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SPOT TV

MODERN SELLING IN MODERN AMERICA

TELEVISION DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS

DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Flexibility is one of many reasons why Spot Television is the largest growth medium in Advertising today. Frequency of sales message can be matched to markets. Timing can be keyed to short or long sales drives. Testing is efficient and economical. These quality stations offer the best of Spot Television in their markets.

KDB-TV    Albuquerque
WSB-TV    Atlanta
KERO-TV    Bakersfield
WBAL-TV    Baltimore
WGR-TV    Buffalo
WGN-TV    Chicago
WFAA-TV    Dallas
KDAL-TV    Duluth-Superior
WNEC-TV    Flint-Bay City
KPRC-TV    Houston
WDAF-TV    Kansas City
KARK-TV    Little Rock
KCPD    Los Angeles
WISN-TV    Milwaukee
KSTP-TV    Minneapolis-St. Paul
WSM-TV    Nashville

WYUE    New Orleans
WTAR-TV/Norfolk-Newport News
KWTY    Oklahoma City
KMTV    Omaha
KPTV    Portland, Ore.
WJAR-TV    Providence
WTVD    Raleigh-Durham
WROC-TV    Rochester
KCA-TV    Sacramento
KUTV    Salt Lake City
WDBL-TV    San Antonio
KFMB-TV    San Diego
WNEP-TV/Scranton-Wilkes Barre
KREM-TV    Spokane
WTHI-TV    Terre Haute
KVGO-TV    Tulsa
WGN, a pioneer in Mid-America
Recipient of the 1962 Mike Award

Congratulates and
salutes the White Columns
on Peachtree

WSB,
a pioneer in Dixie

...for distinguished contribution to the art
of broadcasting and in recognition of:
dedicated adherence to quality, integrity and
responsibility in programming and management.

Join the Broadcast Pioneers; wear your emblem with pride
If you lived in San Francisco…

...you’d be sold on KRON-TV
52 percent greater metro share than the next station in the market.......

From 9:00 a.m. to Midnight, Monday thru Sunday, according to the January, 1963, ARB Television Market Report, KRLD-TV delivers 52% more Metro Share of Audience than Station B, 58.3% more than Station C, and 171.4% more than Station D.

And the margin of leadership in Total Homes Reached per average quarter-hour is even more spectacular — 62.6% more than B, 89.4% more than C, and 255.7% more than D.

Place your ad dollars on the consistent winner. See your ADVERTISING TIME SALES representative for availabilities on Channel 4.

KRLD-TV represented nationally by Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts
Drop-in reverberations

FCC's 4-3 vote against sub-standard spaced drop-ins in seven two-station vhf markets continued to be lively topic last week (BROADCASTING, March 11). Supporters, including ABC, which stood to add affiliates in markets, plus prospective applicants, couldn't understand how FCC Chairman Newton N. Minow was persuaded to vote against his own plan, thus supplying one-vote margin of defeat. Mr. Minow previously had espoused plan whereby there would be automatic transition of drop-in outlets to uhf. Argument that swung him was that drop-ins would delay or even torpedo all-out move for development of uhf, evidenced by all-channel set legislation and government-industry uhf committee organized last week with the blessing of President Kennedy.

In some quarters, reaction to Minow vote was strong enough to question propriety of his voting at all in light of his imminent resignation which he has neither denied nor confirmed. There's no certainty, of course, that his successor, whoever he may be, would have voted differently but notion is that Mr. Minow should have disqualified himself in matter involving precedent.

Where are you?

It's toss-up whether Car 54, now in second season on NBC-TV, will find new berth on CBS-TV in 1963-64. Decision was close Friday. If show is accepted, plans are to place it in Wednesdays, 8:30 p.m. period, where CBS-TV now has penciled in Real McCoy's for next fall. Program will not be renewed by Procter & Gamble and is being replaced by Grindl in its current period Sundays on NBC-TV.

Alberto-Culver to radio?

Within next week or so, Alberto-Culver may decide to venture significant test of radio in several markets. Radio research plan awaits final okay at top. A-C now spends virtually all its $30 million-plus ad budget in tv. Firm tried to test radio once before during introduction of VOS shampoo, but test was sacrificed when sudden change in total marketing strategy resulted in big tv blitz in radio research area.

Traffic with the enemy

At least some television network executives are getting wound up about some of their stars appearing in ads for Parade magazine, which uses their pictures—some seemingly posed for the purpose—to claim Parade circulation exceeds their tv coverage in certain markets. Question network people are asking each other, and may soon put forcefully to their name talent, is whether performers making living in television have right to lend (or sell) their cooperation to project whose sole purpose is to sell against television—and which also, by inference if not directly, is belittling to the performers themselves.

Yo ho and a bottle of worms

Distillers of Puerto Rican rum would like to start selling more of their product at home (over 95% is exported) and have started campaign to get Puerto Rican stations to accept commercials for native product. This was one of major issues of contention at convention of Puerto Rican broadcasters last week. Many of island stations already are accepting hard liquor advertising and others are being pressured to do so.

Another hot Puerto Rican issue is whether San Juan and its isle finish in regard to unfair competition for listeners and programming from Armed Forces Radio station there. Commercial stations are asking government to put operation of air on grounds area already is well served with broadcast signals. They say they are particularly hurt in sports coverage and national news. Armed Services outlet gets all top athletic events.

Quotas going up?

U.S. distributors of programs abroad may look forward to brighter days in exporting shows to United Kingdom, still most lucrative foreign market in terms of money but limited by 14% quota on product coming in from outside Britain. Memo quietly being circulated by tv division of Motion Picture Export Assn. of America reports on efforts of two leading British program contractors—Associated Rediffusion and Associated Television Ltd.—to raise quota on tv imports. Associated Rediffusion and ATV are seeking union support for this move, hoping labor will exert pressure on postmaster general to raise quota to 20% or to some “realistic figure. If move is successful in UK, MEPAA looks for more favorable trading position in other parts of world.

Background to Associated Rediffusion and ATV moves to raise quotas in UK is this: Program contractors produce and sell their own programs but also buy U.S. programs for use on tv in UK. With coming of second BBC-TV network in summer of 1964 and another commercial network in

Published every Monday, 33rd issue (Yearbook Number) published in November, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C. and additional offices.
WE'VE GOT A WAY WITH WOMEN

and it "brings home the groceries" for WJBK-TV advertisers

Channel 2 rings the bell with its gals who make the cash register ring... the big-buying 18 to 3 year olds with the ever-hungry young families to feed. That's what makes Detroit's No. 1 station the No. 1 choice of food advertisers. The big name brand and the big local chains get immediate, traceable results on Channel 2. You can, too! Call your STS man.
WEEK IN BRIEF

Agencymen view the new season's tv programs and see originality and innovations. The consensus is that ABC is the most daring in a break with the past and if successful may be expected to pull to front. See...

BIG BUYERS LIKE NEW LOOK... 27

Congressional committee questions basics of two rating services, hints less than proper field work in surveys made for clients. Harris group to hear Nielsen and Pulse this week in a continuation of the probe. See...

NIELSEN, PULSE NEXT UP... 44

Lorillard's heavy use of network television helps boost sales to over half-a-billion dollars for best year. Cramer tells financial experts the company beamed over 50 million tv commercials into homes during one week. See...

SALES PROVE AD IMPACT... 34

Staff gets word from FCC commissioners: Don't hold up licenses if the only question is the amount of local live programming in prime time. Licenses renewed for 70 Far West stations in a major policy decision. See...

FCC REINS-IN STAFF... 42

Florida Citrus Commission votes to terminate long-time association with Benton & Bowles; will seek new agency among Ted Bates, Lennen & Newell and Campbell-Ewald. The account involves $5 million. See...

FLORIDA CITRUS DROPS B&B... 38

FCC ready to welcome newspapers in broadcasting if they apply for uhf television. Minow tells Celler committee at news concentration hearings. Group delves into cross ownership between newspapers and stations. See...

NEWSPAPERS WELCOME IN UHF... 62

Broadcasters and manufacturers gather in Washington to determine how best to put uhf across. Meeting throws suggestions out to ease expense of uhf operations, insure programming, meet technical headaches. See...

ORGANIZATION SESSION HELD... 119

Film producers faced with choice of how to pay writers' residuals—current practice of sliding scale based on original payment or flat 4% of gross after first run. The flat fee is mandatory after coming season. See...

HOW TO PAY RESIDUALS... 68

SPECIAL REPORT: OHIO VALLEY

An on-the-scene examination of this naturally blessed region, showing how water, minerals, human ingenuity and rivers have been blended into one of the world's great markets, teeming with big industries. See...

RIVER LINKS INDUSTRIAL AREA... 75

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BROADCASTING, March 18, 1963
the announcer is 17...

...the crew is too. They're part of the Junior Achievement group of high school students who write, produce, direct, star in and sell their own programs on KMTV. These programs are a Junior Achievement first for Omaha. They are typical of the imaginative local presentations which help make KMTV first choice with viewers and advertisers.

Achievements of all KMTV programs are listed in the current ARB. For example, ARB's Spot Buying Guide shows KMTV has more top-rated availabilities than the other Omaha stations combined.

For greater achievements in Omaha, see Petry about KMTV!
RATINGS HURT FREE ENTERPRISE?

Harris sees this result if Congress does not act

Friday testimony before House Special Subcommittee on Investigations put new light on ratings investigation, according to Subcommittee Chairman Oren Harris (D-Ark.).

Broadcast ratings don't have to be "a phony and a fraud to the public," Rep. Harris said after hearing Albert E. Sindlinger, president of Sindlinger & Co., Philadelphia. But, please, chairman said, Congress would be jeopardizing free enterprise system if it permits industry to continue present "use" made of ratings without regard to accuracy.

Subcommittee begins third week of rating hearings today (Monday) with list of media, advertiser and performer witnesses (see page 44, 50), to be followed Thursday by The Pulse Inc. and A. C. Nielsen Co.

Without specifically criticizing other audience survey firms, Mr. Sindlinger said his company over several years of research had determined that none of their methods give accurate results. He said Sindlinger has tried them all and uses telephone recall as the most effective. Sindlinger was the first to develop an instantaneous measurement—in 1948 with Radox, he said.

This consisted of permanent sample of 642 homes in Philadelphia, he said, but method was dropped after Nielsen representative learned location of sample homes from telephone company. He charged that permanent sample results could be rigged by locating and controlling homes involved. Also, Mr. Sindlinger said, permanent sample through use of diaries or Audimeters does not survey typical audience because respondents become "biased cooperators."

Two Clients - Sindlinger has 95 full-time employees and 380 field interviewers who take samples seven days a week and are closely supervised by home office, he said. Most of firm's surveys are taken for non-broadcasting clients with only 8% of revenue from radio-TV, he said. DuPont is only TV subscriber, paying firm $4,000 weekly for measurements of DuPont Show of the Week, and ABC Radio, which cancelled Nielsen last summer, is only radio client, Mr. Sindlinger said. Firm does not make local measurements for stations.

Major fault lies with use made of ratings, he said. All five subcommittee members present praised Sindlinger presentation, which included 74-page appendix and 24 charts.

Rep. Harris told Mr. Sindlinger his testimony was "quite an indictment of the industry" but showed that broadcast ratings did not have to be "a phony and a fraud on the public."

Mr. Sindlinger told Rep. Paul Rogers (D-Fla.) that he would not object to Federal licensing and uniform standards for rating services.

Ed Hynes, president of Trendex Inc., said his "relatively small" firm reports local radio listening and some national TV viewing through its telephone coincidental surveys but is not responsible for subscriber use in advertising.

Citing media ads in trade publications, subcommittee maintained that error variations in Trendex ratings showed many ad claims are unfounded in fact. There are "many uses" for which his reports should not be projected, Mr. Hynes said. Rep. John E. Moss (D-Calif.) described as "the most tortuous type of abuse the manner in which these are utilized."

Dr. Herbert Arkin, statistical consultant to subcommittee, criticized some common procedures used in telephone surveys and said some results could be off as much as plus or minus 30%.

Cox gets Senate approval to replace Craven on FCC

Kenneth A. Cox, FCC Broadcast Bureau chief, was confirmed as commissioner by Senate Friday. Action took place in executive calendar session. There were no objections.

Earlier in week, Senate Commerce Committee approved Mr. Cox's nomination, with only dissent by Sen. Strom Thurmond (D-S. C.) (see page 64). Mr. Cox plans to take oath sometime this week.

He succeeds T. A. M. Craven for remainder of Mr. Craven's current term, ending June 30, and for full seven-year term beginning July 1. Mr. Craven reached mandatory retirement age of 70 last January.

FCC names TV outlets which win renewals

FCC on Friday released list of stations whose licenses were ordered renewed in action in which commission instructed staff to ignore "6 to 11 p.m." question of local live programming in prime time (see story page 42). List includes 64 stations, but officials announced others might be added this week. They include:

Arizona—KIVA (TV) Yuma, KTAR-TV Mesa and KOLD-TV Tucson.
California—KGO (TV), KTRA (TV), KNXT (TV), KNBC (TV) and KTXT (TV), all Los Angeles; KPIX (TV), KRON (TV), both San Francisco; KFRE-TV, KJEO (TV), and KMJ-TV, all Fresno; KGO-TV, and KFRM-TV both San Diego; KSFB-TV Salinas; KSBY-TV San Luis Obispo; KVPR (TV) Stockton; KTV (TV) San Jose; KVTA-TV and KHEM-TV both Eureka; KERO-TV and KBK-ATV both Bakersfield; KJAZ-AM, KMA-AM, KJRT-AM, KHTH-AM, K KCVR-AM, KSKZ-AM, KSUM-AM, all Sacramento.
Utah—KRTH (TV) Salt Lake City, KZTV-AM, KSTU (TV), all Salt Lake City; KAS-AM, KUTA (TV), both Logan.
West Virginia—WCHS (TV), Charleston, WMMI-AM, Charleston.
New Mexico—KRTP-AM, Albuquerque.

Metromedia adds KLAC in $4.5 million deal

Purchase of KLAC Los Angeles by Metromedia Inc. for about $4.5 million is being announced jointly today (March 18) by Mortimer W. Hall, president of Hall Broadcasting Co., owner of station, and John W. Kluge, chairman-president of Metromedia. Transaction is subject to FCC approval.

Metromedia recently bought KTTV (TV) Los Angeles for $10.4 million, subject to FCC approval (BROADCASTING, Jan. 2). Metromedia, through its Metropolitan Broadcasting Div., also owns more AT DEADLINE page 10

BROADCASTING, March 18, 1963
and operates WNEW-AM-TV New York, KBBC-AM-TV Kansas City, WTTG (TV) Washington, WHK Cleveland, WIP Philadelphia, KOVR (TV) Stockton, Calif., and WTVG (TV) Decatur and WTVH (TV) Peoria, both Illinois. Howard E. Stark was broker.

Greater Boston loses again in ch. 5 fight

FCC last Friday denied request by Greater Boston TV Corp. that commission reconsider its grant to WHDH-TV Boston of four-month license to operate ch. 5 (BROADCASTING, Oct. 1, 1962).

Commission has granted until March 26 for filing of applications in petition for license of WHDH-TV's renewal application (At DEADLINE, Feb. 4). Greater Boston was unsuccessful applicant for ch. 5 in original 1957 hearing.

Print loss is tv's gain, House counsel testifies

Major national advertisers raised their spending on tv by 8% over a five-year period, while they reduced newspaper buying by 5%. This information was placed in record of House news concentration hearing (see page 62) by Stuart Johnson, counsel for committee, at Friday session during reexamination of Stanford Smith, general counsel of American Newspaper Publishers Assn.

Johnson said 49 of top 100 national advertisers, responding to committee questionnaire (BROADCASTING, Jan. 28), indicated that in 1957 they put 39.78% of their money in tv and ran this up to 47.4% in 1961. During same period spending in newspapers went down from 23% to 18.08%.

DuPont awards to Smith, WFMT(FM) and KVOA-TV

WFMT (FM) Chicago, KVOA-TV Tucson, Ariz., and Howard K. Smith, ABC news commentator, were announced today (Monday) as winners of Alfred I. duPont radio & tv awards for 1962.

Awards will be presented at banquet in Washington, D. C., next Monday (March 25). Dean Gilbert Seldes of Annenberg School of Communications, U. of Pennsylvania, will be principal speaker.

NL&B executives gather 150 strong in Chicago

Some 150 top executives of Needham, Louis & Brorby, Chicago, and key officials of agency's New York, Hollywood and Toronto offices gathered at Chicago's Pick-Congress Hotel Friday-Saturday for first mass reorientation-updating session to be held by agency in its history.

Fall broadcast plans also were previewed. Chicago offices were closed Friday. NL&B's tv-radio billings are about $24 million, over half of total handled by agency.

MBS announces three for affiliates board

Roger Beane, WSSV Petersburg, Va. (District 3); Gene Trace, WBBW Youngstown, Ohio (District 5); and Sherwood R. Gordon, KSDO San Diego (District 11) have won special run-off election for Mutual Affiliates Advisory Committee.

Contests in three districts had originally been tied. Mutual notified stations of vote Friday (March 15).

Results in other districts were announced last week.

SAG seeks 6% of gross for movies on pay tv

Proposal that actors employed in theatrical movies released to pay tv be given 6% of worldwide gross (less distribution expenses not to exceed 40%) will be made by Screen Actors Guild in negotiations to start March 25, SAG said yesterday (March 17).

Guild will also ask for advance of 75% to be paid at time of first release of any movie to pay tv. Present contract calls for producer to pay SAG 6% of gross from use of theatrical pictures on free tv, less 40% distribution costs, but without advance payment.

Japanese color for $295

Japanese-made 16-inch color tv set is to be introduced in U.S. next fall to sell at $295 by Majestic Electronics Inc., Los Angeles. Made by Toshiba, set already is on market in Japan.
"I hate ratings!"

These shipping orders—they’re getting longer and longer. So I calls up the Traffic Manager and says, "Look, old buddy, what goes with the shipping sheets?" He tells me that ever since the ratings came out, stations are ordering up these Warner Bros. TV shows like they was the only ones around. "No wonder," he says. "Maverick's right up there among the top ten off-network shows in markets like Los Angeles, Sacramento, Baltimore, Dallas-Fort Worth, Tampa, Indianapolis and others.

Shows like Surfside 6, The Roaring 20's and Bourbon Street Beat are reaching more homes in many markets than network competition—in prime time yet." Then he gives me the back-buster. It's gonna be even worse when the March ratings show what that western strip—Maverick, Bronco, and Sugarfoot—does. Brother... do I hate ratings!

WARNER BROS. TELEVISION DIVISION
666 Fifth Avenue, New York 19, N.Y. Circle 6-1000

Visit us in the Park View Room
Pick-Congress Hotel March 30-April 3

MAVERICK • SURFSIDE 6 • SUGARFOOT • THE ROARING 20'S • BRONCO • BOURBON STREET BEAT • LAWMAN
a whopping 69% increase in three years

WTVY’s total homes reached from 6 P.M. to 10 P.M. has increased steadily each year as shown in the following figures taken from the year-end ARB Reports.

25,500 in 1962
20,000 in 1961
17,800 in 1960
15,100 in 1959

WTVY operates on Channel 4 at full power from Alabama’s tallest tower, 1549 feet above sea level.

WTVY serves nearly 200,000 homes in three states with the best CBS, ABC and local programming.

add up the facts about
WTVY
DOTHAN, ALA.
then call:
THE MEEKER CO., National Reps, SOUTHEASTERN REPRESENTATIVES, Southern Reps; or F. E. BUSBY at 205 5Y 2-1195.

DATEBOOK

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

*Indicates first or revised listing

MARCH

*March 18—Western States Advertising Agencies Assn. dinner meeting, Sheraton-West Hotel, Los Angeles. Robert Klein and Alan Barzman, principals of Klein/Barzman, commercial production firm, will speak. Ted Neale Jr., is program chairman. Marvin Cantz, WSABA president, will preside.

*March 18—Extended deadline for comments in FCC inquiry into the objectionable loudness of commercial announcements and commercial continuity over am, fm and tv stations.

*March 18—Reply comments to FCC’s proposed fm allocations table.


March 19—Hollywood Ad Club luncheon meeting on color tv at NBC’s Studio 8H, Burbank, Calif. Jack M. Williams, RCA Sales Corp. vp for advertising and sales promotion, will discuss and review tv. Luncheon will be followed by a tour of the color studios. Door price is a color tv set.

March 20—National Educational Television and Radio Center, spring meeting of program managers and station managers of affiliated non-commercial educational television stations. Park Sheraton Hotel, New York.


March 21—Southern California Broadcasters Assn. luncheon, 12 noon, Michael’s restaurant, Hollywood. Dan Scully, account executive at Leo Burnett Co., Chicago, will discuss Kellogg’s radio advertising.


*March 22—Massachusetts AP Broadcasters Assn. meeting, Boston.

March 22-23—Spring convention of Arkansas Broadcasters Assn., Sam Peck Hotel. Little Rock. Speakers will be Blair Vedder, vice president and media director of Needham, Louis & Burbank, and Roy More, special agent, FBI’s Little Rock office.

March 22-23—Arkansas AP Broadcasters Assn. meeting, Little Rock.

*March 23-24th annual convention of the Intercollegiate Broadcasting System, Gould Student Center on the campus of New York University in the Bronx, New York City. Fred Ruegg, vice president in charge of station administration, CBS Radio, will talk on “Seven Secrets of Success—Characteristics of a No. 1 Station.” This convention follows the IRTS conference, March 21-22.


April 1—Deadline for petitions for FCC for reconsideration of its new rates for leased, private telegraphic services and establishments.
"I get your signal, baby..."

"Shhh! People are watching!"

More people are always watching WJXT. With a striking lead of 307% more homes outside the metro area and 27% more homes inside Jacksonville itself... with 46 out of the top 50 breaks... WJXT is the only efficient way to reach the total North Florida/South Georgia regional market.

Source: Nov. 1962 NSI, Mon.-Sun., 9 A.M. to Midnight
3 TIMES THE AUDIENCE! 3 TIMES THE ADULTS!!

"(JAN.-MAR. '92 HOOPER)"

Anyway you slice that whopping big HOOPER it comes out three times the audience...and, three times the adults of the 2nd station...Like this:

Local Time | WILS
---|---
7 to 9 a.m. | 2nd STATION
Heavy traffic period with adult and teen audience | 66.6% 21.1%

9 to 4 p.m.* | 66.6%
Housewife time; Teenagers not home. | 59.7% 18.4%

4 to 6 p.m. | 66.6%
Drive time period with adult and teen audience | 61.1% 14.2%

7 'til Noon total | 63.6% 21.0%
Noon 'til 6 total | 59.5% 15.4%

(Hourly average and total $5, from Jan.-Mar. '92 Hooper)

LANSING Metro (3 counties)
- 14th in $ sales per household
- State Capitol
- Michigan State University
- Oldsmobile plus other industry

MID-MICHIGAN'S BIG NO. 1 RADIO BUY

WILS
1320 (5000 WATTS)

Representatives:
Venard, Torbet & McConnell, Inc.

14 (DATEBOOK)
You'd expect to pay a nickel for such a nail

This tempered-steel nail will penetrate poured concrete.

It is shown three times actual size to clarify the details.

Notice the lengthwise fluting on the shaft: it prevents splitting, whether you are driving into concrete or wood.

The head will not split off. See how it is shaped to countersink itself on the final blow of the hammer.

The fluting gives the nail a screw-like grip. It won't pull out.

Good as it is, you can buy a pound of these nails for 49¢. There are approximately 100 in a pound.

MORAL:
There is no such thing as a dull product. Only dull approaches to interesting products. What's your problem?
"MIDDLE OF THE NIGHT"...
Kim Novak and Frederic March
head an inspired cast in this intense
drama that prize-winning author
Paddy Chayefsky fashioned from his
own Broadway success. It's another
of the 73 great box-office hits,
newly released for television, that
have been added to the roster
of the COLUMBIA POST-48's.

Already sold to: WCBS-TV New York,
KGO-TV San Francisco, WTPA Harrisburg-Lancaster,
WGAM-TV Portland, Maine, WCAU-TV Philadelphia,
WBBM-TV Chicago, WOOD-TV Grand Rapids-
Kalamazoo, KENS-TV San Antonio,
WJHG-TV Pensacola-Panama City, WAPI-TV Birmingham,
WALB-TV Albany, Ga., WSYR-TV Syracuse,
WBAY-TV Green Bay, KHSL-TV Chico-Redding,
KGMB-TV Honolulu, KLAS-TV Las Vegas,
KPHO-TV Phoenix, KGW-TV Portland, Oregon,
WRGB Albany-Schenectady, KMOX-TV St. Louis,
KTVT Ft. Worth-Dallas, WOKR Rochester, N. Y.,
WEEK-TV Peoria, KARD-TV Wichita, WLOS-TV Asheville,
WHO-TV Des Moines, WWL-TV New Orleans,
WKBN-TV Youngstown, WLBW-TV Miami,
KOVR Stockton-Sacramento, KMBC-TV Kansas City, Mo.,
KMJ-TV Fresno, WDAU-TV Scranton-Wilkes-Barre,
KLYD-TV Bakersfield, WJAR-TV Providence,
KOGO-TV San Diego, KTNT-TV Seattle-Tacoma.

The COLUMBIA POST-48's
are distributed exclusively by
SCREEN GEMS, INC.
LEADS IN PROGRESS

WIBC's Jim Shelton and Easy Gwynn are seen before a photo of the nearly completed Northwest High School where they'll soon originate programs in WIBC's 13-year-old series of broadcasts from area high schools. Northwest is but one of 10 new schools opening in metropolitan Indianapolis this year. Nineteen more will receive major additions.

Expanding education in Indianapolis is just one of the many signs of solid growth. New commercial, industrial and government buildings are evident in all sections of the county. Apartment, home and shopping center construction abounds. This growth reflects a healthy, diversified economy with 330,000 gainfully employed.

LEADS IN AUDIENCE

WIBC long has dominated the radio scene in Indianapolis and Indiana. Thirty-eight daily newscasts, consistent editorials, music and personalities with widest popular appeal are combined in programming that has earned for WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.*

  Pulse Metropolitan Area Survey, October, 1962.
  Pulse 46-County Area Survey, October, 1962.

K&E's justifiable crowing

EDITOR: We're proud to have produced the world's best radio commercial (BROADCASTING, March 4). One copy of this issue just doesn't seem to be enough to go around. Please send two additional copies for our files.—Alice M. Liddell, media director, Kenyon & Eekhard, Boston.

(The radio spot for Hood Banana Split ice cream, K&E client, was judged the best radio spot in the Hollywood Advertising Club's International Broadcasting Awards.)

Honors to salesmen

EDITOR: Our friends in the insurance business can show us a thing or two about honoring their salesmen. I refer specifically to the "Million Dollar Round Table." Has it ever been suggested to you...
Baseball's great center fielder, S. F. Giant Willie Mays, displays his ease and grace in robbing another batter of a sure hit. San Francisco Examiner photographs by Charlie Doherty.

SPORTS...

Live and direct. That's what sports fans in the San Francisco-Oakland market expect (and receive) from KTVU. And sports is what they watch in growing numbers. Over 1,250,000 viewers per average minute watched the Giants-Dodgers games on KTVU last September. Northern California's top sports events are seen on KTVU—Seals Ice Hockey, Warriors NBA Basketball, the Bing Crosby Golf Tournament, College Basketball, Wrestling and Roller Derby—all are live and direct on KTVU. Just another reason why KTVU is the nation's LEADING independent television station.

The Nation's LEADING Independent TV Station

KTVU

CHANNEL 2

SAN FRANCISCO • OAKLAND
that perhaps Broadcasting Magazine could have a "25-Year Radio Round Table," with strict membership requirements?

I'm only 39, [but] I have been in radio continuously for 23 years and I'm proud of the time sales made in that period.

How about helping us get more class in the wonderful radio business.—Walter H. Stamper, commercial manager, WAPO Chattanooga, Tenn.

Back to Oct. 15, 1931

EDITOR: . . . I would like to apprise your readers of the fact that our institution is pressing forward in the accumulation of materials dealing with the broadcasting industry. We are particularly desirous of obtaining for our collection a complete file of your magazine. And the assistance that either you or your readers can give will be warmly appreciated and of enormous use in the years ahead.—Arthur Knight, curator, Hollywood Museum, 8833 Sunset Blvd., Los Angeles 69.

(Except for a few bound volumes that are a permanent part of our library, there are no extra complete files for the 23½ years we've been publishing. However, we pass along the request in the hope that some of our readers may be able to help Mr. Knight.)

What's so funny?

EDITOR: With regard to your March 4 story on the NAB's annual conference of state association presidents, the picture captions infer that these distinguished gentlemen and their invited guests were discussing our problems and matters pertaining to broadcasting.

By the facial expressions in the pictures, I deduce that some pretty good jokes and stories were told at the conference, in addition of course, to the transaction of business matters.—George Weiss, president, WBBQ-AM-FM Augusta, Ga.

Dissents on Belden report

EDITOR: Eagle Pass, Tex., is one of the Mexican-American markets described in your Feb. 28 issue. How the [Belden] report can take such a little sampling and get any information whatsoever on the listening and buying habits of the Mexican-American people is beyond me. A sampling of Los Angeles and San Antonio gives no indication of the people along the Mexican border where the [Spanish-speaking] population runs as high as 70%. We have been operating border stations for ten years and living and dealing with these people very closely. We think they are the finest, most loyal listeners that any radio station could have.

The survey showing 83% of the homes having radios and 87% of the homes having television is absolutely absurd. Also, we find that our local advertisers prefer English to Spanish advertising by a 60-40 ratio.—E. J. Harpole, general manager, KEPA Eagle Pass, Tex.

Provides all the answers

EDITOR: I want to congratulate you on the professional job that has been done in compiling such a wealth of referable data in the 1963 YEARBOOK.

Our broadcast people keep this YEARBOOK on top of their desk for quick and handy reference to answer the myriad of questions that arise on a most frequent basis.

Because of its wide editorial scope it is constantly referred to in answering such questions as station ownership, NAB codes, ownership transfers, audience composition, etc.

If I could suggest one area of improvement, it would be in the area of added technical details which you handle so professionally.—Marion Harper Jr., president, Interpublic Inc., New York.

Another for radio drama

EDITOR: I have to express 100% agreement with John Stolz (OPEN MIKE, March 4) that radio drama is not out of place if properly programmed. For a long, long time I have felt the same way. Drama could serve a definite purpose in today's radio.

There must be a number of masters stacked in dusty storage rooms. I know the writers are available and the actors are ready and willing to help revive a part of broadcasting that has been missing too long.

Sponsors are receptive to the idea of radio drama. The question is: are the broadcasters ready to leave what has become the beaten path and program something different.—Ken Bichl, president, Cleveland local, American Federation of Television & Radio Artists.

Straightening the record

EDITOR: In your March 4 CHANGING HANDS, there are several mistakes. KAVE-AM-TV was sold to John Deme. The majority stockholder is Mrs. Edward Talbott since Edward Talbott passed away Jan. 19. And the stockholders of KAVE-AM-TV have no interest in KROD-TV, which is a Trigg-Vaughn station.—Tom Wiseheart, vice president & general manager, KAVE-AM-TV Carlsbad, N.M.

(The references to Mr. Talbott as chief stockholder as well as the inclusion of KROD-TV in the item were picked up from an erroneous release from the broker.)
A circle of admiring faces. Indicative of the very special way children (and their approving mothers) think of Jerry Haynes. He’s WFAA-TV’s “Mr. Peppermint,” now in his third year of making big sponsors and little viewers happy. He’s one more reason why WFAA-TV is closest to the Dallas, Ft. Worth market.
“Believability” may have become an overworked word in these skeptical times in the intensely competitive world of advertising and marketing.

But we at Norge have never been more convinced of the selling power of a personality who possesses this elusive trait and can communicate it to television viewers. This conclusion comes from our experience as a participating sponsor of Lunch With Ernie, the ABC-TV noontime program which stars Tennessee Ernie Ford.

The results have been extremely gratifying not only to us but also to Norge dealers and distributors throughout the country. They prove once again that effective selling is still very personal, very individual—one speaking to just one other, though the listener may be multiplied millions of times through the magic of our newest medium.

Ad Battleground • In the appliance industry consumer confidence in the quality and performance of the product is absolutely essential. It is no easy task to convey this quality of reliability to a viewer who is bombarded with competing claims throughout the day.

Norge has been a broadcast advertiser for many years, going back to the early days of radio. The use of the broadcast media is an important part of our overall marketing planning.

The appliance industry generally has been a heavy user of both radio and television, particularly at the local level. Norge is no exception. A substantial percentage of our marketing dollar goes into the broadcast media where Norge now spends more than $1 million a year, including cooperative money.

Until the fall of 1962 Norge for several years had confined its television activity on behalf of our appliance line to spot schedules. These were productive. But we also were aware of the benefits of association with a program on a continuing basis where this continuity enhances our product story.

This opportunity came several months ago with the Ernie Ford Show as it was then called. At that time the program was seen in most markets from 11:30 a.m. to noon. It seemed to us that both the time period and the format were made-to-order for us to reach our prospect, the homemaker, in an excellent atmosphere.

Personal Touch • Even more important, however, was the personality who was to be the star of the program. Norge then had only recently offered a two-year parts and service warranty through our dealers as evidence of our faith in the quality and reliability of our automatic washers. We felt that we had to be associated with a performer whose own reputation would authenticate the story that we wanted to tell.

Perhaps more than any other personality, we believe, Tennessee Ernie Ford not only met but exceeded this qualification. In making our decision we took into consideration Mr. Ford’s integrity in his approach, not only to the program but also to the products to be advertised on that program. We knew that a part of his standard procedure is to use and analyze the products himself to test product claims before accepting commercial assignments. We considered, too, Mr. Ford’s previous association with quality products of other well-known and respected manufacturers.

We became a participating sponsor for an initial 13-week period in the fall and renewed our sponsorship this February for another 13-week period through May in 173 markets. Our participation in the program and Mr. Ford’s own unique way of presenting Norge appliance commercials have been most important, we believe, in helping to produce the sales gains which we have enjoyed.

Selling Climate • Now called Lunch With Ernie and in the 12:12:30 p.m. period, the program has steadily built a loyal audience. The free-and-easy format and Mr. Ford’s relaxed handling of audience and guests, we think, provides an atmosphere that increases the viewer’s receptivity to our commercials.

While some advertisers would prefer their commercials delivered “as is,” Norge prefers that Mr. Ford handle our commercials in his own refreshing way. For example, we certainly don’t object to his saying “sloshing around in there” in place of “agitation” when he describes automatic washer features. We also have benefited from occasional sketches that Mr. Ford has built around our products, sometimes just preceding our scheduled commercial for an automatic washer or dryer.

Mr. Ford’s obvious enthusiasm for the products has had a marked effect on the enthusiasm of our dealers and on all of us as well. Many of our distributors and dealers have purchased tie-in spots in local station availabilities to get extra impact from the national program in their own communities.

We also have prepared program-related ad mats for use as drop-ins in local newspaper advertising and have provided dealers with tie-in window banners and other in-store materials. We strive to obtain the fullest merchandising profit possible.

At Norge we also have called attention to our participation in this program through an extensive trade advertising schedule. Although our ads do not quote Mr. Ford or imply his personal endorsement of our appliances, they do employ his vernacular to emphasize how effectively he is selling Norge products on behalf of our dealers.

Dealer Response • Norge distributors and dealers are enthusiastic about our association with the show. Mr. Ford has made kinescopes for use at distributor-dealer meetings and his “appearance” via such film was a highlight of a recent Norge dealer trip to Spain. These filmed chats with the distributors and dealers employ the same friendly approach that is so effective with the viewers of the program.

Our participation in Lunch With Ernie currently is emphasizing our matching “Touch ‘n’ Wash” washer and “Touch ‘n’ Dry” automatic dryer. These two new laundry appliances feature simplified controls as contrasted to a multiplicity of buttons. During the next few weeks Norge refrigerators will be the subject of our commercials. And we know they’ll move, too. They can’t miss with the power that TV packs into personal selling.

James D. (Dan) Dougherty is vice president in charge of domestic appliance sales for the Norge Div. of Borg-Warner Corp., Chicago. He directs the national sale of Norge home appliances through 87 independent distributors and 10,000 retailers. He joined Norge in 1954 and was national refrigerator sales manager, field sales manager and district sales manager for Montana, Oregon and Washington. Before joining Norge he was with F. B. Connelly Co. of Oregon, Portland.

BROADCASTING, March 18, 1963
Why buy St. Louis?

DIVERSIFICATION . . . the most highly-diversified major market in the nation . . . delivering consistent, stable purchasing power!

WAGES . . . a steadily-employed labor force, earning wages 22% higher than the national average . . . more sales potential for you!

GROWTH . . . 2,126,000 sales prospects in the metropolitan area alone—a 45% increase since 1930 . . . new, growing families with new, growing needs!

BUYING POWER . . . $4,748,209,000 in net effective buying income . . . a 67% increase in ten years!

DYNAMIC DEVELOPMENT . . . the largest, most dynamic urban-redevelopment plan in the nation . . . a rebirth of civic energy that has won the attention of the nation!

PENETRATION . . . the nation's easiest major market to penetrate, through the "Voice of St. Louis," each week reaching 77% of the homes in this thriving market . . . the greatest percentage of penetration delivered by any radio station in America's top ten markets!

PROGRESS . . . is St. Louis!

KMOX RADIO
A CBS Owned radio station
Represented nationally by CBS Radio Spot Sales
WHAT DO YOU LOOK FOR WHEN YOU BUY RADIO AND TV?
MANAGEMENT? PERSONNEL? EXPERIENCE? COMMUNITY SERVICE?
TALENT? PROGRAMMING? COMMUNITY ACCEPTANCE? COVERAGE?
FACILITIES? RESPONSIBILITY? MARKET SIZE? REACH 'N' RATINGS?

YOU GET EVERY ONE OF THESE ATTRIBUTES...AND MORE...FROM EACH OF THE GREAT STORER STATIONS!

IMPORTANT STATIONS IN IMPORTANT MARKETS

LOS ANGELES KGBS
PHILADELPHIA WIBG
CLEVELAND WJW
NEW YORK WHN
TOLEDO WSPD
DETROIT WJBK
MIAMI WGBS
MILWAUKEE WITI-TV
CLEVELAND WJW-TV
ATLANTA WAGA-TV
TOLEDO WSPD-TV
DETROIT WJBK-TV

STORER BROADCASTING COMPANY

BROADCASTING, March 18, 1963 25
FAVORITE THROUGHOUT MARYLAND

JOHNS HOPKINS HOSPITAL, BALTIMORE

WBAL-RADIO 1090

NATIONALLY REPRESENTED BY McGAVREN-GUILD COMPANY, INC.

MARYLAND'S ONLY 50,000 WATT STATION

BROADCASTING, March 18, 1983
BIG BUYERS LIKE '63-'64'S LOOK

 Agencies think pilots promise many program innovations
 ABC-TV's daring reshuffle of line-up causes most comment
 NBC-TV keeps tested formats; CBS-TV has advantage of strength

Agency executives entrusted with the investment of close to half a billion dollars a year in network television think the 1963-64 season's schedule may be the most exciting in years.

Based on pilot films they've seen and scripts they've read, they feel that, taken as a whole, the network's program blueprints for next fall promise a rare degree of originality and innovation.

This consensus emerged clearly, although by no means unanimously, from an informal survey conducted by Broadcasting among top programming and media executives at leading advertising agencies. These agencies placed more than $480 million in billings for time and talent on the three networks last year.

Record Buying • The judgments these executives expressed, however alike or dissimilar on details, are the same judgments on which, for the most part, they are now and for several weeks have been buying into the new schedules at an unparalleled rate (Broadcasting, Feb. 25, et seq.)

The patterns of their spending testify to their enthusiasm for the programs they have bought or optioned—and their lack of it for those they have abandoned or refused. In the survey, however, they gave their views on the whole spectrum of network prime-time programming—including specific new shows that struck them as unusually promising or unusually drab—whether they were involved in the buying or not.

They also gave their opinions on how the 1963-64 schedule changes will affect the networks themselves, with this consensus:

• Next season should be a critical one for ABC-TV, which of the three networks will be programming the greatest number of new prime-time shows.

• CBS-TV should once again dominate the three networks in the nighttime; although a few agency programmers felt that its lead may be cut.

• NBC-TV was seen as banking heavily on tested formats, with little "new excitement" going into its schedule through the new series now being planned. NBC seemed to out-rank ABC for second spot, however, some authorities thought this race would be a toss-up.

 ABC-TV was credited almost universally by agency men with attempting the most daring moves, deviating markedly from its previous pattern of westerns and action-adventure. The network was at a critical point, executives felt, and sharp breaks from its previous strategy may be urgently needed.

