Dearborn, Michigan.

Top 40 decays—available immediately, #3-21, 540 W. 123rd. St., New York City.

**Technical**

Chief engineer or staff with large station. Over 20 years experience AM-FM, directi- onal, stereo, FM. Located 30 miles south of Chicago, Ill. Box 547K, BROADCASTING.

First phone operator with 5 years as chief engineer. Experienced in directional arrays, construction and all phases of maintenance. Desires lower Midwest location but will consider any. No announcing experience. Box 577K, BROADCASTING.

Young, but experienced Chief ENGINEER needs better pay. Capable of installing, operating and maintaining AM-FM-studio—remote control equipment. Top references. Married and have car. Will relocate for right offer. Write Box 542K, BROADCASTING.

Engineer, 32, married, 1st class license, heavy on maintenance and engineering for AM-FM facilities, seeks position as engi- neer/chief engineer, would prefer eastern seaboard station. Box 545K, BROADCASTING.

Experienced first class engineer desires midwest employment. Write Box 550K, BROADCASTING.

Experienced radio engineer available. Call Box 557K, BROADCASTING.

First class licensed; chief, combo experience. Available immediately. Room C, Lincoln Hotel, Dover, Delaware 4-3331.

**Production**—**Programming, Others**

Top sports announcer: Seeking sports minded station with play-by-play. Over 6 years experience radio-tv. Box 510K, BROADCASTING.

College graduate, 2 years professional singer, Production conscious. Very strong on news, on-the-spot, rewrite, delivery, Illinois, Wisconsin, Indiana, Michigan. Box 546K, BROADCASTING.

Medium market program director—Major market jock, 4½ years experience, all phases, pop and good music formats. Box 548K, BROADCASTING.

Midwest—West Coast—News director, pd, interviews—Top rated show—any format with accent on good taste references. Let's hear—here! Box 555K, BROADCASTING.

Girl Friday—Graduating August—Baylor Graduate interested in record library management, and board-control, selection, and maintenance of Texas or bordering states. References and resume on request. Box 556K, BROADCASTING.

Am making money away from radio, but the yearning for WR & PD spot in one of top 10 markets with formula (DJ) chain took over. Voice deep, experience 8 years long. Award winning newscaster. Non-screeching DJ, band & news remotes for neta, staff announcer, top-rated contro- lroom. Includes programming ideas and delivery. Willing to take smaller tax payment in return for return to broadcasting. References include present employer. Box 559K, BROADCASTING.

Journalism graduate (Illinois), 12 years experience, Built prize-winning news depart- ment, left for PD, wants return to news. Strong on legwork, writing, authoritative on sales, but will relocate north or south (my first job) of Mason-Dixon line, east or west of Mississippi. Willing to take smaller tax payment in return for return to broadcasting. References include present employer. Box 560K, BROADCASTING.

"As one station manager to another, I have a man available that could solve your produc- tion, and programming problems. He's young, married, reliable, outstanding pro- duction ability, with sound, imaginative ideas. Solid experience in Southeastern and Mid-south markets. We'll give you all necessary details on request. Write or Wire Box 565K, BROADCASTING."

Staff cutback—top man must go! Program director with outstanding production—creative and production experience. 20 years experience in major southeastern market for three years. Top-rated operation in 3 major markets. Box 549K, BROADCASTING.

Present station situation necessitates move. Prefer southeast. Has experience in modern program guidance—contact immedi- ately. Present employer will give excellent recommendation. Box 597K, BROADCASTING.


**TELEVISION**

**Help Wanted—Sales**

Southeastern, 3 station VHF market. Program manager network operations. Requires professional account executive. Generous guaranteed salary plus options from first dollar, other benefits. Send full resume to Box 471K, BROADCASTING.

**Announcers**

Announcer-switcher, experienced for South Texas station. Box 598K, BROADCASTING.
Help Wanted—(Cont’d)

Announcers

Wanted: On-camera newswoman with experience as a reporter-writer and able to use 16mm camera. Will be part of two city newscasts. Submit resume including salary requirements and recent photo and audio tape. Richard O’Neill, WICD, Danville, Illinois.

Need permanent tv man. Must have 1st phone. Send details to WEL, Wilmington, North Carolina.

Technical

Educational station in southeast metropolitan area seeking engineering personnel. Needs first phone. Write, send resume. Box 586K, BROADCASTING.

Opportunity for Chief Engineer in large New York College television unit. Moving into new studios during 1962-63. All equipment broadcast standard. Fringe benefits. Send résumé to WICD.

Immediate opening for tv technician experienced in studio maintenance and operation. Ampex VTR maintenance experience desired. Must be ambitious, dependable and have license. Reply in confidence. Send qualifications, references, salary requirements and recent photograph to Chief Engineer, WLAC-TV, Nashville, Tennessee.

Studie maintenance engineer—Must have one phone—one year experience be able to pull shift at transmitter during vacation periods. Excellent opportunity for advancement in growing North-western California market. Write or wire Chief Engineer, KYTV-E, Eureka, California.

Production—Programming, Others

Wanted: TV newsmen with radio or tv news background who likes to dig good news as well as be on-camera. Box 335K, BROADCASTING.

Continuity writer with speed and creativity for VIF in southwestern resort city. Box 397K, BROADCASTING.

Director for large and aggressive station in major market. Must be experienced creative, ambitious. Excellent pay and working conditions. Mr. Kouris, KMBC-TV, 11th and Central, Kansas City, Missouri.


TELEVISION

Situations Wanted—Management

TV Program Manager available soon. Exceptional experience in programming, production, film buying, videotape, public affairs, news, and contract negotiations. Desires affiliation with major network affiliate, international television group, or VTR production team. Box 545K, BROADCASTING.

Manager—10 years present position (TV). 21 years radio and TV. Able administrator. Solid community tenure. Excellent references. Available 30 days. Box 573K, BROADCASTING.

General Salesman—10 years experience, now employed as salesman. Proven ability, 36 years, married, family, salary plus. K16K, BROADCASTING.

Sales Manager—Commercial Manager—eight years management experience. Excellent on local area sales, ability to train others. Box 596K, BROADCASTING.

General Manager of combined tv and radio wants local full time to tv management. Deep experience in all department areas. Will give personal interview. Box 608K, BROADCASTING.

Situations Wanted—(Cont’d)

Sales

Announcer with agency and client endorsement galore. 10 years all phases radio/tv. Strong news, sports, commercials. Reliable, family man. Box 594K, BROADCASTING.

Sales service manager position desired by single, young, aggressive, creative man with 3 years experience in all phases of tv, including sales, production and promotion. Will relocate, resume furnished. Box 611K, BROADCASTING.

Announcers

Sports announcer, interviewer, MC. Presently California television, family. Reliable, references. Box 652K, BROADCASTING.

Professional tv announcer, 31, wants staff work with professional tv station. $160 weekly plus plus. Box 612K, BROADCASTING.

Technical

TV technician or engineer experienced in construction, maintenance and operation of television transmitter and microwave equipment seeks opportunity to work for station in Florida or deep south. Send résumé and references. Box 571K, BROADCASTING.

Experienced radio-television engineer, age 41, desires medium market. George Davig, 302 West Blvd., North, Rapid City, South Dakota.

Production-Programming, Others

Director—writer-producer—seeks position with chain responsibility and future. Box 387K, BROADCASTING.

News director, top-rated newscaster with proven administrative ability in major markets. Extensive experience in editorial and public affairs experience. Kines and references available. Box 544K, BROADCASTING.

Production/Program Director—2 years experience at overseas stations, including all phases of production. College man, 28, married—will relocate. Box 588K, BROADCASTING.

FOR SALE

Equipment

1 KX transmitter, including side band filters, spare tubes, misc. assignment of coaxial cable and in excellent condition. First cash offer over $12,000 taken. KCHU, Box 18, San Bernardino, California.