 CBS-TV was regarded as programming from strength, having approximately five and one-half weekly hours to replace and, agency men concurred, it wisely elected to substitute with a balanced diet of name personalities, historical drama and situation comedy. They believed that CBS-TV's overall balance and programming strength have been preserved.

 There was less agreement on the soundness of NBC-TV's moves. Rated this season somewhere between CBS-TV's resounding success and ABC-TV's generally "poor" showing, NBC-TV has not, in the view of many agency programming directors, planned enough different moves to alter its competitive position significantly next season.

 Waiting Game • NBC-TV, some warned, has only delayed its decision on what to program on two important nights as a result of planning motion pictures on both Saturday and Monday nights. Other critics of the network's plans saw a proven pattern of anthologies (such as that used in the past for Dick Powell Theater) becoming the norm at NBC-TV—for example, the anthologies that will back the Bob Hope and Perry Como programs, as well as fill the new Richard Boone hour.

 But NBC-TV's supporters contended it has other strengths going for it: name talent, some musical-variety formats carried over and strong station lineups, all of which appeal to advertisers (for example, the Chrysler Corp. sponsorship next season of the Bob Hope hour).

Most of the respondents cautioned that this was a risky business. Privately, many confided that they hoped that ABC-TV particularly has hit upon a workable programming formula, pointing out that stiffer competition is needed to upgrade TV programming as a whole and build confidence among advertisers. Several officials noted that in times of a "seller's market" (in which one network is in the driver's seat), programming tends to suffer and the medium as a whole is depressed.

Top Program Picks • New programs regarded by several agency men as "good," "excellent" or of possible "hit caliber" were My Favorite Martian on CBS-TV; Arrest and Trial and Jaimie McPheeters on ABC-TV and Mr. Novak on NBC-TV.

 New shows also receiving favorable mentions were The Greatest Show on Earth and Stand By on ABC-TV; Grindi on NBC-TV and the Adventures historical drama series on CBS-TV.

 Among newcomers that were considered doubtful or uncertain because of time period or for format were East Side, West Side on CBS-TV; the Richard Boone-Odets anthology series; the Robert Taylor series; and The Lieutenant on NBC-TV, and The Breaking Point on ABC-TV.

There were wide variations of opin-
ion toward most of the new shows, but four new variety entries—the Danny Kaye and Judy Garland shows on CBS-TV, and the Jerry Lewis and Sid Caesar-Edie Adams programs on ABC-TV—received almost unanimous approval. The belief was strong that these personalities are all sufficiently skilled to come through with hit shows, but...

It was also clearly felt that all three will need strong material, week in and week out. In the case of Miss Garland, most agency men questioned said they had serious reservations about her health and temperament being geared to a one-hour show each week.

The consensus was that Bob Hope on NBC-TV and Phil Silvers on CBS-TV would do well. There was less confidence that the Como Kraft Theatre would prove as successful as the weekly Como series in the past.

Several executives commented that they expected CBS-TV to receive its most rugged competition on Monday and Friday nights, but to remain on top on other evenings.

**ABC-TV promising** In the agency executives' reactions, ABC-TV stood out unquestionably as the network with the most promise for the biggest gains—if success with its new lineup or a substantial portion of it would get ABC off and running, in their opinion. But they also are cautious, some going so far as to suggest that enthusiasm for ABC's plans consists partly of hope that the network will do well, in order to preserve and strengthen three-network competition.

Richard A. R. Pinkham, senior vice president in charge of media and programs at Ted Bates & Co., said his agency was placing its money on the network (CBS-TV) that it expects to "pick up the marbles next season. Bates has moved an estimated $20 million of American Brands, Inc. products billing from ABC-TV to CBS-TV and is placing still more on CBS.

George Polk, BBDO vice president in charge of program planning, mentioned ABC-TV as the innovating, exciting network for next season but warned that the approach to advertisers is one that will get them "slow dollars." He described the ABC-TV approach to new shows as one that is selling hope and expectation (through pilots) as compared to CBS-TV's offer of name value and known appeal in the Judy Garland Show and Danny Kaye Show.

**Often-Mentioned Programs** Here are some of the new ABC-TV programs mentioned most often as holding high promise and giving an innovating and sometimes "daring" look to the ABC schedule for 1963-64:

**Greatest Show on Earth**, which will be hour-long and in color. It banks on the showmanship and background of the circus (mostly shooting on location in various locales to fit the storyline of a circus on the move).

**The Fugitive**, an hour show based on the adventures of a man hunted for killing his wife—a murder the audience knows he did not commit. Agency programmers believe this could be a hold and interesting show with good possibilities. They see it as a "difficult premise" with danger of becoming "overly complicated," but the pilot was impressive, suggesting high ratings.

**Please Standby**, based on science fiction (as in the old Lights Out programs). It could be a "big hit or a big bomb," according to one programmer, but Lee Rich, senior vice president in charge of programming and media at Benton & Bowles, thought it "good and well done and different." Mr. Rich predicted—as did several other agency executives—that ABC-TV has a good opportunity to become the "no. 2 network."

ABC-TV additionally has Jerry Lewis slated for two hours on Saturdays, 9:30-11:30 p.m., an unusual move and one that agency officials find difficult to assess because of the length of the program and the mid-to-late-evening time it will occupy.

A totally new concept is employed in Arrest and Trial, each 45 minutes in length and scheduled for back-to-back presentation on Saturdays, 9:30-11:30 p.m. The shows, by Revue Productions, can be viewed as a "package"—the first program deals with a man's arrest, the second with his trial (Perry Mason style—but viewing one is not dependent on also seeing the other, since the storyline of each is self-contained.

**Burnett picks up P&G's Lilt, Pert from Grey**

Leo Burnett Co., Chicago, has been appointed agency for Procter & Gamble products Lilt (home permanent) and Pert (shampoo) in a switch from Grey Adv., New York, effective as of June 8.


**Ovaltine drops Tatham-Laird**

Ovaltine Food Products Div. of Wander Co., Chicago, notified Tatham-Laird there last week that in 90 days Ovaltine's $1.8 million budget, spent virtually all in television, will go to another agency. Tatham-Laird has had the account since 1954. Ovaltine officials said the advertiser has invited several agencies to make presentations which are to be completed this week.
Robinson out, Dann in at CBS-TV

Hubbell Robinson resigned as CBS-TV programming chief last week and Michael H. Dann was appointed to take over his responsibilities.

Mr. Robinson quit his chief program post (senior vice president-programs) over the March 8 weekend. James T. Aubrey Jr., CBS-TV president, on March 11 announced a replacement: Mr. Dann, who had joined the network in the spring of 1958 as vice president, network programs—New York.

Second Trip • Mr. Robinson had left CBS-TV once before—in 1959, when he resigned as executive vice president, programming to enter independent tv program production. The post went to Oscar Katz, who had been in charge of daytime programs.

When Mr. Robinson returned to the top program job in March 1962, Mr. Katz reassumed his daytime responsibilities. Last week Mr. Dann, who had ranked below Mr. Katz when the latter was CBS-TV’s No. 1 programmer, announced Oscar Katz’s promotion to the No. 2 spot as vice president, program administration.

Out of the second-in-command position went Alan D. Courtney, who was vice-president-network programs. Mr. Courtney’s resignation followed Mr. Robinson’s. The two men had been associated when Mr. Courtney was a vice president at MCA TV and MCA acted as a sales agent for Mr. Robinson’s production firm, which was responsible for Thriller and 87th Precinct on NBC-TV.

Mr. Courtney joined CBS-TV last summer, a few months after Mr. Robinson had rejoined.

Mr. Dann’s broadcasting background extends from a post in the NBC publicity department to successively higher jobs in programming at NBC-TV and later at CBS-TV. At CBS-TV, he has made the New York origination flavor more evident than has been the case at the two other tv networks.

Mr. Dann served at NBC a total of nine years, his top executive posts there including director of the program department and vice president in charge of program sales.

Mr. Robinson, when asked about his second resignation from CBS, said only that there was a difference over policy and that he was going to take a vacation. An unconfirmed report said Mr. Robinson may again produce network tv programs.

Mr. Katz entered programming from the CBS research department, which he joined in 1938. From August 1956 to 1959, and again from July 1962 until this month, he served as CBS-TV’s vice president—daytime programs.

Mr. Robinson’s first CBS association was marked by some of TV’s first advances in program entertainment. At that time Mr. Robinson drew attention for bold program innovations such as the 90-minute Playhouse 90 drama series.

Agency appointments…

• Ghirardelli Chocolate Co., San Francisco, has appointed Fletcher Richards, Calkins & Holden, that city.

• New England Confectionery Co., Cambridge, Mass. (Candy Cupboard and Page & Shaw chocolates and Necco candies), has appointed Wilson, Haight & Welch Inc., Hartford.


• W. F. Young Inc., Springfield, Mass., makers of Absorbine and Absorbine Jr. Liniment, has appointed Ted Gottshelf Assoc., New York, as its new advertising agency. The Young account, which bills a reported $2 million annually (about half in broadcast), has been a J. Walter Thompson client since 1936.

• Care, new liquid bleach product from Texize Chemical Co., Greenville, S. C., has appointed Venet Adv., Union, N. J., as its advertising agency. An introductory campaign, with $100,000 in billings, will begin in May on radio and tv in New York area.

Business briefly…

Xerox Corp., Rochester, N.Y., has bought full sponsorship of two NBC-TV public affairs programs—James Riddle Hoffa and His Teamsters (Mon., April 1, 10-11 p.m., EST), and A Visit to the Kremlin (Tues., May 21, 9:30-10:30 p.m.). In addition, Xerox will co-sponsor, with Upjohn Co., An Encyclopedia of Communism (Wed., April 10, 7-9 p.m.)

Hartford Insurance Group, Hartford, Conn., has bought NBC-TV’s Baseball Preview, Fri., April 5 (9-10 p.m. EST). Hartford is also buying participations in NBC-TV’s Saturday and Sunday Baseball Game of the Week.

Buick Div. of General Motors Corp., through McCann-Erickson Inc., will sponsor a two-hour live telecast of the Portland (Ore.) Rose Festival parade on Saturday morning, June 15, on a special 11-station Pacific Northwest tv hookup: KGW-TV Portland, KVAL-TV Eugene, KIMA-TV Yakima, KBES-TV Medford, KEPR-TV Pasco, KOTI (TV) Klamath Falls, KLEW-TV Lewiston-Clarkston, KPIC (TV) Roseburg, KCBY-TV Coos Bay.

Rep appointments…


• KTVI (TV) St. Louis: H-R Television Inc., New York, as national sales representative.

• WTAQ LaGrange, Ill.; WYZE Atlanta; WLTV Nashville; WGMA Ft. Lauderdale, and WMJY-TV Allen Park-Detroit: Vic Piano Assoc., New York, as national representative.

• WINN Louisvile, Ky.: George Hollinger Co. as representative.

• KCBD-TV Lubbock, Tex.: Blair Tel-
Advertisers of toiletries and toilet goods placed the most in gross time billings of all advertiser product categories on the television networks last year.

These advertisers, according to Television Bureau of Advertising figures reported today (March 18), were responsible for nearly $148 million, an increase of over 21% ($112.1 million in 1961). Food and food products advertisers came in as a close second by registering more than $133.6 million, a 4.2% gain over the $128.2 million-level set in 1961.

A total of $798,808,138 in gross time billings on the networks had been reported for 1962, an increase of 12.2% over the previous year (Broadcasting, March 4).

Also released by TVB were leading network advertisers and top brands in the fourth quarter of 1962.

Other product classes which had substantial gains in 1962: insurance advertisers billing more than $15.7 million, up 40.5% of advertisers of confectionery and soft drinks at over $24.1 million, a 29.6% gain, and sporting goods and toy advertisers billing more than $10.2 million, a 78.2% increase.

In the fourth quarter, Procter & Gamble Co. had a gross time billing of over $12.1 million, and Anacin led the brands with nearly $3.4 million in gross billing.

**ESTIMATED GROSS TIME EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION**

<table>
<thead>
<tr>
<th>Product Classification</th>
<th>1961</th>
<th>1962</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; farming</td>
<td>$1,821,084</td>
<td>$1,105,921</td>
<td>-49.3%</td>
</tr>
<tr>
<td>Apparel, foot wear &amp; accessories</td>
<td>9,628,653</td>
<td>6,584,443</td>
<td>-31.5%</td>
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<tr>
<td>Automotive, automotive access. &amp; equipment</td>
<td>48,199,253</td>
<td>52,205,178</td>
<td>+8.3%</td>
</tr>
<tr>
<td>Beer, wine</td>
<td>6,291,143</td>
<td>8,766,826</td>
<td>+39.4%</td>
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<tr>
<td>Building materials, equipment &amp; fixtures</td>
<td>4,005,981</td>
<td>5,514,835</td>
<td>+37.1%</td>
</tr>
<tr>
<td>Confectionery &amp; soft drinks</td>
<td>18,634,340</td>
<td>24,147,711</td>
<td>+29.7%</td>
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<tr>
<td>Consumer services</td>
<td>5,853,749</td>
<td>5,989,797</td>
<td>+2.3%</td>
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<tr>
<td>Drugs &amp; remedies</td>
<td>86,171,869</td>
<td>105,377,854</td>
<td>+22.3%</td>
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<td>Entertainment &amp; amusement</td>
<td>1,193,575</td>
<td>880,893</td>
<td>-26.2%</td>
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<tr>
<td>Food &amp; food products</td>
<td>128,275,143</td>
<td>133,656,350</td>
<td>+4.2%</td>
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<td>Freight, industrial &amp; agricultural development</td>
<td>270,010</td>
<td>76,600</td>
<td>-71.6%</td>
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<td>Gasoline, lubricants &amp; other fuels</td>
<td>18,618,858</td>
<td>17,299,134</td>
<td>-7.1%</td>
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<td>Horticulture</td>
<td>179,857</td>
<td>304,325</td>
<td>+73.9%</td>
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<td>Household equipment &amp; supplies</td>
<td>27,199,547</td>
<td>33,554,928</td>
<td>+23.4%</td>
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<td>Household furnishings</td>
<td>3,960,891</td>
<td>3,545,823</td>
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<td>Industrial materials</td>
<td>19,834,897</td>
<td>19,773,350</td>
<td>-0.3%</td>
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<tr>
<td>Insurance</td>
<td>11,204,099</td>
<td>15,765,737</td>
<td>+39.9%</td>
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<td>Jewelry, optical goods &amp; cameras</td>
<td>13,795,783</td>
<td>12,922,688</td>
<td>-6.4%</td>
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<tr>
<td>Office equipment, stationery &amp; writing supplies</td>
<td>4,050,970</td>
<td>3,761,541</td>
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<td>Political</td>
<td>3,576,978</td>
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<td>Publishing &amp; media</td>
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</tr>
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<td>Radio, tv sets, phonos-musical instr., acc.</td>
<td>2,726,821</td>
<td>5,360,020</td>
<td>+96.6%</td>
</tr>
<tr>
<td>Retail &amp; direct mail</td>
<td>145,164</td>
<td>157,484</td>
<td>+8.3%</td>
</tr>
<tr>
<td>Smoking materials</td>
<td>84,613,015</td>
<td>88,681,088</td>
<td>+4.8%</td>
</tr>
<tr>
<td>Soaps, cleansers &amp; polishes</td>
<td>76,622,011</td>
<td>83,755,386</td>
<td>+9.2%</td>
</tr>
<tr>
<td>Sporting goods &amp; toys</td>
<td>5,743,359</td>
<td>10,235,744</td>
<td>+78.2%</td>
</tr>
<tr>
<td>Toiletries &amp; toilet goods</td>
<td>121,928,188</td>
<td>145,910,338</td>
<td>+21.0%</td>
</tr>
<tr>
<td>Travel hotels &amp; resorts</td>
<td>465,299</td>
<td>1,088,709</td>
<td>+134.0%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>8,635,732</td>
<td>9,988,767</td>
<td>+15.7%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$712,128,148</td>
<td>$798,808,138</td>
<td>+12.2%</td>
</tr>
</tbody>
</table>

**ESTIMATED EXPENDITURES OF TOP 25 NETWORK COMPANY ADVERTISERS**

<table>
<thead>
<tr>
<th>Network Company</th>
<th>1962</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>$12,126,151</td>
<td></td>
</tr>
<tr>
<td>2. American Home Products</td>
<td>9,866,061</td>
<td></td>
</tr>
<tr>
<td>3. Bristol-Myers</td>
<td>8,013,029</td>
<td></td>
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<tr>
<td>4. General Motors</td>
<td>7,380,446</td>
<td></td>
</tr>
<tr>
<td>5. R. J. Reynolds</td>
<td>6,387,443</td>
<td></td>
</tr>
<tr>
<td>6. Lever Bros.</td>
<td>5,694,711</td>
<td></td>
</tr>
<tr>
<td>7. Colgate-Palmolive</td>
<td>5,077,943</td>
<td></td>
</tr>
<tr>
<td>8. General Foods</td>
<td>5,025,577</td>
<td></td>
</tr>
<tr>
<td>9. Ford Motor</td>
<td>4,603,580</td>
<td></td>
</tr>
<tr>
<td>10. Gillette</td>
<td>4,296,935</td>
<td></td>
</tr>
<tr>
<td>11. Alberto-Culver</td>
<td>4,191,714</td>
<td></td>
</tr>
<tr>
<td>13. P. Lorillard</td>
<td>3,276,691</td>
<td></td>
</tr>
<tr>
<td>14. Liggett &amp; Myers</td>
<td>3,145,461</td>
<td></td>
</tr>
<tr>
<td>15. General Mills</td>
<td>3,105,512</td>
<td></td>
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<tr>
<td>16. American Tobacco</td>
<td>3,063,131</td>
<td></td>
</tr>
<tr>
<td>17. Brown &amp; Williamson</td>
<td>2,919,865</td>
<td></td>
</tr>
<tr>
<td>18. Sterling Drug</td>
<td>2,890,791</td>
<td></td>
</tr>
<tr>
<td>19. J. B. Williams</td>
<td>2,890,856</td>
<td></td>
</tr>
<tr>
<td>20. Kellogg</td>
<td>2,988,824</td>
<td></td>
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<tr>
<td>21. Chrysler</td>
<td>2,547,714</td>
<td></td>
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<tr>
<td>22. Warner-Lambert</td>
<td>2,507,277</td>
<td></td>
</tr>
<tr>
<td>23. Miles Labs</td>
<td>2,431,088</td>
<td></td>
</tr>
<tr>
<td>24. Block Drug</td>
<td>2,309,183</td>
<td></td>
</tr>
<tr>
<td>25. Richardson-Merrell</td>
<td>2,289,575</td>
<td></td>
</tr>
</tbody>
</table>

**TOP 25 NETWORK BRAND ADVERTISERS**

1. Anacin tablets | $3,395,199 |
2. Salem cigarettes | 3,031,306 |
3. Chevrolet passenger cars | 2,812,267 |
4. Winston cigarettes | 2,122,421 |
5. Bufferin | 2,112,117 |
6. L&M Filter Tips | 1,899,159 |
7. Gristan tablets | 1,666,674 |
8. Ford passenger cars | 1,653,368 |
9. Polaroid Land camera | 1,538,684 |
10. Crest tooth paste | 1,537,021 |
11. Pall Mall cigarettes | 1,443,223 |
12. Colgate dental cream | 1,420,549 |
13. Excedrin tablets | 1,402,187 |
14. Kent cigarettes | 1,286,287 |
15. Alka Seltzer | 1,235,567 |
16. Marlboro cigarettes | 1,184,249 |
17. Campbell soups | 1,122,249 |
18. Chesterfield cigarettes | 1,102,291 |
19. Contac | 1,129,275 |
20. Camel cigarettes | 1,115,945 |
21. Tide | 1,069,634 |
22. Goodyear car tires | 1,064,659 |
23. Pillsbury chilled products | 1,027,052 |
24. Prudential Insurance Co. | 1,022,115 |
25. Oldsmobile passenger cars | 1,007,665 |
How to hold 'em past the news!

We might have titled this: how to increase your audience five minutes at a time. It isn’t quite as catchy but it does sum up the strategy of our featurized programming.

What we have done is to program short topical features throughout the day. Coming before, after, and around the scheduled news, these timely features keep listeners the way we want 'em — interested.

With the exception of funny-men Bob and Ray, all talent is home grown.

When you have people on your staff like Julie Benell (Woman’s Editor) or Murray Cox (Farm Director), you don’t need anyone else.

Hormel recently added another chapter to Julie’s success story by giving her a deluxe high-priced ham to sell. You’d have to hear a sample tape to appreciate the impact she added to sales and distribution. Suffice it to say, Hormel has happily increased her exposure about 30%.

Another tape we’d like you to hear proves that farm news can interest a large urban as well as rural audience. At least when it’s handled by Murray Cox. His candid comments on the U.S.D.A. . . . his explanation of fluctuating livestock prices . . . his interest in farm youth . . . make him a much listened-to personality.

Characteristic of all regularly scheduled segments: business news, weather, sports, entertainment, travel, etc. is the way they’re put together by WFAA’s staff. We persist in the theory that we’re talking to mature, intelligent adults. Whether it’s food for thought or tonight’s dinner, we accent fact, not fancy.

In this way we can currently bill ourselves (rather modestly) in the local area as the station with “news more people quote.” When you come right down to it, can you think of a better framework for your product?

WFAA
820

WFAA-AM-FM-TV
Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.
$40 million in public service time

RADIO-TV MAKE BIG CONTRIBUTION TO AD COUNCIL

Radio and television media and advertisers contributed well over $40 million in free time last year to government-sponsored public service campaigns, according to an analysis of figures compiled by the Advertising Council. Members of the council met March 13-14 in Washington with President Kennedy, Vice President Lyndon Johnson and other administration officials.

The council has served as clearinghouse for government use of media on a public service basis since early in World War II. The two original campaigns, started in 1942, were devoted to U. S. Savings Bonds and the Smokey the Bear forest fire-prevention campaign. Among government agencies participating in donated media facilities are the Departments of State, Defense, Commerce, Treasury, Agriculture and Health, Education & Welfare, Public Health Service, Census Bureau, Peace Corps and the President's Council on Youth Fitness.

On behalf of private groups, broadcasters have donated time for traffic safety, higher education, mental health, Radio Free Europe and religion.

Last week's conference heard first-hand reports from government leaders who participated in question-answer sessions devoted to issues of the day and to national problems which might be alleviated by public-interest advertising campaigns.

At a meeting last Tuesday (March 12) of the council's directors, William R. Baker Jr., honorary chairman of Benton & Bowles, New York, was elected chairman of the board of the Advertising Council. He succeeds Leo Burnett, chairman, Leo Burnett Co., Chicago, who remains on the council board.

Albert L. Cole, general business manager of Reader's Digest, and George H. Gribbin, board chairman of Young & Rubicam, were elected vice chairsmen Edwin W. Bell, vice president of General Foods Corp., was re-elected to a vice chairmanship.

Theodore S. Reppier was re-elected president of the Advertising Council.

Vice presidents re-elected were Allan M. Wilson and George P. Ludlam. John Crichton, president of American Assn. of Advertising Agencies, and Peter W. Allport, president of Assn. of National Advertisers, were re-elected secretary and treasurer, respectively.


Rayette Inc. plans radio-tv campaign

Rayette Inc., St. Paul, Minn., will spend an estimated $1.3 million in radio and television this year. The plan for radio-tv spending, which will place Rayette in broadcasting for the first time on this scale, comes with the appointment of a new advertising agency, Taplinger, Gladney Co., New York.

George Barrie, president of Rayette, a cosmetic firm, announced the appointment last week. The former agency was Milco Inc., Miami, Fla.

Advertising emphasis is planned first for two Rayette lines now in the retail market. The products are Acqua Net and Trol. Others will be budgeted as the advertising program progresses. Print advertising as well as radio-tv is planned in the campaign.

Rayette, it was learned last week, will enter radio and television through spot purchases, and may soon enter network tv. First radio use will open by April 5 as a "lead-in" announcement to capture product news and excitement and then tv a few weeks later for demonstration and sell.

Rayette at present is planning on long-term usage of spot radio, perhaps as long as 52 weeks. The spot thrust in tv will encompass some 26 to 39 weeks.

The company entered the retail market early last year with Acqua Net hair spray, which is already a leading retail sales item. Rayette formerly manufactured and distributed supplies and equipment for professional beauticians and for barbers.

Taplinger, Gladney is a new agency in business over the past five months. It now bills at a more than $3 million annual rate, and has Lucien Piccard watches, Da Vinci fine men's jewelry, and Balenciaga perfumes, among other accounts. Rayette has been billing an estimated $1.5 million.

Hecht's biggest pitch

The biggest television advertising campaign in its history will be started Wednesday (March 20) by the Hecht Co., Washington, D. C., exclusively on WTOP-TV, in that city.

The promotion, which marks the department store's 67th anniversary, will use 170—10, 20 and 60-second spots over a 10-day period. Hecht's will also sponsor The Steve Allen Show in its entirety March 22, and plans to use video-taped spots on the show featuring Mr. Allen and WTOP-TV personalities.

Henry J. Kaufman Assoc., Washington, is the agency handling the campaign.

RCA Sales spending record amount '63

A record-high advertising and sales promotion campaign is planned by RCA Sales Corp. for the first half of 1963, according to J. M. Williams, vice president of advertising and sales promotion.

Special television and radio commercials featuring portable merchandise have been developed for RCA Victor distributors and their dealers. RCA has also prepared radio advertising featuring a sales message for its "space age" sealed circuitry.

In addition, Mr. Williams said, RCA is spending "substantially" more money in its print advertising for color tv than it did in the first half of last year.

New radio-tv rep firm announced in New York

A new radio and television representation firm, Roger O'Connor Inc., has been formed in New York by two former officials of the Bolling Co. Principals are Roger O'Connor, who was vice president of tv sales, and Gary Eckard, formerly director of research and promotion at Bolling.

Mr. O'Connor's career in broadcasting, which covers 20 years, began with media buying at William Esty Co. and includes stints with ABC and CBS network sales. Before he joined Bolling, he was associated with The Katz Agency in tv sales.

Mr. Eckard was vice president of Charles Harriman Smith Assoc., broadcast research consultants, before joining Bolling.

Offices of the new firm are at 270 Park Ave. Phone: TN 7-9595.
“Charlotte’s WSOC-TV... big reason for instant success of Diet Rite Cola” — Jim Calder, Royal Crown

With a prodigious appetite for good things to drink, eat, wear and enjoy, metro Charlotte racks up the highest retail sales per family in the Southeast. Slim budget or stout, you can expect and get huskier response and cooperation from Charlotte’s WSOC-TV. Let us or your H-R man show you how this great area station of the nation is your right diet for right now in the Carolinas.

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

BROADCASTING, March 18, 1963
Sales prove Lorillard's ad effectiveness

TOBACCO FIRM SETS NEW RECORDS THROUGHOUT YEAR

"By the only yardstick that matters—sales—our advertising is effective," Morgan J. Cramer, president of P. Lorillard Co., told the Boston Security Analysts Society last week.

"In terms of sales, 1962 was the most successful year in our long history," said Mr. Cramer. "For the first time, we broke the half-billion dollar barrier with $516 million, and unit sales increased some 5 1/2% over 1961."

According to Mr. Cramer, Lorillard-sponsored shows beamd more than 50 million commercial messages into 42 million of the nation's 50 million television homes, during a given week in the fourth quarter of last year. "Corresponding sales, he said, for the last half of the year, staged a rally after a temporary lull during the first two quarters of the year. "Sales in each of our four fiscal quarters," he pointed out, however, "set new peaks for those particular periods."

Lorillard products, he said "are receiving wider distribution and broader display than ever before," noting that the company uses "all major media with the heaviest emphasis on network television."

From what Mr. Cramer described as "low man on tobacco's totem pole" in 1946, Lorillard has grown to a position as third largest tobacco company in the nation, largely on the impetus of its filter brand cigarette, Kent. "The filter cigarette has come from out of nowhere to command 56% of today's market," Mr. Cramer pointed out. He predicted that the filter area would eventually command 75% of the market.

A campaign to introduce a non-filter, extra-long brand, York, last year "cut significantly into our earnings," according to Mr. Cramer, and support of the product "will certainly not approach 1962 levels. It will receive national advertising exposure, via television, but our heaviest ammunition will be brought to bear in selected major markets where its reception has been outstanding."

RAB's David looks for better radio research

Better radio research is inevitable, and as it develops there will be "a tremendous growth in the buying of radio time," Miles David, RAB administrative vice president, told the Cincinnati Advertising Club last Tuesday.

He reaffirmed RAB's plan to be in the forefront of the movement toward research that will give a more accurate bigger picture of radio's real reach (Broadcasting, Feb. 18).

"What we essentially plan to do," he said, "is to invest the necessary money for the industry, to develop better measurement—measurement which advertisers and agencies can endorse and believe in. You will be hearing a great deal more about this project in weeks and months to come."

"The first and most important thing you as an advertiser can do about radio measurement today is to recognize that what we in radio have been expressing for many years is true—that radio measurements have failed to keep pace with our medium," he said.

"Second, and this may seem paradoxical, you should recognize that, with all of their inadequacies, the measurements available in radio are useful as buying tools."

"Radio's tools are, in fact, a lot more useful than the tools other media furnish you. There is the painful paradox. We furnish far more research than printed media."

Mr. David cited A. C. Nielsen Co.'s decision to expand its radio surveys (Broadcasting, March 11) as "acknowledgement, 10 years after the fact, that ... radio has been under-measured all along."

He cautioned buyers, however, that "it would be very wrong if you came away from this talk, and from your reading about the hearings [on rating services] in Washington, with an attitude of complete disenchantment with broadcast research. The radio sales trend will be up, he said, and radio users should examine their "franchises" to see whether they ought not to take "more advantage of the fabulous media buy that radio represents at today's prices."

Budweiser to showcase rival media presentations

Budweiser's annual spring meeting with station representatives to discuss media and merchandising plans for its annual "Pick-a-Pair" promotion will be held in Miami April 15-18 and will feature a new event this year—a joint session devoted to competitive "pitches" from Radio Advertising Bureau, Television Bureau of Advertising, Magazine Advertising Bureau and Outdoor Advertising Inc., with each medium listening to the others.

Newspapers will not be represented because so little newspaper space is purchased in the "Pick-a-Pair" campaign where most of the $2.5 million consumer advertising budget goes to radio-tv. June and July will be "Pick-a-Pair" months again this year, it was announced last week by Budweiser's agency, D'Arcy Adv., St. Louis. Over 500 radio-tv stations will be used.

Budweiser's drive this year will be its sixth consecutive campaign. It is considered the biggest single drive of its type in marketing circles. William Bien, marketing vice president of Anheuser-Busch, said that "when 'Pick-a-Pair' first hit the street six years ago, Budweiser sales totaled 13 million 6-packs during the promotion. Last year we hit 22 million in the same period."

Budweiser reported that the 1962 "Pick-a-Pair" drive included 2.5 billion listener exposures on radio and 840 million viewer impressions in tv.

Mogul criticizes commercial 'copy' cats

Emil Mogul, president, Mogul, Williams & Saylor agency, last week berated "copy" cats in broadcast commercial production. He told an advertising club gathering at Westport, Conn., that "one successful tv or radio campaign can create a trend faster than Bobby Kennedy can start a fad."

"One fairly creative piece of advertising begets a bargain basement full of cut-rate imitators," he said, "each just enough different from the others to merit a creative badge for the responsible agency."

Mr. Mogul noted a tendency of the advertising community to confuse the "original thinker" with the "creative talent." The copywriters and art directors receive the praise and awards in the evolution of a commercial he noted, but the innovators are neglected. He suggested agencies put a higher premium on the men who originate new advertising techniques and who conceive ad campaign strategies.

The MW&S president also criticized some specific broadcast commercial practices, notably "misplaced and misguided humor." He said a humorous commercial placed in a serious program context or representing the wrong product can have a negative effect.

34 (Broadcast Advertising)
You might think Ward Dorrell's nickname “Doc” is short for Ph.D. You'd be wrong.

When he came to us eleven years ago to build our research department—the first ever created by a station representative, our salesmen humorously dubbed him “the witchdoctor.” In affection and esteem, the abbreviation followed soon after and has remained.

Doc’s ability to analyze research data and come up with fresh, new answers has given that ordinary breed of “doctors” pause to think.

When it comes to upsetting popular myths and deflating comfortable fallacies, he can be formidable and usually makes history.

He pioneered when he showed that slavishly buying by the numbers can be as misleading as a gypsy tea leaf reading. He proved that statistical variations—depending on the size of the sample—if not grossly inaccurate, are usually insignificant. And a fact of life! He has since helped educate agency and advertising people by holding seminars throughout the country that numbers are a guide—not a straitjacket!

One of the biggest problems faced by a television advertiser is watching hundreds of thousands of dollars go down the drain, because of misplanning and miscalculation. Doc developed Blair’s TMP—Test Market Plan—that enabled advertisers to go into a market with a limited amount of money and hone their marketing, merchandising and advertising approach to a razor-edge.

The phenomenal success of TMP is testified to by the large number of advertisers who continue to exploit it on Blair-represented stations. All this wouldn't amount to much if the light of Doc's research were hidden under a bushel. It isn't. Our salesmen know every fact and facet the instant new rating data is available. We're mighty proud of the fact they're the best research-equipped salesmen in the business.

Doc, of course, does not work alone. He is surrounded by a staff of statistical wizards “second to none.” His team of research experts are forever striving to give the Blair-represented stations as well as advertisers and agencies the very best in scientific methods for the measurement of a market and the effectiveness of the broadcast media. It is this kind of research that helps the advertiser to measure product impact in the market.

This means when you put your commercial on a Blair-represented station, you get the most accurate and valid picture of your coverage, the deepest penetration of your market for the dollars you spend. We stake our reputation on it. If it’s Blair it’s the best!
WRC-TV brings Greater Washington more hours of community-service programming than any other station in the area. Hours zeroed-in on the local life of the nation's capital, and of the people who live and work there.

Week after week, WRC-TV's Dimension Four focuses on local problems—ranging from juvenile crime to the overcrowded skies above National Airport. When the dangerous impurity of Potomac waters became apparent, WRC-TV alerted the community with a special series, Our Beautiful Potomac. Prime network time was preempted to present a first-hand report on modern treatment of mental illness, as cameras went into St. Elizabeths Hospital, in There but for the Grace of God.

Two series created by WRC-TV have become weekly favorites: It's Academic features the city's brightest teen-agers in quick-thinking competition, and A Moment With......, offers illuminating conversations with leading national and world figures. WRC-TV's Traffic
as much a part of Washington as the Washington Monument

Court recently won the year's International Association of Chiefs of Police Award for its instructive re-enactments of actual court cases.

WRC-TV centers creative purpose on local issues and events, to reveal their full scope and import in dramatic terms. Like the Washington Monument, WRC-TV is an integral part of the Washington scene. This kind of community-station link is distinctive to the programming of all NBC stations.

Broadcasting, March 18, 1963
FLORIDA CITRUS TO CHANGE AGENCIES

3 agencies being considered to replace Benton & Bowles

The Florida Citrus Commission voted Wednesday (March 13) to terminate its long-time association with Benton & Bowles on April 1, and decided to discuss the future of its orange account with three other agencies who made a pitch for the business more than a year ago in presentations invited by the commission.

The decision to change agencies came on an 8-4 vote at a meeting of the state agency in Lakeland. The agency is charged with promotion of Florida's principal agricultural industry.

Agencies to be considered for the account are Ted Bates, New York; Len nen & Newell, New York, and Campbell-Ewald of Detroit. Campbell-Ewald was retained last spring to take over the grapefruit promotion when the commission decided to split the account.

Benton & Bowles has twice held the citrus commission account for a total of 13 years in the period since the commission was organized in 1935.

The orange advertising budget for the fiscal year which began July 1 was almost $5 million, but the devastating December freeze cut this down to approximately $2.2 million, which has been spent on consumer advertising. In addition, B&B handled a special coupon promotion for orange juice concentrators last fall. The processors put up $3.5 million for the program, of which about $1.1 million was used by the agency in the consumer media, with most of the other funds being set aside for coupon redemptions.

Campbell-Ewald, with a much smaller budget for grapefruit and specialty fruits, has sustained a drastic budget cut as the result of the freeze.

Kodel tv campaign doubles ‘awareness’

Eastman Chemical Products Inc. reports that an intensive fall tv spot advertising campaign on behalf of Kodel polyester fiber “almost doubled consumer awareness of the product.”

According to Jack Benoze, a vice president of the company’s agency, Doherty, Clifford, Steers & Shenfield, a spot check in four of the 35 markets in which the campaign was carried indicated that “our consumer awareness rose from 11% to almost 22%.”

In an interview last week, Mr. Benoze said the figures came from a telephone survey conducted in four of the 35 markets prior to the campaign, followed by a similar campaign after the six-week campaign closed.

The 35 markets chosen involved over 50 stations, and covered an estimated 70% of the nation’s television homes. The campaign will be repeated this spring for at least six weeks, beginning March 17. Kodel fiber appears in a variety of consumer products, including men’s, women’s and children’s apparel.

Swezey asks for support, not rug-pulling

Advertisers were asked last week to support the NAB radio and tv codes and not “cut the ground out from under us by attempting to engineer the consent of our subscribing stations to broadcast material which fails to meet code requirements.”

Speaking before the fourth annual Southeastern Marketing Conference of the American Marketing Assn. at Atlanta, NAB Code Authority Director Robert D. Swezey said a major problem in code compliance is caused by “repeated attempts of certain advertisers” to get non-acceptable copy broadcast.
MOVERS AND SHAPERS OF A DYNAMIC CITY: SAN DIEGO

San Diego is a city that's moving fast and growing big. Men such as these pictured help provide the steam. Their effect goes beyond their outlined activities, quickens the pulse of San Diego as it seeks and claims a special place in the West. San Diego is California's second largest county in population. Keeping pace — and setting its own — within this dynamic marketplace is San Diego's leading medium. The one that makes this a reachable marketplace. The one that represents the new San Diego. The one to buy. KOGO

Dr. Charles R. Schroeder is Director of the San Diego Zoo, which houses the world's largest collection of wild animals. His many contributions to the growth of this popular San Diego landmark include such innovations as giant walk-through bird cages, tropical forests, and a Children's Zoo where youngsters can play with many rare animals. Doctor Schroeder's imaginative efforts contributed largely to the fact that over 2,000,000 people visited the San Diego zoo last year.

John S. Alessio is internationally known as a businessman, sportsman and financier. Prominent among his many interests are the year-round Caliente Race Track in Baja California, and the world-famous Hotel del Coronado across the bay from San Diego — both of which play a vital role in generating San Diego's giant tourist industry which, last year, contributed approximately $155 million to the San Diego economy plus $60 million in Baja California.

John V. Banks brings 22 years' experience in engineering, construction and manufacturing to his position as Executive Vice President of National Steel and Shipbuilding Company. This dynamic industrialist now directs a diversified business that produces aircraft parts and missile components in addition to its major activity of building middle-tonnage commercial and military ships . . . and makes an increasingly important contribution to San Diego's broadened industrial base.
the NEED... for a Radio & Television......

WHO... Will Deliver Maximum DOLLARS & PROFITS

For YOUR Station Through Concentration On

SALESMAHSHIP!
Who Will Work With You On ALL Your Station Problems Through TOTAL STATION SERVICE!* THE ANSWER:
A TEAM OF SALESMEN AND MANAGERS Organized To Get Your Station MAXIMUM POTENTIAL DOLLARS!
AGGRESSIVE SALESmen
WHO "Care" About YOU . . . YOUR Station And YOUR Problems
WHO - "Scrap" For Every Order.
WHO - Are Motivated By Pride In Their Work.
WHO - Are Compensated By Salary, Commission AND Stock Participation.
WHO - Are Part of a Sales Team Working Together To Build YOUR Business and THEIRS!
SALES MANAGEMENT
WHO - Knows The Radio-TV Business, Their Men And YOUR Station.
WHO - Analyze The Salesmen's Reports, "spot" Problems AND Point Out The Need For Action!

*TOTAL STATION SERVICE
- Competitive Rate Card
- Audience Research
- Market Research
- Market Development
- Network Rate Analysis
- Traffic Department
- Film Information
- New Business Bulletin
- Brochures, Advertising, Promotion
- Station Presentations

THE ORGANIZATION:
ROGER O'CONNOR
INCORPORATED
Radio & TV Representatives
270 Park Ave., N.Y.C. 17, N.Y.
TN-7-9595

PLEASE SEE US AT THE...
CONRAD HILTON
The FCC last week gave its staff a clear directive to quit pressuring television broadcasters to schedule local live programming in prime time.

This was the interpretation given by commissioners and staff members alike to the commission's action, by a 5-2 vote, to order license renewals for some 70 Far West television stations.

The identities of the stations involved were not immediately released last week. But officials said they were stations whose licenses had been deferred strictly because of the so-called "6-to-11 p.m." question. It is that time period that FCC staff members have been scrutinizing to determine the incidence of local live shows.