RCA 5Kv tv transmitter. Low band, presently on Channel 13 in new station with transmitter console, harmonie filters, sideband filter, diplexer, dummy load, and demodulators. Available now. RCS? TV, Pueblo, Colorado.

Gates 250W AM transmitter, good condition, just removed from service. WANE—Fort Wayne, Indiana.

For Sale, W.E. 50422 FM 3 K.w. transmitter. W.E. 5A FM monitor. 704/4 Collins 4-bay antenna 25 ft. 1½" Andrews Coax, elbows, hangers and miscellaneous fittings. All tuned ready to operate on 102.7 m.c. Contact Henry Fonse, C.E., WDIA, Memphis.

One Tupak newscast tape recorder in good condition. Berlant BDB-1 tape recorder. Takes up to eleven inches reels, complete with cases, good condition, cost new about $700. First $250 buys it. KOHU, Hermiston, Oregon.


Available soon transmitter package consisting of a Standard Electronics TH64 transmitter—50 kw output. 420 feet of teflon ⅜ inch transmission line and a General Electric low band antenna. This equipment is in perfect operating condition and available only because of a change in policy. The equipment is currently turned to channel 12. For full information contact Bert Lebhar, Executive Vice President, WEAT-TV, West Palm Beach, Florida.

For Sale—(Cont’d)

Equipment

RCA 3-bay, Channel 3 (or 2) TV antenna. Good condition. Bargain. WSAV-TV, Savannah, Georgia.

Disc cutter, Rek-O-Kut Imperial II, less than year old, 230 volts, 5000 rpm. Of lead screws, $500, 1103 Emory Drive, Panama City, Florida.


Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Unusual transmission equipment 1 5/8", $51.00 O.T.F. Teflon Line.$40.00 for 20' length: 1½", $10.95, 6½ ft. 6 sect. Dishes with hardware, $150.96 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for stock list. S.W. Electric Cable Company, 1421 Middle Harbor Road, Oakland 20, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1341 Hurbide St., La Jolla, Calif.

WANTED TO BUY

Equipment

Need everything for 1 KW 4400 FM operation. Also 3-inch oscilloscope. Box 475K, BROADCASTING.

TV aud/or AM in medium large city desired by experienced, competent and financially qualified party. Reply in confidence. Box 565K, BROADCASTING.

Wanted—TV studio equipment. State model, price and condition. Box 612K, BROADCASTING.

Wanted—by our clients. Radio, FM, and TV test and measuring equipment. Thirty years in business, 3400 Shiel Electronics, Box 725, Sag Harbor, N. Y.


25 kw dummy load. Reasonable condition. Calimeter or wattmeter type. Box 621K, BROADCASTING.

WANTED TO BUY

Stations

Desire medium wave daytime station in mid-west. Include all details first letter: power, frequency, location, billing, etc. Justify price asked. Box 485K, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or by in resident classes. Grantham Schools are located in Ft. Worth, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory pertaining to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programming, console operation. Twelve weeks training at our school training. Finest, most modern equipment available. G. I. approved. Elkins Radio School of Broadcasting, 2803 Inwood Road, Dallas 33, Texas.

Help Wanted—(Cont'd)

DJ WANTED FOR IN-PERSON
TEEN SHOW
Leading national manufacturer requires services of talented, youthful, quick cut disc jockey for set of ceremonies for live, free admission show geared to teenagers. Tour in New England and Southeast July and August. Sobriety and outstanding references essential. Preference given to applicants with teen experience. Send tape, photo and sales requirements. Box 151K, BROADCASTING.

Summer replacement announcer
May 7 thru September 9th—possible employment beyond this period. Commercial station experience required. Send tape, snapshot and resume to Program Director, WOC, Davenport, Iowa.

Situations Wanted—Announcers

FRANK “SAD” SACKS
Now enroute to World’s Fair by ox wagon. Available now top 40 any- where. 2920 West Grand Blvd., Detroit, Michigan. Trinity 27119.

Help Wanted—Technical

TV ENGINEER
Electrical and Mechanical Leading producer of closed circuit TV has immediate openings for Senior Design, Junior Electrical or Mechanical Engineers; for our product development and systems Engineering. We need men with B.S. in E.E. or B.S. in M.E. and product development, Systems De- sign or application. Engineering experience in closed circuit TV in industry and for broadcast engineering. Send full resume: J. W. Lewis, Stage Division, Warner Bros. Inc., 8200+ Sunset Blvd., Los Angeles, California. In local area community with respect for. In the heart of the Dunes. An equal oppor- tunity employer.

EMPLOYMENT SERVICE

WANTED...
Good Announcers with 1st phone. Tickets. Good Combo jobs available if you have the right combina- tion of Voice, Timing and Production sense. Experience a necessity. . .

NEWSCASTER
Top-quality, authoritative voice, experienced writer and reporter. Adult program- med station in major midwestern market of 750,000. Salary open. Rush complete resume, picture, and tape, in confidence to Box 159K, BROADCASTING.

INSTRUCTIONS

FIRST PHONE IN 6 WEEKS

FOR SALE

Stations
SOUTHERN ARIZONA
Top fulltimer, ideal climate owner-operator can realize $100,000 potential in this expanding market, $50,000 buys. Long term obligation non-interest bearing.

Box 224K, BROADCASTING

1000 WATT DAYTIMER, network, single market station. On the air six years, one owner who wants to retire. Station in a fast growing N.W. market. $50,000 will handle. BOX 571K, BROADCASTING.

SOUTHERN CALIFORNIA
FULL-TIME
Only 250 watt full-time—serving growing market of 30,000. Good trade area. FM con- struction permit included. Way clear for 1 Kw. day. Will sell 4% interest for small payment who will assume full management leading to full ownership. J. Samsky. P.O. Box 696, Ridgecrest, Calif- ornia 8-9211.

TV

Ky single daytimer 5 75M terms
M. single daytimer 5 600
La single daytimer 50M $15
Cal single daytimer 50M $15
Cal single daytimer 15M $15
Neb single daytimer 55M $20
Wash single daytimer 50M terms
Ind central 410M $150 and others; all newspapers & trade journals

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.
Continued from page 99

WCLW Janesville, Wis.—Granted license covering one of former main trans. as aux. trans. in place of present aux. trans.

NEWSTV New Martinsville, W. Va.—Granted license covering installation of new trans., change in main and studio location and remote control point.

* Following stations were granted extensions of completion dates as shown: KTTY Inglewood, Calif., July 2; KGLC-AM/LAS Vegas, Nev., July 2; WADV(FM) Buffalo, N. Y., Aug. 15.

Action of April 4

* Remote control permitted for following stations: UP Power, Calif. and WURU, Ind.

* Following stations were granted change of remote control authority: KAIR Tucson, Ariz. (second remote control point); WPFA Collierville, Tenn.

* Following stations were granted request for cancellation of licence of auxiliary translator: KCHU(TV) San Bernardino, Calif. 

* Following stations were granted for following periods shown:
  - KTUE Missoula, Mont., to June 26, and KXUI Seattle, Wash., to June 2 (FM);
  - Following stations were granted extension of period for segments shown:
    - KTOE Missoula, Mont., to May 26; and KXUI Seattle, Wash., to June 2 (FM);
  - Following stations were granted extension of period to remain silent for periods shown: KPSF(FM) Dallas, Tex., to June 1, and WOXR(FM) Oxford, Ohio, to June 1.

Action of April 3

* Following stations were granted for following periods shown:
  - WBBM-FM Chicago, Ill., to April 15, 1938; and WLBK-FM Detroit, Mich., to April 15.