The renewal applications of some eight or 10 other western stations are being continued in a deferred status, but for other reasons.

Commission officials agreed the action was a clamp-down on what was regarded as an effort by the staff to induce stations to carry local live programming in prime time.

**Issue Not Dead** - The action was not taken to mean, however, that the commission is any the less interested in that kind of programming. One key staff member said, "We'll continue to consider local live programming, but on an over-all basis—not just on the basis of whether it's carried between 6 and 11 p.m."

The commission's action was traced by one commissioner back to the disclosure by Broadcasting of a staff letter-writing campaign that seemed to be aimed at requiring stations to carry local live programming in prime time (Broadcasting, Dec. 3, 1962).

The story reported that scores of license renewals were being deferred while the FCC staff conducted protracted correspondence with the stations involved on their alleged lack of local live programming in prime time.

The staff members insisted they were acting within the authority delegated by the commission. But several commissioners, including Chairman Newton N. Minow, who supported the staff's interpretation of its authority, decided changes in procedure were needed. Some commissioners feared the staff's actions were too close to censorship.

Since then, the commission has been brought into license-renewal cases whenever the applicant's first letter of explanation regarding his programming policy failed to satisfy the staff.

**Staff Recommended 30%** - But the commission's action last week indicated continued dissatisfaction with the manner in which renewals are being handled. The staff had recommended that the licenses of some 30 of the stations involved be renewed, but that additional letters of inquiry be sent to the remainder.

The commission, however, instructed the staff to renew the licenses of all the stations being considered if the only question to be resolved was their alleged lack of local live programming in prime time.

The commissioners reportedly in the majority were T.A.M. Craven, Rosel Hyde, Robert W. Ford and Robert T. Bartley, Chairman Minow and Commissioner E. William Henry were said to have favored sending additional letters of inquiry to the stations whose programming had failed to satisfy the staff.

The first big departure from the policy the staff had been following came last month when the commission renewed the license of WKY-TV Oklahoma City, one of the stations in trouble because of its programming.

The commission, in a letter to the station said that although it did not schedule local live programming between 6 and 11 p.m., it had made a creditable record for such programming in prime time through a policy of preemptions (Broadcasting, Feb. 4).

A week later, the commission renewed the license of WFAA-TV Dallas, another station whose application had been in deferred status because of the 6-11 p.m. question. Again, the commission said the station's preemption policy was responsible for its renewal (Broadcasting, Feb. 11).

**Rule of Thumb** - On the basis of those two decisions, the staff had been screening the batch of renewal applications of the western stations, to determine whether those broadcasters could make showings equal to those of WKY-TV and WFAA-TV.

But the commission's action last week appeared to go beyond those two stations in holding, in effect, that the time in which local live programming is scheduled need not be controlling.

Another indication of the commission's attitude was its rejection of a proposal to send letters to the stations whose licenses are being renewed, setting forth the commission's reasons. The vote was 6-1, with Chairman Minow in the minority.

Some commissioners had opposed sending such letters to WKY-TV and WFAA-TV, on the ground they were a "face-saving" device or "gratuitous." Others were said to feel last week that a letter explaining the commission's actions might simply bind the agency's hands in future cases.

**Minow hints at push for code adoption**

FCC Chairman Newton N. Minow indicated last week he is ready to make a new push for adoption of the NAB code limitations on commercials as an FCC rule.

In an interview published in the Chicago Daily News, Chairman Minow was quoted as saying "the most prevalent complaints" received by the commission involve commercials.

He added that the industry already has a code on commercials and that "we would like to propose that the code be made a new FCC rule. We will enforce the code."

Sources close to the chairman said last week he is likely to discuss the idea in his speech before the NAB convention in Chicago later this month.

The commission turned the idea down last November when Commissioner Robert E. Lee, who first suggested it, offered it as a proposed rulemaking (Closed Circuit, Nov. 26, 1962).

However, the vote was 4-3, and the impending replacement of Commissioner T. A. M. Craven by Kenneth A. Cox, Broadcast Bureau chief, would probably reverse that result. Commissioner Craven voted against the proposed rulemaking; Mr. Cox said last week he would be in favor of getting industry comments.

However, no one is predicting that this would presage FCC adoption of the code, which restricts the number of tv-radio commercials per time segment.

The Chicago paper also quoted Mr. Minow as being interested in advancing another proposal he has long favored—the use of uhf tv as a means of repeating "the best television programs."

He said a system might be devised whereby a uhf station could repeat, within a week, "the best fare shown on the vhf channels," or within hours, in the case of network news programs.

Chairman Minow is expected to discuss this idea in his NAB speech also.
Thousands of Baltimoreans know why WFBR news is award-winning news. Ask a WFBR representative or a Blairman, and they'll tell you about the rare blend of professional manpower, facilities, equipment, dedication and sweat which lies behind the award. May we sweat for you, too?
Nielsen, Pulse to get their chances

HARRIS UNHAPPY WITH WHAT HE HEARS, VOWS ACTION IF NEEDED

A House subcommittee which is investigating broadcast measurement services brought on some of the important players in the rating game last week, but reserved the spotlight for A. C. Nielsen Co. and The Pulse Inc., which are yet to testify.

However, there was plenty put on the record in last week's hearings by the Special Subcommittee on Investigations to cause concern for broadcasters and advertisers alike.

Not the least of this was a demonstration that it was possible to learn with amazing accuracy which persons were to be interviewed in coming audience surveys by Audience Research Bureau (ARB) and C. E. Hooper Inc. (see page 46).

Both firms quickly announced they would make immediate changes in their sampling methods to prevent this possibility.

Rep. Oren Harris (D-Ark.), chairman of the subcommittee and of the parent Commerce Committee, said several times last week that the subcommittee wasn't just going through the motions of a hearing, and that it fully intended to expose whatever inequity, misrepresentation or dishonesty might exist.

Corrective legislation, it was warned, would be necessary if the investigation showed that broadcasters, advertisers and research firms were unable to insure adequate service for the industry and protection for the public.

The hearings began March 5. During the first week broadcasters testified on how they use broadcast research (BROADCASTING, March 11).

Network officials said they relied on ratings as critical elements in decisions on programming, sales and in setting affiliation rates.

Some of the last week's highlights:

- Audience information supplied by broadcast measurement firms is sometimes misused by broadcasters and time-buyers, said James W. Seiler, director of ARB.

- Robert Richardson, subcommittee special attorney, charged that Robert S. Conlan Assoc., Kansas City, failed to perform field surveys for some reports which it published.

- Chairman Harris warned that Conlan clients should give some close attention to the testimony of Conlan representatives.

- Rex Sparger, special investigator, said Videodex Inc., New York, had misrepresented its methods to the subcommittee.

- Chairman Harris, after hearing two-and-a-half days of testimony by Conlan and Videodex witnesses, observed, "It's a wonder how the industry ever got themselves into this noose in the first place." Such situations would not be permitted to continue by the subcommittee, Rep. Harris said.

- The subcommittee criticized as arbitrary and artificial many metropolitan markets as they have been defined by the rating services. The FCC's engineering measurements should be guide enough on these matters, the subcommittee said.

- ARB and Hooper admitted some made by your company writing figures in books in Kansas City.

- "Not to my recollection or to my knowledge, no sir," the Conlan president replied after consulting with his attorney.

- "Have you ever sold surveys without doing the field work?" Mr. Richardson asked.

- "I would say no," Mr. West replied.

The counsel asked if claimed surveys of Tampa-St. Petersburg, Fla., in November 1960 and February 1961 were falsified, and Mr. West said: "I don't want to refuse to answer but I don't want to make the wrong answer." Then, after talking with his attorney, he said: "To the best of my knowledge, we had field work on those particular surveys."

Mrs. Jones, who said that she is in charge of all field work for Conlan, also denied, in answer to direct questions from Mr. Richardson, that Conlan had ever sold or published any surveys for which the claimed field work was not done.

These questions came last Tuesday morning just before Mr. West and Mrs. Jones were excused from the witness stand. Mr. West had testified all day Monday before being joined by Mrs. Jones as a witness Tuesday. In answer to over two dozen questions last Monday, Mr. West had said he did not know the answer but Mrs. Jones would. This prompted Rep. Harris to tell the Conlan president that "it is most amazing that you know so little about the company you head. If you rely so much on Mrs. Jones, you had better get her here [from Kansas City] pretty fast."
Disbelief • At one point Rep. John Moss (D-Calif.) told Mrs. Jones that “I just cannot believe in all candor that what you tell me here is true.” The congressman made this statement when Mrs. Jones said Conlan makes a regular practice of paying its telephone interviewers in cash and keeps no receipts of such transactions.

“The record shows a pretty bad picture from your standpoint,” Rep. Harris told Mr. West. “I am constrained to believe that you know a lot more than you will tell.” At another point, the subcommittee chairman said to Mr. West: “I can’t make up my mind whether you are deliberately trying to confuse the issue through vague testimony or whether after 12 years as president of Conlan you just do not know your business.”

Mr. Richardson said that in four of eight surveys Conlan sold in Tucson between May 1960 and February 1961, subcommittee investigation could turn up no telephone interviewers who had done the field work. The same was true for Conlan surveys of Tampa-St. Petersburg in November 1960 and February 1961, he said, one of which was not sold according to Mr. West.

The subcommittee obtained nine cities from Conlan in which the Kansas City firm or its New York subsidiary, Verifak Surveys Inc., claimed to have made radio listening studies. Mr. Richardson said that he and Rex Sparger of the subcommittee staff investigated only in the two cities mentioned.

Field Dentals • Conlan listed Mrs. Phyllis Broad as having done the field work for two Tucson surveys (November 1960 and January 1961) and the same number for Mrs. H. T. Edwards (July and August 1960). However, Mr. Richardson said, both women claimed that they had done telephone work for Conlan on only one occasion. In addition, he said, another woman claimed to have made a survey for Conlan in Tucson was in the hospital in traction at the time the survey was allegedly made.

The Kansas City firm had reported only the 1960 Tampa survey to the subcommittee but Mr. Richardson placed in the record two letters from Mr. West dated Feb. 28, 1961, to WALT Tampa and WSUN St. Petersburg, (which had purchased the November 1960 survey). In the letters, Mr. West congratulated WALT for being No. 1 in the daytime and WSUN for being tops at night in a Conlan survey conducted Feb. 12-19. He said the survey would be published the next week and offered it for sale to both stations for $145.

Mr. West said that letters of this type were a common sales practice of Conlan and that the survey probably was not given to the subcommittee since it was not sold and hence not published. He said he did not know who did the field work.

Neither did Mrs. Jones. Mr. West said that it is a common practice for Conlan to measure radio listening in cities without an order for such a survey. After Mr. Richardson pointed out that Conlan sends copies of all its surveys to approximately 150 advertising agencies, free of charge whether or not they are sold, Mr. West said that only “summaries” of unsold surveys are published.

Year’s Work • Mr. West said he did not know how many radio measurements Conlan makes in a year. He was asked to read into the record a document submitted earlier to the subcommittee by Conlan which showed that it sold 268 reports in 1962; 337 in 1961; 258 in 1960 and 235 in 1959. Verifak sales were approximately the same, until it went out of business in 1962, he said.

Total cost of field work to Conlan in 1962 was $5,619, Mr. West said after being shown figures submitted by his firm. The average cost to Conlan per survey in 1962 was $17, he agreed.

Mrs. Jones admitted that Conlan has no field supervisors and makes no attempt to check the accuracy of its telephone interviewers or whether they actually did the work reported. She said no correspondence with them is maintained and that their field reports are destroyed under an indefinite policy, sometimes the day the final report is completed.

Mr. West and Mrs. Jones purchased Conlan in 1959 from John L. Cuyant. The firm has five employees, including the two co-owners. Mrs. Jones has been with Conlan 16 years and Mr. West 12 years.

The Conlan president said that the

Federal Trade Commission had investigated the ratings firm in January 1962 and said that they did a “very good job.” He said the FTC received much of the same information furnished the subcommittee and that Conlan has heard nothing from the agency since.

Contradictions • Tuesday’s testimony about Videodex Inc., New York, by Allan V. Jay, its president and manager, was contradicted almost point-by-point by Mr. Sparger, who testified Wednesday.

Chairman Harris told Mr. Jay that his testimony was “an example of irresponsibility.” I don’t see how any industry can depend on that kind of service,” Rep. Harris said.

Mr. Sparger described a trail of correspondence and personal interviews with Videodex Inc. and Mr. Jay which began in 1961 and ran to the opening day of the hearings, March 5. He said the Videodex chief had represented to him and Mr. Richardson in the firm’s
New York office in September 1961:

- That the company maintained a national sample of 9,200 tv homes.
- That Videodex Inc. had several field offices, notably in the Chicago area and a field operation in Joliet, Ill.
- That the firm was staffed by seven “substantially full-time” employees and several dozen part-time workers.
- That it used between 30 and 35 “subcontractors” who handled Videodex Inc. field work around the U. S.
- That it worked with a list of “premium homes,” which provided inducements for viewers to keep Videodex diaries.

However, Mr. Jay told the subcommittee last week that his firm:
- Had discontinued its national rating service in 1958.
- Did have offices in Chicago and testimony by describing Videodex Inc., which conducted national network tv program surveys in the mid-1950s, as a firm which now does 85% of its business directly with advertisers for whom it analyzes audience response to tv advertising schedules, usually spot.

Mr. Sparger said he and Mr. Richardson were told by Mr. Jay in his New York office on Sept. 22, 1961, that “survey sample size would never drop below 9,200,” and that included all of the continental U. S. A 9,200-home sample was certainly better than 1,200 (Nielsen) or 1,050 (ARB), Mr. Sparger said he and Mr. Richardson both commented in memoranda they wrote that night.

But, Mr. Jay said last week, there is no group of 9,200 tv homes keeping Videodex diaries. Instead, the firm has

**Cooperation has limits ARB, Hooper learn**

Presidents of two major broadcast rating research firms were shocked to learn Thursday (March 14) that two congressional investigators and a secretary had found a way to predict—with striking accuracy—who in a given market would be surveyed “at random” by their companies.

They were warned that unscrupulous broadcasters could do the same.

Rex Sparger and Robert Richardson, investigators for the House Special Subcommittee on Investigations (the group investigating broadcast measurement services—see page 44) demonstrated to the satisfaction and dismay of James W. Seller, director of Audience Research Bureau, and Frank Stisser, president of C. E. Hooper Inc., that they had deduced the identities of future interview prospects because both firms were a little “too cooperative” in allowing clients to check on their research procedures.

The subcommittee has been critical of some firms for lack of cooperation in this area, but suggested ARB and Hooper tighten up their policies. Messrs. Seller and Stisser indicated they would—immediately.

**How It Was Done**

Telephone numbers used by field interviewers to select ARB’s diary-keepers are kept confidential, but an Oct. 20, 1961 company memo to its interviewers explained how to select prospects at random from a telephone book, the investigators said.

This memo was made available to the investigators as well as to clients who asked ARB for the privilege of inspecting the firm’s methods, testimony revealed. A comparison of a subsequent survey sample and a group of telephone numbers independently determined by the investigators were disquietingly similar, Mr. Seller acknowledged.

Hooper interviewers select a third of their sample from the front, center and back thirds of telephone directories, Mr. Stisser explained. After inspecting interviewing reports made in October at Fort Worth by Hooper people, Messrs. Sparger and Richardson—with the assistance of a secretary—were able to project the next month’s sample with an 88% degree of accuracy, it was shown.

This Mr. Stisser acknowledged, as Mr. Seller had before him, and he announced there would be immediate changes in what clients could inspect.

New York, but the bulk of Videodex operations had been shifted to New York during the past year.

- Employed smaller full- and part-time staffs than had been earlier declared to the investigators.
- Had written contracts nor correspondence which showed a business agreement with its “subcontractors.”
- Worked with what would be more accurately described as “premium mailing houses.”

From the Top Mr. Jay began his

But, Mr. Sparger said, staff investigators and advertisers have been led to believe otherwise. Robert C. Sorenson, vice president and research director of D’Arcy Adv. Co., New York, had told them on Feb. 16, 1962 that the agency bought a Videodex Inc. survey for Studebaker to provide information about the advisability of moving Mr. Ed (CBS-TV) from one night to another, he said. To do this, the investigators said Mr. Sorenson had stated, Videodex Inc. would compile a subsample from its national samples.

Mr. Sparger’s Wednesday testimony said the subcommittee’s first knowledge that Videodex Inc. had discontinued its national sample service came Tuesday—when Mr. Jay was on the witness stand.

Mr. Jay later showed reporters a carbon of a letter which he said was written to the subcommittee on March 5, 1962 in which he stated that “in no case has a sample of 9,200” been used in published form on a subscription basis since early 1959. The multiple-market master composite network ratings have been based on the original master sample design of 9,200.”

However, when Mr. Sparger testified Wednesday he said that Julius Barnathan, director of research for ABC-TV in 1959, had described a national study performed by Videodex Inc. for the network in 1959.

Disputing other points raised in Mr. Jay’s testimony, Mr. Sparger said that Mrs. Beatrice Beadron, Videodex Inc.’s Chicago field supervisor, told investigators who asked to see diaries, that they were placed in a warehouse (Anderson) immediately after tabulation because she feared the threat of fire at the office, which is in the basement of her Chicago home.

When subcommittee investigators inquired about that storage account, they were told it had been “dormant” since 1956, Mr. Sparger testified.

**Staff Shrinkage**

Rep. Moss was concerned about Videodex manpower, initially described by Mr. Jay as being substantially seven full-time workers.

He amended that figure under direct questioning, and said just three of the five in Chicago are full-time. Mr. Jay heads up the New York office with an “assistant.”

“Do you mean a secretary,” he was asked.

No, the witness explained, his New York “assistant” did tabulation, verification, and in fact handled a considerable load of responsibility. He didn’t want to appear facetious, Mr. Jay said, but the best description for his assistant was as “a counterpart of Mrs. Jones,” the Conlon assistant.

Pressing the witness about “several dozen” part-time workers, Rep. Moss
The Alfred I. duPont Awards Foundation in the field of Radio, Television and Allied Science

announces the following awards for the year 1962

STATION AWARDS

WFMT
Chicago, Illinois

KVOA-TV
Tucson, Arizona

COMMENTATOR AWARD

Howard K. Smith

For excellence of broadcasting in the public interest
THE EFFICIENT WAY

RCA 25 KW Transmitter...

This is the new TT25DH designed with compact walk-in cabinet using half the usual floor area. Diplexed circuits plus air-cooled tubes and transformers assure the ultimate in reliability and trouble-free performance.
TO GET 316 KW ERP!
Plus RCA Traveling Wave Antenna

This "Traveling Wave" antenna design based on slot radiators results in improved signal effectiveness, excellent circularity, low VSWR, high power handling capacity and low wind load. Simplicity of construction means virtually no maintenance and it is resistant to lightning damage.

This RCA "package" provides the most efficient and most economical combination of antenna gain and transmitter power. The 25 KW transmitter, with an antenna gain of 15-18, provides an ERP (Effective Radiated Power) of 316 KW. A carefully designed vertical radiation pattern satisfies requirements for close-in as well as far-out coverage. It's the "easiest way to get 316 KW." Compared to other transmitter-antenna combinations this one (a) uses only half the transmitter power; (b) requires only a fraction of the usual floor space; (c) cuts operating costs in half; (d) requires lower capital investment. RCA offers single-source supply, undivided responsibility, and matched equipment. RCA supplies all hardware—arranges for installation, if desired. And RCA is on call for service 24 hours a day.

Your RCA Broadcast Representative is ready to help you work out the best proposition to fit your requirements. Call him, or write RCA, Broadcast and Television Equipment, Dept. TC-22, Building 15-5, Camden, N. J.
Johnny Carson, David Mahoney to testify

Big and little money in the radio-television industry will be represented today (Monday) as the House Special Subcommittee on Broadcasts resumes its hearings into audience measurement services.

An NBC-TV spokesman said late last week that Johnny Carson, host of that network's Tonight program, has been called by the subcommittee after two weeks of negotiations over whether he would have to testify. The congressmen want to question Mr. Carson about statements he made on his program about the power of ratings.

was told that the number actually was "between 6 and 12." Questioned by the investigators in 1961 about his "subcontractors," Mr. Jay said then they numbered between 30 and 35. But when Mr. Sparger took the witness stand last week, he said staff checks failed to locate any persons listed by Mr. Jay as having worked for Videodex during a specified period.

The staff visited seven "premium houses" on a list furnished by Mr. Jay and found none had done any mailing for Videodex Inc. These firms are mostly "premium mailing houses," Mr. Jay explained last week.

Not a Corporation • Videodex Inc.'s corporate status was questioned by Chairman Harris, who asked Mr. Jay, "Why did you not say your corporation was voluntarily dissolved on June 4, 1954?"

"I would be interested to know who the principals are who caused that," Mr. Jay replied, saying that the chairman's statement was the first time he had heard of the dissolution.

Subsequent testimony revealed that the firm began as a Chicago partnership, Jay & Graham Research Organization, in 1948, and became Jay & Graham Research Inc. in 1949. It was incorporated as Videodex Inc. in New York the next year, and amended in Illinois to Videodex Inc. in 1952.

Just two weeks after the involuntary dissolution in Illinois, New York records show, Videodex Inc. was voluntarily dissolved in that state on June 16. Mr. Jay said he could not remember whether the firm had ever filed annual reports required by Illinois law. However, filing federal income taxes as a corporation in 1962, the firm reported no net profits for that year, and paid no taxes, Mr. Jay said.

The firm still describes itself as Videodex Inc.

'Hypoing' and 'Metros' • ARB's Mr. Seiler was questioned closely about what it would take to unduly influence a rating survey and congressmen sharply criticized "artificial" definitions of metropolitan markets.

But by the time he finished his testimony, Mr. Seiler had been warmly complimented for his frankness and ARB's full cooperation with the subcommittee and its staff.

The ARB head said his firm notifies subscribers before surveys are conducted in their areas, but his staff is aware of "hypoing" and takes it into consideration in report preparation. "Hypoing" [is] "probably more emotional than real," he said. ARB comparative studies have shown little change in audience pattern even with "hypoing," Mr. Seiler said. Severe cases are mentioned in ARB reports and resulting data is footnoted with explanations.

ARB tries to follow Census Bureau guidelines in drawing metropolitan markets, he said, but advertising agencies sometimes create markets of their own definition.

"It seems you have one application of your business and the people who you have another," Rep. Harris said.

"It's not going to be a simple matter to make this [ratings] much more accurate," Mr. Seiler said. The problem is that even broadcast research firms face, Mr. Seiler explained, is that "we have an extremely difficult problem" and very little money to overcome it.

"The industry has never even described what a television viewer is," he added.

How ARB Operates • One of the major rating firms, ARB measures national and local television audiences. It is a division of C-E-I-R Inc., Mr. Seiler said, has a full-time staff of 225 employees and a field staff of about 5,500 interviewers. It has about 410 local tv clients in U. S. markets. The firm abandoned radio measurement several years ago because it didn't think it
Like everything in Kansas, it's BIG. The Fleming Company's Topeka food distribution center covers 258,000 square feet. Fleming has 6 such food distribution centers, serving its voluntary grocery chain of 800 supermarkets in 8 states. Sales volume of these stores in 1962 totalled $372,105,747, up 14.1% over '61. "It's just Mid-America on the grow," says President Ned Fleming.

You can be BIG in Kansas if you come in with a BIG concept—and with the one medium that's big enough to get the job done—WIBW. WIBW RADIO covers the best of Kansas, 69 counties, dominates in 45 of them. WIBW TV gives dominant day and night time coverage in the 32 leading counties. Buy them both and you're IN in Kansas. Ask Avery-Knodel for the BIG picture.
Incorporators of the Communications Satellite Corp. were approved by the Senate Commerce Committee last week but the space committee indicated it wanted an opportunity to ask about some unresolved questions.

The problem area seemed to be how much public money should go into research and development which will benefit the private corporation.

The issue was raised last month by Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, and has been echoed by other senators since (Broadcasting, Feb. 25). It also was at the heart of opposition to the original Communications Satellite Bill which was opposed but passed last year.

Sen. Clinton B. Anderson (D-N.M.), chairman of the Astronautical and Space Sciences Committee, sat in with the Commerce Committee during the nomination hearing Monday (March 11) for the 14 incorporators. He indicated then that his committee might want to discuss some problems with the incorporators.

A tentative hearing has been set for tomorrow (Tuesday).

Three key men charged with the development of a private space communications system are shown as they appeared before the Senate Commerce Committee last week. (L-r) Leo D. Welch, chairman of the Communications Satellite Corp.; Sam Harris, vice chairman of the board of incorporators, and Dr. Joseph V. Charyk, president.

Sam Harris, vice chairman of the incorporators, spoke for the group last week and said they have made no decision on operations matters, including research. But he pointed out that how much money the National Aeronautics & Space Agency spends in space communications is entirely up to Congress.

Sen. Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, agreed with Mr. Harris. (Sen. Magnuson also is chairman of the appropriations subcommittee which controls NASA's purse strings.) The agency has asked for $55 million to spend in space communications in the 1964 fiscal year.

Radiation • According to Mr. Harris, it would be proper, he thought, for the government to handle investigations in the area of space radiation, which is a problem affecting all space programs.

The committee was told that an operable space communications system might be ready by 1967. The corporation will issue stock as soon as practicable, Mr. Harris said. "We're moving as fast as we can," he said.

Sen. Vance Hartke (D-Ind.), asked the incorporators to provide a summary of suggestions they intend to make to the government for the U. S.'s presentation at an October conference in Geneva at which an attempt will be made to set up ground rules for allocation of space frequencies.

 could be done, Mr. Seiler said.

No. 3 asked about ARB's relative position in the rating field, Mr. Seiler blurted out that the firm's 1962 gross income was $3,113,663. Most of that income—$2,963,910—was from local tv market reports, he said.

(The witness was quickly advised that he was not being asked for public disclosure of the actual figures—just for an idea of ARB's share of the business.

His best guess on that, Mr. Seiler said, is that ARB has about a 60-40 lead in local tv market reports. Its national reports, however, may represent closer to 10% of that area.)

The firm uses diaries through four-week periods to learn viewing habits, he said, and uses telephone coincidental surveys to check up on its diary-keepers' habits. They have shown, Mr. Seiler said, that non-responders are somewhat different viewers, and there is some recording error—but the differences are small.

Misused 'Metros' • Rating users who buy time only on the basis of "metro ratings" could be badly misled on coverage outside the metropolitan market," Mr. Seiler said.

The "metro rating" is designed to show broadcasters how their programming competes with other stations who have the same opportunity to reach the same number of viewers, he explained. That is why "metros" are restricted areas into which all local stations put the same quality signal, he said.

Total home figures, however, measure all homes which pick up a station's signal. They are intended to credit stations for any viewers they may have.

Sample errors worried the subcommittee and Mr. Seiler was asked about the margin of error in ratings given two competing stations in the same time period. In a Louisville example one was rated 22, the other 26. Applications of error variations showed that a more accurate description than 22 or 26 was that a 22 could range from 15.2 to 28.8 and a 26 from 19 to 33. This showed, Mr. Seiler said, that there really is no significant difference in the stations on an individual program level and points out problems which exist in buying spots in local markets on the basis of ratings.

"Never believe a thing until you see it twice in a row," Mr. Seiler said ARB advises its clients. "I feel very strongly," he said, "our material is quite often misused."

FTC Orders • Toward the end of Mr. Seiler's testimony Chairman Harris observed that he thought it was interesting to note the timing of the Federal Trade Commission's consent orders signed in December with three major rating firms, including ARB (Broadcasting, Jan. 7). Ratings have been under study by Congress since Senate hearings in 1958, Rep. Harris said. Material developed then was turned over to the agency. The House subcommittee issued the Madow Report (a statistical appraisal of rating meth-
Her name was WRGP-TV . . . now it's WRCB-TV, identifying her more closely with the RUST CRAFT BROADCASTING COMPANY which owns and operates the NBC affiliate in Chattanooga. She's still the number one favorite in the Chattanooga market according to the November-December '62 ARB, which shows that from 5:00 p.m. 'til midnight, Monday through Sunday—26.79% MORE people watch WRCB-TV than station B, and 35.96% MORE than station C. You'll want to know her better, so for more information as to her popularity in the Chattanooga four-state industrial center of the South, contact your H-R man!

WRCB/TV

CHATTANOOGA, TENNESSEE

Channel 3

RUST CRAFT BROADCASTING CO.
Chairman Harris thanked Mr. Seiler for his candor and presentation and said there was "no doubt in my mind that you are knowledgeable and capable in your business."

The compliment, however, prefaced this question: Should the subcommittee undertake legislative action in the rating field?

Mr. Seiler said he thought the subcommittee was making a valuable contribution by exposing problems.

What about setting standards for the industry? Chairman Harris wanted to know.

It would be difficult to set them, Mr. Seiler said, but certainly any misrepresentation should be exposed.

Hooper Ratings 'Overused' * Hooper's president, Frank Stisser, told the subcommittee that the firm hoped a fuller understanding of the rating business would result from the investigation. What he meant, Mr. Stisser explained, is that ratings "are overused." Hooper tries to publish a comparative index of how one station's programs compete with another's in the same market, Mr. Stisser said. Coverage is not a concern of Hooper, he said.

Hooper measures radio listening primarily at home, Mr. Stisser said, but includes auto listening with on-street surveys conducted mostly by male college students who stand on street corners and check motorists' radios "during red lights."

The firm employs 125 full-time workers; its interviewers are paid by the hour, but supervisors are paid monthly retainers and by the hour, Mr. Stisser said.

Outlining Hooper's telephone interview method, Mr. Stisser explained that callers ask what station people "are listening to now," what they listened to 15 minutes ago and questions on listener characteristics.

An analysis of this method by subcommittee investigators showed that presentation of this data in half-hour breakdowns inevitably grouped responders in a manner which meant they were counted twice. So, it was pointed out, although Hooper states it uses a minimum sample of 900, this could never be really more than 450, and — it was said — the application of other statistical criteria diluted the sample to fewer than 300.

Mr. Stisser agreed this was so.

That 'Hypoging' Problem * Hooper notifies its subscribers — located in about 60 major markets — when a survey is about to take place, usually the first week of a month. Notification is made to be fair to all, Mr. Stisser said, because once a survey begins someone usually finds out within a day or two.

As with ARB, which also informs subscribers when ratings surveys are being conducted, Hooper has a "hypoging" problem. Facing it, the radio survey firm does what ARB does — publishes explanatory footnotes when it thinks stunts or other "hypoging" devices may have thrown off the accuracy of a report.

Admits he likes idea

FCC Commissioner E. William Henry exhibited more candor last week than most bureaucrats are supposed to possess.

When Commissioner Robert E. Lee introduced him at the government-industry committee meeting on uhf development (see page 119), he referred to reports that Chairman Newton N. Minow might resign, to be succeeded by Commissioner Henry.

Smiling broadly, Commissioner Henry replied, "I know no more about it than does Commissioner Lee. All I can say," he added, "is that I hope he's right."
The calm, tranquil waters of Woodlawn Lake, in the heart of San Antonio, reward boating enthusiasts with hours of relaxed pleasure. In this city of contrasts, three-quarters of a million San Antonians enjoy gondola rides on the romantic San Antonio River... thrilling speed boat rides in tropical Brackenridge Park... water skiing at nearby Medina Lake.

Spectators wander through the hallowed halls of the Alamo... the beautifully preserved Spanish Missions... and the world's largest Military and Space Age Installations. All this and much, much more in one of America's most picturesque cities. Yes, it is great to live in San Antonio!

It's Great to SELL San Antonio on KONO-TV ch.12

BROADCASTING, March 18, 1963
THE KID MIGHT JUST BECOME ANOTHER HUCK FINN
Jaimie McPheeters is the hero of a Pulitzer Prize novel. And of a new television series with a lot going for it.

A healthy production budget. Writers like John Gay, who did the film "Separate Tables." Directors like Boris Sagal, who worked about every top drama show on television. And the facilities of Metro-Goldwyn-Mayer studios. But viewers don't sit and watch credits for an hour.

They will watch an engaging Jaimie (Kurt Russell) who finds the lure of adventure and gold more exciting than school.

And a father (Dan O'Herlihy) who finds the lure of gambling more challenging than responsibilities.

And assorted heroes, friends, friends, love interests and creditors who share their adventures.

"The Travels of Jaimie McPheeters" premieres this fall—on ABC Television—along with more than a dozen new shows.

One's a cross between Ben Casey and Sigmund Freud. (It's called The Breaking Point).

One's high adventure, with a wrinkle. The hero's a man on the run (Fugitive).

One's two hours of Jerry Lewis. (Enough said?)

And one show is actually two shows—Arrest & Trial. 45 minutes of chase (The Arrest). 45 minutes of courtroom action (The Trial).

New shows, new formats and faces, new ideas—all with one thing in common.

Entertainment.

Exciting programming to attract the younger, larger families that we, and you, want to reach.

'THE TRAVELS OF JAIMIE McPHEETERS'
ONE OF THE BIG NEW SHOWS ON ABC
ABC NOT GIVING UP ON DROP-INS

Network asks FCC to make seven markets dual operations

ABC last week attempted to breathe new life into the FCC's controversial, but dying vhf-drop-in proposal.

The network suggested that the commission grant the drop-ins and at the same time authorize dual vhf-uhf operations in the 7 two-station markets.

Two weeks ago the commission voted to deny the drop-ins in Johnstown, Pa. (ch. 8), Baton Rouge, La. (ch. 11), Dayton, Ohio (ch. 11), Jacksonville, Fla. (ch. 10), Birmingham, Ala. (ch. 3), Knoxville, Tenn. (ch. 8), and Charlotte, N. C. (ch. 6). In a related action the FCC reassigned ch. 5 in Enid, Okla., to Oklahoma City, at short spacing, and modified the license of KOCO-TV, which operates the ch. 5 facility, to specify Oklahoma City (BROADCASTING, March 11).

ABC said that the commission denied the drop-in proposal by an announced 4-3 vote, but did not give any reason for making the denial. The network noted that the trade press reported the commissioners, who voted for the denial, did so out of belief that uhf channels would provide the third service.

ABC took a different view. It said the FCC's decision "will not satisfy the critical shortage of competitively equal facilities" in the seven markets. Neither will the FCC's position advance "the cause of uhf broadcasting," ABC said.

On this note the network concluded that if the commission provides for dual vhf-uhf stations, along with the drop-ins, both of the two objectives would be satisfied.

Last, But Not Least = ABC said that the seven proposed drop-ins are but the last of a long series initiated by the commission since 1952, when the agency adopted its plan to provide a third competitive facility in important two-station markets. ABC pointed out that in some cases the drop-ins were made without any mileage separation considerations. On the other hand, short spacing has sometimes been necessary such as ch. 13 (WAST [TV]) in Albany, N. Y. (BROADCASTING, Feb. 18).

ABC told the commission: "The public in these seven remaining markets is no less entitled to a third competitive service than it is in the other markets . . ." where the commission has provided a third service.

ABC reminded the FCC of its position when the commission denied a petition by the Assn. of Maximum Service Telecasters to reconsider its drop-in policy. The commission said, " . . . we are faced with the inescapable circumstance that in the present state of the art, the operating commercial uhf stations cannot compete with vhf stations on anything like an equal basis."

Help or Hinder = ABC said that if the FCC plans "undue encouragement" to proposed applicants to apply for uhf channels in the seven markets, as a measure to aid uhf, "we agree that the action probably will contribute to its advancement. But if aid to successful uhf station operation is the criterion— as we believe it should be—the proposed action will hinder, not help, uhf."

The network said that the commission should not need to be reminded of the "scores" of uhf stations that have failed in competition with two vhf stations. But if the commission would grant dual vhf-uhf stations, the vhf could pull the financial load and support the uhf operation costs, ABC said. "Our proposal is to allow dual vhf-uhf operation with the same programming," ABC said.

The network noted that Chairman Minow and Commissioner Lee have in the past favored dual operations, but with different programming.

ABC told the commission it was willing to help uhf development. "To assist the successful applicant in the added cost needed to install and operate a dualluhf station," the network said, "ABC will, in its network compensation arrangement provide initially for more favorable terms to the station."

ABC concluded that if the commission does not reconsider its decision, the public in the seven markets will be "relegated to the status of second class citizens." The network added that it would be the "mid '70's" before a uhf operation would be feasible in these markets. It has been reported that Gem City TV Inc., a prospective vhf applicant for Dayton, is preparing to file a petition for reconsideration too. It is taking the same approach as ABC did.

FTC loses in bid for Bayer injunction

A federal judge in New York has refused to grant a temporary injunction forcing Sterling Drug Co.'s Bayer aspirin to stop using advertising that refers to results of a Federal Trade Commission-sponsored medical study.

The FTC, which has filed a complaint against Sterling and its agency, Dancer-Fitzgerald-Sample, New York, for using the study in advertising, asked for the restraining order while the case is being litigated before an FTC hearing examiner.

In a decision made public last week, Judge Archie O. Dawson of the Southern District Court of New York denied the FTC petition seeking to stop Sterling's use of the comparative analgesic study published in the Journal of the American Medical Assn., Dec. 29, 1962 (BROADCASTING, Feb. 25). The FTC will continue prosecution of the case with a hearing scheduled to begin April 1, before Examiner Eldon Schrup.

No Difference = The FTC-sponsored study was made by two doctors and a city health officer in Baltimore. The investigators reported, the agency said, that there is no significant difference in the degree of relief from pain afforded by Bayer and other products tested, after 15 minutes of administration (BROADCASTING, Jan. 21).

In his decision, Judge Dawson found the FTC did not prove its case against Sterling Drug and Dancer-Fitzgerald-Sample, in each of five practices which the commission contended were fraudulent. He asserted that "if any false impressions are created about the origin of the study they are impressions created by the actions of the commission itself." Also, he said that "if the report of the experts employed by the commission itself is guilty of promoting false advertising."

A Sterling Drug official said that Bayer aspirin advertising will continue to use the results of the study, although current commercials do not refer to the study specifically. D-F-S said that whatever changes have been made in Bayer's ad copy were merely "a matter of good advertising practices," and not a result of FTC proceedings.

Freed pays $300 fine

A $300 fine was paid last week by disc jockey Alan Freed, who pleaded guilty in criminal court in New York last December to accepting a total of $2,700 from two record companies for favoring their records on his radio show.
What professional recording tape now offers a new standard of performance? AMPEX 600.

Ampex engineers are never content with present standards. They are always trying to improve what sometimes seems un-improvable. Now they have been at work on the Ampex 600 Series Professional Recording Tape. And they've improved it so much we felt we should call it the new Ampex 600. This 600 Series now offers better high frequency response characteristics. And because an exclusive Ferro-Sheen process makes the tape smooth, the first play and the one-hundredth have the same response characteristics curve. It gives you the kind of reliable performance you expect from Ampex recording equipment. Try this improved 600 Series and see. It's made in the same rigidly controlled clean-room atmosphere as precision computer and instrumentation tapes. Write the only company with tape, recorders for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Worldwide sales, service.
FCC INSISTS ON MAKING A DECISION

Refuses to approve agreement for Philco withdrawal

The FCC last week refused to approve the agreement under which Philco Broadcasting Co. would withdraw from the ch. 3 Philadelphia fight and be reimbursed its expenses by NBC, present occupant of that channel.

The commission reportedly adopted the unusual rationale that both NBC and Philco are qualified applicants and that, as a result, the FCC should not deny itself the opportunity of deciding between them.

But the action jeopardizes NBC's play to dispose of its Philadelphia broadcasting properties, as required by a Justice Dept. consent decree, by swapping them for RKO General's Boston stations.

Under the agreement, NBC was to pay Philco not more than $550,000 as reimbursement for its expenses in prosecuting its application for a new station on ch. 3. This application is one of a series of related matters now in a consolidated hearing.

The hearing, which has been in abeyance pending the commission action on the agreement, is scheduled to resume today (Monday).

In disapproving the agreement, the commission asked Philco to decide, "without undue delay," whether it will continue to press its application. Philco's alternative, commission sources said, is to withdraw without getting any of the $523,000 it says it has spent.

Philco, in earlier pleadings, said that if the agreement were rejected, the company would "prosecute its application with the utmost vigor."

The commission action was said to have been taken on a 4-2 vote, with Chairman Newton N. Minow and Commissioners E. William Henry, Robert T. Barley and Frederick W. Ford in the majority. Commissioners Robert E. Lee and Rosel H. Hyde dissented, and Commissioner T. A. M. Craven abstained.

The brief commission announcement--issued in advance of the official order--didn't give the reasons for rejection of the proposal. But commission officials said the majority felt the commission should not, by its own action, reduce the number of qualified applicants.

What makes this case different from most others in which an applicant seeks to withdraw from a competitive hearing in return for reimbursement of expenses, officials explained, is that a station is already operating on ch. 3.

Normally, what is at issue are two or more mutually exclusive applications for a construction permit to put a new station on the air. The commission, in such a case, could approve a withdrawal in return for reimbursement, in order to speed broadcast service to the area involved.

But in Philadelphia with ch. 3 already in service, the commission sources explained, no public interest would be served in approving Philco's withdrawal.

A secondary consideration on the part of the commission was said to be its concern that approval of the agreement might stimulate the filing of applications for new stations by persons interested in "shaking down" stations seeking license renewals.

"There's no evidence of that here," a commission source emphasized. "But large sums of money are involved. It might give someone the idea of how to pick up some cash."

The major rationale reportedly adopted by the commission rejects the arguments of both the commission's Broadcast Bureau and Philco.

FCC reveals 'roadshow' hearing costs

The FCC's inquiries into local live television programming in Omaha in January and Chicago last year cost a total of $4,915, according to figures made available by the commission last week.

The figures include per diem costs ($16 a day) for staff members and the two commissioners involved, their travel expenses and the rent for office space in Omaha.

Not included, however, were salary costs. The commission said these costs would have been the same had the FCC officials remained in Washington. There was no indication of the amount of time spent in preparing for the hearing, on the ground that no such records are kept in the commission.

The cost of the Omaha hearing was given as $2,552. This includes $1,152 in per diem expenses for a total of 72 man-days spent in Omaha by Commissioner E. William Henry, who conducted the hearing, and four staff members. Travel cost $900 and office space, $500.

The Chicago hearing cost $2,363. The per diem rate for Commissioner Robert E. Lee and four staff members who spent a total of 99 man-days in Chicago was $1,584. Travel expenses totaled $779.
NATURALLY... the redskins (they called 'em that because they shoulda blushed for shame!) had the hardy Captain all trussed up and ready for the crewcut. Just then, the chief's favorite daughter, Pocahontas (meanin' "well-stacked") ankles out to the block, drapes herself around the captain in a promisin' fashion, and says "Stop!" That did it. Then and there a great romance was born.

... and just as naturally as Captain John Smith fell in love with Pocahontas, knowledgeable time-buyers are feeling real romantic these days about WHEC-TV. They're mighty grateful, too, for the sales results that follow product-exposure to the people of the rich Rochester area via spots on Rochester's top-popular TV station, WHEC-TV, Channel 10.
Newspapers to be welcome in uhf: Minow

'OPEN DOOR' POLICY REVEALED AT CELLER'S OWNERSHIP HEARING

Newspaper publishers who for over two decades have felt unwanted in radio and television were urged to come into television last week.

For years, publishers have felt that in broadcasting they were somewhat unwanted. Last week they were assured of a warm welcome by FCC Chairman Newton N. Minow if they applied for uhf and if they have plenty of money to hold out until uhf turns the corner.

The FCC chairman made his offer in testimony before the House antitrust committee, headed by Rep. Emanuel Celler (D-N.Y.). The committee opened hearings last Wednesday on concentration of the ownership of news media.

After hearing Mr. Minow, the committee also heard representatives of the American Newspaper Publishers Assn., Newcomb Poynett, publisher of the St. Petersburg (Fla.) Times and Evening Independent, and Loyal B. Phillips, former publisher of the St. Petersburg Independent.

On Friday the committee was scheduled to hear Norman, Otis and Philip Chandler of the Los Angeles Times and Mirror.

The open door policy for newspaper applicants in uhf was enunciated by Mr. Minow during his discussion of the need for more facilities in order to dilute the percentage of tv stations owned by newspapers.

"Our efforts to improve this situation rest in major part," he said, "... upon uhf tv and the all-channel receiver. We need applicants who are willing to risk their money in uhf tv for substantial periods of time, with no sure prospect of immediate financial return. If a newspaper publisher appears at our door as the sole applicant, able and willing to enter a large tv market on a uhf channel in competition with existing vhf stations, would we serve the public interest and the cause of diversity itself by turning him away?"

The answer, Mr. Minow seemed to respond, is no.

This was one of the most affirmative actions that came to light in the first three days of the Celler hearings.

The committee, including Mr. Celler, seemed more interested in developing information on monopoly and concentration trends in the newspaper business than in attacking the publishers.

During the course of Mr. Minow's testimony, these points were made by the witness and committee members.

• The FCC is looking into joint rate policies of newspapers with broadcast facilities in two cities—“upstate New York and Worcester, Mass.” It is also studying the effects of joint printing plant agreements between two or more newspapers with broadcast interests in Honolulu, Shreveport and St. Louis.

• It is looking into a broadcaster's complaint that the wire services aren't fair; they both require five year contracts and "almost" identical rates (Broadcasting, Feb. 4).

• It is considering whether to look into situations where newspapers with broadcast stations use each of their facilities for cross promotion.

• Where a newspaper and its radio or tv adjunct editorialize with the same viewpoint, the FCC feels the broadcast station must comply with its "fairness" doctrine; it must afford time for the expression of opposing views.

• Although the commission is again asking Congress to give it the right to hold hearings on transfer cases, it does not seek the principles it followed when it operated under the Avco procedure. In that process, which the FCC followed for several years shortly after World War II, the commission was considered to be inviting other bidders for the property to be sold.

"Significant and Dangerous" • At one point, Mr. Celler cited three "newspaper chains" which he said owned among them 45 newspapers, 25 magazines, 10 am radio stations, seven fms, 12 tvs, two press associations, "several" photo services, "several" syndication and feature services.

"Is this not significant?" asked Mr. Celler.

"It is not only significant," Mr. Minow replied, "it could be dangerous."

Although Mr. Celler did not identify the chains, he later said he was referring to Scripps-Howard, Hearst and Newhouse groups.

In a discussion of FCC regulations and antitrust violators, Mr. Minow cited the Westinghouse price fixing case where the company was found guilty of violating the antitrust laws. After explaining why the FCC renewed the Westinghouse broadcast licenses, Mr. Minow added:

"In my view Westinghouse is one of the best broadcasting companies in the business... from a public interest point of view."

Mr. Minow had similar kind words for most newspaper-owned radio and tv operations.

Broadcasting and News • Several times committee members including Mr. Celler observed that broadcasting is not on a par with newspapers in supplying news.

"Television and radio, whatever their other virtues, cannot replace the daily newspaper...", Mr. Celler said. Broadcasting is "fleeting," he added.

Mr. Minow made this comment:

"Broadcasting cannot wholly substitute for the newspapers it may displace [as in New York]. The relative permanence and convenience of print provides comprehensive reporting which is indispensable to the democratic process. In New York, radio and tv did a heroic job... but they did not substitute for newspapers."

A more stinging thrust at radio and tv news came when Stanford Smith, general manager of ANPA, was on the stand.

Mr. Celler observed, and Mr. Smith agreed, that the news operations of many radio and tv stations were not comparable to newspaper operations.

Stuart Johnson, majority counsel to the committee, commented that radio and tv stations do not have reporters who are as "inquisitive" as those on newspapers.

Later during this same session, Arthur B. Hanson, counsel for ANPA, insisted that the "freedom of press" guarantee in
The amount of cross-ownership between broadcasting and newspapers is shown in these three charts introduced in the House antitrust hearings on newspaper concentration. In AM radio in 1940, 30% were affiliated with newspapers; now it's only 10.8%. In FM radio in 1950, 36.8% were commonly owned; now it's only 14.6%. In TV in 1950, 42% were owned by newspapers; today the ratio is only 30.5.

The Constitution applies only to newspapers. Broadcasting, he maintained, comes under the "freedom of speech" provision.

**Competitive Newspapers** - In his opening statement, Rep. Celler called attention to the fact that only 52 cities have two separate and editorially independent newspapers. In 1909, he said, there were 689 cities with competitive newspapers.

Also, in the last 50 years, he said, the number of daily newspapers has shrunk steadily—from 2,200 in 1909 to 1,760 today.

After referring to the impact of radio and TV on advertising revenues of newspapers, he called attention to the study done by committee staff on cross-ownership of newspapers and broadcast facilities (see chart). This led him to state:

"...Of itself, such cross-ownership is not necessarily evil. Indeed ownership of a broadcast station may provide profits to keep a competitive newspaper afloat, while at the same time a newspaper publisher may well be able to provide more comprehensive, informed news coverage and editorial over radio and TV than another owner could.

"On the other hand, where the only newspaper in a community owns the dominant or the only broadcast station in the same community, the free flow of news and ideas may indeed be in jeopardy because variety of content is apt to be lacking..."

**Personal View** - Mr. Minow read two statements to the committee. One was the official FCC position, mainly a recounting of the history of the newspaper issue in Congress and at the commission, and the second a personal view.

It was in the latter that Mr. Minow expressed himself as a friend of newspapers in the broadcast field.

"...Though I could not document this, it is my personal impression that some of our broadcast licensees which are affiliated with newspapers and periodicals are among those broadcasters most serious about service to the public interest. Some of them who have come to broadcasting from a tradition of journalism rather than entertainment have set high standards of independence from advertisers, of emphasis upon informative broadcasting with extensive news staffs, and upon dedication to meeting community needs and advancing community projects."

In talking about the hopes for UHF, Mr. Minow seemingly held out a welcoming hand to publishers:

"Our efforts to improve this situation [more facilities] rest in major part again upon UHF TV and the all-channel receiver..."

**Radio-TV Helps** - A newspaper which has broadcast adjuncts is in a better competitive position against its rival newspaper, Mr. Minow declared. He cited an informal study by the FCC staff which indicated that in almost every instance where daily newspapers suspended publication in 1945-1947, they did not have radio ownership; and in the period 1958-1960, they did not have TV interests.

The commission's attitude toward newspaper ownership, Mr. Minow stated in presenting the official FCC position, is hinged to the principle in the diversification of the media of mass communication.

Where all other things are equal, Mr. Minow said, the commission has preferred the applicant who has no other or fewer mass media interests. But, he added, "I have never found a case..."
where ‘all other things are equal.’"
This does not preclude a grant to a newspaper, Mr. Minow stated. But newspaper ownership is a “significant aspect” of public interest.

Dilution Works — In presenting statistics on newspaper ownership, Mr. Minow, aided by H. H. Goldin, chief of the Broadcast Bureau’s research staff, made these points:
- In 1941, daily newspapers controlled or had interests in 31% of all am stations (249 out of 801). In 110 communities the only newspaper there had varying interests in the only radio station there.
- Today the overall proportions have been reduced from 30% to 9% (only 330 out of 3,753 am stations have newspaper connections). Also the number of one-one communities has also dropped, from 110 to 78.
- This is due, Mr. Minow emphasized, to the great jump in am facilities.

In television, newspaper interests run about 25-30%, Mr. Minow said. One of the reasons for this, he explained, is that major am radio stations were early in tv and many of them were newspaper-owned stations. In 1953 the proportion of newspaper-owned tv stations to all tv stations was 104 out of 349. Today, 153 tv stations out of 563 total are newspaper affiliated.

Multitude of Sources — After deducting joint and multiple ownership, there are 4,993 separate and independent entities engaged in disseminating news over the air and through daily newspapers.

This was the center point presented by Dr. Jesse Markham, Princeton U. economics professor, who at one time was a member of the FCC’s network study staff.

In a special study for ANPA, Prof. Markham found that there are 1,211 daily newspapers, 2,957 am radio, 485 fm radio and 340 tv stations, all separate and independent, providing news to the American public.

Committee o.k.’s Cox, Thurmond lone dissenter
The Senate Commerce Committee approved Tuesday (March 12) the nomination of Kenneth A. Cox to be an FCC commissioner, and the Senate was expected to confirm him last Friday.

Mr. Cox, who is chief of the FCC’s Broadcast Bureau, would succeed Commissioner T. A. M. Craven, 70, who has been serving since his mandatory retirement date, Jan. 31. Commissioner Craven will be the FCC’s consultant on space communications.

Sen. Strom Thurmond (D-S. C.) cast the only vote against the nominee, and that was by proxy during an executive session of the committee, which he did not attend. Sen. Thurmond had stated during Mr. Cox’s nomination hearing Jan. 31 that he had several questions to ask the nominee, but would wait for an executive session (Broadcasting, Feb. 4).

Sen. Thurmond has refused to reveal the nature of the questions he wanted to ask Mr. Cox. Asked Thursday why he voted against the nominee, Sen. Thurmond would make no statement, nor would he say whether he would speak against the nominee when his name came before the full Senate. Mr. Cox said he didn’t know why Sen. Thurmond opposes his nomination.

NAB urges reinstatement of Airlie House meeting
Representatives of broadcasting urged Pierre Salinger, news secretary to President Kennedy, to reinstate the Airlie House meeting with radio-tv, newspaper and magazine delegates.

Mr. Salinger last week postponed the April 5-6 meeting to which media representatives had been invited to discuss charges that the Kennedy administration is managing the news (Broadcasting, Feb. 25). The postponement was due, it was reported, to the fact that Rep. John E. Moss (D-Calif.), chairman of a House committee on information, be-
First of all, what is a Flickerless Quickerswitcher? Ans: any custom video switcher system installed by GENCOM division of ELECTRA MEGADYNE INC. Vertical Interval Switching, pioneered by GENCOM three years before anyone else picked up on it, cuts the line video from one signal source to any other source during the vertical blanking plateau—switches the signals fast fast fast, and eliminates all flicker from the viewer's screen—hence the name. Second, and of more urgent importance, how can the FQ benefit you? The answer to this depends on you. Can you use improved, updated, better studio switching equipment? Would you like a completely solid state modular audio/video system that virtually cares for itself? Do you desire double re-entry and automatic sync sensing? Would you like to have a studio that makes it possible to run a one-man station with two remote-controlled cameras controlled by the performer on camera? If the answer to any one of these questions is yes, then quick—switch your tale into the telephone and get our representative on scene to talk details.
gins hearing this week on government news policies (see below). There were also unsupported rumors that the meeting's postponement was due to protests by print media men who objected to the role radio-tv was playing. The meeting idea was originated with NAB's Freedom of Information Committee.

An NAB telegram to Mr. Salinger asked that the Airlie House meeting be rescheduled after the Moss hearings conclude. The telegram was signed by NAB President LeRoy Collins, NAB Vice President Howard H. Bell, and Freedom of Information Chairman Frank Fogarty, executive vice president of Meredith Broadcasting Co.

Newsmen being asked to criticize, solve

Representatives of broadcasting and other news media will be given an opportunity this week to tell a congressional subcommittee what's wrong with governmental "news management."

But they'll also get a tough assignment: Come up with some solutions.

Rep. John E. Moss (D-Calif.), chairman of the House Foreign Operations and Government Information Subcommittee, said the unit will conduct hearings Tuesday and Thursday (March 19 and 21) in an effort to air the problem — and an attempt to solve it.

Tuesday's session will be a panel discussion which tentatively will include Howard H. Bell, NAB vice president; Herbert Brucker, editor of the Hartford Courant and first vice president of the American Society of Newspaper Editors; Gene Robb, publisher of the Albany Times-Union and a vice president of the American Newspaper Publishers Assn.; Clark Mollenhoff, Washington correspondent of Cowles publications; Charles Rowe, publisher of the Fredericksburg (Va.) Advance and freedom of information chairman of the Associated Press Managing Editors; and Ted Serrill, executive director of the National Editorial Assn.

The first government witnesses will appear Thursday. Among them will be Arthur Sylvester, assistant secretary of defense for public affairs, and Robert Manning, his counterpart at the Department of State. Other witnesses will represent the Space Agency, the Atomic Energy Commission, and personnel responsible for handling highly classified data and information pertaining to national security (the latter in closed sessions if necessary).

Who owns KSHO-TV? FCC wants to find out

The FCC last week announced it will hold hearings to determine the circumstances surrounding the ownership arrangements of KSHO-TV Las Vegas, Nev., the proposed transfer of control of the licensee, and its renewal application.

KSHO-TV has applied to the commission to renew its license, and assign the station's license from receiver Harry Wallerstein to Tc Co. of America. If this assignment is granted, Nevada Broadcasters' Fund Inc., the parent company of TCA, would transfer control of the company from Reed R. Maxfield, Carl A. Hubert, Robert W. Hughes, and Alex Gold to Arthur P. Williams. KSHO-TV is presently licensed to Mr. Wallerstein as a receiver due to financial difficulties, and for the benefit of creditors, an FCC source said. The station also has allegedly failed to file with the commission its ownership agreements.

The FCC last week...

- Reversed its Jan. 12 decision to reassign ch. 7 to Calais from Bangor, both Maine, and returned ch. 7 to Bangor for commercial use. At the same time the commission assigned ch. 13 to Calais for noncommercial educational use.
- Received a petition from Rep Alvin E. O'Konski (R-Wis.) to allocate ch. 4 to Merrill, Wis. Rep. O'Konski was recently granted a construction permit for a new tv station on ch. 12 in Hurley (At Deadline, March 4). Rep. O'Konski did not indicate if he plans to apply for ch. 4 in Merrill if the allocation is made.
- Received request from Shenandoah Broadcasting Co. to allocate uhf ch. 74 to Charlottesville, Va.

Etv consultant firm

Louie L. Lewis, former administrator of etv planning for RCA, has formed a new consulting firm to assist educational institutions in the selection and installation of electronic equipment. Mr. Lewis' firm will also offer counsel in the design and layout of the buildings planned to house the equipment.

Mr. Lewis specialized in etv planning during most of his ten years with RCA, and prior to that was chief engineer at WOI-AM-FM-TV at Iowa State U. Mr. Lewis can be reached at 23 Wesley Ave., Cherry Hill, N. J.

USIA gives Collins contract

Collins Radio Co. Dallas, Tex., has been awarded a $2.32 million contract by the U. S. Information Agency to build nine new high power shortwave transmitters. They will be installed at USIA sites at Bethany, Ohio, and Delano and Dixon, Calif. USIA currently is engaged in a $9.5 million modernization for its broadcasting service, Voice of America.

Dynair, CCC merge

Dynair Electronics, San Diego, and Communications Control Corp., Van Nuys, both California, have merged into a combined operation that will retain the Dynair name and the San Diego headquarters. E. G. Gramman, Dynair president, will be president and general manager of the new company; Omar E. LaHue, CCC president, becomes vice president and sales manager. Dynair is manufacturer of tv broadcast transmitters and closed circuit tv switching and distribution equipment; CCC designs and manufactures industrial control and data communication systems. Combined sales totaled about $500,000 for year ending April 30, 1963, with a 50-60% increase forecast for the year ahead.

UL moves to Oklahoma City

University Loudspeakers, a subsidiary of Ling-Temco-Vought Inc. now headquartered in White Plains, N. Y., has announced plans to move its plant to Oklahoma City.

University's entire design, engineering, production and electronic research operations will be shifted to a 100,000-square-foot facility now under construction by summer's end. Cost of the installation will be in excess of $1 million.

Temporary offices of the company in Oklahoma City are located at 1411 Classen Blvd., Suite 328.

Penney plans color-set line

J. C. Penney Co., New York, department store chain, is planning to market a private-label line of color television sets in its retail outlets. The company, which has been selling its own line of black and white models, did not announce when the color line would be introduced.

Astatic plans new campaign

The Astatic Corp., Conneaut, Ohio, has announced the purchase of Shure Brothers Inc.'s line of ceramic and crystal replacement cartridges and needles. Shure Brothers' high fidelity lines were not included in the sale. Astatic, which manufactures needles, cartridges and microphones, plans an immediate, intensified sales campaign.
HERBERT W. SPENCER has written, arranged and conducted for TV since 1953. For 17 years he had been staff arranger at 20th Century Fox Studios. With EARLE HAGEN he has provided music for the Danny Thomas and Andy Griffith Shows and Barbara Stanwyck Theatre. Besides conducting the Joey Bishop Show, Spencer also writes and arranges the entire background score. He has been affiliated with BMI since 1955.

Herald W. Spencer

BROADCASTING, March 18, 1963

and there are 104 other regular network programs which use BMI music.

BROADCAST MUSIC, INC.
589 FIFTH AVENUE,
NEW YORK 17, N.Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL
PROGRAMMING

Producers must decide on residuals

METHOD OF PAYING WRITERS APPLIES TO THIS SEASON AND NEXT

Producers of filmed programs for television last week had to choose which of two systems they wish to use in making residual payments to writers this season and next.

By midnight Saturday (March 16) they were required to notify the Writers Guild of America whether they were going to continue to make residual payments to writers on the old basis of a sliding scale based on the writer's minimum salary or on a new plan based on a percentage of the producer's gross revenue. Late last week the returns received by WGA were divided, with many producers still to be heard from.

The choice is this: The traditional plan calls for the writer to receive 35% of the minimum salary scale for the second run (first rerun), 30% for the third run, 25% for the fourth, 25% for the fifth and a final 25% for the sixth run and all runs after that. If a program has six or more broadcasts in a U. S. or Canadian market, the writer receives residual payments totaling 140% of the minimum fee for the original script. Foreign broadcasts do not carry residuals for writers. (The same formula of rerun payments holds for actors and directors.)

The new plan, introduced in the six-year contract signed in June 1960, at the end of a prolonged writers' strike, calls for residual payments to the writer of a flat 4% of the gross revenue from the distribution of the program following its first run (which may included reruns of some of that year's original programs to fill out the original broadcast contract), world-wide and in perpetuity. Unlike the residual payment pattern heretofore used, the royalty plan covers reruns throughout the world and for as long as the program is salable, with no limit.

Old and New - In general the producer who expects his programs to be big hits and salable for many more than six runs in a market, will choose the traditional pattern. This is particularly true if he counts on much revenue from abroad, which is exempt from residual payments under the old system. Some producers would rather pay residuals on the basis of the WGA minimum salary than open their books to union examiners. And others fear that if the royalty plan works for the writers, it will inevitably become part of their contracts with the actors and directors unions, with the result that residual payments to the guild members might total 15% or more of the producer's distribution revenues.

The producer who does not anticipate more than one or two reruns for his programs may choose to pay the flat 4%. With some exceptions this plan has been chosen by members of the Motion Picture Producers Assn. (the major motion picture companies) and of the Alliance of Television Film Producers. But the three tv networks have elected to stand by the old plan for the filmed programs they own or control.

Whatever the decision, it affects only two seasons: the current one (1962-63) and the next one (1963-64). For the final two years of the six-year contract of the producers with WGA (1964-65 and 1965-66) the 4% royalty plan is mandatory. After that, the residual fee question will again be subject to the negotiations for a new contract between the writers and the producers.

There's sales life left in pre-'48 films

A study completed by United Artists Assoc. indicates there is a continued market for the re-sale of selected pre-'48 features and a demand for first-run, off-the-network post-'48 feature films.

Erwin H. Ezzes, executive vice president of UAA, reported last week that these two developments emerged from the company's recent individual pricing of its 2,000 feature films for each U. S. tv market, as prescribed by the Justice Dept. for all distributors.

He pointed out, for example, that in the past 30 days the "best" of the pre-'48 Warner Bros. and RKO Film libraries have brought in contracts amounting to more than $1 million. He noted that many feature film pacts made originally in 1956 have come up for renewal in the past few months, and the volume of business generated shows that there is a market for outstanding films, irrespective of their theatrical or tv release date.

With respect to UAA's release of its first-run, off-the-network feature pack-

Stations DO Have Personality

IDENTIFICATION-- Nine times out of ten, if a man says (anywhere in Michigan) "I'm from Paul Bunyan Network," the response is: "How is Les these days, say hello from me."

Man after man, time after time, the immediate identification is with Les Biederman--an identification that personalizes the Paul Bunyan stations--that sells their products.

Stations WPBN-TV, WTOM-TV, WTCM, WMBN, WATT, WATC, WATZ

WPBN-TV, Traverse City, Cheboygan, total $531,362,000.

The Paul Bunyan Stations

LES BIEDERMAN, PRESIDENT

Statistic--Retail sales in the area covered (Grade B) by WPBN-TV, Traverse City, & WTOM-TV, Cheboygan, total $531,362,000.

WPBN-TV WMBN WATT WATC WATC

Soren H. Munkhoi, Geo. Mr. Paul Bunyan Bldg., Traverse City

If it's tomatoes you're selling...

Which tomato are you selling?

AIR YOUR PRODUCT IN COLOR the way your customers see it—remember it—buy it. Give your TV message the PLUS OF COLOR and you increase product-identity and brand-recognition—make your product one-of-a-kind.

Note: Your black-and-white commercials will be even better when filmed in color. Prints will come alive... shades and subtleties will stand out as never before.

For more information on this subject, write or phone: Motion Picture Film Department, EASTMAN KODAK COMPANY, Rochester 4, N.Y. Or—for the purchase of film: W. J. German, Inc., Agents for the sale and distribution of EASTMAN Professional Film for Motion Pictures and Television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

FOR COLOR...
Who paid what to ASCAP in 1962

Radio and television contributed more than $30.5 million of the $35.3 million gross revenues of the American Society of Composers, Authors & Publishers in 1962, it was revealed last week.

For their use of ASCAP music, the three television networks paid $8,803,790.04 while television stations paid $11,341,274.80; the four radio networks paid $550,965.35; radio stations, $9,861,054.11.

The figures, totaling $30,557,084.32, were contained in papers filed by ASCAP in New York with Judge John E. McGehee, court-appointed master on the consent decree under which ASCAP operates, in an internal dispute over methods used in disbursing ASCAP revenues among its members (Broadcasting, March 11). At the society's West Coast meeting last month its 1962 total revenues were placed at $35,279,033 but without specifying sources (Broadcasting, Feb. 25).

TV vs. Conformity

ABC-TV’s Moore says it must resist pressure groups

If television is to make progress it must resist pressures of conformity “from special interest groups of citizens, from some advertisers and from some public officials,” Thomas W. Moore, vice president in charge of ABC-TV, told Chicago’s Broadcast Advertising Club last week.

Recalling occasions of special interest pressures put upon ABC-TV during the past year, Mr. Moore observed that even though they may have been brought with the highest motives, such pressures were not the means to ensure that the issues of contemporary life would be grappled with in a forthright or impartial manner.

Television’s brief history shows the constant change and progress taking place, he said, noting that of the top-rated programs in 1951 “only one survives today [Ed Sullivan]; of the products advertised on television today, a considerable number did not exist in 1951.”

Who could predict what shows the American public will be watching or the products it will buy in a dozen years hence, he asked. “Can we expect the American public to conform indefinitely?” Mr. Moore continued.

Because of the rising level of taste and sophistication, the increase of leisure time and the growing interest in a multiplicity of recreational activities, Mr. Moore said, the broadcaster “must concentrate . . . on providing a service that people will turn to with expectation rather than simply because it’s there.” This means trying to be creative, imaginative and exciting, he said.

“It means that the new and the off-beat has to be given a fair viewing,” Mr. Moore explained, and “it means avoidance of repetitive and ‘me-too’ carbon-copy programming.”

The ABC-TV official said that implicit in this is the strong conviction that broadcasters and the networks “and not agencies or advertisers should retain control over programs and program content. I am unimpressed by wails of agency people bemoaning the loss in creativity now that they no longer control large blocks of programming as they did in radio and in the wild and woolly days of early television.

“The logic of the situation in television today demands concentration of authority in the hands of people whose only job is to produce the best possible program schedule.”

The advertiser and the agency, however, will continue to have very important “and perhaps decisive” contributions to make to the “health of the medium,” Mr. Moore said. “For no matter how close we move to the magazine concept as a result of participating sponsorship, television is not a magazine and in many lines there will continue to be a close relationship between program and product.”

The question simply will be “what will get sponsored,” Mr. Moore explained. He said he hoped advertisers will not merely make pronouncements on the need to foster creativity in TV and then proceed to sponsor “a pale imitation of a program that had been successful two years earlier.” Rather, he hoped, “advertisers will show willingness to explore new program fields, new program forms, new talent, new faces.”

ABC-TV Schedules

Doctor-type soap opera

More medical-theme viewing is headed for the daytime soap opera audience this season.

ABC-TV has announced a new doctor-type serial, General Hospital, for its 1:1-30 p.m. Monday-through-Friday slot, and a subsequent shuffling of two other shows in its daytime lineup.

Jane Wyman Presents will occupy the 2:30-3 p.m. spot, and Seven Keys moves into the 11:30 a.m.-12 noon period.

General Hospital is the second medical serial presented by a major network for the season. A week ago NBC-TV announced plans for a weekday serial, The Doctors, for its 2:30-3 p.m. time slot (Broadcasting, March 4).

DON'T LET THE ADS KID YOU!

Shedding those excess pounds is never easy, but you'll enjoy a longer life if you succeed

OBESITY HAS BECOME a major health problem in the United States. It is estimated that more than 20 per cent of the adults over 30 years of age in this country are obese, with a much higher percentage being classified as overweight. The mortality rate increases as excess pounds accumulate. Among people who are 25 per cent or more overweight, the mortality rate is 50 per cent higher than for people of normal weight.

How people become overweight is a matter of simple mathematics. If a person consumes 500 calories more per day than needed for energy expended, at the end of the week there is another pound of fat tucked away in those embarrassing conspicuous rolls around the mid-section of the body. And it's not difficult to toss those unneeded calories down the hatch. Three martinis at a businessman's luncheon will do the job, or, if your taste runs to things sweet, a quarter pound of fudge serves the same purpose.

We know how we get fat, but many times we really don't know why. Some of us develop childhood eating habits that can only result in obesity if we don't change them. The old tale that a fat child is a happy child should be forgotten, and parents should consider one of their primary obligations to be to teach their children to consume diets that are well balanced in both quality and quantity.

Many of us overeat to satisfy psychological needs that we may not understand and which we have not learned to handle in more satisfactory ways. Eating is seldom simply a matter of stoking the furnace to keep the fires burning. We attach much psychological value to food and to the process of eating the food.

Obesity is a National Health Problem

Obesity is a major health problem and must be attacked energetically if millions of Americans are not to cut their lives short and to live out those shorter lives less happily than their less weighty fellows. Today it is increasingly embarrassing to be a "fatty." The age when "everyone loves a fat man" is dead and gone, and we'll all be healthier for it—if we learn to keep weight under control.

Speaking purely from the mechanics involved, there are two ways to lose weight. You can reduce total food intake to the point where the body fat is called upon to supply calories. The other way to shed pounds is to increase physical activity enough so that the calories expended daily exceed the calories consumed in the food. It now appears that, for most people, a combination of these two methods—less food intake and increased physical activity—works best.

Plan Sensible Weight Control Programs

There are several very important points to keep in mind if someone in your family is concerned about weight reduction or weight control:

1. Motivation: Assuming that the overweight person does not have psychological problems which may require treatment first, everyone in the family can be important in providing the motivation needed to change eating habits to lose weight. There are many positive goals toward which the weight reducer should move. He can concentrate on reducing the risks of early death or serious illness arising from overweight. He should be encouraged to consider his personal appearance and how it might be improved.

Weight controllers need help and encouragement, and much of this can be furnished by the family. A start might be to list all the reasons in favor of losing weight.

2. Medical Supervision: Weight can be controlled without the help of the family physician, but there are many good reasons why medical supervision of the weight control program is the wise way. Your physician knows you best, from the health point of view, and can help you set a reasonable goal for your weight. He can check your general health and make sure that you are losing weight without damage to your general health.

3. Exercise: Any person not physically handicapped, and whether worried about weight or not, should have a regular program of daily physical exercise. The human body functions better if the muscles are used regularly.

4. Well Balanced Diet: Avoid the crash and fad diets for losing weight, for they seldom succeed in keeping weight down. Often they are dangerous because they do not provide necessary food nutrients. A well balanced diet is one that provides all the different food nutrients—protein, minerals, vitamins, fat, etc.—needed for good health, but balance also means quantity as well as quality. You don't need special foods on most weight control diets. You should eat every day from the four basic food groups: (1) milk and milk products; (2) meat, fish, poultry; (3) fruits and vegetables; (4) breads and cereals. Select from all these groups, adjusting total food intake to the number of calories necessary to maintain or to reduce weight, depending upon your goal.

Dairy Foods Fit Well In Weight Control Diets

Some people think they must reduce or eliminate milk and other dairy foods to lose weight. If you are interested in losing weight healthfully, keep this in mind: Two 8-ounce glasses of milk per day provide for an adult man 25% of the protein he needs, and this is very high quality protein; 71% of the calcium—adults, like children, need calcium to maintain good health; 46% of the riboflavin; 15% of the vitamin A; 10-12% of the thiamine; plus other nutrients in less important quantities. (These are among the essential food nutrients listed as recommended daily dietary allowances by the Food and Nutrition Board of the National Research Council.)

Milk provides all these essential adult nutrients at a calorie cost that is low when compared with other foods that would supply equivalent amounts of these nutrients. Two 8-ounce glasses of whole milk supply about 320 calories. If your doctor has recommended an extremely low calorie diet for you, skim milk, which has about 90 calories per 8-ounce glass, may be substituted. Ordinarily this is not necessary in the weight control diet designed to establish a new eating pattern.

Reprints of this statement and a booklet, Family Feeding for Fitness and Fun, are available at no charge. Write to American Dairy Association, 20 N. Wacker Drive, Chicago 6, Illinois.
WARNER BROS. MAKES BIG TV PLANS

Schedules dramatic series to star Bette Davis

 Warner Bros. Television is due for a new look, according to a blueprint for the immediate future disclosed Wednesday (March 13) by Jack Webb, who became top man of the studio's tv division on March 4. The new look, Mr. Webb told a news conference at the Warner Bros. studio in Burbank, Calif., is the one which he expects to set "new audience standards" and to attract "some of the biggest 'names' in entertainment to Warner Bros."

One name already attracted, Mr. Webb said, is Bette Davis, who will star in an hour-long dramatic series to be created and produced by Fay Kanin. The series will not be an anthology but will have a continuing cast headed by Miss Davis, who will appear in each week's episode. Miss Davis will act as a piece of the series, Mr. Webb said, noting that this is the first time a performer has shared ownership of a Warner Bros. tv series.

Another new series in the preparatory stage is a half-hour comedy starring Dorothy Provine, previously a featured performer in the Roaring 20's which Warner Bros. produced for ABC-TV. George Burns will be over-all creative supervisor of this series, in which he will also appear as narrator. Norman Paul and Willy Burns are among writers who will work on this project.

A second comedy series, No Time for Sergeants, based on the successful novel, play and movie, will be written by James Fritzell and Everett Greenbaum, originators of the Mr. Peepers series and writers for the current Andy Griffith Show.

Those programs are all being prepared for the 1964-65 season, as is The Federal Investigators, true stories based on the Pulitzer prize-winning book written by Miriam Ottenberg. Robert Conrad, now employed in the Warner theatrical motion picture, "Palm Springs Weekend," is expected to portray one of a team of agents in the new series.

Although buying for the 1963-64 season is virtually over, Mr. Webb said that the pilot for one new series, Temple Houston, is now being filmed in color and should be ready for showing the first week in April. If any late buyer is interested, this series, with Jeffrey Hunter starred in the title role, could be readied to start this fall. William Conrad is directing the pilot for this "factual drama" series dealing with the son of the great Texas patriot, Sam Houston. James Coburn and Preston Foster are also starred in the episode, being filmed under the banner of Apollo Productions, owned by Mr. Hunter.

On the Air • Warner Bros. now has The Dakotas, Hawaiian Eye and 77 Sunset Strip, all 60-minute series and on ABC-TV. Mr. Webb said that nothing is definite regarding the future of The Dakotas and 77 Sunset Strip beyond the end of the current season. "They have not been renewed and they have not been cancelled," he stated. The same applies to his own series for General Electric Co., True. CBS-TV did not put this into its 1963-64 schedule, he said, but GE has another month in which to decide whether to drop or continue this series, which might possibly move to NBC-TV as an hour-long program. If GE does decide to keep True on the air, Mr. Webb said he would be agreeable to continuing as host of the series, but otherwise he plans to devote himself exclusively to his supervisory production duties.

Mr. Webb's plans call for a maximum of six hours of programming on the air each week: five hour-long dramas and two half-hour comedies.

Unlike the time when all of the Warner Bros. tv production was done for broadcast on ABC-TV, the studio now hopes to have its shows appearing on all three tv networks. Asked about The Giant Step, he said that Warner Bros. had not created this series but had merely produced the pilot for CBS-TV, which had brought the show to the studio. The pilot film is now being shot in New York... Similarly, The Red Skelton Show is produced by Mr. Skelton's own production company on the Warner Bros. premises.

Lee Marvin series put in syndication

United Artists Television has placed the new Lee Marvin Show into syndication [Closed Circuit, Jan. 18]. The company already has completed almost $1.2 million in sales prior to production of the half-hour color series, M. J. (Bud) Rifkin, executive vice president in charge of sales for UA TV, announced last week.

Mr. Rifkin noted that the series has been sold in 50 markets, including 30 of the top 40. Among them are: New York, Los Angeles, Chicago, Philadelphia, Boston, Detroit, San Francisco, Pittsburgh, St. Louis, Dallas, Cincinnati, Baltimore, Indianapolis and Milwaukee.

Production is scheduled to begin in April. It is said to be the initial first-run syndication series intended for prime time showing that has been scheduled for release in 1963. UA TV is selling the series for a fall start.

The series will consist of actuality dramas, based on stories of the nation's police files, which will be filmed with the cooperation and assistance of local police chiefs. Each episode will be produced in color at the locale of the action. Mr. Marvin serves as host of the series and interviews principals in each segment.

Composers Co. formed

The Composers Co., a new producing group for the creation of music for broadcast commercials, Broadway shows and industrial presentations, has been formed by Sol Kaplan, Hershy Kay and Ed Sauter, writers and arrangers. Plans will be completed for establishing offices in New York, Hollywood and London, when Mr. Kaplan and Mr. Kay return from Europe later this year.

‘Lucy’ show set for ’63-64

Lucille Ball has notified her sponsors and network that she will star in The Lucy Show for another season. Lever Bros., General Foods and CBS-TV long

WTVJ(TV) sample gives winners in election

WTVJ (TV) Miami Fla., last week tried its own system for instant election results and, according to the station, predicted all 13 winners of Dade County's March 12 special elections minutes after the polls closed.

The special election was held to select 12 new representatives and one senator to the Florida legislature, which was recently reapportioned.

"Operation Sample" was the title given by WTVJ to a vote predicting system devised by the stations' Executive Vice President Lee Ruwitch. Mr. Ruwitch's system is based on the theory that one voting machine in a precinct will almost accurately predict the trend of other machines in the same precinct.

On election day WTVJ placed two-man teams in 20 selected sample precincts. At 7 p.m. the results began flowing in and resulting predictions were ready by 7:28 p.m., the station said.

The predictions were based on 5% of the total vote WTVJ said, but guessed five of the 13 races "on the nose." The station said there was an overall 1.2% of error in the WTVJ predictions.
CHICAGO BOUND?

Then, we hope you will check in at American Research Bureau's hospitality suite during your stay. You're cordially invited! We will be on hand to show you new advances in audience measurement and to discuss your individual research requirements. In addition, we are particularly anxious for you to see and have a report analysis that has been specially prepared for your station and market. Your station's report analysis will be available in Suite 900, Conrad Hilton Hotel. Check with ARB at NAB!
since had indicated their desire to keep the series starring Miss Ball (and produced by Desilu Productions of which she is president and the major stockholder) going for a second season, but the star had until the middle of March to make her own decision. This is the second Desilu-owned series to be set for 1963-64. The other is The Greatest Show on Earth, 60 minute color series starring Jack Palance, which will be on ABC-TV.

20th Century starts sales of new series

Twentieth Century-Fox Television which released Follow the Sun and Bus Stop series to syndication, has sold both of them to WNEW-TV New York and WITG (TV) Washington, George T. Shupert, vice president in charge of sales, announced last week.

Both one-hour series are off-network properties, having played on ABC-TV. The distributor is offering 25 episodes of Bus Stop and 30 episodes of Follow the Sun.

Film sales...

"Columbia Post-50s" (Screen Gems): Sold to KOGO-TV San Diego; KGO-TV San Francisco; KTNT-TV Tacoma, Seattle; WKBN-TV Youngstown; WJAR-TV Providence; WWL-TV New Orleans; WHO-TV Des Moines; WLOS-TV Asheville, N. C.; WEEK-TV Peoria, III.; KARD-TV Wichita; WOKR (TV) Rochester, N. Y.; WDAU-TV Scranton, Pa.; KOVR (TV) Stockton, Calif.; KMBC-TV Kansas City; WLBV-TV Miami; KXVB (TV) Bakersfield, Calif., and KMI-TV Fresno.


33 Feature Films (Embassy Pictures Corp.): Sold to KGO-TV San Francisco; WFLA-TV Tampa; WGR-TV Buffalo and KTKV (TV) Phoenix. Also sold to KUTV (TV) and KSL-TV (both Salt Lake City) who will split titles.


Seven Arts' Volumes 4 and 5 (Seven Arts Assoc.): Sold to WNCT (TV) Greenville, N. C.; WFAA-TV Dallas-Ft. Worth; KOMO-TV Seattle, Wash. and WHAS-TV Louisville, Ky.