Action of March 26

* Granted exp. for following vhf tv translator stations: Salt Lake City Assn. on ch. 7; Salem, Ore., to Sept. 8; WBBY-FM North Wilkesboro, N. C., to July 17; and KFLY-FM Lafayette, La., to Aug. 15; WQW-FM Wheeling, W. Va., to Sept. 8; WPFL-FM Lafayette, La., to Aug. 15; WQWF-FM Newport, R. I., to Sept. 15; and KRW-FM Honolulu, Hawaii, to Aug. 15; WQNY Newburgh, N. Y., to May 1; WSAG Sandusky, Ohio, to July 3; and WCC Bridgeport, Conn., to Sept. 15; KSID Sidney, Neb., to May 1; WFKR Frederick, Md., to July 7; and KACD Abilene, Tex., to Aug. 14; WAME Miami, Fla., to May 16; and KXWS Columbus, Ga., to May 15; and WFTD Toledo, Ohio, to Aug. 15; WMCB Chippewa, Mich., to June 15; and WCBY North York, N. Y., to Aug. 31, conditions.

For Sale—(Cont’d)

**STATIONS FOR SALE**

**SOUTHWEST.** Exclusive, full time. Absentee owed. Doing $50,000. Asking $80,000.

**NORTHWEST.** Medium market; full time. Absentee owed. Doing $50,000. Asking $125,000 plus option of $30,000 in obligations. Excellent terms. CALL FOR FULL STORY. Full time. Medium market. $18,000 down.


**JACK L. STOLL & ASSOCs.** Suite 600-601 6381 Hollywood Blvd. Los Angeles 28, Calif. HO 4-7779

**BROADCASTING,** April 16, 1962
The potential of broadcasting has only been scratched

After more than 30 years in the broadcasting business, Charles H. Colledge is still at his desk each morning with the same driving enthusiasm that characterized him in the early days of his career. Those who have worked with Mr. Colledge are quick to attest to his abundant energy and dedication. As one colleague remarked, "Charlie doesn't walk, he trots."

The reason for this continuing buoyancy is Mr. Colledge's strong conviction that broadcasting is "still a new form of communications with a potential that has only been scratched."

Although he recognizes and is proud of the progress television has made since its birth, it is evident Mr. Colledge does not believe in resting easily on past successes.

Engineering for Growth: "Every day we are discovering more and more about the potential of tv," he says. "The results—its only a matter of time before satellites and global tv will be strong factors in the industry. And with color tv sales zooming, we are intensifying our efforts to develop better and more economical ways of picking up color."

During his long service in the broadcasting industry, Mr. Colledge has contributed heavily to the growth of television from the days of its infancy to its emergence as a major medium of communication.

He has identified with the RCA color tv system from its earliest days. Automation and equipment centralization are practices he has advocated for many years. He was instrumental in the development of RCA's video-tape system and the first transistorized video-tape equipment.

He served in the engineering departments and as an executive of networks and stations before his appointment as vice president in charge of RCA's Broadcast & Communications Products Div. in Camden, N. J.

It was his long record of excellence both as an engineer and as an administrator, plus RCA's conviction that it needed men in Camden with a deep acquaintance with broadcasters' needs, that prompted top management to ask Mr. Colledge to take the post.

His acquaintance with broadcasting problems is unanimously acknowledged by his former colleagues at NBC, which he left in 1958 to join RCA. "Charlie has a deep understanding of the needs of the broadcaster," one associate said. "He is a practical engineer who not only knows the problems of the broadcaster but knows how to solve them. And he is an engineer who is not afraid to get his hands dirty."

A genial man with a ready smile and quick wit, he made many friends in the broadcasting industry. As chief engineer of WRC-TV Washington, one of the first tv stations, he was always swamped with visitors from other stations seeking technical and administrative advice. He has kept in contact with these broadcasters through the years and has found these close relationships invaluable in his new job.

Engineering as a Career: Charles Hopson Colledge first became interested in broadcasting quite early in life. As a youngster in Paterson, N. J., where he was born June 3, 1911, he helped his brother build and operate ham radio sets. It was this avocation that led to his desire to become an engineer. While in his senior year at Paterson Central High School, Charles took and passed a test prepared by Bell Labs. He entered Bell's training program as a result and remained with the organization for three years at a salary of $25 a week.

In 1930, Mr. Colledge joined CBS as a technician. Here he received his first practical experience in broadcasting while participating in field and studio programs. "Those were the days," he says, "when you worked seven days a week, 10 to 16 hours a day, for $50 a week. But it was worth it."