Seven Arts' Volumes 1, 2 and 3 (Seven Arts' Assoc.): Sold to WNCT (TV) Greenville, N. C.


156 Hanna-Barbera Cartoons (Screen Gems): Sold to WCAU-TV Philadelphia; KTVT (TV) Fort Worth-Dallas; WTTV (TV) Bloomingon-Indianapolis; KWTV (TV) Oklahoma City; KOLN-TV Lincoln; KGNC-TV Amarillo; WJHG-TV Panama City; WLAB-TV Albany, Ga.; WBFC-TV Green- ville, S. C., and KROD-TV El Paso. Now sold in 61 markets.

Dick Powell's Zane Grey Theatre (Four Star): Sold to WPIX (TV) New York. (Reported price: $300,000.) Now sold in 41 markets.

TAC plans program conference

Television Affiliates Corp. will hold its annual programming conference at the Sheraton Hotel in Chicago June 13-14 with approximately 50 program directors expected to attend.

Robert Weisberg, president, said topics on the schedule include: new ideas in children's programming; the influence of research on programming; success stories in the sale of public affairs shows; editorializing; movies and network re-runs, and new programming and production ideas. The agenda for the meeting was arranged by Roy Smith, WLAC-TV Nashville; Stan Cohen, WDSU-TV New Orleans and Lew Klein, WFIL-TV Philadelphia.

Ewell show in syndication

Four Star Distribution Corp. has placed the Tom Ewell Show into syndication, and has sold the 32 half-hour episodes to WPIX (TV) New York and KABC-TV Los Angeles for a combined total of $125,000. It was announced last week by Len Firestone, vice president and general manager of the distribution company. The series formerly was presented on CBS-TV.
Ohio River links vast industrial area
NATURAL RESOURCES, CHEAP TRANSPORTATION VALLEY'S SUCCESS SECRET

A midnight traffic jam loomed a few weeks ago at one of the Ohio River's oxbow bends between Louisville and Owensboro, Ky. Three 1,100-foot tows pushed by million-dollar towboats were heading for a crash, judging by patterns clearly traced on the radar screen of the towboat Orco.

Traffic tieups are frequent but collisions are rare on this crowded river, where tonnage hauled is matched only by the lower Mississippi. Traffic is heavy because one of the great industrial valleys of the world—the Ohio River Valley from Pittsburgh to the Mississippi—owes much of its swift development since World War II to the boost given by the barges.

Within a decade $18 billion has been spent on plants costing a million or more each. They line the river's banks and reach inland, occasionally going far up a tributary such as the Kanawha or Miami. The $18-billion figure was compiled by Ohio Valley Improvement Assn., an organization devoted to the waterways and area development.

The multiplied traffic volume stretches the capacity of the lock-and-dam facilities from Pittsburgh to the Mississippi. Several new and expensive high-lift locks and dams have been built; within a decade the locks will be reduced from 46 to 19, greatly speeding up river traffic.

Busy Thoroughfare • Huge barges loaded with coal, petroleum and chemical products move up and down the Ohio. Towboat piloting requires a blend of skill, experience and hunches. Experienced skippers use all their ingenuity to make fast trips and maneuver their long tows through short locks.

It's a miracle there aren't more collisions. Capt. Charles Robertson, a veteran of the river, was in the pilot house of the towboat Orco that dark February night. On the radar screen a three-way jam at the pretzel shaped oxbow bend seemed inevitable to an amateur observer. Capt. Robertson was annoyed but unflustered because a young pilot approaching from the rear notified him he was passing with his load of empties. Both were down-river bound; upbound around the sharp bend was a third tow.

After a salty phone exchange in jargon only a river man could understand, Capt. Robertson slowed down his twin
OHIO RIVER LINKS VAST INDUSTRIAL AREA continued

2,000-horsepower diesels and drifted over to the Indiana shore to let the empty tow pass. Right in the middle of the bend the two other tows passed without incident; three in the bend might have meant serious trouble.

The oxbow incident was typical of a dozen, or even a hundred minor problems that occur in a day along the 981-mile river, a lifeline whose importance to the economy of a major area can only be understood by close-range inspection.

Changed with War • Pre-World War II economic adjustment and the economic history of the valley's least understood and most spectacular industrial explosions.

Six-State Area • From Pittsburgh, leading the upper valley in its commercial and industrial renaissance, on down to the flats where the Ohio joins the Mississippi, the six-state region offers literally hundreds of lessons in economic adjustment and the importance of basic industry.

All around are the primary needs of hungry plants—cheap coal and hence cheap power, economic transport, metal industries turning out pigs and billets, and finally the fabricating plants that consume the basic products.

Now take a fast hop over some of the Ohio Valley's economic peaks:

- Fastest growing aluminum producing center, thanks to cheap power and river transport.
- Three-fourths of the aluminum market is within 500 miles.
- Billion-dollar dam and lock program will be completed in early 1970s, new 1,200-foot locks avoid split tows; number of locks will be cut from 46 to 19.
- Year-round navigation, with no

Fourteen 195 x 35 foot barges carry 21,000 tons of alumina up the Ohio to the Olin Mathieson Chemical Corp. plant at Clarington, Ohio. Tows consist of as many as 21 barges. An average railroad car carries only 50 tons.

Il the old valley was somewhat resigned to a monotonous economic role that blended heavy industry, harrassing floods and fabricating plants. Came the war, and a desperate need for coal, ocean-going ships and the many other things that could be supplied by mills along the river, especially around Pittsburgh. That's when the old, smoky city started making ocean ships for the military as well as the other products of the metal industries.

Up and down river an observer of the Ohio Valley will find the whole appearance of communities changing. Older cities in the hilly upper valley are still conspicuous for their antique architecture, known tolerantly as Milltown Gothic, but they are feeling the crunch of the wrecker as new glass and metal buildings and attractive industrial plants take their place.

Older steel mills still operate, and flows through beautiful country that must be evaluated from a practical marketing perspective if its basic attributes are to be appreciated. When the economic history of the valley's 1950-70 development is written, it's a safe bet the combination of low-cost water transport and one of the world's greatest stores of underground natural wealth will get much of the credit for one of the nation's least understood and most spectacular industrial explosions.

Broadcasting, March 18, 1963

76 (SPECIAL REPORT: OHIO VALLEY)
How does KQV succeed in winning 24% of the Pittsburgh radio audience?

First of all KQV is not satisfied with featuring the finest personalities in the Pittsburgh area. KQV wants to give their listeners more. And they do.

**KQV is Pittsburgh's first station for news.** Pittsburgh listeners know where to turn first for news. At the 14 spot on their dial they get direct, on-the-spot reports of local, national and international news. They get reports from people making the news as it happens. A good example of this is KQV Newsman Allen Boal, who keeps an ear on the turbulent Cuban situation. His monitors of important Radio Havana broadcasts are featured regularly on KQV and ABC News reports.

Since he returned from Cuba, where he served as pool reporter for all U.S. radio and television aboard the Red Cross ship Shirley Lykes during the prisoner and refugee exchange, Boal has appeared on Howard K. Smith's ABC News program and before several Pittsburgh civic groups to relate what he saw inside Cuba.

**KQV serves the community interests.** Three recent community action projects illustrate how KQV wins the response and respect of Pittsburgh listeners.

The first occurred last fall when it was learned that pledges to the United Fund were short of its goal. KQV acted swiftly and turned over its entire facilities to the city's leading business men on "Million Dollar Wednesday." KQV's "outstanding cooperation" was instrumental in the drive's success in Allegheny County.

An earlier KQV project initiated community action for driver education programs in Pittsburgh high schools. The campaign aroused enthusiastic support and was commended by Pittsburgh civic leaders and educators. This drive was one of the projects which earned KQV the coveted Allstate Safety Crusade award for the year 1962.

Still a third community action project may save some lives. KQV not only urged listeners to use seat belts but saw to it that they could buy them at cost from the station. The response was so encouraging that KQV plans to continue the promotion several times during the year.

**KQV personalities generate listener response.** In a recent audience promotion KQV personalities offered to make "nice things happen for KQV listeners." Did the listeners react? In just 18 days Jim Gearhart, Henry Da Becco and Dave Scott were deluged with over 31,000 cards and letters from listeners.

What does it take to win 24%* of the Pittsburgh audience? It takes News...it takes Community Service...and it takes Exciting Personalities to win that kind of audience. Obviously, KQV has what it takes. (See your Eastman for more details.)

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*kSOURCE: PULSE, Pittsburgh 4 County Metro Area, December 1962, Average share of audience, 6 AM to Midnight, Monday-Friday.*
OHIO RIVER LINKS VAST INDUSTRIAL AREA continued

ville and Ashland, Ky.; aluminium and chemical complexes; livestock, corn, soybeans, wheat and other farm products in Kentucky, Ohio, Indiana, and Illinois.

- Largest atomic facilities in U.S., totaling over $2.1 billion in original facilities. It's often dubbed Atom Valley.

- Largest power-generating capacity in world; highest voltage transmission line; 9% of U.S. electricity generated.

- A riverside power plant can get its coal around $4.50 a ton compared to $6.37 nationally, or 1.9 mills per kwh compared to 2.9 nationally, according to one power system executive.

- Solid base of natural resources, industrial, commercial and transportation facilities for the future.

- Over 130 new chemical plants built in a decade.

- Barge tonnage is more than double the total tonnage at the port of New York; it may someday exceed the Panama Canal and St. Lawrence combined.

- The yearly total for the Ohio and tributaries is 105 million tons, and rising.

- Around 1970, it's predicted, the Ohio River will be carrying 150 million tons a year. Long ago it passed the Panama Canal and St. Lawrence Sea-way tonnage. Even now ocean-going boats are being built at Pittsburgh and Marietta, a trick learned during World War II.

- "Bigger, much bigger things are ahead as the new Ohio River takes shape," said Col. R. W. de Lancy, executive officer of the Army Engineers at Cincinnati.

- Looking back a few years, say 10 or 12, will show these new facilities, with the area's natural lures given credit for their selection of valley sites:

- Electric generating plants $4 billion.
- Atomic energy operations $2 billion.
- Chemical production $2 billion.
- Iron-steel $3 billion.
- Aluminum $2 billion.

The Atomic Energy Commission lists these main atomic plants:

- Kentucky—Paducah, gaseous diffusion, feed materials (operated by Union Carbide & Carbon), $783 million.
- Ohio—Research facilities of General Electric at Cincinnati; Portsmouth gaseous diffusion, feed materials, $763 million; Goodyear Atomic Corp., Pernald, $115 million; Mound Lab (Monsanto) Miamisburg, $15 million; Piqua reactor $8 million.
- Pennsylvania—Bettis plant (Westinghouse) $49 million; pressurized water reactor, power generator (Duquesne Electric) at Shippingport, $50.5 million.
- Other facilities are at Madison, Ind., and Joppa, Ill.

Among aluminum facilities are Alcoa at Pittsburgh and Evansville; Kaiser at Ravenswood, W. Va; Olin Mathieson at Hannibal, Ohio; Harvey at a site east of Owensboro plans a $50 million aluminum rolling mill; Reynolds employs 2,300 at Louisville; Anaconda Aluminum also is at Louisville.

Going West—This long, busy valley starts at Pittsburgh where the Monongahela River flows north out of the West Virginia hills to meet the south-bound Allegheny to form the Ohio (photo page 75). Naturally the Ohio became the artery for west-bound pioneers, who built assorted canoes and flatboats to haul their families and goods down-river to the wilds of the west.

At Pittsburgh one of the greatest industrial empires in the world extends in all directions, then narrows to a plant-lined double strip as the Ohio jogs temporarily northward before starting its generally southwestern course.

At the mill town of Rochester, 30 miles northwest, the Ohio does its jog, soon moving into hill country that lines the river for about 200 miles. The terrain is rugged but the riverside flats are heavily lined with mills to Weirton, Steubenville, Wheeling and Moundsville. Marietta, Ohio, and Parkersburg, W. Va. have plant clusters but most of the industry south of Wheeling is on the West Virginia side of the river where rail facilities join barge lines in providing transportation for industry.

Again moving southwesterly, the river's industry is in West Virginia and Kentucky. Between Parkersburg and Huntington the Kanawha River meets the Ohio at Point Pleasant. This West Virginia stream is the root, meeting another important industrial empire, being located right on coal and salt seams. This fortuitous combination of natural resources and water transport extends from the junction up the Kanawha past Charleston, an ideal location for chemical, metal, power, glass and other industries.

Another Market—Down the Ohio from Point Pleasant and due west of Charleston 45 miles is the Huntington, W. Va.-Ashland, Ky.-Ironton, Ohio market, another major industrial center. Moving northwestern through Portsmouth at the junction of the Scioto River, a steel-chemical community, the Ohio winds its way southwestern then resumes a northwestern course to the Cincinnati market where Licking River enters from the south. The Miami River flows south from Dayton, meeting the Ohio close to the Indiana border.

From this point the river sticks to a southwesterly direction in a snaky way, passing Louisville, Owensboro, Evansville-Henderson. The Cumberland and Tennessee rivers flow into the Ohio at Paducah and the Ohio ends its 981-mile trail at Wickliffe, Ky. and Cairo, Ill.

Except for the 50-mile leg of the Ohio starting out of Pittsburgh, the Ohio River is owned by West Virginia and Kentucky, with the latter state having the biggest share, over 650 miles. Pennsylvania, of course, owns the 50 miles entirely within its borders. This quirk in state ownership traces back to colonial charters. While it's fine to own a river, the owning state is saddled with the regulatory and bridging responsibilities.

One widely used figure places barge haulage cost at 4 mills a ton mile compared to 11 mills for railroads.

That differential was behind the observance of a Chesapeake & Ohio Railroad executive in Huntington, W. Va., as a long tow could be seen moving upstream. "There goes four 100-car trains, pushed up a tax-free river, yet the In-

Out of fiery furnaces like this comes the steel that provides the backbone of the Pittsburgh economy. Many plants are now being modernized.
FOR THE BEST BUYS IN PITTSBURGH
STICK WITH CHANNEL

LUNCHEON AT THE ONES,
Monday thru Friday, 1:00 P.M.

KAY CALLS,
Monday thru Friday, 9:00 A.M.

CHANNEL II WII
PITTSBURGH

Represented nationally by Blair-TV
Ohio River Links Vast Industrial Area continued

(States Commerce Commission won't let us get into the barge business and develop an efficient rail-barge service."

C&O has some of the nation's largest and most efficient facilities in the Huntington-Ashland area. It's planning to modernize the old Baltimore & Ohio trackage from Huntington to Pittsburgh, now that it has absorbed the B&O. The Norfolk & Western has modern facilities at Louisville. It shares tremendous coal trains. The 19-barge tow also included steel and a number of empty barges. At peak the towboat moves the equivalent of 400 hopper cars of coal.

Railroads vs Barges * The N&W has a large classification system at Ports-

mouth, Ohio, and yards at other points. Both aggressively managed, these two outstanding carriers are facing up to barge competition by developing new business and modernizing methods and facilities.

Barge cargoes break down this way: coal-coke 55%; petroleum 20%; stone, sand, gravel 12%; iron-steel 5.5%; chemicals 3%. On a ton-mile basis petroleum takes the lead, helped by the long barge haul from Texas. The Kanawha River carries nearly 11 million tons a year, led by coal and chemical products.

The Ohio River Co. is the world's largest river hauler of coal. On a recent downriver trip the Orco was pushing nearly 15,000 tons of coal, equivalent to three 100-car trains, a load of steel and some empties. A loaded tow can handle four trainloads.

Towboat operating is tricky navigat-
ing. The river is full of bends and currents. Sometimes it's high; sometimes it's low. But it's open the year round, except for an occasional sub-zero spell (three days of ice in the 1962-63 winter). Skippers know every sandbar, marker, and buoy. A towboat can run as much as 330 24-hour days a year; river men say it can move a 1,000-ton barge load 2,000 miles for the cost of shipping a 40-ton car 100 miles by rail.

The competitive transport costs get into emotional interchanges when railroads, owners of rights-of-way, rolling stock, stations, and trackage as well as heavy taxpayers, contemplate the free rivers, roads and air that barge, highway and air carriers enjoy.

Booming Business * Barge business has boomed on the Ohio, tripling in two decades to 80 million tons or 19 billion ton miles a year. Low-cost hauling and availability have attracted chemical, aluminum, steel and electrical generating facilities, which in turn use more and more of the oil, coal and other raw materials brought in by barge lines. It's a fortuitous situation for both and it's interesting to note that rail carriers in the valley are doing a lot better than the national rail average.

Barge interests are deeply concerned by proposals to tax diesel fuel and charge river tolls, claiming the newly interfaced industrial and river transport balance can be upset to the detriment of both the public and carriers. In the best tradition of the barge business, the Orco is spanning clean despite its black-diamond cargoes. Rooms for the crew are neat and comfortable. Exquisite smells seep out the big, stainless-steel kitchen and the chow is up to hotel standards.

"Times have sure changed," recalled Capt. Robertson as he turned on a three-mile searchlight beam to check on markers. "When I first started on the river the crews were mostly roustabouts. The first man on watch was the best-dressed man on the boat; the rest wore what was left and hoped the shoes would fit."

The Orco's crew works 30 consecutive days and is off 30 days. Each workday is divided into four six-hour sections; the men work six hours, rest six hours, work six hours and rest six hours - 6 a.m.-noon; noon-6 p.m.; 6 p.m.-midnight; midnight-6 a.m.

Skilled Workmen * Building a 1,100-foot tow is no job for amateurs. On a recent trip Capt. Robertson drew on his skill and experience to hitch up 19 coal and steel barges of assorted sizes including empties. Some distance below Cincinnati he tied up to a cottonwood tree on the Kentucky side. Two hours later he and his pilot, Clarence Walker, had fit the assorted barges into an efficient tow, keeping several that were to be dropped off en route up front for easy disposal.

Traffic jams at the older locks are costly. A two to six-hour delay at $50 to $100 an hour per tow adds two or more days to the Pittsburgh-Cairo trip. The Army Engineers are putting in dams and high-lift locks as fast as they can get the appropriations. Final completion of the 19 new locks in the 1970s is expected to start a brand new Ohio Valley boom. But industry and barge interests look with misgiving on fuel taxes or tools that would boost the cost of efficient river transport. They explain that steel can be shipped at one-fourth the rail cost, grain and chemicals at half the cost. Coal and oil, two of the main cargoes, move cheaply. Petroleum products can be shipped from Texas right into the industrial centers. Cheap coal means cheap power which means cheap aluminum and chemical production. It won't be long, river men say, until the Ohio Valley is producing over 10% of the nation's electricity.

The billion-dollar rebuilding of locks and dams can't be done in a few years. The Greenup facilities in Kentucky, for example, cost $54 million. But they permit faster tow movement and can take up to 18 or 20 35-foot wide jumbo barges in the 110 x 1,200-foot locks.

That's the story behind the story of some of the nation's great markets, saturated by radio and television stations that reach as many as three million people from a single transmitter.

It's the story of Pittsburgh, Wheeling, Steubenville, Huntington-Ashland, Charleston and west central West Virginia, Cincinnati, Louisville, Owensboro, Evansville and other markets. The Valley of Tomorrow, they like to say of the Ohio with its distinguished past and thriving today. Yesterday, today, tomorrow—they add up to an economic saga that delineates a story of America on the march.

This big propeller and shaft are being machined at Dravo Corp., important shipyard in Pittsburgh area. Note size of man at far end of shaft.
FIRST IN PITTSBURGH
FIRST IN AUDIENCE
FIRST IN ADVERTISING

KDKA-TV
The Number One TV Station in every rating ever made in Pittsburgh
CBS* CHANNEL 2

KDKA RADIO
The One Station That Sells the Tri-State Area
50,000 WATTS AT 1020

WESTINGHOUSE BROADCASTING CO., INC.
WBZ and WBZ-TV Boston; WINS New York; WJZ-TV Baltimore;
KDKA and KDKA-TV Pittsburgh; KYW and KYW-TV Cleveland;
WOWO Fort Wayne; WIND Chicago; and KPIX San Francisco.
Represented by TvAR and AM Radio Sales
Pittsburgh, old city with a new face

NEW SKYLINE, SMOKE-FREE AIR LEADING TO INDUSTRIAL RENAISSANCE

Pittsburgh is a perfect example of what a billion dollars can do for a city that had a glorious past but a gloomy future.

About the time the Steel City was starting to reel with the impact of the post-World War II rollback, the civic and industrial leaders were starting to wonder if they might just as well forget the municipal results of 190 years and abandon the joint.

Smoke was still belching from the stacks while a nation casually watched in pity. An occasional comedian still fed the hoary cue to his partner, "I've just come clean from Pittsburgh," and then led the guffaws at the reply, "How do you come clean from Pittsburgh?"

That's when the heads of U. S. Steel, Gulf Refining, Mellon Bank and the Chamber of Commerce, plus the mayor and countless other hardy souls, reached one of modern America's courageous decisions. Abandon Pittsburgh? Never! Especially with all those plants, some of them on the elderly side, and all those office buildings and nearly 2 million dependent citizens.

The story of the Pittsburgh renaissance is an oft-told saga of local courage and initiative and cooperation. A guest at the Pittsburgh Hilton—the Golden Hilton on the Golden Triangle—can look down on the famous Point and 23-acre Gateway Center, where westbound pioneers huddled in the shadow of the British-built blockhouse on route to unknown frontier mysteries. He can look down and, no longer handicapped by heavy smoke, see the rebuilt blockhouse on verdant acreage overpassed by the fantastic spaghetti of a modern highway complex. And he can face away from the confluence of the Allegheny and Monongahela, forming the Ohio River, to see some of the world's most costly architecture where shabby slums stood a few years ago.

Little Smoke Left • For Pittsburgh, the Smoky City whose title was derived from the combined soot of bituminous-burning homes and busy mills, has abated 70% of its smoke at a cost of $250 million.

A boon to beer drinkers is this new aluminum zipper can of Aluminum Co. of America in Pittsburgh. It has container makers concerned.

Industry and dwelling owners have merged their civic loyalty, with a boost from appropriate legislation, to restore clear sunshine to an area that once resembled Los Angeles smog at its worst, with the enhanced curse of coal and chemical fumes.

Yet this is only a start. Elaborate plans for the future include a downtown-splintering roadway, more slum eradication and new construction, downtown malls, an enormous educational-business-research center at nearby Oakland (three miles from downtown), a new Northside. The list is ambitious.

Among educational facilities in or near Oakland are U. of Pittsburgh, Carnegie Tech plus nearby Chatham College and Duquesne U. Pitt is second largest private employer in the city, with a $51-million annual payroll (including research), and it is developing branches at Greensburg, Bradford, Titusville and Johnstown. Its 42-story Cathedral of Learning is an educational showplace.

"The University of Pittsburgh, founded shortly after the Revolutionary War, will be one of the 10 leading universities in the world," said Dr. Robert D. Entenberg, marketing professor of the Pitt graduate business school and an outstanding authority on the area's economics. Pitt has 14,000 students, is growing fast and has just been designated a top space research center with a $33-million grant as a start. New dormitories are pie-in-the-sky shaped.

Underrated Market • "Pittsburgh is one of the most underrated markets in the nation," Dr. Entenberg said. "The
Reach 'em with a SPOT OF TAE
(the "homes reached" station in Pittsburgh)

Check the record. TAE corners the market
when kids are watching—
8 to 10 in the morning,
4 to 6:15 at night.*

Take TAE and see

WTAE CHANNEL 4

Basic ABC in Pittsburgh

*ARB, Jan., 1963
acute unemployment, now averaging 8% to 9%, is a decade old and the worst is over. Steel was up in mid-February. Most flood-control problems have been solved. Steel plants are spending hundreds of millions on new equipment and oxygen techniques. Business last year was 5% above 1961, approaching the 1957 all-time peak.

This market has 13 billion tons of coal reserves, gas, oil, water, limestone and modern transportation by air, surface and rivers. The Pittsburgh Renaissance stopped smoke and floods. Now keep an eye on the future. Don't under-rate Pittsburgh.

Take a quick look at some high spots of the Pittsburgh market:
- Allegheny County alone has more factory production than 31 of the 50 states (metropolitan Pittsburgh includes three other counties).
- In the immediate Pittsburgh area there are 1,600 plants, with 200 having more than 100 employees each.
- Nine major installations are in the nuclear power business; there's nothing to match this in the nation. Most of the nuclear Navy is powered by Westinghouse-built-designed plants.
- The four-county metropolitan area makes 6,000 products; employs 275,000 in production whose income is $1.7 billion yearly.
- Of the 500 largest U. S. industries, 55 have plants in the area; 25 headquarter in Pittsburgh. Value added by factories is over $3 billion a year.
- Over 100 research and testing laboratories employ 20,000 who earn $150 million a year; investment is $300 million and expanding. One-fifth of U. S. industrial research is in the area.
- Chemical plants comprise a $1 billion complex, with $42 million payroll for 7,000 persons.
- One-fifth of U. S. steel-making capacity is in the metropolitan area, producing about 20 million tons.
- Export sales of 250 concerns headquartered in Pittsburgh exceed a quarter-billion dollars yearly.
- Sixth largest U. S. metropolitan market, seventh in retail sales, eighth in population; retail sales are near $3 billion mark; ninth largest U. S. manufacturing center.
- Trading center of populous tri-state area (Pa., Ohio, W. Va. triangle); 6½ million people in 56-county marketing area.
- Measured by television coverage, Pittsburgh is a 29-county market with an estimated $9 billion to spend.
- Home office of largest aluminum industry, steel, plate-window glass, refractories and many others.
- One-fourth of nation's iron ore smelting.
- First atomic electric power plant at Shippingport.

The sky-piercing Cathedral of Learning on the U. of Pittsburgh campus adjoins the renaissance architecture of beautiful Heinz Chapel.

- Second only to New York in new office space added since World War II.
- One-fourth of downtown business district rebuilt.
- New highways in last decade cost $400 million; $500 million earmarked for next decade.
- America's largest inland river port; more tonnage than Panama Canal.
- Three-fourths of families in middle and upper-income brackets.

Five skyscrapers are going up, joining the 27 major buildings erected in the renaissance drive. The $22 million civic auditorium is the largest in the world with retractable dome. The luncheon talk in Pittsburgh inevitably gets around to the new local image. They even are thinking about a downtown monorail. Mellon Square Park has a six-story underground garage. The reputed second largest U. S. airport is being enlarged.

U. S. Steel has a series of major improvements, including National Tube
THE SMOKE AND GRIME
AND THE DIRT AND SOOT
HAVE LEFT PITTSBURGH
THE PEOPLE REMAIN.
AND PEOPLE ARE
WWSW'S ONLY CONCERN

IF YOU'RE INTERESTED IN PEOPLE,
AND YOU SHOULD BE, CALL DOUBLE-
DOUBLE OR THE NEAREST MAN
FROM BLAIR RADIO. WE CAN GIVE
YOU THE WHOLE EXCITING STORY.

WWSW 6
970 KC - 5,000 WATTS
PITTSBURGH, PA. NATIONAL REPRESENTATIVES BLAIR RADIO
overhauling. That's where they developed the hot-dog-shaped flasks that guide Polaris missiles out of submarines. Oxygen converter furnaces at the Duquesne Works and improvements at the Irvin Works will hit the $50 million mark and keep going. Total steel industry improvements will reach $300 million, including Jones & Laughlin and fabricators.

**Fresh Start** — "Pittsburgh can have an industrial renaissance as meaningful as the civic renaissance," said Leslie B. Worthington, president of U. S. Steel.

The Corporation, or Big Steel if you prefer, was all shook up last spring when the June 8, 1962 issue of *Time* magazine ran a picture of the local stacks with the caption, "Banked furnaces in Pittsburgh; the bread and butter were getting thin." What irked the Corporation, a spokesman said, was the fact it had spent a fortune on smoke abatement at the site and the furnaces, instead of being idle, were operating 100% at the time the photo was taken.

But steel has its problems—Alcoa for instance. The aluminum giant, with a zipper beer can (see photo, page 82) among its many new items, has the steel and glass-container industries in a sweat. Steel has come back with cans made from high-strength tinplate the thickness of this printed page. The final decision will be up to the consumer. At Duquesne new equipment will produce 150 tons of steel in 40 minutes compared to the former eight hours.

The standard metropolitan area consists of 2½ million people—Allegheny County 1.65 million; Westmoreland 361,000; Washington 219,000 and Beaver 213,000. Every few miles there is an important market, moving out in every direction—Greensburg, Washington, Johnstown, Ambridge, Latrobe, Jeannette, New Kensington, Vandergrift, Beaver Falls, Carnegie, Connellsville, Uniontown, Butler, to name a few.

It's important to remember in looking around the new Pittsburgh that the next decade will bring even more dramatic changes. Money and spirit saved a city; more of the same will dress up this 205-year market into one of the most efficient and attractive communities in the nation. At least that's the way these progressive people are talking and acting.

The spirit of the renaissance is spreading out around Greater Pittsburgh in all directions and into the Panhandle where Ohio, Pennsylvania and West Virginia meet. Factory pay is high—18% above the national average with high living standards. One nearby city, McKeesport (50,000), has its own civic pride. The local *Daily News* will not carry Pittsburgh store advertising though only 14 miles away, a business-

Research is big business in Pittsburgh. A U. S. Steel scientist at work.
UPPER VALLEY PLANTS BUSY

Wheeling, Steubenville, smaller cities nestle along Ohio among teeming industrial complexes

About 40 miles northwest of Pittsburgh, where the Ohio River does an abrupt turnabout to the south, the river shores are lined with a concentration of industry and commerce referred to as the Upper Ohio Valley.

Geographically the region is more accurately described as the Tri-State or Panhandle area. But the definitions start stumbling over each other as the Pittsburgh metropolitan area becomes the Ohio Valley trading area, or roughly the cities and towns influenced by Pittsburgh television.

At the Pennsylvania-Ohio line the Ohio River residents start thinking in terms of two important down-river markets—Steubenville-Weirton and Wheeling-Bellaire-Moundsville. It's all a bit confusing to map watchers but to those who think in terms of markets the Ohio River cities and related environs are important business, industrial and transportation centers of more than 1.75 million people having close commercial ties.

To those whose perspective is oriented to such practical matters as people and dollars, the Upper Ohio Valley thus becomes a tri-state area that starts roughly where Pittsburgh’s built-up area stops—McKeesport on the northeast and Rochester, Pa., on the northwest. Of course there is Pittsburgh tv overlap, but Wheeling and Steubenville stations assert their identity by showing one of the nation’s most impressive industrial structures along the populous Ohio River shores and loyal audiences inland.

**Industrial Complex** • Industry is concentrated in the valley and spotted out into the outlying hills, but population is even more huddled within range of the hundreds of industrial plants that comprise one of the nation's most important groupings of smelters, fabricators and processors—all served by a tremendous network of barge lines providing cheap haulage of bulk materials.

These industries and the associated service functions provide income for thickly populated groups of cities and towns that are mapped by municipal boundaries. But the officially chartered community boundaries become meaningless to the market-minded observer who motors through Weirton, Steubenville, and Martins Ferry then crosses the river into Wheeling and Moundsville. That's why those who sell via the airwaves also think of Wheeling and Steubenville in terms of Washington, Pa., East Liverpool and Cambridge, Ohio, and southeast toward Morgantown, Fairmont and Clarksburg, W. Va.

If the geography and civic semantics are intricate, the economic facts aren’t. Besides the two major steel plants—Weirton Steel and Wheeling Steel—the river flanks are lined with such industrial giants, such as Koppers Co., Vanadium Corp., Titanium Metals, Ohio

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**ABC RADIO COVERS THE OHIO VALLEY WITH POWER**

**WWVA 50,000 WATTS**

WWVA is only one of the powerhouse stations in the Ohio Valley that are now part of the growing ABC RADIO NETWORK. Others are WCKY Cincinnati, WHAS Louisville and KQV Pittsburgh. And the power behind these stations is their own local programing combined with the long-time popular programming, the unmatched news coverage and the new programing that only ABC RADIO offers National Advertisers.

The facts have changed in Network Radio—ABC RADIO is the reason for the change.
The important markets of the 981-mile long Ohio Valley are understood only by a city-by-city inspection of industrial and commercial facilities and interviews with hundreds of businessmen and industrial leaders.

This story of the valley's growth and the fast spread of manufacturing and chemical plants along the Ohio River shores is based on a 3,000-mile series of inspections by J. Frank Beatty, BROADCASTING senior editor.

The month-long tour was made by auto, airplane and a 400-mile ride on a coal and steel tow, pushed from Cincinnati to Owensboro, Ky., by the million-dollar towboat 'Orco' of the Ohio River Co., a major barge transport system.

Ferro Alloys, Allied Chemical, Mountaineer Carbon, Union Carbide, Olin Mathieson, Columbia Southern Chemical, Mobay Chemical, Fostoria Glass, Bloch Bros., Sylvania, Blaw-Knox and huge power plants and big coal operations needed to keep a major economy in operation.

Within the trading influence of Wheeling (54,000 in central city) and Steubenville-Weirton (40,000) are, for example, such towns as East Liverpool, Ohio (23,000), Clarksburg, W. Va. (28,000), Moundsville, W. Va. (16,000), Washington, Pa. (25,000), Cambridge, Ohio (14,500), McKeepster, Pa. (45,000), but a community of considerable local identity, Fairmont (28,000), Morgantown (22,000) in W. Va., and Waynesboro, Pa. (11,000). These figures are city-only and do not take into account the outward movement from central cities, but they indicate the high saturation of the area's population.

Factories Busy • A tour around the area leaves memories of belching stacks. The residents prefer it that way, at least until installation of costly precipitator and oxygen units is complete. When the older stacks stop pouring out over the nearby landscape, the situation gets serious. Meanwhile Weirton Steel and Wheeling Steel are considering means of abating the fumes. Kaiser engineers have been studying the Weirton plant's smoke problem; both Weirton and Wheeling are converting to interim and permanent oxygen processes, the latest thing in efficient steel production.

The separate and interlocked communities in the Upper Ohio Valley enjoy diversified industrial support. Wheeling has steel, glass, pharmaceuticals, toothpaste tubes, toys, glassware, china and food products, to mention a few leaders.

Steubenville-Weirton, straddling the tri-state Panhandle and the Ohio River have iron, steel, tin plate and containers, fire clay products, tar, coal, coke, wallpaper and many others. East Liverpool, at the northern tip of the three-state triangle, is a steel and a ceramic center turning out porcelain, china and bricks. It is 25 miles south of Youngstown, Ohio.

The key cities lining the river from E. Liverpool to Moundsville have a central-city population of 185,000. Reaching inland to interrelated cities, the 10-county population exceeds 600,000. This figure is almost tripled when the basic tv-covered area is included, and a little more antenna height can add still another 300,000 or more to the audience.

Common Economy • From a Wheeling eminence, the Ohio shore a mile away offers an enigma in economic images. Except for the barge-dotted water strip, southeastern Ohio and western West Virginia are part of a common economy. Yet West Virginia bears the unjustified and unrealistic stigma of poverty and Ohio doesn't, mainly due to effects of the 1950-60 automation of the coal industry and one-sided journalistic exploitation of the problems of displaced families in areas 100 and 200 miles away (see page 92).

Moving southwestward down the Ohio, the West Virginia shores have superior rail facilities and a heavier concentration of industrial plants. Both sides of the river have huge electrical power generating facilities, due to availability of coal and low-cost water transport.

At one time some of the industries on shore sites were unhappy with their flood troubles. Now West Virginians claim they have better flood protection than the Ohio side of the river but both sides are benefiting from extensive flood-control dams (with new locks) that help keep the river under control though they still get some flooding during the rains and melting snows of March.

Historic Wheeling, where the hand-wrapped, twisted cigar was called a stogie (presumably after the Conestoga wagons enroute westward, stopping to stock up on smokes), continues as a tobacco center. Bloch Bros. still makes stogies, Mail Pouch chawin' tobacco and other lines.

Wheeling early became a wholesaling city and still is a center of food brokers,
Important... WTRF-TV Wheeling Market... Dominant in Rich Booming Wheeling-Steubenville Industrial Ohio Valley... 2½ Million People spending 1¼ Billion Dollars Annually... 7500 Retail Outlets. Tops in Sales... Service... Results! Better Buy... WTRF-TV Wheeling!
distributors and industrial supply houses. An older market with a frontier background, Wheeling is now deep in urban renewal and municipal improvements. It has exceptional parks, including famed Oglebay Park with skiing, golf and many other types of recreational facilities—largest park in the upper valley. There’s even a museum at this vast year-round center along with a huge lodge and auditorium—all within the city limits.

Wheeling Steel, 11th in the U.S., with $220 million sales in a year and a $300 million plant investment, is spending $170 million on improvements, including conversion to oxygen-blown steel. In the interim oxygen is being added to older furnaces. The tin mill was modernized at a cost of $40 million. Steel plants in the area are ahead of many other centers in modernization. They are on barge routes and are located close to the four largest steel-consuming states—Ohio, Pennsylvania, Illinois and Michigan. Blast furnace yield is way up since development of steel pellets and oxygen methods. Weirton Steel (National), another major, also gives the upper valley a strong basic foundation for industry. Steel production in the area was increasing in the first quarter of 1963.

New Highway – When Interstate 70 is completed at Wheeling it will run right through the center of the city, first passing through a tunnel and then crossing the river. This will draw extensive highway traffic to and from Atlantic states and the Midwest. Wheeling has a five-year-old Jesuit school, Wheeling College, with an attractive campus, modern buildings and facilities for 1,000 students.

Wheeling Steel and Weirton each have about 13,000 employees. Total payrolls of the two run as high as $175 million a year. Wheeling Stamping is one of the largest makers of lead and aluminum toothpaste tubes.

The abrupt hills of Wheeling are topped by new and attractive residential sections, in contrast to some of the older areas typical of a river city that has a colonial background. But the wreckers are knocking down some of the worn-out blocks and soon more new buildings will join the architecture of past decades. One new renewal project will provide 11½ downtown acres for light industry.

Wheeling justifiably resents any association with some distant mining cities in the mountains whose economy and geography bear no relation to the market. Wheeling is a city of multiple economic personalities. It’s part of the Upper Ohio Valley and commercially tied to Steubenville, Weirton and other upriver cities; it’s close enough to Pittsburgh to belong to the tri-state-panhandle region; it’s bridge-distant from southeastern Ohio and it has ties with Morgantown and other southeast West Virginia cities; it’s neighborly with Parkersburg, down river 85 miles.

Stands Alone – With all these economic bloodlines, Wheeling stands on its own sturdy feet as an economic entity. The businessmen cooperate in a search for new industries. Regionally the area is behind Ohio Valley Industrial & Business Development Corp., headed by John G. Ondrick, brigadier general retired. Gen. Ondrick is new on the job and currently is musterling the statistical tools needed to attract new plants to this area of efficient and low-cost transportation, cheap fuel and vast natural resources.

Steubenville, with a city population of 36,000, is four miles across river from Weirton and 20 miles above Wheeling. It’s surrounded by cities and towns that merge or almost nudge each other. The city’s title honors Gen. Frederick William von Steuben, drill master at the fort that was named after him in 1786. The city is making progress on smoke abatement. Newer plants include Titanium Metals, 900 employees; Vanadium Corp., 325; Ohio Ferro-Alloys, 175. Unemployment is low, local businessmen explain.

When steel centers are complaining about a slowdown in demand, the cities in the Upper Ohio Valley boast their production always runs ahead of the national average. Steel output was up in mid-February even before anticipated stockpiling in anticipation of a possible strike had begun. At Wheeling Steel, 11th largest U.S. producer, they were quietly discussing new types of containers based on thinner tinplate, perhaps with one eye on Alcoa’s zipper beer can.

The upper valley benefits from the area-wide drive against river pollution and already they’re talking about revival of game fishing on the river. The longer lakes formed by new dams with their 1,200-foot locks have already cut the barge time between Wheeling and Pittsburgh.

All this modernization, rebuilding and general activity are bringing new life to this concentrated center of industry, commerce and people.
There's only one runaway leader in Wheeling-Steubenville:

WSTV-TV

REPRESENTED BY PETERS, GRIFFIN, WOODWARD INC.

... just as surely as there's only ONE 36th TV market (TV Magazine, Feb. '63)
ONE dominant signal (ARB-Nielsen, Nov. '62)
ONE station that offers Notarized Merchandising!

Here's a glimpse of how WSTV-TV looked to Nielsen last November. Total quarter hours based on homes reached, 8:00 a.m.-12:30 a.m., Sunday through Saturday: WSTV-TV had 414; the other station had only 44. And ARB points out that in the same month WSTV-TV had SIXTEEN of the top twenty nighttime shows ... all TEN of the top daytime shows. It's not even close! WSTV-TV is runaway leader in Wheeling-Steubenville, America's 36th TV market!