That it was worth it for Mr. Colledge was confirmed in 1933 when he left CBS to join NBC, where the opening of Radio City made working for this network "an engineer's dream." He was there until 1942 when he entered the Navy as officer in charge of several radar projects in the design branch of the Bureau of Ships, electronics division. Here he was instrumental in developing much equipment that was used in combat. The Navy awarded him two medals of commendation and he was discharged in November 1946 as a lieutenant commander.

He resumed his job at NBC. He was transferred to Washington and placed in charge of tv studio and field engineering. He was soon promoted to tv operations before the FCC. His experience of WRC-AM-TV, where he was responsible for the early color tv demonstrations before the FCC. His experiences with color brought him to RCA Labs in 1949 as operations head for color tv.

Mr. Colledge returned to New York in 1952 as manager of NBC network public affairs production operations. He was promoted to director of operations and engineering for the network's owned and operated radio and tv stations one year later. In October 1956, he was named vice president, facilities operations.

He joined RCA in Camden as general manager of the Broadcast & TV Equipment Div. on Dec. 8, 1958. When that division and the Communications & Control Div. were combined to form the Broadcast & Communications Products Div. in 1961, Mr. Colledge was named vice president in charge of the new unit.

Engineering for Fun: Besides his professional activities as an engineer, Mr. Colledge has always enjoyed putting around with musical equipment and gadgets at home and on his boat. His interest in music and sound quality prompted the development of hi-fi equipment in his home workshop during the mid-'30s. An amplifier from this unit later became the standard RCA broadcast monitoring amplifier.

He is an avid yachtsman and considers boating the best form of relaxation. His 42-foot cruiser, Tisitala III, a Polynesian name meaning "Teller of Tales," is equipped with a variety of electronic gadgets including radar.

Mr. Colledge received his education at Columbia (Mass.) Institute of Technology and Newark College of Engineering. He holds a bachelor's degree in electrical engineering and is a registered professional engineer in Washington.

He married Margaret Whittaker of Short Hills, N. J., on Sept. 2, 1931. They have two children, Charles, 29, associate professor of entomology at the U. of Connecticut, and William, 26, also employed by RCA.

BROADCASTING, April 16, 1962
EDITORIALS

High standards

THE Standard Oil Co. (New Jersey), which sponsored *The Play of the Week* and *An Age of Kings* in former television seasons has become the critics’ darling again with its new series, *Festival of Performing Arts*. The company has proved that strong advertising values can come from small audiences (the adjective is relative) coupled with rousing cheers appearing in the press.

If the Standard Oil experiences meant no more than that, we could dismiss them with a small round of applause for the company’s cleverness. They suggest, however, that marriages of art and commerce can still be brought off without Newton Minow standing by the altar with a shotgun.

In the 10 broadcasts that are scheduled, outstanding artists will perform in works of their own choosing. It is an event when television stations in two large cities (WNEW-TV New York and WTTG [TV] Washington) devote prime time to the reading of poetry by Paul Scofield and Joy Parker and the playing of Beethoven and Schumann by Rudolph Serkin and the Budapest String Quartet. The event may appeal to a minority of viewers, but it is an event just the same. It is made the more important because it occurs while other programs, of wider appeal, are entertaining people who would be bored by poetry or chamber music. This is the way the U. S. television system works—and ought to.

If the shoe fits...

THOSE broadcasters who wish for increased federal regulation to reduce competition in radio, President Kennedy's recent message on transportation provides instructive reading. The message, sent to Congress on April 5, frankly stated that 80 years of government economic supervision have left the nation’s transportation system in a mess.

For broadcasters, some of the President's passages have pertinence:

"... The management of the various modes of transportation is subjected to excessive, cumbersome and time-consuming regulatory supervision that shackles and distorts managerial initiative.

"Some carriers are required to provide, at a loss, services for which there is little demand. Some carriers are required to charge rates which are high in relation to cost in order to shelter competing carriers. Some carriers are prevented from making full use of their capacity by restrictions on freedom to solicit business or adjust rates ..."

The President, speaking of an industry the government has regulated because it "serves, and is affected with, the national interest," concluded: "No simple federal solution can end the problems of any particular company or mode of transportation. On the contrary, I am convinced that less federal regulation and subsidization is in the long run a prime prerequisite of a healthy intercity transportation network."

Eighty years from now, or probably sooner, the same thing could be said about radio regulation, if those broadcasters who want the government to impose economic rules get what they’re asking for.

All-out for all-channel sets

A MAJOR step in the orderly development of television allocations was taken last week by the House Commerce Committee. The report accompanying the all-channel receiver bill (H.R. 8031) is an uncommonly good one because it establishes a national policy on allocations and deals clearly and cogently with a highly complex subject.

The report, which urges prompt passage of the all-channel bill, implements the moratorium on selective deintermixture of vhf markets into uhf. It brings to an end the errant talk about a full-scale transition of television to an all-uhf system. It supports a long range policy of development of an 82 channel vhf-uhf system.

It is important to get the legislation through at this session. Because this is an election year, Congress will be anxious to adjourn. Broadcasters should unite in the effort to get their Congressional delegations to go down the line for swift action to avoid a crisis in the inevitable rush toward adjournment.

Sold by Sweeney

THE popular image of RAB President Kevin Sweeney as a free-swinging radio salesman was never better confirmed than at the NAB convention two weeks ago when he stood up before 1,000 radio broadcasters and pronounced them "stupid." It was also typical of his image that he got an ovation from them afterwards.

Kevin Sweeney is a restless, tireless man with a sharp mind and a tongue to match, and he has never hesitated to use them against anybody he thinks is short-changing radio by indifference, ignorance or design. Inevitably his outspokenness has made enemies, but the fact that he criticizes from the point of view of a broadcaster, not as an outsider, has earned him many friends and, among some, the unofficial title of "sales manager to radio."

Friend and enemy must agree that he has brought RAB a long way in his 10 years there. He figured prominently in getting the station support needed to make the organization permanent in the first place, and as president since 1954 he has built it into a stable, $1.2-million-a-year operation. The place has always been awash with projects, designed both to keep people talking about radio—no small job in itself, in radio's darker days—and to get more of them to buy more of it.

Effective next Feb. 28, Mr. Sweeney is resigning from RAB. He seems to be serious about this decision. A committee is looking for his successor. It is not an easy assignment. We suggest the committee start by looking for a man who has big feet and doesn't sleep much.
Everybody leans towards Groucho

In Baltimore and Boston and Detroit and Minneapolis-St. Paul and New Orleans and Seattle and Washington, D.C., and all around the country—bigger and bigger audiences are leaning towards "The Best of Groucho."

- Take Seattle—from December to January in ARB, Groucho's rating upped 11 points, from 16 to 27! He tightened his first-place hold on Boston when he rose to 22. He's the new leader in New Orleans with a three-point gain. And in Washington, D.C., he added 66% to his rating. "The Best of Groucho" gives you 250 of the very best from Groucho's 11-year network comedy hit. And by what's happened to date, it makes a powerhouse series for daytime stripping! Give the people in your area a chance, and they'll tilt Groucho's way too. In big numbers! Get the details from...
H·R outsells its competitors because

H·R salesmen continually utilize the facilities of the largest and most versatile Sales Development Department of any major station representative... Combining the talents of the H·R Research Department with the Sales Promotion Department enables H·R salesmen to furnish agency and advertiser with complete, accurate, efficient facts about H·R-represented stations. H·R hires the best available salesmen to start with—trained, experienced, mature, aggressive, knowledgeable and resourceful. Then it gives them more to work with! More facts, more sales-building promotion, more sales-oriented research.

As a result they can get there first with the most... another reason why H·R outsells its competitors.

Can you use this type of completely-equipped national spot sales representative? If so, we'll be glad to show you many more reasons why H·R outsells its competitors... Call us.