IN STEUBENVILLE: EXCHANGE REALTY BLDG., 282-6265 (Area Code 614) • JOHN J. LAUX, EXEC. VICE PRESIDENT
IN NEW YORK: 680 FIFTH AVENUE, 586-5510 (Area Code 212) • LEE GAYNOR, NATIONAL SALES MANAGER
Other Rust Craft Stations: WRCB-TV, Chattanooga; WRDW-TV, Augusta, Ga.; WBOY-TV/AM, Clarksburg, W. Va.; WPIT-AM/FM, Pittsburgh, Pa.; WSOL-AM, Tampa, Fla.; WWOL, Buffalo, N.Y. (Affiliated with Rust Craft Greeting Cards, Inc.)
All West Virginia's divided in two parts
ONE-SIDED REPORTING HAS FAILED TO TELL DRAMATIC GAINS OF STATE

The greatest story never told, a factual account of West Virginia's industrial structure, has long been lost in a media morass.

For three decades the positive side of West Virginia's economy has waited while the miseries of the state's displaced miners have been spread over the printed page and dramatized in broadcasts.

Few newsmen have followed up their tales of miners' travails by trekking up and down the Ohio and Kanawha Valleys to inspect the growth of a new and expanding industrial complex. They bypass the affirmative economic story, focusing instead on the pathos of hill folk as though West Virginia had a monopoly on unemployment and poverty.

Today's image of West Virginia is stained by the one-sided journalistic treatment it has received. The Kennedy-Humphrey campaign of 1960 took many newsmen into the backwoods. Magazine writers, NBC's David Brinkley, ABC's Howard K. Smith and scores of newspaper writers have stressed the seamy side of the West Virginia story.

In recent weeks the Washington Post and Time magazine have taken sly digs at West Virginia, apparently influenced by an image fostered by other journals. A Post story that mentioned the state's newly developed Golden Trout, a game and tasty addition to the nation's recreation and diet, wondered how a state with 18th century thinking could attract fishermen even if the new fish was superior. And Time, writing about West Virginia's centennial art contest, pried in references to barefoot moonshiners and assorted signs of poverty.

They're still steaming, however, about a Saturday Evening Post article in 1959 titled "A Dying State," a gory rhetorical bludgeoning that could see only one side. A Los Angeles Times reporter who flew in for a basketball game last year decided to write with pathos about the state's economy and people. True, Master Detective and others have written of West Virginia as the source and center of starvation.

The Other Side • Any look at West Virginia's economy must divide the state into two parts: 1, the populous industrial strips along the Ohio and Kanawha Rivers; 2, the mountainous center and south, plus the farming areas of the east.

This review of the West Virginia economy deals with the western section of the state, where industries line the river shores. Latest U.S. Bureau of Labor statistics show 9.9% insured unemployment for the state as a whole, but state officials claim total unemployment is on the decline after a peak reached 7 years ago.

Is West Virginia really the horror spot of the United States, as stated or inferred by many who have written of its economy?

"A quarter-million people out of a total population of less than 2 million receive public assistance," Howard K. Smith said in his Feb. 17 commentary. He added, "There are in America's affluent society between 30 and 40 million people who live in abject poverty."

If 250,000 receive public aid in West Virginia, that's 13.2% of the state's population.

If we accept Mr. Smith's figure that 30-40 million out of 185 million people in the U.S. live in abject poverty, it would mean the national poverty percentage ranges from 16% to 22%.

The commentator said non-mining areas of West Virginia have suffered too, reciting the plight of a Mr. & Mrs. Allman on the outskirts of Charleston who have $169 a month wages from a relief project and a food ration. About once a week, he said, they go on a food binge by having a green salad for supper.

A sharp contrast here are some thoughts about Charleston, state capital, picked up during an economic look at the market:

• Average workers income (factory earnings) in Charleston is fourth highest of U.S. cities, $6,480 a year. This is 3.3% above the mid-1961 average (U.S. News & World Report, Oct. 15, 1962). Detroit is tops with $6,629; the national average is $5,305 so Charleston workers earnings are 28.8% above the national average.

• Charleston is one of 15 markets having substantial (over 6%) unemployment. Journalists prefer to write about this unhappy side of West Virginia's economy.

• Mine unemployment is mostly in the central and south portions, far from employment centers. The more aggressive unemployed move out; the rest prefer to stay.

• Charleston income was up 3.3% for the mid-year; employment was up 1.3%.

• The city has the largest chemical and largest sheet glass plants in the world.

• Union Carbide and Goodyear are building additions.

• The sale of Chevrolet autos here last year showed it among the top cities in the U.S.

More answers to Mr. Smith and his fellow newsmen were supplied by Gov. William Wallace Barron's office. Here's a set of statistics on West Virginia's unemployment: There were 105,000 jobless (16.6%) in January 1961 when Gov. Barron took office. The latest available figure, November 1962, shows 61,000 unemployed, or 10.5%.

Taking the state as a whole, Gov. Barron said seven out of the 10 key index factors showed increases during the 1950-60 decade.

Tired of Treatment • Nobody in West Virginia is trying to picture a boom of the Miami, Phoenix or Los Angeles type. But West Virginians are getting tired of the journalistic treat-
The westward economic history with bank deposits and personal income up, according to Gov. Barron. The unemployment increase caused by automation in the coal industry and declining agriculture in the eastern part of the state has been: checked.

- Foreclosures on Veterans Administration-financed homes are below the national average.
- Total personal income in 1962, despite a population loss, rose 3% from the $3,126 million in 1961 to a record $3,220 million.

The practical and the beautiful in Charleston, W. Va. An Esso tower passes within hailing distance of the state's blue-and-gold domed capitol.

- Retail sales were up 2% to a record $1,745 million; bank debits rose 5.4% to $10,196 million; salaries and wages totaled $2,174 million compared to $2,162 million in 1962; weekly earnings at the mines averaged $120, up 0.6%; factory workers averaged $101.12, up 3%.

- Carloadings up 4.8%; crude petroleum up 26.6% to 3.5 million barrels; auto sales up 17.9%.

A Washington, D. C., liaison office opened by the state landed a list of federal contracts that boosted West Virginia from 50th to 39th place among the states in defense contracts. The 1962 contacts, totaling $62 million, quadrupled the 1961 figure of $16 million. The office also was active in bringing in new industries, including Melpar to Fairmont, West Virginia Ordnance Works to Wheeling and expansion of Adel Precision Products at Huntington, according to Gov. Barron.

With some of the nation’s most beautiful landscape, West Virginia is building up its recreational facilities and accommodations to attract tourists. Their expenditure last year is believed to have been at least $325 million.

Natural Riches • Besides the almost limitless water reserves, West Virginia has these natural bounties to offer industry:

COAL—Reserves estimated at 50 billion tons. Production averages 110 million tons a year and is likely to increase. Employment dropped from 132,000 jobs in 1948 to 41,000 in a decade-and-a-half as automation entered the industry but the decline in employment has stopped. Value of production (at the mine) is around $600 million yearly (recent peak was $854 million in 1947). No. 1 coal-producing state.

GAS—Production is up 13% for the last decade, totaling 220 billion cubic feet a year from 13,000 producing
wells. Fields are in the western half of the state. Reserves are 1.8 trillion cubic feet.

SALT—Extensive brine and rock salt beds form the chemistry industry's building-block material. Production is around 900,000 tons. Reserves are 8 trillion tons.

The portion of the state within 25 miles of the Ohio River "is more prosperous than Ohio," according to Andrew L. Henry, director of community development of the commerce department. Most of the Ohio River plants are on the West Virginia side, he added.

The West Virginia economy set a new record for 1962, according to Gov. Barron, with business well above 1960-61 levels. Unemployment declined, he reported; new roads are being built, including interstate legs that will help erase the state's reputation for slow, pretzelish traffic routes.

100 Years Old • During 1963 a total of 206 days will be devoted to celebration of the state's centennial. Celebrated, too, will be the fact that 17 of the 22 business indicators were up in 1962, with 10 of them setting all-time records. Total personal income for 1962 is estimated at $3.2 million, another high.

New records in economic factors were registered in retail sales, electric power production, gasoline sales, collections of consumer sales and gross sales taxes, postal receipts, bank debits, salaries and wages, and average factory-mining weekly earnings.

West Virginia's business leaders make no pretenses of a boom. Instead they point to the half in unemployment and the total of 540,000 employed people in the state; the anticipated expansion of chemical and industrial production. Stone-clay-glass, agriculture and lumber-wood products are classed as declining activities but chemicals, metals, manufacturing, public utilities, finance, trade, professional and government employment are expected to increase gradually during the decade. A slow expansion in population is anticipated. Mining employment is expected to remain stable.

That's a quick look at a state suffering from image troubles caused by newcomers who miss the real story of what's been happening in the West Virginia hills.

**Huntington-Charleston industries busy**

**HIGH WAGE LEVEL BELIES STORIES OF WEST VIRGINIA HARD TIMES**

The media men who recount their observations of poverty in West Virginia should be compelled to inspect at close range the neighboring markets of Huntington and Charleston (see story, page 92), and the Ohio and Kanawha River industrial empire.

These portraitors of pathos would find in Charleston the world's largest chemical plant, a group of other major industries, a governmental economy typical of a state capital—all capping the bunched factories along the Kanawha River. They would find Union Carbide's hilltop laboratory where the skills of 2,200 scientists are devoted to pure and applied research. And they would find close to the highest industrial pay level in the U. S.

These print and broadcast journalists would observe in Huntington the largest nickel rolling mill in the nation, and it's still growing. They would find factories running the gamut of industry, from heavy goods to brassieres. And they would be surprised to encounter one of the neatest and most attractive industrial cities in the land.

Northeast of Charleston is a string of cities splitting the industrial western half of West Virginia from the mountainous center and agricultural eastern slope. These cities are Morgantown, Fairmont, Grafton, and Clarksburg. The heavily traveled Kanawha barge route enters the Ohio River at Point Pleasant, W. Va., and Gallipolis, Ohio, (pronounced Galli-pol-ice with accent on the last syllable).

Huntington Plat • When Collis P. Huntington, empire builder of the 1880s, reached the Ohio River with his Chesapeake & Ohio Railroad he decided to lay out a perfect site for a city that would bear his name. His surveyors staked out the riverside area with wide streets and perfect rectangles, figuring the plat would be adequate for maybe a century or more.

Thanks to his foresight, the main area of Huntington presents an orderly pattern. But Huntington has spread far beyond the rail baron's dreams as industry and commerce have developed. The state capital, Charleston, is 40 miles away but a ride along the route compels the belief the two cities will someday have a high-speed lifeline and become twin markets.

They're twins already, under the modern concept of a market as the area covered by a good tv station signal—a concept that's gaining wide acceptance as the visual medium continues to grow. The rugged terrain permits elevated tower sites where a tv station can fan out over 60 or 70 counties, covering parts of West Virginia, Ohio, Kentucky and Virginia.

Growing Fast • The rollcall of industry offers a list of multi-million dollar plants, modern highways, bridges and waterways. This growth rate is ahead of the national average and retailing surpasses the expansion of many major metropolitan areas.

Appropriately Huntington is headquarters of the C&O, one of the nation's money-making rail carriers. C&O has greatly enlarged its office operations in Huntington and its executives are laying plans to modernize the old Baltimore & Ohio trackage to Pittsburgh and bring it up to C&O's standards.

The Huntington metropolitan area
1 meteorologist,
1 Charleston studio,
2 Huntington studios,
9 newscasters and
25 “stringers”...

38 reasons why we dominate Supermarket

And here is number 39: WSAZ-TV’s 1,253-foot transmitter tower—the very tallest in the entire Charleston-Huntington complex. A complex we call Supermarket.

When you put all the reasons together, you see why our Radar Weather Forecasts and our local features and news coverage (led by 25 reporters and photographers) are so well received. Not only in metropolitan Charleston and Huntington—the heart, hub and core of Supermarket—but throughout our 72-county 4-state area as well.

You see, WSAZ-TV enjoys an audience loyalty here in Supermarket that borders on the fanatic: 24 out of the top 25 nighttime shows, in fact, are seen by the Charleston-Huntington market over Channel 3.

And ARB recently rated us among NBC’s top fifteen affiliates in terms of television homes delivered: day in, day out, all week long.

Can you wonder, then, about the warm regard in which WSAZ-TV is held by advertisers the country over? Or, indeed, what your best means of reaching Supermarket’s 495,700 TV homes is? Or how to go about reaching the 2-million Supermarket residents who earn some $4 billion yearly?

While you’re thinking it over, perhaps you’d like to thumb through our handsomely illustrated brochure. It’s aptly entitled “SUPERMARKET” and it’s free from your Katz Agency man. Ask him for it!

WSAZ-TV
Charleston-Huntington, West Virginia
includes Ashland, Ky., and Ironton, Ohio. The immediate four-county market has a population of 260,000. Three states—West Virginia, Kentucky and Ohio—meet between Huntington and Ashland-Ironton.

A circle tour of the city of Huntington reveals the world's largest high-alloy nickel plant, International Nickel, with a $30-million building program underway. The company makes high nickel alloys, including the Incoloy coils used in electric stoves. Its employment of 2,500 puts millions into the local economy. Four-fifths of its output goes to destinations within 600 miles, with a tenth going to the aircraft industry in Southern California. Every missile has nickel alloy from the nose down. Inco has moved its sales force to Huntington.

Other large employers are the C&O, 5,230, including those at the world's largest freight yard owned by a single company at Russell, downriver; Owens-Illinois containers, 1,550; Houdaille Industries, 600; H. K. Porter Co., steel, 825; ACF, freight cars, 1,100; Standard Ultramarine, 525, and Huntington Mfg., 625.

Tobacco warehousing is a major business in Huntington. When the burley has been auctioned and moved out, Owens-Illinois moves in with fancy whiskey decanters for the next Christmas season. One of the large warehouses is made of plastic-coated nylon, resembling a block-long, fat quonset hut and kept expanded by an air-pressure system.

Unemployment Off • The city's unemployment has been cut from 10% to 9% in a single year, and local business figure new and expanded industries will accelerate the downward trend. Cultural facilities include Marshall U., with 5,000 students and a major scientific laboratory project. Bank debits were up .8% in 1962. In fact, all major business indices are climbing. Electric consumption is up a fat 10.7%.

Moving out to neighboring communities, one-year-old Montecatini Novamont works represents a $20-million investment. It produces petrochemical pellets for use in Moplen, a new fibre competitive to nylon. A Meraklon fibre plant is in the planning stage. Local natural gas, coal, easily accessible petroleum and Texas pipe lines insure abundant raw material for this Italian corporation.

The local move to attract small industries and plants making finished or semi-finished products includes a number of processing works, plastic pipe production and garment plants.

Lining the Ohio both up and down river are Allied Chemical & Dye, with several installations; giant power plants operated by Columbia Gas system and its United Fuel Gas Co., Kentucky Fuel and Ohio Fuel. The river valley out 45 miles each direction includes a group of plants at the Ohio-Kanawha intersection: Philip Sporn power unit (Appalachian Power and Ohio Power); Marietta Mfg. Co. (ocean-going boats); Celanese; Liverpool Salt; Kyger Creek power; Goodyear Chemical.

Both Directions • Downriver from Huntington are Armco Steel, Allied attractive new suburban homes. Here is a typical all-electric dwelling.

Chemical, Dow, DuPont, Ashland Oil & Refining, Oxo Chemical, Columbia Hydrocarbon, Detroit Steel and Hooker Chemical. Along the Big Sandy River, besides Ashland Oil, are Pittsburgh Chemical, United Fuel Gas, Novamont and Kentucky Power.

Ashland and Ironton, at the Ohio-Big Sandy intersection, are right in the middle of the area development. Armco, first of the continuous-rolling steel mills, was begun three decades ago and now is in a $50 million expansion program. It currently employs 3,700.

Ashland Oil & Refining, with 1,350 employees, turns out chemical and petroleum products. It recently arranged to buy United Carbon Co. assets for $50 million. Largest city in northeastern Kentucky, about 12 miles from Huntington, Ashland is based on steel, chemicals and transportation. The city has one of the few barge-to-rail loading facilities along the Ohio River, and its barge traffic is heavy. It's a rail junction point for the C&O. The local yards can handle 1,800 cars a day; nearby Russell yards accommodate 14,500 cars.

Like Huntington, Ashland was laid out with wide streets. And like Huntington it has a high flood wall. Ashland's iron deposits were discovered about 1800 by an industrialist of that era, John Deering. He and others built smelters; surplus ore was shipped downriver to Cincinnati. The city is the scene of annual American Folk Song Festival, stemming back to past centuries.

Charleston's Chemistry • Historic Charleston, once represented in the Virginia assembly by Daniel Boone, is well prepared for the scientific and chemical future with its extensive complex of riverside industries.

Atop a hill across the Kanawha river in South Charleston is a flashing new

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**Wkee-1st**

for 3rd Consecutive Year!

Latest Pulse & Hooper proven.

More listeners than any other West Virginia station.

Markets lowest cost/M.

(Geyer Broadcasting Co.) —Rep. Paul H. Raymer

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(SPECIAL REPORT: OHIO VALLEY)

BROADCASTING, March 18, 1963
$50-million research facility operated by Union Carbide Chemicals. Its 2,200 scientists and technicians are highly paid to think of new ideas, methods and products. The company's Sevin insecticide was airlifted to Egypt a year ago, the 2 million pounds of bug killer saving that country's cotton crop.

With total employment of 12,000, Union Carbide's chemical plant is biggest in all the world, producing 400 different chemicals of the olefin, polyurathane foam and many other categories. Every year 150 technical school professors are brought in to inspect the plant and get a good view of modern industry at work. Huge recreational areas are maintained for employes. Prestone antifreeze, the stuff that made motors winterproof, is a by-product that became an automotive essential. Nearby DuPont has a similar item, Zerone. Kroger has a large distribution center at Charleston.

The local blood pressure rises when the word poverty is mentioned around Charleston. The city has its shoddy areas, of course, but its wages are extremely high and the waterfront is famed as an outstanding example of civic beautification. A symphony orchestra and other cultural facilities are found around the seat of state government. The state capitol, resembling many others the U. S. Capitol in Washington, has a gold-and-blue dome of striking beauty. The capitol, incidentally, has an element of commercial charm—a million-dollar payroll. The city is the home of Morris Harvey College, West Virginia graduate school and West Virginia Tech.

High Wage Level * But what gets them excited is any suggestion that Charleston is a city of poverty when

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THE CBS TWINS

A Great Team To Cover The Great Kanawha Valley

WCHS-TV, Charleston, W. Va., dominates Kanawha County

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<th>Monday thru Sunday</th>
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<td>WCHS-TV Charleston-Kanawha County</td>
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<td>Station &quot;Y&quot; Cabell County</td>
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(Source: ARB Special Homes Report Nov. 7 - Dec. 4, 1962)

WCHS-TV: The only TV station in Charleston, the Capital of West Virginia

WCHS-TV: The only full-time CBS station in West Virginia

*Both stations in Huntington, approximately 50 miles west of Charleston.

Represented by Blair Television

5000 WATTS OF FULLTIME POWER ON 580

Outstanding on WCHS Radio

The Sam 'N Denzil Show with "The Happiness Boys"
The 'Phone Exchange
The Road Show
Nightline

UNDUPICLICATED AUDIENCE

Since its inception in 1927, WCHS has been the undisputed leader among radio stations in its area. Its long period of entertainment and public service has made it the natural leader. In the August, 1961, Trendex Survey WCHS was indicated by 40.3% of those interviewed as their FIRST choice!

Represented by Blair Radio

The Eyes and Ears of the Kanawha Valley

WCHS-TV — WCHS Radio

THE ROLLINS BROADCASTING COMPANY

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Power for atomic energy project at Portsmouth, Ohio, is supplied in part by huge steam plant of Ohio Valley Electric, Cheshire, Ohio.
its average wage level is fourth highest in the nation (see page 92).

Last year 12 major plant expansions were underway. FMC ordnance depot has a $64 million Army contract for armored personnel carriers. Its plant adjoins expanding Union Carbide in South Charleston.

Among major industrial employers besides Union Carbide are FMC 2,900; Goodrich-Gulf 730; duPont 2,800; North American Aviation Co.'s brand new electronic facility 270; McJunkin Corp., oil-well hardware 180; American Viscose, 1,000; Kanawha Mfg. Co.; Libby-Owens-Ford Glass Co., 1,600; Appalachian Power has big generators; Kroger stores, 700; state offices, 2,600; Monsanto, 700; True Temper, 400.

Down the Kanawha are Monsanto, American Viscose and Allied Chemical. Barge traffic is important to the valley, the Kanawha having a nine-foot channel that ties it to the upper and lower Mississippi as well as to the Gulf. Local coal, ample water, salt and cheap transportation provide an ideal chemical setting. Last year Charleston had a temporary setback when Owens-Illinois noting that its glass-container customers were now over 100 miles or more distant, phased out this part of the plant mostly because of the transportation problem. It's still making paper products.

The power-generating pool in the area is credited with bringing the big Kaiser aluminum plant to Ravenswood, 50 miles north and not far from Parkersburg. With its industries, wholesaling, government, transportation and smaller industries, Charleston and Kanawha County have a diversified economy that supports a population of 250,000. Three interstate highway links will speed up truck deliveries. Charleston is famed in chemical history as the area that originated nylon, Vinyline resins, lucite and the polyethylene resins, and other base chemicals. Area manufacturing employs 27,500 persons, with 65,951 employed in non-manufacturing lines.

Industrial Boundary  Due south of Pittsburgh 70 miles is the start of an unmapped economic boundary that separates central-eastern West Virginia from the industrialized western half of the state. Morgantown, Fairmont and Clarksburg, reading north to south, are at the top of the boundary; 200 miles to the southwest is Charleston, marking the bottom.

A metropolitan area of 40,000, Morgantown has West Virginia U. (7,000 students, big-league sports and fine specialized schools). The 9-foot Monongahela River channel, an unusually busy one, leads to Pittsburgh, the Ohio and on to the Mississippi. Sterling Faucet, largest industry, employs 1,300. Metalworking, glass and textile plants abound; U.S. Bureau of Mines has a major experimental station.

Fairmont and Clarksburg, industrial cities a 45-minute drive apart, have income levels well above the state average. They are major trading and manufacturing centers and big coal producers. The Tygart Valley and West Fork rivers merge at Fairmont to form the Monongahela. Coal and cement are barged down and gasoline up-river. Westinghouse has a lamp division employing 2,000 and an expansion project means 200 more jobs. Bank deposits and retail sales are higher; Christmas sales were the best in many years. Owens-Illinois employs 1,660 in its glass container plant. Cerro Aluminum has 400 employees. The 42 local plants, including Sentry Sanitary, Sharon Box and Sharon steel employ 5,500. Monongahela Power has expanded its generating capacity. Marion County has 64,000 people.

Pacing Clarksburg's progress is a new $200 million expressway running right through the city. Glass is the top industry; business picked up nicely after the Kennedys bought West Virginia pieces for the White House. New power generating facilities are helping the economy. Hazel-Atlas division of Continental Can employs 1,630; Pittsburgh Plate Glass 1,180; Rolland Glass 414; Lockheed-Marietta 225 and Major Form Brassiere 400 employees. The airport runways are being enlarged. Harrison County population is 80,000.

Parkersburg-Marietta  A big bend in the Ohio River finds Marietta on the Ohio side and Parkersburg 10 miles to the south in West Virginia. Upriver are St. Marys, Bens Run and New Martinsville. Southwest are Ravenswood, W. Va., and Gallipolis, Ohio. On the shores from New Martinsville to Gallipolis and Point Pleasant are Quaker State Refining, American Cyanamid (two plants), B. F. Goodrich plastics, Union Carbide (two plants), Johns-Manville Fiber Glass, Universal Glass, Shell Chemical, two Kaiser plants, DuPont, Borg-Warner, Vanadium Corp., Mobay Chemical, O. Ames Co., Dravo Corp., Corning Glass, American Viscose and others.

Parkersburg is about midway between Wheeling and Huntington. Just below the city is Blennerhasset Island where Aaron Burr is said to have planned his southwestern empire. City population is 45,000, with 65,000 in the metropolitan area; it's hub of an 11-county area farming-industrial economy. The Little Kanawha River enters the Ohio in Parkersburg.

The college city of Marietta, oldest settlement in the Northwest Territory (1788), has a big Indian mound, similar to the famed bulge in downtown Moundsville. It is located at the intersection of the Ohio and Muskingum rivers. Washington County population is 55,000. An Atomic Energy Commission power facility is operated by Ohio Valley Electric Corp.

The $200 million Kaiser Aluminum & Chemical Corp. Ravenswood, W. Va., plant is one of the most modern in the country. It adjoins the Ohio River which permits river and surface transportation. The plant combines enormous reduction capacity and a modern rolling mill.

Some of the biggest and busiest industries in the nation are located in this West Virginia-Valley area.
Cincinnati in midst of vibrant growth

HIGHWAYS, BRIDGES, SHOPPING COMPLEXES OPEN NEW AREAS TO INDUSTRY

Old Cincinnati, originally named after a Roman dictator but currently known by choice as the Queen City, has grown right out of its civic britches.

This metropolitan market of 1 1/2 million spanning the Ohio River is now building for the future to compensate for its overloaded highway and bridge facilities and to beautify the somewhat antique and jam-packed downtown.

It's an ambitious program that promises to surpass the famed fighting spirit and energy of Rome's Lucius Quinctius Cincinnatus in the 500-600 B.C. period. The great Lucius left his plow, mopped up the attacking Aequians in a day to leave Rome safe once more and went right back to the farm. But his namesake city of Cincinnati will need at least another half-decade to win the battle against obsolescence and tool up with physical facilities adequate for the future.

The vibrant rebirth of Greater Cincinnati first impresses an observer of its economy at the big airport in suburban Kentucky, a terminal that keeps getting closer by the clock to downtown as the twin-ribboned highway segments are added.

Change Apparent • All through Newport and Covington, Ky., and the buzzing countryside, this evolution into a modern and suburban-studded trading area is apparent mile by mile. The Kentucky communities, with the help of a new and deeper channel in Licking River opposite downtown Cincinnati are conducting their own drives to bring in new business and industry. They, too, are ruthlessly razing clusters of blocks along Ohio River. Tail stack at right was built at cost of $1 million.

improvements in 1962 running over the $300-million mark. A $27-million federal building is underway and the central riverfront is being beautified.

They like the Queen City tag in Cincinnati. Its origin is in dispute but a favorite legend centers around the 1854 visit of Henry Wadsworth Longfellow. Seated on a hill overlooking the Ohio River, he was inspired to write in his poem "Catawba Wine":

And this song of the vine, this greeting of mine, the winds and birds shall deliver
To the Queen of the West in her garlands dressed, on the banks of the beautiful river.

The German dwellers in the area had

Largest generating plant of Cincinnati Gas & Electric is Beckjord station in an aggressive effort to convince the nation they aren't merely dormitories for the Ohio side of the trading area.

At the river approach on the Kentucky side appear the developing stages of new ramps and cloverleaves that will speed traffic across the Ohio on a fast, modern $17 million bridge that appears to be about a year, maybe less, from completion. And the waterfront distributor system in riverside Cincinnati offers fast connectors to an expanding network of fast highways that will reach out in all directions, connecting local industries and spreading to federal and interstate links.

Added up, the principal projects will run a half-billion dollars. Industrial expansion is impressive, new facilities and

BROADCASTING, March 18, 1963
planted vineyards all over the hills. Cincinnati was once known as a wine center; its brewing eminence continues.

Modern Cincinnati to the casual observer is the home of the Reds baseball club, the basketball Royals and Oscar Robertson, two slick college team—U. of Cincinnati and Xavier—and fine local beers. But to the marketer the Cincinnati area offers these important facts:

- Practically all major business indicators were up in 1962 over 1961.
- Cincinnati leads the world in production of machine tools, soap and playing cards.
- Over 170 important new manufacturing companies have entered the area in a decade with $435 million invested in facilities.
- One industrial center, part of the projected Circle Freeway, already has $80 million invested in plants concentrated around the Mill Creek expressway intersection.
- A 90-mile lock-free lake has been built in the Ohio River as a result of the billion-dollar Ohio River development program.
- Kroger has a new $10-million headquarters.
- It's the 15th largest U. S. manufacturing area, led by chemicals, cans, clothing, machinery, motor vehicles, valves and other metal-working products.
- Four large insurance companies have their homes in the area.
- Unemployment has been reduced to about 4%.
- Cincinnati Gas & Electric has a five-year $200 million expansion program, and is maintaining a $40-million annual rate; over a decade the program will pass $400 million. Its electric power capacity is over 1.5 million kilowatts; gas is being doubled from 36 million to 72 million cubic feet capacity per day.
- CG&E's tax bill is $32.5 million, 26 cents out of every dollar collected.
- Retail trade in the immediate three-county metropolitan area (Hamilton in Ohio, Campbell and Kenton in Kentucky) are estimated to have passed the $1.5 billion mark; population is estimated at 1.2 million.
- A $16.6-million bond issue was voted recently. It will help to toll up the riverfront, build a convention-exhibition hall, rebuild some of the downtown and relocate the produce market area.
- Cincinnati & Suburban Bell Telephone Co. has spent $19 million to expand its facilities; total revenue is up $3 million to a $60-million total.
- The German heritage of the city's natives is responsible for a $75-million brewing industry. The local product can be classified as select sipping.
- CG&E has bought 10 General Electric jets from the local Evendale plant to use as reserve generators. They cost $10 million and have 100,000 kw capacity. A pioneer in underground gas storage, it has just built a third storage tank at a cost of $1.5 million.
- Greater Cincinnati population is up 25% in a decade.
- The highway projects underway or soon to be will cost a half-billion.
- The city is a leader in space development and research. A nuclear reactor will be installed at the U. of Cincinnati; metal-working firms supply hardware for missiles.
- Western & Southern Life, one of four insurance firms headquartered in Cincinnati, has $1.2 billion in assets.
- Average weekly earnings are at an all-time high.
- General Electric is the largest local employer, with 12,000 working at the Evendale jet engine plant. First engines for the 2,000 mph XB-70 experimental bomber have been produced. It's working on space engines.
- Procter & Gamble, largest soap-detergent maker and No. 1 buyer of television time, employs 9,000 and headquarters in Cincinnati.
- Other large employers include Ford 5,000 plus; General Motors, over 3,000; Atomic Energy Commission, over 2,500; Allis Chalmers 2,500; Avco 2,700; Baldwin Piano 2,300; Cincinnati Milling Machine 4,500. Others above the...
1,000 employes mark include Acme-Newport Steel across the river in Kentucky; American Radiator; Philip Carey; Champion Paper at Hamilton, down below past peaks; Avco electronics; Du-Bois Chemicals; Formica; Diamond National; Bigson; Globe-Warnecke; Hyde Park Clothes; E. Kahn's; Lunkenheimer and William Powell valves; MacGregor sportswear; National Distillers, NuTone fans; R. L. Polk, RCA and Trailmobile.

Many Centers • Shopping centers abound and the new freeways will bring more of them. One tri-country center alone involves a $25-million investment.

About 60% of the labor force in the market works in Cincinnati. Big adjacent communities are Covington 60,000, Newport 30,000 and Fort Thomas 15,000. Local trend observers figure a lot of the future growth will occur on the Kentucky side. Boone County went up 70% in a decade. The new interstate routes will have a heavy impact. Much new industrial space on both sides of the river has been opened up by the new Markland Dam, to be finished during the summer. The Pittsburgh-Cincinnati barge trip has been cut by new locks from five to three days.

Radio and tv stations include more distant communities such as Hamilton and Middletown in their area of influence. But within 5 to 15 miles are solid suburbs such as the Kentucky communities. The $30-million airport, new and built for the future, employs 1,000. Off from the runways is Latonia race track, a $5-million beauty that has a strong economic influence when the ponies are drawing crowds.

Northern Kentucky Industrial Foundation, formed in 1959, is getting into full operation. Its 930-acre fully equipped plot already has two plants, Great Lakes Carbon Corp. and Crescent Paper Tube Co. Covington is getting a handsome new Internal Revenue Service plant that will employ 1,600, 2,300 at peak.

Covington is Kentucky's third-largest urban complex. With Licking River and the Ohio intersecting plus new bridges for both rivers and the interstate highways, this old waterside community is taking on a new look. The circle freeway will orbit the Kenton-Boone-Campbell county regions. A U. of Kentucky extension and state vocational school are included in educational facilities.

The Covington-Kenton-Boone and the Campbell County Chambers of Commerce have live programs under way that are already paying dividends in plants and jobs. A fund of $250,000 was raised by the former through sale of stock and another $1-million borrowed for the new industrial sites. Campbell County Business Development Corp. and Northern Kentucky Area Planning Commission are leading the drive to wipe out blight areas and attract industry. Acme-Newport Steel Co. is the largest employer in the area; it recently was enlarged. Louisville & Nashville railroad has a fancy new freight yard. Southern and C&O serve the area.

Near Center of City • All this growth and planning starts just a mile from downtown Cincinnati. The way the situation shapes up as spring 1963 arrives, with new freeways and bridges, metropolitan Cincinnati will be a tightly intertwined and easily traveled market with a 20-mile or wider radius before the 1970 census takers start their decennial count.

Cincinnati's tv station influence extends out more than 50 miles into a populous area of 3.7 million people whose retail spending this year will approach $5 billion. And radio's influence is important depending on time of day and technical factors.

Middletown and Hamilton to the north are large markets in their own right, with many economic ties leading to Dayton, farther north. Middletown is the home of Armco, first of the large modern rolling mills. It has a population of 44,000, plus 28,000 within a few miles. Butler County population is 205,000, up 36% in a decade. Fifty-six local industries have a total payroll

ABC RADIO
COVERS THE OHIO VALLEY WITH POWER

IN CINCINNATI

WCKY

50,000 WATTS

WCKY is only one of the powerhouse stations in the Ohio Valley that are now part of the growing ABC RADIO NETWORK. Others are WHAS-Louisville, WWVA Wheeling and KQV Pittsburgh. And the power behind these stations is their own local programming combined with the longtime popular programming, the unmatched news coverage and the new programming that only ABC RADIO offers National Advertisers.

The facts have changed in Network Radio—ABC RADIO is the reason for the change.
NOTHING LIKE IT IN BROADCASTING ANYWHERE, ANYTIME, ANYHOW!

THE SHOW WITH THE

TALENT

RUTH LYONS—the power-packed personality with no equal in broadcast history—has led her smash "50-50 Club" program through its merry paces every weekday at noon for 17 years on WLW Radio and for 15 years on WLW Television, the last 6 in full color. She's the modern American Radio-TV phenomenon—femcee, performer, pianist, composer, singer, wit, wise-cracker, brain, sage, character, Reds baseball booster, and housewife—who livens up the dial and has 'em in the aisle!

The show's own talented staff are all stars in their own right. All join in the fun to become fancy or foible for Ruth as she keeps 'em stepping and guessing with one hand, and the audience in the palm of her other hand. Ruth and her happy show have been written up in the Saturday Evening Post, Ladies' Home Journal, Look, American Home, Billboard and many other magazines.

PETER GRANT

BOB BRAUN

BONNIE LOU

MARIAN SPELMAN

RUBY WRIGHT

BROADCASTING, March 18, 1963
LYONS SHARE...

GUEST STARS
With her magic ability, Ruth makes the stars come out at noon in WLW Radio-TV land. Because of the popularity and influence of her show, guest stars by the star dipperful appear on "50-50 Club"—to the delight of audience and sponsors. Where else can advertisers get such a who's who about what's what in one program package? Musicians, show people, authors, statesmen, sports figures, everybody who's anybody. Just to name a few—

DR. ALBERT SABIN
GUY LOMBARDO
ANDY WILLIAMS
BILL DE WITT
HUGH O'BRIAN
HENRY CABOT LODGE
GEORGE GOBEL
EVA GABOR
GORDON & SHEILA MC CRAE
OSCAR ROBERTSON
THE CROSBY BOYS
HELEN HAYES
JACK WEBB
HEDDA HOPPER
CAROLE CHANNING
VIC DAMONE
RUDY VALLEE
AL HIRT
VAN CLIBURN
MILTON BERLE
BOB NEWHART
JIMMY DURANTE
PETER NERO
the stars of "BONANZA"
TROY DONAHUE
THE FOUR SAINTS
ADELA ROGERS
ST. JOHN

HAPPY SPONSORS
It wouldn't take a psychologist to conclude that the happiest people in the world are Ruth Lyons sponsors. And they stay happy for years. Prime proof of the pudding! Nu-Maid Margarine has been on the show for 17 years; Fels soap products and Folgers Coffee for 11 years; Frigidaire for five years. And the list goes on and on.

AUDIENCE
Ruth's bouquet microphone can reach into 3 million homes. Her hour-and-a-half noonday show Monday thru Friday is carried on WLW Radio and the 4-Station WLW regional TV network—WLW-T, Cincinnati; WLW-D, Dayton; WLW-C, Columbus; WLW-I, Indianapolis. Tickets to her luncheon program at luncheon cost are sold out 3 years in advance. And could be sold out for 9 years if Ruth would permit it.

MAIL
Ruth Lyons program in 1962 received over 1,726,000 pieces of mail. A big part of this is Ruth's fabulously successful Telephone Exchanges for various sponsors, with prizes up to $1000. Even though listeners and viewers are not required to send in sponsors' labels, an overwhelming 98% of them do! Proving the loyalty of Ruth's audience to her products.

PUBLIC SERVICE
This is the factor which really reflects the power and the glory of Ruth Lyons. Through her program alone, she raised over $381,000.00 in her 1962 annual Christmas fund for equipment and toys in the children's wards of 59 hospitals. In the 23 years the fund has been in existence more than $2,256,749.00 have been distributed. A fantastic accomplishment for which her only reward is an endless number of unknown children made well and happy.

WE ARE PROUD to say that Ruth Lyons is an example of the unique dynamic leadership and community spirit of the WLW Stations—which have made the Crosley Broadcasting Corporation a standard bearer in Radio-TV programming, talent, and engineering in this great world of communications.
of $100 million. They account for 22,000 jobs, three-fifths of area employment. The Armco plant employs 7,000 plus about 200 in the office. Other large employers are Diamond National paperboard, 875, Sorg Paper, 565 and Aerocna Mfg. (aircraft components and stainless steel sinks, 750. Industrial parks offer plant sites.

Hamilton is deep in a campaign to bring new industry to replace several closed plants that had cut industrial jobs by 6,500 in seven years. Guided by Hamilton Assn. of Trade & Industry, formed by the chamber of commerce and business people, seven new plants have come in to replace Baldwin-Lima-


deep in the space age

Inventive past gives city edge for scientific future

The marketing numbers of spread-out Dayton are staggering to the average businessman whose knowledge is based on a few calls on local industries. But to the economic observer, the statistical story of this market in southwestern Ohio recounts unusually rapid growth and a prosperous high-wage populace.

Finished-product and raw-material industries of this complex city and its 50-mile trading area range from scientific plants to rolling mills. This birthplace of the cash register, airplane and self-starter is now deep in computer and missile development, scientific endeavours that perform a dual role by providing local employment and gearing the nation for a leading position in the space age.

In its familiar role of pace-setter for the age of automation, Dayton has taken advantage of its specialized statistical know-how to offer a series of market stories relating the city to perm-

eyer communities, outlying markets and the entire Ohio Valley.

Dayton is located a fast 60-minute drive from downtown Cincinnati. Its newest civic enterprise is a promotion that jackets trade-influence areas into an ingenious numbers-on-the-march title, “Megacity 70-75.”

The rich lore of Dayton's industrial past segues into the promises of its future in Megacity 70-75. The stories of two basic American institutions—aeronautics and automotive—have their roots in this river city and its famed industrial pioneers.

Historic First • James F. Kettering and the Wright Brothers accomplished two historic break-throughs with the self-starter and the first airplane flight by triggering the evolution of the automobile into an efficient vehicle that anyone could operate and the separation of man from the earth's surface. They were aided by John H. Patterson, whose National Cash Register Co. made

Headquarters of National Cash Register Co. in Dayton serves as control point for worldwide organization. Adjacent are recreational facilities.
Even the birds live better where there's 27% more discretionary income (on the national average). That's Ohio's Third Market, and no medium — but none — covers it as thoroughly as WHIO-TV, AM, FM. Ask George P. Hollingbery.

Additional morsel for thought:

Dayton continues to lead the state's eight major cities with the highest weekly gross earnings. (Dayton Daily News—1/14/63)

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte North Carolina
money-changing easy and automatic.

The first minute of any look at Dayton produces without conscious effort the picture of a city that has built well in the past and is looking into the future. While Dayton is exuberant about its potential, Megacity 70-75 is not to be construed as a venture into the realm of economic prophecy. Rather it’s a bunching of marketing data around the intersection of interstate routes 70 (east-west) and 75 (north-south), plus related highway arteries.

Dayton cites the marketing factors of its Megacity 70-75 in this way:

- Local service by business firms is a matter of time—roughly an area of 1½-hours delivery and driving time. Cities within this area contain 3.8 million people. This is the tenth largest such consumer market in the country and the seventh largest industrial market, it’s explained.

- Megacity 70-75 is a stable market with a huge government payroll augmenting diversified industries. Pay is high; buying power is exceptional. A single sales, service or distribution facility can serve Megacity 70-75.

- A half-million are employed in industry, adding over $4.5 million in value at 5,200 industrial plants and providing above-average income. Principal metropolitan areas in Megacity 70-75 besides Dayton are Springfield, Columbus, Hamilton-Middletown, Lima and Cincinnati in Ohio; Richmond, Ind.

To those who would argue that Dayton is tying a statistical string around a bundle of scattered markets, these points are emphasized:

- Neither Cincinnati nor Columbus can provide local service to such a large consumer and industrial market.

- Megacity 70-75 isn’t any farther from one end to the other than New York or Los Angeles metropolitan area; there are 35 towns and cities over 1,000 within 25 miles besides the seven basic cities.

- In recognition of the Dayton claim, many companies are serving this tri-state area out of Dayton-based offices and facilities because it is at the very center of distribution; this makes Dayton a fine site for manufacturers.

- Megacity 70-75 is the tenth largest local market in the nation and Ohio’s fastest-growing metropolitan area for 20 years.

This is a recap of Dayton’s numbers. The area covered is somewhat larger than the growingly popular definition of a market as the area strongly influenced by a strong TV station’s signal. Using the TV definition, two cities are pretty well outside television range—Columbus (262,000 metropolitan population) and Lima (104,000).

Even eliminating Columbus and Lima, the market within effective TV range of Dayton totals over 2.9 million people—a lot of people in anybody’s marketing story. Eliminating Cincinnati (1,071,624) from Megacity 70-75 on the ground Cincinnati is a major market all its own and should not be covered by anybody else’s umbrella, still leaves a 1.9 million TV-influenced market for Dayton to claim compared to the 3.7 people in Megacity 70-75.

( Figures are 1960 U. S. Census. )

Accepting the Megacity 70-75 concept, the population of the market is exceeded only by New York, Los Angeles, Philadelphia, Detroit, Boston, Washington-Baltimore, Cleveland-Akron and Pittsburgh.

Narrowing Dayton’s area semantics to the Census Bureau’s Standard Metropolitan Statistical Area definition leaves Dayton with 750,000 people as of March 1963, up more than 40% from 1950. This ignores the practical influences of broadcast media and high-speed highways. At the very least, those who probe into the market’s economics are likely to grant Dayton at least a 15-county trading-area range, or 1.5 million people and 500,000 buying units. But Dayton is building on its broader Megacity 70-75 base.

- Wright-Patterson Air Force Base, a complex of many defense units, is the largest single employer in Ohio with 32,500 employees of which 7,600 are military. Its 1962 payroll was over $200 million; 175 industries in the area are prime contractors ($40 million); over $60 million is spent for food, utilities and supplies.

- General Motors employs 27,500 in Dayton. Its four divisions are Frigidaire, Delco, Delco Moraine (auto parts, defense) and Inland Mfg. (rubber, plastics, auto parts).

- National Cash Register Co. employs 15,500 in Dayton (60,000 around the world). Sales exceed a half-billion dollars; the business has doubled in a decade and a new $3 million research-development center is under way.

- Chrysler’s Airtemp division long ago passed the 1,000-employee mark; Dayton Tire & Rubber (Firestone) has 1,100 employees turning out 10,000 tires a day; Dayco Corp. produces foam, plastics, baits.

- A graphic arts center, the McCall Corp. plant (4,500 employees) has the largest International Typographical Union chapel in the world. It prints Reader’s Digest, U. S. News and many others.

- F. W. MacDonald, world’s largest provider of sales incentives (including the third-ranking Plaid trading stamps and Happiness tours), has just bought Wilding Inc., Chicago pioneer in audio-visual and TV commercial systems (MacDonald grosses about $115 million). Others in the graphic arts field, totaling 10,500 employees, are Reynolds & Reynolds and Standard Register Co. plus Mead and Kimberly-Clark paper plants.

**Built in Dayton** While some markets heavily dependent on aeronautical bases are worrying about the transition from military planes to missiles, Daytonians explain that the city has already passed this stage. Some oldtimers still remember the headline in the Dec. 17, 1903 issue of the Evening Herald, “Dayton Boys Fly Airship.” The story about E. Kitty Hawk, N. C., flight explained that it was “in the teeth of a 21-mile gale.” This break through was negotiated with a powered crate de- veloped and built in a little bicycle shop on Dayton’s West Third St.

Formidable-looking planes still stand poised at the end of Wright-Patterson runways but the huge complex is aim-
Check Pulse and Hooper... check the results. You don't have to be a Rhodes scholar to figure out why more national and local advertisers spend more dollars on WING than on any other Dayton station. WING delivers more audience and sales. Think BIG... buy WING!

robert e. eastman & co., inc.
NATIONAL REPRESENTATIVE

DAYTON...Ohio's 3rd Largest Market

AIR TRAILS STATIONS:
WEZE, Boston
WKLO, Louisville
WING, Dayton, O.
WCOL, Columbus, O.
WIZE, Springfield, O.
WRIT, Milwaukee
ing at the future at a vast aeronautical research laboratory that goes into the basics of air navigation and systems. Its Air Force Logistics Command and Aeronautical Systems Division, staffed by 6,500 officers and 18,500 civilian employees, have a $165 million payroll. The businessmen who call on the facility spend $4.5 million a year at local hotels and motels, not including entertainment, food, travel and other items.

Combat and support units all over the world are handled by the logistics group. The systems unit has a new $9 million grant for electrogasdynamics facilities, roughly a hot wind-tunnel for atmospheric re-entry experiments. Air Force Institute of Technology has an engineering school; Foreign Technology Division (shh) keeps the government posted on what other nations are doing in the unexplored outer space.

Defense Electronic Supply Center buys the tubes and components for all Defense Dept. units, a $200 million enterprise.

With its $150 million expressway project, new Cox Memorial city airport (plus two military and four private airports), Dayton is tooted for what's to come. The Cox airport, named after the 1920 presidential candidate-broadcaster-publisher, is the largest city-owned airport in Ohio. A local fund of $6 million was raised to tee off a new university to be operated by Ohio State U. and Miami U. This will join Dayton U. and its research facilities.

Dayton has a half-dozen major computer facilities: NCR, Univac, IBM, U. of Dayton, National Real Estate Adv. Co. and Automation Institute of Miami-Jacobs Junior College. Its labor force is 35% skilled, 30% semi-skilled. Eight employers in the metropolitan area hire more than 2,000, six hire 1,000-2,000, four 750-1,000, five 500-750. Wages exceed $14 billion; average weekly earnings are $124, tops for Ohio. A vast urban renewal program is under way.

This is the market that has grown out of the tinkering of the Wrights, the inventive genius of John F. Kettering (self-starter, diesel, air-cooled refrigerator, air-conditioning and World War I guided missiles that were built but never used).

A novel and attractive office-building center is located outside the central city. Col. E. A. Deeds donated a famed carillon. So, when Dayton businessmen think of their market, they're aware of its history, growth and potential. That's why they speak of Megacity 70-75.

Lower valley growth outstrips nation

RIVER CONTRIBUTES TO ECONOMY OF LOUISVILLE, OWENSBORO, PADUCAH

Industry, horses, bluegrass, whiskey, farming and commerce are blended neatly into a balanced, diversified economy in the area bordering or tied to Kentucky's 664 miles of Ohio River frontage. The fastest growing of these business segments (horses and whiskey are drab unexotic dollars to the market) are industry and commerce.

Old Louisville is the largest Ohio Valley metropolis west of Cincinnati. It's old in tradition but the facade of the 1960's is dominated by high-speed traffic arteries, a two-level bridge whose jutting girders are nearing the Indiana shore at New Albany the neighboring airport and state fair that symbolize the new and the old side of American living, a very modern Methodist skyscraper that combines a shrine for worship with revenue-producing rental space, the longest Ohio River dam and an eye-popping hexagonal 29-story downtown apartment that will soon be ready for tenants.

Louisville's media are handsomely housed. The famed old hotels now have modern competitors serving visiting businessmen and lovers of the breed who scan the reproductive and performance achievements of Kentucky's world-famous horses.

Lexington (75 miles) and the capital city of Frankfort (50 miles) are tied by bluegrass sentiment and the practical aspects of related economic factors to the busy Louisville market.

At the northeastern corner of Kentuck, Ashland is an integral unit of the tristate Huntington-Asland-Ironton market (see page 94). And at the northernmost point of the state, the cities of Covington and Newport are part of the Cincinnati metropolitan area though currently involved in their own suburban project (see page 99). As the Ohio River moves past Louisville to the oxbow bends country, Owensboro blends hard industry with hard liquor and chemical production. Another 50 miles westward is Henderson, Kentucky's portion of the Evansville metropolitan market; industry again takes over in a big way.

At Evansville the river barely manages to free itself from a series of near-knots on its way to Paducah where the names of Irvin S. Cobb and Alben Barkley are solemnly revered at the same time respectful homage is paid to the payrolls and products poured out by hundreds of millions of dollars worth of chemical and power plants. Historic Paducah has mellowed in recent years—in an economic sort of way.

Finally, 664 miles from Ashland, the Ohio meets the Mississippi at Wickliffe, Ky., and Cairo, Ill., a small market that might have become another Pittsburgh but for the eccentricities of past economic expansion and the flooding tendencies of the terrain.

This is the area that inspires Kentucky's proud boast that its industry is growing 55% more than the national average.

First Stop • Any study of the Ken-
WAVE-TV and WFIE-TV COVER 383.1 MILES of the OHIO RIVER VALLEY!

(in Depth as well as Width!)

COLUMBUS EVANSVILLE VINCENNES JEFFERSONVILLE NEW ALBANY LOUISVILLE FORT KNOX HENDERSON OWENSBORO BOWLING GREEN CINCINNATI PADUCAH

WAVE-TV, Louisville
WFIE-TV, Evansville
WAVE Radio, Louisville
WFRV(TV), Green Bay

ALL NBC—ALL REPRESENTED BY THE KATZ AGENCY
A new church concept is Trinity Towers, Methodist church in midtown Louisville. The $2.75 million 17-story structure has over 200 apartment units.

tucky economy must start with a highsoting of industry, allowing time for the soul-rewarding inspection of the commercial aspects of horses and whiskey (see page 118). Louisville has all kinds of industries—big and little, space-age and long-established, basic and finished goods.

General Electric's Appliance Park is enormous. Largest appliance plant in the world, it provides work for 11,000 employees who turn out washers, dryers, ranges, dishwashers and air conditioners on a 920-acre site.

Here are some of the local GE vital statistics—barges bring in 100,000 tons of steel a year; 10,000 carloads of raw materials and 15,000 truckloads of parts are delivered; 20,000 carloads and 60,000 truckloads of appliances go out; 60,000 major appliances are made every week; annual payroll is $65 million; local purchases are $20 million. All this on land that was producing truck crops a decade ago. Instead of some tractors, fertilizer and seed, the area now needs 10 carloads of coal a day to keep in operation.

Other large employers include International Harvester tractors, 3,100; Ford assembly, 2,300; duPont neoprene, 1,900; Brown & Williamson tobacco, 2,500; Reynolds aluminum, 1,800; Naval ordnance, 1,850. GE and Reynolds are sponsoring a 250-unit apartment development on Louisville's river front. Eventually it's expected to occupy a four-square block area and have perhaps 1,000 units.

Louisville claims other "largest" elements in its economy—world's largest neoprene synthetic rubber plant at duPont; largest maker of air-filtering equipment, American Oil Filter Co. (its

**WAKY** is represented by The John Blair Company
cookers are used in Minuteman silos); largest U. S. wood packaging firm, General Box. And of course Hillerich & Bradsby, largest maker of baseball bats.

Not to be overlooked is the economic potential of another Louisville resource whose development has been underwritten by 10 local businessmen—Cassius Clay, who shares his sponsors' ambition to bring the heavyweight boxing title to Louisville and to attract attention to the city as well as Cassius Clay by a never-ending stream of self-glamorizing oratory devoted to his muscular attainments.

**Brain and Brawn** • Louisville's interest in the Clay biceps is intense but it rises to more significant artistic heights in the activities embraced by the Louisville Fund, a $200,000 local contributed boost for musical and other activities. The city has a high level of civic cooperation and its achievements in the arts and sciences are exceptional. A new local project is the *Belle of Louisville*, recently bought sternwheeler which will serve as a reminder of the past and a way to enjoy the river's present-day charms.

There's a new zoo project that promises to be a pace-setter in natural education. U. of Louisville is active in modern scientific research and it has Rauch Memorial Planetarium. Louisville Orchestra and Chorus, a concert association, theatrical groups, the vast fairground and coliseum and several local art centers are part of the extensive community activity. U. of Louisville is the oldest municipal university in the United States. It's one of 10 local colleges and universities.

Big hunks of the downtown are being knocked down in slum-removal projects that include hospital, apartment and federal office facilities.

Here are some concentrated Louisville economic data:
- The Louisville market influence and commercial contacts extend out to a population of more than 2 million, with 600,000 families whose buying at stores exceeds $2 billion.
- Total employment in Jefferson County is 238,200; unemployment is being cut, now stands at 20,000; average weekly earnings of production workers are $108.
- Jefferson has 30 plants employing 500-1,000 workers; 31 over 1,000.
- Value added by plants is estimated at $1.3 billion a year.
- Metropolitan area population is 750,000, up 26% in a decade.
- Metals, equipment machinery, chemicals, food-beverages and printing are leading industries.
- $3 billion has been spent in build-

### “The ’63 Yearbook is a superb publication”

Raymond F. Blosser, vp Union Commerce Bank Cleveland

“It amazes me how you always make the new Yearbook even better than the wonderful one of the previous year.”

H. W. Cassill Blackburn & Co. Chicago

“I think you have done a superb job on the 1963 Yearbook, and at this time see no room for improvement.”

George Gribben, chairman Young & Rubicam New York

“Every year I make considerable use of this valuable reference work. In my opinion, it is the most comprehensive material within one volume published anywhere in the industry.”

Rallo W. Hunter, vp dir of tv & radio Erwin Wasey, Ruthrauff & Ryan New York

“Congratulations on a splendid job of research and writing... it certainly answers almost any question we might have.”

Robert E. Hahn, executive vp Mark Schreiber Advertising Denver

**NOTE:** The 1963 BROADCASTING Yearbook is the largest (632 pages) and most complete encyclopedia-type book ever published for the business of radio-television broadcasting, the associated arts and services. It includes 50 separate directories of basic economic, technical and business facts indispensable to all working in or contacting the worlds of radio and television.

**ORDER YOUR COPY NOW!**

$5.00 each

BROADCASTING PUBLICATIONS Inc.

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Washington 6, D. C.
ing new plants and enlarging old ones.

These are why Louisville calls itself the "Industrial Capital of the South-
cast."

Across the river in Indiana are the suburbs of New Albany and Jefferson-
ville. Main plants on the Indiana side include Colgate-Palmolive, General Ply-
wood, M. Fine garments, H. A. Seins-
heimer garments, U. S. Steel homes, and Pillsbury. The new interstate
bridge will ease traffic movement and enhance the crossroads side of the mar-
ket.

East 75 miles from Louisville in the
heart of the bluegrass, Lexington (64,000 population) cites two claims
to world fame—largest loose-leaf to-
bacco market and "Horse Capital of
the United States." The metropolitan
area of 135,000 people, has 300 horse
farms, favorite tourist spots. Another
claim to fame is Spindletop Research
Center, called the newest, independent
industrial research institute devoted to

coverage for WKYB

The Station That Serves More People In More Places In
More Counties In More States Than Any Other Station
In Western Kentucky

FIRST — on the dial
570 AM
93.3 FM

FIRST — in coverage
one million
listeners in area

FIRST — in preference
reliable
survey proved

- 9:00 AM-3:00 PM, when kids are in school
50% of respondents to survey stated preference for WKYB
- From 8 AM-8 PM 45% of respondents stated preference
for WKYB
- Of 12 hours surveyed for station preference, WKYB enjoyed
outstanding lead in eight plus one tie. During one hour 70%
states they preferred WKYB.

OWENSBORO

The flatlands of northwestern Ken-
ucky are interrupted by a typical loop
in the Ohio River that once was known
as Yellow Banks after the clay soil, but
now is the site of a city that interrupts
the river's rather isolated journey be-
tween Louisville and Evansville.

Owensboro's past economy traces
back to one Bill Smithers who started
a little business in 1798 selling supplies
and whiskey to flat-boatmen. The
whiskey business is still active in
Owensboro but the flat-boatmen have
been replaced by gigantic, modern tows
that stop at the local locks to find a
new level.

The site of old Yellow Banks is oc-

cupied by a speedily expanding met-
ropolis that rose 26% from 1950 to
1960. Present population of Owens-
boro is estimated above 50,000; Daviess
County is pushing 75,000.

Part of Complex - The westbound
river traveler discovers quickly that
Owensboro really is the easternmost
city in a metropolitan complex that in-
cludes Evansville, Ind., 50 miles down-
river, and Henderson, across from
Evanson. It's quickly obvious that
Owensboro and several communities
across the river in Indiana can stand
on their own legs as a separate market.
Yet the ties with Evansville are close
since the Indiana side is well builtup
from Rockport through the big Alcoa
plant at Yankeetown and westward to

People Respond To

WHAS-TV

LOUISVILLE

Foremost In Service
Best In Entertainment
316,000 Watts - CBS-TV
Affiliate

WHAT'S YOUR QUESTION?
since 1951.

Victor A. Shahe • Director
Represented Nationally by
Harrington, Righter & Parsons, Inc.

WKYB

PADUCAH, KENTUCKY

BROADCASTING, March 18, 1963
The Prestige

STATION

96.1 meg.

Sold Out With CCA for

ADVERTISING ACCEPTED TO

M. A. SALES

AFFILIATED WITH
In The Nation!

MUNITY CLUB
WARDS *

TEREO

TO

DRO, KY.

the First 15 Weeks!

BEGIN AFTER JUNE 15th, 1963

PANY, INC.

NETWORK

Luxury In
LISTENING

Sister Station To WVJS

PANY, INC. National Reps.

THE STEELE STATIONS
V. J. Steele, President
Malcolm Greep  Earl Fisher  Parker Smith
ABC RADIO COVERS THE OHIO VALLEY WITH POWER

IN LOUISVILLE

WHAS 50,000 WATTS

WHAS is only one of the powerhouse stations in the Ohio Valley that are now part of the growing ABC RADIO NETWORK. Others are WWVA Wheeling, WCKY Cincinnati and KQV Pittsburgh. And the power behind these stations is their own local programming combined with the long-time popular programming, the unmatched news coverage and the new programming that only ABC RADIO offers National Advertisers.

The facts have changed in Network Radio—ABC RADIO is the reason for the change.

ABC RADIO

116 (SPECIAL REPORT: OHIO VALLEY)

the Evansville city line.

In Owensboro they emphasize the depression-proof attributes of the local and nearby area in the diversity of industry. Owensboro-Daviess County Industrial Foundation is active in attracting new plants. Its finest hour was the decision of Dewey & Almy Chemical Co. to start a new plant with a $4 million, 200-employee facility.

The General Electric tube plant has been there for years. Texas Gas Transmission Corp. has erected a glamorous headquarters building for its vast operations. Murphy-Miller employs 550 making office furniture; Green River steel employs 627 and is expanding.

The GE payroll is $19.5 million, quadruple the 1945 figure; Modern Welding has a $1.5 million payroll. And Owensboro is astir over reports of a big Harvey Aluminum plant proposed on a site a half-hour’s drive to the east.

With Alcoa expanding across the river toward Evansville, Owensboro would be delighted to join an aluminum upsurge in the area.

Other Owensboro highspots: Kentucky Wesleyan and Brescia Colleges; important Illinois Central and Louisville & Nashville rail facilities; three gigantic distilleries whose warehouses are so big they provide a local sightseeing attraction (Glennmore, Fleischman and Medley).

PADUCAH-CAIRO

The twin industrial centers of Paducah and its chemical offspring, Calvert City, are the last major economic entities near the western terminus of the Ohio River, 30 miles away. Opposite each other as the Ohio empties into the Mississippi are Cairo, Ill., and Wickliffe, Ky. Paducah has two other nearby confluences, the mouths of the Tennessee and Cumberland as they meet the Ohio.

As the major community in McCracken County, Paducah has a population of around 60,000 whose main income comes from industries, chemical plants, farming and the river itself. Illinois Central has repair facilities and shops that employ over 1,000. Other large employers include International Shoe, Modine Mfg., Southern Bell and Paducah Marine Ways.

Calvert City is a $200 million complex of chemical plants that started sprouting a few years ago. The plants use each other’s products and get low-cost power. The area claims more generating capacity within 60 miles than any other comparable area in the world, a total of 3.7 million kw plus another 135,000 kw when the new Barkley Dam is built on the Cumberland River.

Some of the plants at Calvert City are Atomic Energy Commission uranium, 1,300 employees (operated by Union Carbide); National Air Reduc-
tion, 340 employees; Penn Salt 400; Pittsburgh Metallurgical, 450; General Aniline, 190; Goodrich 200. Goodrich has a $35 million expansion program.

Paducah and Calvert City have close ties with the Tennessee Valley Authority. Kentucky Lake is the largest man-made lake in the world (2,400-mile shoreline); other lakes are around the area or are being built. Paducah proper has a major urban renewal project. Barge line employment around Paducah is around 700. Other industries important to the area are Clausnzer Hosiery, 650 employees; Shawnee steam plant, 514; Chicago Telephone Supply Co., 250 and Southern Textile, 120.

At Mayfield are Curlee Clothing, 620; General Tire, 600, and Merit Clothing, 2,300. Metropolis, Ill., has Good Luck Glove, 600 and Allied Chemical 400. Cairo has E. L. Bruce Co., hardwood processing, 160, and M. Snower & Co., garments, 125. Wickliffe is famed for its archeological museum.

As electric boxes improved, gas refrigerators lost their appeal. The city found itself with Servel, Arklia air conditioners, Bendix-Westinghouse compressors, and a half-dozen others. But Servel had lost its market. International Harvester shut down its refrigerator division; Chrysler moved out; Graham Paige had lost out in the competitive auto race. Within a seven-year period 10 major employers shut up shop. By 1957 Evansville was gnawing its civic fingernails to the quick. A Committee of 100 formed in 1952 hadn't been able to halt the exodus or replace missing jobs.

So 1957 was the year Evansville raised a kitty and took a $30,000 look at itself through a professional appraiser's eyes. It buoyed up local spirits just to hear the bad news. Southern Indiana G&E, civic conscious as well as anxious to sell more electricity and gas, the chamber of commerce, Evansville College, banks, industrialists, merchants—all got behind the bootstraps operation. Evansville Industrial Foundation and later Evansville Future Inc. were formed. Evansville Development Corp., recently organized, is using a revolving fund to get new plant sites.

Today's Evansville is good to ob-

The bluegrass landscape between Louisville and Lexington is dotted with famed farms where equine aristocrats graze in lush pastures.

EVANSVILLE REGAINS OLD PROSPERITY
New industries outdo lost furniture, appliance factories

Memories of the unhappy 1950s are revived occasionally in Evansville, Ind., but more recent and more satisfying to this metropolitan area of 200,000 are the statistics of today's humming industry and portents of approaching decades.

There's probably no more courageous story of internal uplift than the account of Evansville's recovery from a series of staggering industrial blows that left the city reeling. Luckily the local businessmen shook hands on a rebuilding deal that was successful beyond their fondest hopes.

Reach the Buying Audience with
WOMI CBS QUALITY RADIO
Covering the OWENSBORO-EVANSVILLE AREA
from WESTERN KENTUCKY'S LARGEST CITY and one of the FASTEST GROWING MARKETS in the RICH OHIO RIVER VALLEY

A WHOLE IN ONE!
WTVW is the only station in Evansville that can give you the WHOLE market in ONE buy!
• BIG 3 STATE COVERAGE
• 49 COUNTIES
• ONLY WTVW CAN REACH THE FULL MARKET OF 301,600* TV HOMES
• NEARLY 2 BILLION DOLLARS OF SPENDABLE INCOME
• THE NO. 1 STATION IN THE MARKET**

WTVW . . . the MUST-BUY station in the Tri-State!

*Largest ARB report
**Latest Arbitron and Nielsen reports

WTVW - 7
ABC EVANSVILLE, IND.

BROADCASTING, March 18, 1963

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serve. Abandoned factories have been modernized and expanded—RCA Whirlpool in the old Servel plant, for example. Old river-town structures of the Milltown Gothic era were razed; others were freshened up with paint and modern decor; flood control was installed; industrial parks were plotted and started; a new museum of arts and sciences and the philharmonic orchestra are proudly shown to visitors.

Better and Better &—Southern Indiana G&E is in an expansion program that will run $16.5 million; Indiana Farm Bureau has a refinery at Mt. Vernon; George L. Mesker Steel is active; Freeze Dry Products, H. Fendrich (cigars), Inland Container, Hahn Inc., International Steel, General Tires, Kent Plastics and others. They keep Evansville's 200,000 population economically healthy (500,000 in the direct trading area).

At Henderson, with 18,000 people and beautiful Audobon Park, are Spencer Chemical, Dade Park race track, furniture and chemical plants. New motels are appearing on both sides of the river.

HORSES, WHISKEY ARE BIG BUSINESS

Kentucky first in bourbon, produces 60% stakes winners

There's one thing about Kentucky—it's people figure that since they have to do business to make a living they might as well have some fun while they're at it.

The reference, obviously, is to horses and whiskey, two industries in which Kentucky exerts undisputed leadership. These important economic entities didn't just happen, Kentuckians explain. They grew and grew and still are dominant because of bountiful natural gifts. The horses' high speed and robust health are ascribed to the bone-building attributes of limestone water and bluegrass pastures with limestone soil, augmented by the skilled breeding attainments of horse-farm operators.

And the whiskey. Once again limestone gets a lot of the credit. The ground water is a perfect mixer for the high-proof bourbon that comes out of charred-oak barrels.

Home of Thoroughbreds—But back to the horses. Kentucky has 200 thoroughbred farms, more than any other state, it's claimed. And the state asserts it raises more fancy-bred horses than the 1,000 other thoroughbred horse farms combined. Kentucky horses win over 60% of all stakes races.

Take the 89th Derby this first Saturday in May, for example. It will draw 100,000 people to the track and 20,000 to the free Philip Morris show at the nearby fair grounds. These people will stay one to three nights at hotels and motels as far out as Indianapolis and Nashville—and pay inflated prices at many of the hostleries.

While Kentucky tries to compute the economics of the horse industry, it has more specific statistics on the whiskey business. George Garvin Brown, president of Brown-Forman Distillers, said the American thirst is abetted by more leisure time and higher living standards, both per capita consumption of spirits having risen from 2.22 gallons in 1961 to 2.30 gallons in 1962. Whiskey sales were 183 million gallons in 1962, up 2.2%; imports were up three times as much, 7½%.

Louisville's 20 distilleries, dominating the bourbon world with the help of Owensboro, Bardstown and other centers, keep six cooperage plants busy making charred white oak barrels needed for the important processes involved in aging whiskey.

Brown-Forman (Early Times, Old Forester and King bourbon) uses a railroad car daily of special yellow dent corn grown in Indiana and developed by Purdue. Output of bourbon at Brown-Forman is over 300 barrels daily. Processing is scientific and intricate but the quality of the final product is up to a little group of five tasters supervised by Dan Knopf, laboratory manager.

Distillers contribute $18 million to the Kentucky treasury. Their plants produced 77.9 million gallons, 69% of total U.S. whiskey, in 1962, according to Distilled Spirits Institute data.
ORGANIZATION SESSION HELD

150 at uhf development committee initial session;
Lee, Henry to name 20 members to steering group

Some 150 representatives of industry and government gathered in Washington at the FCC's invitation last week, and plunged into the task of finding ways to help foster the development of uhf television.

The occasion was the organizational meeting of the Committee for the Full Development of Uhf Broadcasting, which is being sponsored by the FCC as a means of implementing the all-channel-receiver act.

The group didn't come up with any answers during its meeting—just questions. Some of the solutions to uhf's many problems will come, it's hoped, from studies to be made by subcommittees.

FCC Commissioner Robert E. Lee, chairman of the committee, told the opening session the FCC wants to "pick the brains" of industry's experts, and urged the group to look on the committee as its organization. "We want you to give us technical help," he said. "We won't try to spell out what this committee will do."

Commissioner E. William Henry, vice chairman of the committee, added a note of caution. "No one should get the impression that creation of this committee will guarantee success" of uhf television, he said.

Executive Group to be Named • Commissioners Lee and Henry in the next few weeks will appoint an executive committee of about 20 members to serve as a steering group. This body will meet in Chicago during the NAB convention, starting March 31, to establish subcommittees and draft agendas for them.

From the comments at last week's meeting, it appeared the problems troubling uhf broadcasters are technical and legal as well as economic. Some representatives, for instance, thought it would be helpful if broadcasters were permitted to put final amplifiers atop their towers—a practice now banned by FCC rules. Others said more efficient transmission lines were needed. Some called for closer liaison between the FCC and Federal Aviation Agency in the matter of tower farms.

The importance of informing the public and dealers about the all-channel sets now coming into the market in increasing numbers was stressed by a number of speakers. Benito Gaguine, a communications attorney, suggested that the FCC and Federal Trade Commission cooperate "so that the right publicity" is given all-channel sets. E. I. Sandwick, of Electronics Industries Assn., agreed there is a need for an educational program—but said the FTC should be kept out of it.

Mort Farr, chairman of the National Appliance & Radio-Tv Dealers Assn., expressed the hope the government "will find the funds" to finance a campaign to inform both the public and the dealers of the advantages of all-channel sets. He added the optimistic prediction that broadcasters who "pioneer" in uhf tv will one day "cash in."

Seminars Likely • One method of promoting uhf tv that will probably be adopted is the use of seminars, in which experts from various aspects of the industry would participate. Commissioner Lee said he thought such discussions could be an important method of publicizing and explaining uhf tv to dealers and servicemen in new uhf markets.

Other problems touched on included:
• Ratings and Madison Avenue's attitude toward uhf. Adam Young, who heads the rep firm bearing his name, said ratings are a good buy. "But William L. Putnam, of WWLP (TV) Springfield, Mass. (ch. 22), said ratings aren't an important factor locally. "A station owner doesn't have to tell a local advertiser how good his station is," he said. "The advertiser knows."
• Programming availability—Some thought this an economic problem. "If a station is healthy, it gets the programming it needs," said Mr. Gaguine.
• Uhf allocations—"How can we get more allocations without disrupting those we have—this is a good area for study," said Commissioner Lee.
• John Doerfer, former FCC chairman and now a communications attorney in Washington, had a suggestion for easing uhf stations' economic burdens that's likely to ruffle some commission feathers. Local live programming, which the FCC says stations should carry to meet their responsibilities, is expensive, Mr. Doerfer said. "If the commission wants to encourage uhf stations," he added, "it should consider giving some relief in this area."

Although this suggestion isn't likely to get far, Commissioner Lee said the commission is ready to act on a proposed rulemaking to ease transmission requirements for uhf stations. Among other things, it would permit the use of directionalyzed antennas, now banned, and reduce the required sound-to-picture power ratio.

Congress Interested • Two members of Congress present at last week's meeting emphasized the importance they attach to the effort to implement the all-channel act, which was enacted as a means of helping uhf tv.

Sen. Gale McGee (D-Wyo.), a member of the Senate Commerce Committee and its communications subcommittee, said the trade, the FCC and Congress should give the new act every chance to achieve the fuller utilization of uhf channels. There has been a "terrible waste" of these channels until now, he said.

Rep. J. Arthur Younger (R-Calif.), a member of the House Commerce Committee and its communications subcommittee, said unless uhf broadcasting develops, the all-channel-receiver act will merely impose a tax—the extra cost of such sets—without providing
the consumer with any added benefit. He called for a concerted effort to make sure that uhf broadcasting is available for reception on the all-channel sets consumers will be buying exclusively next year. Deadline for all-channel sets is April 1964.

The committee for the development of uhf broadcasting will have a life span of two years—unless the FCC decides to prolong it, Commissioner Lee said. He added that the commission will be "scrupulous" in protecting committee members from wandering into antitrust law violations. He said the committee's activities will be conducted in accordance with a 1962 presidential order that lays down guidelines for industry-government committees.

Ford to Pastore. Meanwhile, the only commissioner who opposed creation of the committee, Frederick W. Ford, gave his reasons last week in a letter to Sen. John Pastore (D-R.I.). Commissioner Ford said he feels "as strongly as anyone" that the FCC should promote the technical advancements of uhf but dissents strongly to agency involvement in broadcasting activity more properly belonging in a trade association.

Commissioner Ford's views were requested by the chairman of the Senate Communications Subcommittee during a hill appearance by the FCC in late February (Broadcasting, March 4).

In addition to technical matters, the committee is charged with collecting and disseminating information on the practical problems confronting uhf tv stations and Commissioner Ford said he objected to this provision on three grounds: (1) it is contrary to the philosophy of the all-channel receiver legislation in that it will tend to "over-sell" uhf too early and may cause channels needed for education to be gobbleed up; (2) it places the FCC in sponsoring "what in effect will be a trade association," and (3) it is contrary to the FCC's regulatory responsibilities under the Communications Act.

'BROADCASTING DAY.' Florida observance hears call for broadcaster on FCC

Prominent broadcasters from Florida and Texas stressed the need last week for the appointment of an experienced broadcaster to the FCC.

Appearing during Broadcasting Day (March 11) at the fifth annual U. of Florida Communications Week, Lee Ruwitch, vice president-general manager of WTVJ (TV) Miami and Mike Shapiro, general manager of WFAM-FM-TV Dallas, said there is a crying need for an FCC member with a practical outlook toward the industry.

"The FCC is overinfluenced with a bureaucratic attitude" and does not understand the industry it regulates, Mr. Ruwitch said during a panel discussion moderated by Mr. Shapiro. (The presidents of 41 state broadcaster associations sent a resolution to President Kennedy urging that an industry man be named to the next available vacancy [Broadcasting, March 4].)

Two Washington attorneys, Thomas Wall of Dow, Lohnes & Albertson and Robert L. Head, Spearman & Roberson, discussed the current regulatory climate at the commission. Both attorneys attacked the FCC's encouragement of viewers and listeners to complain to both the station and the commission about programming.

Melvin A. Goldberg, NAB vice president for research, predicted that pay tv may eventually reduce free television to offering "Class B or C material." This could be caused, he said, because of the huge financial returns held out for pay tv programming.

Turning to ratings, Mr. Goldberg said that audience measurements need to be "more than just a head count" and should go into why people view and listen. "We've got to learn what people self-censor and why to eliminate needless duplication," he said.

Sydney Roslow, president of The Pulse Inc., New York, indirectly answered charges made against his firm a week ago before the House Special Subcommittee on Investigations (Broadcasting, March 11). Dr. Roslow, who is scheduled to testify this week in the ratings investigation, said that his field workers have made door-to-door interviews in suburban Miami cities despite local ordinances banning such activity.

"Applying such ordinances to companies like ours who don't sell anything is unconstitutional," he said.

Status Symbol. *Tv is becoming a national status symbol in underdeveloped countries and the U. S. must provide both educational and entertainment programming overseas as the Russians will," R. Basil Thornton, international director of the National Educational TV & Radio Center, New York, told the conference. If "underdeveloped countries can't afford an atom bomb, they'll settle for a tv station," he said.

With many students in the audience, highlight of the "day" was a live telephone discussion with NBC commentator Chet Huntley in New York and NBC correspondents in Paris, London and West Germany on educational needs of future broadcast journalists.

"The best preparation for getting into news work," Mr. Huntley said, "is to read all the books you can get your hands on."

Robert Hitchens, director of NBC Radio sales planning, and Harold Krelstein, president of Plough Broadcasting Co., also participated in the Broadcasting Day seminar.
POWER TO PRESERVE THE PEACE!

"To be prepared for war," said George Washington, "is one of the most effective ways of preserving peace."

Today's counterpart of this philosophy is reflected in the massive shield of missile sites built or under construction in the farthest reaches of rural America. Many of these, and hundreds of other vital defense installations, are served by America's rural electric systems.

These locally-owned cooperatives and power districts were created by rural people who could not get electric service from established power companies. Today these systems operate 1½-million miles of lines far beyond city limits, serve the growing power needs of 20 million rural people. And capital borrowed from the Rural Electrification Administration to build these lines is being repaid with interest.

Because these lines are there, power is quickly provided for vital installations ranging from launching pads to tracking stations, from lighthouses to Air Force bases.

Rural electric systems are proud to play an important part in safeguarding peace and the future of all Americans.
Gov. Romney to speak at NAB closing session

ERWIN CANHAM TO MODERATE JOINT TUESDAY PANEL

The stable of featured speakers for the NAB's 41st annual convention in Chicago March 31-April 3 was completed last week with the announcement that the nationally prominent governor of Michigan, George Romney, will address the final day management luncheon.

And, as today's (Monday) deadline for pre-registration approached, expected attendance at the annual gathering of broadcasters in Chicago's Conrad Hilton Hotel continued to reach toward a record. As of noon last Thursday (March 14), 2,072 radio-tv men had notified the NAB they would be in Chicago.

Co-chairmen of the 1963 convention are James D. Russell of KKTV (TV) Colorado Springs, and Ben Strouse, WWDC-AM-FM Washington. They are vice chairman of the NAB TV and Radio Boards, respectively.

Tv personality Bob Hope, who will receive the NAB's Distinguished Service Award, NAB President LeRoy Collins and FCC Chairman Newton N. Minow are the other featured speakers during the convention. The traditional question-and-answer session with members of the FCC will close the convention Wednesday afternoon.

A special joint radio-tv session Tuesday morning will hear a panel discuss "Broadcasting in a Free Society," to be moderated by Erwin D. Canham, editor of the Christian Science Monitor. New to the tv agenda this year is a debate on the controversial proposal to adopt as FCC rules the NAB code time standards for commercials. Participants will be Commissioner Robert E. Lee, who first suggested the plan, and William Pabst, chairman of the TV Code Review Board and vice president-general manager of American Motors.

ABC-TV affiliates meet to see program preview

ABC-TV's affiliates will get a first hand view of the network's program offerings for 1963-64 at the affiliates' March 30 meeting in Chicago when 27 of the network's performers stage a season preview.

Jerry Lewis will emcee the special performance, which will include contributions from such personalities as Lawrence Welk, Ernest Borgnine, Jimmy Dean, John McIntyre, Chuck Connors, Ozzie Nelson and Jack Palance.

The meeting will be held at the Conrad Hilton Hotel at 2:30, and will be followed by a cocktail party and dinner. Executives participating in the meeting include Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., Thomas Moore, ABC-TV vice-president in charge, Robert L. Coe, vice-president in charge of tv station relations, James C. Hagerty, vice-president in charge of news, special events and public affairs, and Chester Simmons, president of Sports Programs Inc.

Collins makes plea for House coverage

The right of the American people to know about the operations of their federal government no longer can be satisfied by a reporter with a pencil, NAB President LeRoy Collins told the House Rules Committee last week in a plea for the removal of the House ban against radio and tv coverage of committee hearings.

"Public proceedings of congressional committees can be made truly public in this day and age only through the added efficient use of the tools of radio and television—as applied by the expert and dedicated electronic journalist," the NAB president said. He pointed out that the major technical advances in recent years which make it possible for electronic coverage with "very little or no obtrusiveness" in urging the committee to approve HR 263.

The measure was introduced by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and Rep. George Meader (R-Mich.) testified in favor of removal of the ban two weeks ago (Broadcasting, March 11). Normally, the Rules Committee does not permit testimony from a non-member of Congress but since it has original jurisdiction over the measure, it accepted Gov. Collin's request to testify.

Since the Senate permits radio-tv coverage of hearings, "its committee proceedings and those engaged in them have been made better known to the American people than proceedings of comparable importance before House committees," the NAB president said. "We ask now . . . that you give the people a greater opportunity to hear and see your committees transact their business. For, after all, it is the people's business too."

Rep. B. F. Fisk (D-Calif.) said that "I have always been opposed to this

NAB membership continues to grow

NAB membership passed 3,000 for the first time in 1962 and the rolls have continued to grow since Jan. 1 with 3,113 members as of last Wednesday (March 13).

This is an increase of 59 over the 3,054 radio, tv, network and associate members at the close of 1962. During 1962, 427 dues-paying members were added but 284 resigned or were dropped from the rolls, for a net gain of 143.

Code subscribers also are on the increase, with 1,768 radio code members and 406 tv last Wednesday. Comparable figures on Jan. 1 were 1,671 radio subscribers and 399 members of the television code.

A breakdown of NAB membership last week showed: 1,885 am stations; 678 fm; 403 tv; 4 am networks; 3 tv networks; 140 associate members.

At its board meeting last January, the NAB authorized the appointment of a membership liaison committee to be made up of at least one broadcaster from each state and Puerto Rico. Bill Carlisle, NAB vice president for station services, said that the committee members are being selected by NAB Radio Board directors and that the committee will become official at the close of the 1963 convention.
Viewing time sets new record in January

The average American family spent more time watching television in January than during any previous month in the industry's history, according to A. C. Nielsen Co. figures presented by Norman E. Cash, president of the Television Bureau of Advertising.

Mr. Cash reported to the Fordham Alumni Advertising Club on March 13 that time spent viewing the week. Although program format has not yet been determined, WGN-TV said it has plenty of movies and other film programs which it can use.

Although open-end type discussion programs now on WBKB (TV) and WBBM-TV there on weekends frequently run into the small hours, no Chicago station presently programs all night on a regular basis. WCBS-TV New York began all-night programming several weeks ago.

WICU (TV) to return to NBC-TV network lineup

WICU (TV) Erie, Pa. (ch. 12), is switching its primary affiliation from ABC-TV to NBC-TV, effective May 1, according to an announcement being released today (Monday) by Tom Knodle, NBC station relations vice president, and Arthur Ingram, general manager of the station.

WICU left NBC-TV for ABC-TV in 1961. Erie has one other television station on the air, ch. 35 WSEE (TV). Its primary affiliation is with CBS-TV, its secondary affiliation now with NBC-TV. Another uhf station has been authorized but is not in operation.

WICU is licensed to Gibraltar Enterprises Inc., principally owned by Edward Lamb.

KVKM-TV joins ABC-TV

KVKM-TV Monahans, Tex., using four relay stations which it set up between El Paso and the ch. 9 outlet's transmitter near Kermit, Tex., has become a fulltime ABC-TV affiliate. Construction of the 240-mile microwave system and the beginning of ABC-TV service was announced last week by J. Ross Rucker, general manager of the station.

WIBG announcers back on job

The 11 announcers and newsmen who had been on strike at WIBG Philadelphia returned to work last week pending final resolution of the contract between the station and the The American Federation of Television and Radio Artists, the employees' bargaining group.
Ray fills in at OBA operations seminar

TWO-DAY MEETING ATTRACTS OVER 150 FROM 5 STATES

Discussion of all phases of radio-tv regulation highlighted the first Radio Operations Seminar of the Oklahoma Broadcasters Assn. in Norman, March 9-10. Over 150 broadcasting and advertising agency executives from five states attended the sessions conducted with the U. of Oklahoma.

William Ray, chief of the FCC's Office of Complaints & Compliance, was the principal speaker as a substitute for Broadcast Bureau chief and commissioner-to-be Kenneth A. Cox, who was ill. Mr. Ray spoke on the rules of the commission and current interpretations which guide broadcasting executives.

He said broadcasters should regard their stations, at least in part, as modern versions of the town crier and town hall. By communicating news of the community and providing a forum for discussions of community problems, broadcasters would go far toward meeting the FCC programming requirement that they satisfy the "needs" of their communities, he said.

Speaking on Sec. 315 (equal time) and Sec. 317 (sponsor identification) of the Communications'Act, NAB Executive Vice President Vincent Wasilewski told the broadcasters that "common sense" should guide their operations under these two controversial standards.

Clee Fitzgerald, OBA attorney from Stillwater, Okla., conducted a discussion on lottery laws and contracts. He said that Oklahoma's lottery statutes are generally more stringent than those of the federal government and that if stations comply with the state laws they should not run afoul of the FCC.

The broadcasters were given a course in preparing license renewal applications by Francis X. McDonough of the Washington law firm of Dow, Lohnes & Albertson. He suggested that each station prepare its own "composite week" once each year and thoroughly analyze its operations "and then when the time comes to file for renewal, you know that your station is ready for it."

Howard Kitzmiller, FCC attorney, concluded the two-day seminar with a warning that "far too many" stations do not compile accurate and complete logs. He said the commission is vitally concerned with the maintenance of proper logs and told the broadcasters that "attention to detail will go far toward a favorable FCC report . . ." following a station inspection.

Sen. J. Howard Edmondson (D-Okl.) met with a committee of Oklahoma licensees on broadcasting problems with the FCC during the seminar at the invitation of OBA President William S. Morgan, general manager of KNOR Norman.

Changing hands

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

• KFEQ-AM-TV St. Joseph and KLKL Jefferson City, both Missouri: Sale reported close to completion by Jesse Fine and associates to Mid-State Broadcasting Corp. for $1,750,000. Mid-State is headed by John P. McGoff, and owns fm stations WABX Detroit, WSWM East Lansing and WQDC Midland, all Michigan. KFEQ is a fulltime station on 680 kc with 5 kw. KFEQ-TV is on ch. 2 with CBS and ABC affiliations. KLKL is a 5 kw daytimer on 950 kc. Broker was Hamilton-Lands.

• KVIP-TV Redding, Calif.: Sold by Shasta Telecasting Co. to Sacramento Valley Telecasting Inc. for over $1,250,000. Sacramento Valley, currently in hearing for ch. 9 in Redding, is comprised of six stockholders, with major owners being Frank M. Crawford, J. Ned Richardson and William B. Smullin, 25% each. Mr. Richardson owns KPAY Chico, Calif. Mr. Smullin is 50% owner of Southern Oregon Broadcasting Co. (KBES-TV Medford, KAGI and KGPO [FM] Grants Pass, KOTT-TV Klamath Falls, and 50% of KPIC-TV Roseburg, all Oregon). Other Sacramento Valley stockholders are Robert Burris, former manager of KEYT (TV) Santa Barbara, Calif., and Richard C. D. Bell, also formerly of KEYT. Shasta Telecasting owns KJEO (TV) Fresno, Calif., and through Carl R. McConnell KVJO-TV Eureka, Calif. KVIP-TV, founded in 1956, operates on ch. 7 and is affiliated with ABC and NBC.

• WBOY-AM-TV Clarksburg, W. Va.: Sold by Rust Craft Broadcasting Co. to Fortnightly Corp. for $950,000. Fortnightly Corp., owns The Reporter magazine and the Clarksburg Television Cable Co. which operates the community tv system in Clarksburg. Roger Garrett remains as manager of the stations. At one time Rust Craft instituted a court suit against Fortnightly for picking up the signals of WSTV-TV Steubenville, also owned by Rust Craft, and carrying them on the catv in competition with WBOY-TV in Clarksburg. Rust Craft also owns WSTV-AM-FM in Steubenville, WRCB-TV Chattanooga, Tenn.; WRDW-TV Augusta, Ga., WPIT-AM-FM Pittsburgh, Pa.; WWOL-AM-FM Buffalo, N. Y.; WSO

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124 (THE MEDIA)
Tampa, Fla., and 40% of WVEU-AM New Orleans, La. WBOY operates on 1400 kc with 1 kw day and 250 w at night with an NBC affiliation. WBOY-AM-TV is on ch. 12 and carries both CBS and NBC programs.

APPROVED: The following transfers of station interests were among those approved by the FCC last week (for other commission activities see For The Record, page 136).

* KSBD-TV Wichita Falls, Tex.: Sold by Sidney A. Grayson and Associates to Paul Harron and group for $2,350,000. Mr. Harron is the principal stockholder of WKTV (TV) Utica, N. Y., and is president of World Broadcasting System, Philadelphia, a radio program service. He is a former Philadelphia broadcaster. KSBD-TV is on ch. 6 and is a CBS affiliate.

* WMAZ-AM-FM-TV Macon, Ga.: Sold by George P. Rankin Jr., Wilton E. Cobb and Mr. and Mrs. Wallace Miller to WMRC Inc. for $2,094,750. WMRC Inc. owns WFBG-AM-TV Greenville, S. C., WBIR-AM-TV Knoxville, Tenn. It is 49.8% owned by the Greenville News and Piedmont, 14.6% by R. A. Jolley and family, and others. The same group also owns WWNC Asheville, N. C. (Asheville Citizen-Times). WMAZ is on 940 kc with 50 kw daytime and 10 kw nighttime. WMAZ-FM operates on 99.1 mc with 3 kw. WMAZ-TV, founded in 1953, operates on ch. 13. All the stations are CBS affiliates, with the tv adjunct also carrying ABC programs.

**Autry group buys western hotel chain**

In a $20 million transaction that adds hotels and motels to their broadcasting and sports interests, Gene Autry, Robert O. Reynolds and Paul A. O'Bryan have purchased the Doric Co. chain of 20 West Coast hotels and motor hotels and have formed the Gene Autry Hotel Co. to own and manage these properties.

Mr. Autry is president of the new hotel company; Mr. Reynolds is vice president; Mr. O'Bryan is secretary, treasurer and general counsel; Floyd R. Clodfelter, former board chairman of the Doric Co., is also a vice president. The transaction was negotiated by Mr. O'Bryan of the Washington, D. C., law firm of Dow, Lohnes & Alberson, for the buyers. The sellers were represented by Birney Dempsey of Clodfelter & Brown.

Mr. Autry, whose career began as a rodeo and western motion picture star, is board chairman of Golden West Broadcasters (KMPC Los Angeles, KSFO San Francisco, KEX Portland, Ore., KVI Seattle, Wash.) and Mr. Reynolds is president. Messrs. Autry and Reynolds are also board chairman and president, respectively, of the Los Angeles Angels baseball club and own a major interest in the Los Angeles Rams football club, ventures in which Mr. O'Bryan is also associated. Mr. Autry also is owner of KOOL-FM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona.

**GE forms subsidiary to run radio-stv stations**

GE announced last week that a wholly owned subsidiary General Electric Broadcasting Co., has been established to operate the GE stations, WGY, WGFM (FM) and WRGB (TV) Schenectady, N. Y. A certificate of incorporation has been filed with the New York secretary of state, according to J. Milton Lang, general manager of the GE stations. GE's board approved the formation of a broadcasting subsidiary last February.

Among the advantages of a separate corporation, Mr. Lang said, was the simplification of expanding station ownership through the acquisition of additional radio and tv stations.

At the present time the licenses of the GE stations are pending renewal by the FCC. GE, along with several other electrical machinery manufacturers, including Westinghouse Electric Co., was found guilty two years ago of price fixing in violation of the antitrust laws.

The licenses of the Westinghouse stations, held by subsidiary Westinghouse Broadcasting Co., were renewed by the FCC last year.

**WHEB opens new studios**

WHEB Portsmouth, N. H., began operating from a new $40,000 home March 8, one year to the day after a fire gutted its former quarters. It has been operating in the interim from the New Hampshire National Bank.

Harold Segal, WHEB's general manager, designed the new colonial style building. The station's three studios are in the center of the building, permitting visitors to watch the operations through windows as they circle the interior of the building.

**ATTRACTIVE STATION BUYS!**

**EAST COAST**—Network affiliated VHF-TV station operating in the black. Good physical facilities. Total price of $682,500.00. On terms to be negotiated.

**FAR WEST**— Excellent power, daytime-only radio station serving marketing area of 200,000. Heavy fixed assets. Last nine month ownership earnings in excess of $25,000.00. Priced at $175,000.00 with $50,000.00 down and balance over ten years.
CBS LOOKS TO ANOTHER RECORD YEAR

Stockholders report gives divisional breakdown

If the general economy holds good, national advertising expenditures should rise again this year and radio-tv revenues ought to out-gain those of other media, CBS Chairman William S. Paley and President Frank Stanton said last week in their annual report to stockholders of CBS Inc.

“We expect,” they said, “that CBS will enjoy its full share of this growth” and attain “an increased level of sales and profits in 1963.” CBS net sales in 1962 surpassed the half-billion dollar mark for the first time, reaching $509.3 million on a 7% gain while net income rose 32% to more than $29 million (BROADCASTING, Feb. 18).

The report said the CBS-TV network in 1962 enjoyed record revenues which made it “the world’s largest advertising medium” for the ninth consecutive year, while net sales for the five CBS-owned television stations rose 12% over the previous all-time high of 1961. Four of the stations, “and probably all five,” were first in sales in their markets, stockholders were told.

For the CBS Radio network and the CBS-owned radio stations 1962 was a year of “searching reappraisal” plus programming and operational changes which should contribute to their growth, the report continued.

Although sales were adversely affected by widespread business uncertainties in 1962,” the report said of the CBS Radio Div., “at year’s end the prospects for advertising revenues in 1963 and the sponsorship commitments already in hand for the new year were more encouraging than at any time in the recent past.”

New Production * The CBS News Div. was said to have produced 17% of the CBS-TV network schedule, or 187 hours more than in 1961, and 51% of the CBS Radio network schedule.

With the start of the long shutdown of all major New York newspapers in December, it was also noted, CBS News increased its hours of service to WCBS-TV New York by 75%. WCBS Radio meanwhile was reported to have expanded its news schedule by 30% to help keep listeners informed during the newspaper strike.

The CBS-TV Stations Div. (including CBS Films Inc. and several international operations as well as the CBS-owned television stations) was said to have had “the best year in its history,” and was looking forward to a better one in 1963.

National spot billings placed on the owned television stations by CBS Television Stations National Sales, another unit of this division, exceeded the 1961 figure by 16%.

The five CBS-owned tv stations also were reported to have carried “more than 10,000 non-network public-affairs programs and nearly 33,000 local unsponsored community service announcements” in 1962.

Columbia Records reported a 15% sales gain as leader of the phonograph record industry. CBS International Div. "showed promising results," and CBS overseas activities and investments “in the aggregate” were profitable and “highly promising.” CBS Labs, the seventh corporate division, reported advances in research and development for both government and industry.

The CBS-owned stations are WCBS-AM-TV New York, KNX and KNXT-AM (TV) Los Angeles, WBBM-AM-TV Chicago, WCAU-AM-TV Philadelphia, KMOX-AM-TV St. Louis, WEEI-Boston and KCBS San Francisco.

RKO General sales up

The National Sales Div. of RKO Broadcasting, New York, announces sales on the company's five tv stations for the first four months of the 1962-63 fiscal year ended Jan. 31 rose 47.1% over the same four-month period a year ago.

Sales on the seven RKO General radio outlets were 31.2% ahead of last year's figure.

RKO General broadcasting stations are: WOR-AM-FM-TV New York; KJH-AM-FM-TV Los Angeles; WNBC-AM-TV and WRKO (FM) (both Boston); CKLW-AM-FM-TV Windsor-De troit; KFRC-AM-FM San Francisco; WGSMS-AM-FM Washington, D. C.; WHBQ-AM-TV Memphis; and the Yankee Network.

RCA stockholders to meet

The annual stockholders’ meeting of RCA is scheduled for May 7 at 30 Rockefeller Plaza, New York. The entire board of 16 members will be elected. Other business: appointing independent public accountants and voting on a resolution submitted by three stockholders concerning the incentive plan.

In the notice of the meeting, yearly compensation of the following officers and directors among others was indicated: David Sarnoff, chairman, $200,000 ($65,926 after taxes); Robert W. Sarnoff, chairman of NBC, $180,000 ($66,404); Elmer W. Engstrom, president, $160,000 ($74,488).

Paley sells to 'diversify' 

William S. Paley, board chairman and biggest stockholder of CBS, sold 75,000 shares of CBS common stock during February “to provide more diversification of his personal investments.” He retains more than 866,000 shares, his office said in a statement released last week.

His sale was said to have been on the open market, apparently over a period of days. The dates were not disclosed, except that they were in February. The closing price of CBS stock on Feb. 1 was 47-3/8; on Feb. 15 it was 49-3/4 and on Feb. 28 was 50-3/4. At those prices 75,000 shares would have brought from about $3.5 million to more than $3.7 million.

Public offered stock of Scripps-Howard

The first public offering of Scripps-Howard Broadcasting Co. stock was disclosed last week when the company registered with the Securities & Exchange Commission in Washington for an offering of 375,000 shares of $1 par common stock at an estimated $20 a share. This represents 14.5% of the outstanding stock of Scripps-Howard Broadcasting.


The E. W. Scripps Co. owns 71.48% of Scripps-Howard Broadcasting. After selling 118,750 shares, its ownership will drop to 66.89%. Mr. Howard, president of the Scripps company, owns 8.69% of broadcasting company, and after selling 102,500 shares, will remain a 4.37% owner.

Messrs. Hanrahan, Watters and Westergaard each own 4.35% now, are selling 51,250 shares each which will leave them each as 2.37% owners. Mr. Hanrahan is vice president and general manager of WEWS (TV) Cleveland; Mr. Watters, of WCPO-AM-FM- TV Cincinnati, and Mr. Westergaard, of WNOX-AM-FM, Knoxville, Tenn. Scripps-Howard Broadcasting also owns WPTV (TV) West Palm Beach, Fla., and WMC-AM-FM and WMCT (TV) Memphis, Tenn.

As of Dec. 31, 1962, Scripps-Howard Broadcasting had 2,588,750 shares issued and outstanding, with stockhold-
er's equity figured at $10,879,966 including $8,291,216 in earned surplus. For 1962 the company showed net operating revenues of $14,119,960, with net income after taxes of $3,111,037 ($1.20 per share).

The registration report indicates that the Edward W. Scripps Trust, 85.87% owned of E. W. Scripps Co., has a 2% interest in WWJ-AM-FM-TV Detroit, and that E. W. Scripps Co. itself has minority interests in WFMJ-TV Youngstown, Ohio. WFMJ-TV holds a minority interest in WAKR-TV Akron, Ohio, it points out. Should these ownerships interfere with Scripps-Howard Broadcasting expansion to its full quota of broadcast stations, the registration said, they will be disposed of.

Remuneration for executives included the following: Mr. Hanrahan, $51,600 plus retirement benefits; Mr. Watters, $43,805; Henry W. Slavick, vice president and general manager of the Memphis stations, $32,420 plus retirement benefits. The company reported total assets of $15.5 million, with total current assets listed at $9,937,287. Total current liabilities are $3,650,783 and earned surplus, $8,291,216.

Desilu reports net increase

Desilu Productions had gross income of $15,794,836 for the nine months ended Jan. 26, 1963, a gain of 32.3% over the corresponding period ended Jan. 27, 1962, for which the gross was $11,937,730. Desilu's net after taxes and contingency reserves for the first three-quarters of the current fiscal year was $41,912,34, or 34 cents a share, compared to $293,416, or 25 cents a share, for the like period of fiscal 1962.

Financial notes...

General Tel's report - General Telephone & Electronics Corp., whose activities include Sylvania tv receiver manufacturing, reported 1962 consolidated net income of $86,269,000 ($1.15 a share) on total revenues and sales of $1,327,925,000. This compares to 1961's net income of $73,774,000 ($1 a share) on total revenues and sales of $1,226,584,000. Sylvania will begin the production of color tv tubes this year.

MCA dividend - MCA Inc. reported a fortnight ago that its board of directors has declared a dividend of 37 1/2 cents a share on its outstanding convertible preferred stock. It is payable April 1 to preferred shareholders of record as of March 21.

MGM dividend down - MGM Inc. board has voted to cut dividend to 37 1/2 cents, payable on April 15 to stockholders of record March 18. Previous dividend was 50 cents. Earnings of MGM in 1962 fell to $2,589,000, or $1.01 a share, from $12,677,000, or $5.02 a share, in previous year.

Universal dividend - The board of directors of Universal Pictures Corp. has declared a quarterly dividend of 25 cents a share on the common stock of the company. It is payable on March 27 to stockholders of record at the close of business on March 16.

DCA profits up - Dynamics Corp. of America, New York (electronics and communications equipment), has issued a financial statement for 1962 showing sales up 52% over the previous year. Sales totaling $75,014,106 in 1962 pushed profits up to $1.15 a share of common stock for the year compared to 78 cents a share in 1961.

Metromedia increases dividend

Metromedia Inc., which formerly issued dividends on common stock semi-annually will now make payments on a quarterly basis. In declaring the new policy last week, the company's board of directors raised the annual rate to 40 cents a common share, 10 cents over the 1962 level. In accordance with the new payment schedule, a quarterly dividend of 10 cents will be payable to stockholders of record April 12, 1962 on May 1.

Wometco sets record for earnings in '62

For the fourth successive year since 1959, when the company became publicly owned, Wometco Enterprises Inc. earnings showed an increase. For the year 1962, Wometco reported record net income after taxes of $1,831,254 ($1.27 a share), up 35% over 1961's $1,353,255 (94 cents a share).

Gross income for 1962 was up 17% to $18,723,132 from 1961's $15,999,469. The company showed a cash flow of $2,774,137 ($1.93 a share) for 1962.

So far in 1963, Mitchell Wolfson, Wometco president, said, the company is operating at levels above those of last year.

Wometco owns WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N. C.; KVOS-TV Bellingham, Wash., and 47½% of WFGA-TV Jacksonville, Fla. It also owns theatres in Miami and West Palm Beach, the Seaquarium in Miami, vending operations in South and Central Florida, Jacksonville, Panama, the Canal Zone, and the Bahamas, and operates Pepsi-Cola and Canada Dry franchises in the Bahamas.

The company's annual stockholders meeting is scheduled for April 1 in Miami.

Q: can I cut FM programming costs without sacrificing quality?

A: YES! WITH O-VATION MUSIC AND PROGRAMATIC AUTOMATION

Others are doing it! Roanoke's WSLS (AM-FM), for example. With no extra personnel, WSLS broadcasts FM 18 hours a day with no duplication of its AM. Eight hours a day are covered by O-Vation Music programming on automated Programatic equipment. The station receives excellent audience write-in reaction. You can do it too! Each reel of O-Vation Music offers you eight full hours of skillfully programmed, high quality, adult music. You save on time, music, manpower and money. So phone, write or wire Telesynd today.
BRITAIN COOL TO PAY TV

Applications for experimental 'wired' network fail to materialize after 12 information queries

Great Britain's invitation for applications from companies wishing to operate experimental pay television on "wired networks" next year has met with nothing more than a nod of interest so far.

Deadline for applications to operate the network is March 29, and according to reports published in England last week, there had been 12 inquiries asking for full information regarding the proposed network, but no firm applications to date.

A pay television network, under supervision of the British postmaster general, would provide subscribers with an additional program, apart from those of the British Broadcasting Corp. or the Independent Television Authority, for which viewers would pay extra sums either through coin boxes attached to their sets or by credit arrangements.

The government, which has established a rigid set of restrictions for any company contracting to operate such a network, warns that there is no guarantee that pay tv will be established permanently. The government will determine after a two or three-year trial whether there is sufficient demand and quality of programming and operation to merit pay tv's continuation there.

Among specifications set forth by the postmaster general for the experimental network are clauses specifying that program schedules must be submitted in advance, as well as scripts or recordings, if required. A general decency code is stated, as well as stipulations that there be no programs of a news or propaganda nature, and that no significant prizes can be awarded on the shows. There is an absolute ban on advertising.

Companies said to be available for such an operation because they have the necessary equipment are Choiceview (owned jointly by Rediffusion and Rank), British Telemeter Home Viewing Ltd., and British Relay Wireless Ltd. Program suppliers Tolvision Ltd. and British Home Entertainment Ltd. are also mentioned as possible applicants for the franchise.

Rigid government restrictions apparently would influence the nature of any company which receives the pay tv franchise, including a provision that the company must be set up "to operate pay television as its main interest."

ITA tv bill amendment sought by postmaster

Britain's postmaster general wants to remove some of the tough provisions from the new television bill now being considered by the House of Commons. The bill redefines the Independent Television Authority's control of programming.

He has moved an amendment cutting out the requirement that in making its program code the ITA must take into account Section 3 of the current television act. This section says that nothing may be broadcast which offends good taste or decency and also lays down that "proper proportions of the recorded and other matter . . . are of British origin and British performance."

The postmaster general's amend-

CTV has special rates

Sponsorship of Canadian-produced television programs is being encouraged by the CTV Television Network Ltd., Toronto, and its affiliated stations by special rates to advertisers. This is being done on the network's new rate card through a newly introduced continuity discount applicable only to Canadian shows, and a co-sponsorship rate also available only on Canadian half-hour programs.
**BROADCAST ADVERTISING**

**John F. Henry Jr.,** vp and member of executive committee at Geyer, Morey, Ballard, Detroit, elected senior vp and supervisor on American Motors account. Mr. Henry joined agency in 1945 on same account in New York. In 1953, he was transferred to Detroit office to service Rambler division.

**Warren J. Kratky,** vp in charge of administrative services at Gardner Adv., St. Louis, elected secretary-treasurer.

**John C. Naylor Jr.,** account supervisor, elected to agency’s board of directors.

**Howard Smith,** vp and assistant treasurer of Donahue & Coe, New York, elected treasurer. He succeeds **William D. Patterson,** who is retiring after 30 years with agency. Mr. Smith, who joined D&C in 1947, served as comptroller prior to his election to vp. Mr. Patterson will serve as consultant to agency.

**Paul Foley,** executive vp in charge of eastern region for McCann-Erickson, New York, elected vice chairman. Mr. Foley will have management responsibility for creative product of agency in U. S. Prior to joining M-E in 1955, Mr. Foley served 10 years with MacManus, John & Adams, Detroit, where he was executive vice president.

**John W. Hanley,** former manager for household soap products division of Procter & Gamble, elected vp of that division. He joined P&G in 1947.

**Harley A. (Andy) Tarvin,** manager of public relations department of Jack Wyatt Co., New York-Dallas advertising and pr firm, elected vp and director of public relations.

**Sanford Alan Haver,** former copy group supervisor at Young & Rubicam, New York, joins Mogul, Williams & Taylor, that city, as vp and creative director. Mr. Haver also was appointed to executive committee. Prior to joining Y&R, Mr. Haver was senior creative writer at Ted Bates. He began in advertising in creative radio-tv department of Grey Adv., New York.

Leslie Parkhurst, former president of American Safety Razor Co., joins executive staff of Schick Inc., Lancaster, Pa. Mr. Parkhurst will be responsible for marketing of Schick’s line of men’s toiletries.

**Wallace Roehrig** named advertising manager of Atlantic Cos. (Atlantic Mutual Insurance Co. and Centennial Insurance Co.), New York, succeeding W. Irving Pitt, vp, who retired Feb. 28 after 45 years service with organization.


**A. J. Cason,** former vp and account executive at Roche, Rickerd & Cleary, Chicago, named to executive contact group at O’Grady-Andersen-Gray, that city, succeeding **Roger Kirkgasser,** who resigned.


**William M. Rusch,** account executive at Benton & Bowles, New York, joins FC&B in similar capacity.

**Charles E. Little,** senior account executive at Foote, Cone & Belding, New York, appointed supervisor of General Food’s Jell-O Div. account at agency.

**Samuel A. Montague,** formerly with People-to-People Inc., Kansas City, joins Potts-Woodbury, that city, as vp and executive director of advertising agency’s newly established public relations division.

**George R. Windsor,** merchandising executive at Erwin Wasey, Ruthrauff & Ryan, Los Angeles, joins McCann-Erickson, that city, as account executive.

**Mrs. M. K. Morton** joins Donald L. Arends Inc., LaGrange, Ill., advertising agency, as account executive.

**Paul O’Neill,** senior account executive at Norman, Craig & Kummel, New York, joins Boston office of Wilson, Haight & Welch, Hartford, Conn., ad-

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**FATES & FORTUNES**

**Return to Elegance**

The classic elegance of truly gracious living is recreated for you at his newly cosmopolitan hotel in the heart of Beverly Hills. Under the ownership and personal management of Hernando Courtright, hotelier extraordinaire, his Beverly Wilshire Hotel provides for you the impeccable service, superlative cuisine and classic decor that have all but vanished today. "Subtle luxury, complete privacy and every conceivable comfort and convenience...including the exclusive Pool and Cabana Club...await your pleasure."

*Hernando Courtright*

*Beverly Wilshire Hotel*  
**Beverly Hills, California**
Mr. Evans

Angeles chairman, William Grant, joins director. Louis changed erroneously implied has been director, responsible Sanford Weiner advertising agency, as account executive.

Millicent Braverman, copy chief of Sanford Weiner Inc., Beverly Hills, Calif., advertising and pr firm, joins Los Angeles office of KSV&R as radio-tv director, responsible for creative production and timebuying activities.

Jacob A. Evans, vp for central division of Television Bureau of Advertising, has assumed added duties as Tvb’s Detroit representative, replacing Guy Cunningham, who was appointed Tvb creative director.

Mr. Evans, who will continue to make his headquarters in Chicago, joined Tvb in 1961 from American Weekly, where he served as managing editor. It has been learned that Mr. Evans’ added responsibilities, as reported last week, erroneously implied that he had changed jobs and moved to another city. This is not so.

George Guido, formerly with Leo Burnett Co., Chicago, joins Needham, Louis & Brorby, that city, as senior art director. Dixie Lee Buyan, previously with Campbell-Mithun, joins NL&B’s creative staff as writer.

Ralph Radetsky, executive vp and general manager of Metropolitan Television Co. (KOA-AM-FM-TV Denver and KOAA-TV Pueblo, Colo.), elected president and chief executive officer, succeeding William Grant, president and board chairman, who resigned. Thomas P. Campbell, one of founders of Metropolitan, elected board chairman.

Thomas L. Davis, general manager of WAAF Chicago for past 12 years, elected vp of Corn Belt Publishers, publisher of Drovers’ Journal and other publications and parent firm of WAAF.

Seymour Whitelaw, sales manager of KCBS-AM-FM San Francisco, elected vp and general manager of KOL-AM-FM Seattle, which last week was transferred from Taft interests to Goodson-Todman as tv program package firm’s first venture into station ownership.


Paul Rogers, sales and promotion manager of WACE Chicopee (Springfield), Mass., since August 1962, promoted to general manager. Joseph Rogalski Jr., member of WACE staff for 15 years, succeeds Mr. Rogers as sales and promotion manager.

James Westerhold, member of sales staff of WLKR-FM Norwalk, Ohio, promoted to station manager. Other executive promotions within Bob Reid- er Group (WRFR-FM Port Clinton, WLKR-FM Norwalk, WKTN-FM Kenton, all Ohio) are: Jean Lockwood named group’s chief accountant; Wayne Webster to chief engineer for group; and William Shaw to station manager of WKTN-FM.

Paul F. Kelly, vp and general manager of WSPB Sarasota, appointed sales manager of WBRD Bradenton, Fla., succeeding Hal Meyer, who resigned to become commercial manager of WABR Winter Park (Orlando), Fla. Tom Doyle named WABR program director.

Ben McLaughlin, executive vp of Broadcast Time Sales, New York-based station representation firm, appointed sales manager of KSLA-TV Shreveport, La., succeeding Deane R. Flett, who resigned last week to become station manager of KTBS-TV, that city. Before joining BTS, Mr. McLaughlin had served as sales manager of KETV (TV) Omaha for one year and vice president and general manager of WICU-TV Erie, Pa., for 11 years.

William Cochran, western representative of ABC Radio station relations, appointed manager of station relations. Prior to his appointment as western representative, Mr. Cochran was station clearance sales service assistant on West Coast. He served in network film distribution department of ABC-TV before joining ABC Radio.


Arthur F. Thomas, general manager of KCCT Corpus Christi, Tex., appointed general manager of KUNO, all-Spanish radio outlet, that city. Mr. Thomas replaces Sterling Zimmerman, station’s general manager for past five years, who resigned to become commercial manager of KALI San Gabriel, Calif.

Elisa Gesualdo, formerly office manager of Fred Smith & Co., joins Vic Piano Assoc., New York, as office manager and director of sales services. Sylvia Bauer, assistant account executive at Del Wood Assoc., New York, joins Vic Piano in station relations department.

G. L. Hartsfield, merchandise man-

130 (FATES & FORTUNES)
CBA's new officers

Robert D. Wood, vp and general manager of KNXT (TV) Los Angeles, elected president of California Broadcasters Assn., succeeding George Whitney, vp and general manager of KFMB-AM-FM-TV San Diego. Other new officers are: Leslie H. Peard Jr., KFRE-TV Fresno, vp for tv; Ellsworth Peck, KWIP Merced, vp for radio; and Jules Dundes, KCBS-AM-FM-TV San Francisco, secretary-treasurer.

WCAU-TV Philadelphia as chief engineer. Both stations are owned by CBS.


James H. Schoonover, vp and general manager of WROC-AM-FM Rochester, N. Y., joins Transcontinent Television Corp. as manager of WGR-AM-FM Buffalo, N. Y., effective April 1. Mr. Schoonover, who joined WROC in November 1961, is former general manager of KTUL-TV Tulsa, Okla.

Howard Williams, formerly with WBUD Trenton, N. J., appointed chief engineer of WBCB-AM-FM Chicago. Jay Alvin, formerly with WGRY Gary, Ind., joins WSBG as news director and air personality.

Gene King, program director of WCBS-AM-FM New York, appointed to advisory council of radio English-teaching branch of Voice of America.

George Brown appointed program director of WWOK Charlotte, N. C.

James Dunbar, assistant program director and on-air personality at WLS Chicago, named program director of KGO-AM-FM San Francisco. Both stations are owned by American Broadcasting-Paramount Theatres. Don B. Curran, KGO general manager, named San Francisco chairman of Broadcasters' Committee for Radio Free Europe.

Vince Ford, air personality-promotion manager of WKMI Kalamazoo, Mich., promoted to program director.

Ernest W. Felix appointed sales development manager of WTVJ (TV) Miami, Fla. Mr. Felix, former vp of ABC, has served for past two years as general manager of Caribbean Bottling Co. in Nassau, Bahamas. Both Caribbean and WTVJ are divisions of Wometco Enterprises. From 1957-58 Mr. Felix was general manager of WMTV (TV) Madison, Wis.

Phil Stout, former staff announcer at WNPV Landisale, Pa., appointed program director of WTOA (FM) Trenton, N. J.

John Murphy, former assistant to director of media research at D'Arcy Adv., Chicago, joins Metro Broadcast Radio Sales and Metro Broadcast TV Sales, Chicago, as sales development manager. Mr. Murphy will be responsible for development of research and marketing information.

Gary Gumpert, former radio-tv director at Queens College, New York, joins staff of WHA-TV (educational ch. 21) Madison, Wis., as senior producer.
Dominick V. Ortuso, KYW-TV Cleveland, joins WJW-TV, that city, as producer-director.

Don Hillman, news director of KLIP Fowler, Calif., joins KAIL-TV Fresno, Calif., in similar capacity.


Mr. Inouye

Mr. McBride

John R. (Dick) Carlson, production supervisor at WOW-TV Omaha, appointed program director, succeeding Bill McBride, recently named station manager. In Broadcasting, March 4 issue which reported Mr. McBride's promotion, engravings of Mr. McBride and David Inouye, of Dancer-Fitzgerald-Sample, were inadvertently transposed by the printer. Mr. Carlson joined WOW-TV in 1955, became chief production assistant in 1956, a director later that year, and was promoted to production supervisor in 1958.

Jack Boyce, WZRO Jacksonville Beach, Fla.; Ron Johnson, WKTX Atlantic Beach, Fla., and John Thomas, WTOC-TV Savannah, Ga., join news staff of WJXT (TV) Jacksonville, Fla.

Larry Kane, news director of WFUN South Miami, Fla., joins WIL-AM-FM St. Louis as evening news editor.

Paul Giel, former All-American college football star and major league baseball pitcher, appointed to newly created position of sports director of WCCO-AM-FM Minneapolis-St. Paul, effective April 1. During past year after his baseball retirement, Mr. Giel was assistant business manager of Minneapolis Vikings.

Slater Barkentin, manager of continuity acceptance for WOR-AM-FM-TV New York, named director of community services. Frank Kizis, WOR-TV sales staff, succeeds Mr. Barkentin. Charlotte Watson named assistant to director of community services.

Richard Sinclair, former promotion director of KJH-TV Los Angeles, moves to similar position at KCP (TV), that city.

Dan Hibbs, former news director of KSTT Davenport, Iowa, joins announcing staff of WGIL Galesburg, Ill., replacing Alan Kent, who resigned to join WOC-AM-FM Davenport.

Bill Burns, program director of KTRH-AM-FM Houston, joins announcing staff of WCPO-AM-FM Cincinnati.


Don Cummins joins announcing staff of KVOO Tulsa, Okla.

Roy Elwell, disc jockey formerly with KRLA Pasadena, joins KJH-AM-FM Los Angeles, in similar capacity.

Jon W. Goodman, program director of KIMA Yakima, Wash., joins KERG Eugene, Ore., as air personality.

Casey Shawhan, western pr director of NBC, and Bee Canterbury, fashion director of Bullock's Downtown department store, appointed co-chairmen of 1963 Journalism Achievement Awards Dinner which will be held in mid-October. Awards are sponsored by U. of Southern California and its journalism alumni association.

Charles Stroud, former director of client services at WGN-AM-TV Chicago, named promotion director of WLS, that city. Earlier, Mr. Stroud had been with WLW Cincinnati and WLWA (TV) Atlanta.

Mr. Carl

Mr. Inouye

Mr. McBride

Mr. Carlson

Marvin Camp, member of ABC News staff in New York, resigns to accept post of director of news, special events and public affairs for WESH-TV Dayton Beach, Fla. Prior to joining ABC, Mr. Camp served as news consultant for Trinidad Publishing Co., director of press and public relations for WOR-AM-FM-TV New York, and spent five years at NBC where he supervised production for news programs on WRCA-AM-FM-TV (now WNBC-AM-FM-TV) New York.

Bill Campbell, sports director of WCAU-AM-FM Philadelphia for past 16 years, resigns to accept position as broadcaster for Philadelphia Phillies baseball team.

Dick Martel, disc jockey formerly with KXOA-AM-FM Sacramento, Calif., joins KOGO-AM-FM San Diego, Calif., in similar capacity.

Bob Christopher joins KBIO-AM-FM-TV Boise, Idaho, as air personality.

Bill Wade, formerly with KDEO joins KGO-AM-FM San Diego, both California, in similar capacity.
Award winners

Bradford R. Bean and Robert W. Beatty, both radio scientists at National Bureau of Standards, have received Silver Medals of U. S. Dept. of Commerce for outstanding contributions in fields of radio wave refraction (Mr. Bean) and microwave circuit standards (Mr. Beatty). Howard E. Bussey received a Commerce Dept. Meritorious Service Award for work in electromagnetic parameter measurements associated with interactions of electromagnetic waves and matter at microwave frequencies.

Ross J. Plaisted, transmitter supervisor of KYW-AM-FM-TV Cleveland, retired Feb. 28.

Dick Janik, assistant account executive, promoted to account executive for local sales at KTTV (TV) Los Angeles.

Robert Lawrence, author and conductor, named to replace late Jacques Fray as host of WQXR-AM-FM New York’s Listening to Music show.

Josh Brady, midwest radio personality, joins WCFL Chicago as host of The Road Show, Monday-Friday, and The Josh Brady Show, Saturdays.

Kathy Tarras, weather girl and hostess of several local shows for WSBA-TV York, Pa., joins WRCV-TV Philadelphia to host Five O’Clock Show.

Mike Norton, sports director of WGAM-AM-TV Portland, Me., assumes added duties with sales staff of WGAM. Lloyd Knight appointed director of public affairs for WGAM-AM-TV.

Donald J. Badger, former general sales manager of WZZM-TV Grand Rapids, Mich., joins WTEV-TV New Bedford-Providence-Fall River as promotion manager.

David Shafer, staff announcer with WCLV-FM Cleveland, promoted to public service director and production manager, replacing James Holston, who resigned.

Dana Crowell and Del Doyle named traffic manager and continuity director, respectively, of KIXZ Amarillo, Tex.

Mike Davenport joins station’s announcing staff.

Patricia Rogers, former public service director of Crowell-Collier Broadcasting Corp., joins Transwestern Hotels, Santa Rosa, Calif., as public relations and publicity supervisor.

Kenneth C. Badger, formerly of WCAX-TV Burlington, Vt., joins staffs of WMHT (TV) (educational ch. 17) Schenectady and WEEB Rensselaer, both New York.

Bob Dettrey, formerly with WRAW Reading, Pa., named promotion director of WLAN-AM-FM Lancaster, Pa., replacing Bob Harrington, who resigned to join WINQ Tampa, Fla.

PROGRAMMING

Martin N. Leeds, executive vp and member of board of directors of Talent Assoc.-Paramount Ltd., has resigned, according to Paramount Pictures, after he was asked to transfer to New York, where all activities of Talent Assoc. will be concentrated. Mr. Leeds has been in charge of company’s west coast operations with headquarters at studios of Paramount Pictures Corp., Hollywood. He has not announced his future plans. Mr. Leeds is former president of Home Entertainment Co., west coast pay tv firm; executive vp of Desilu Productions, and director of business affairs for CBS-TV in Hollywood.


Kenneth Glancy, general manager of distributing branches of Columbia Records, New York, elected vp of Columbia Records Sales Corp., responsible for sales and merchandising programs through distributors and branches. Jack Loetz, CRSC sales director, appointed general manager of Columbia Record Distributors, responsible for management of Columbia’s 13 company branches. William Farr, former staff assistant to Mr. Loetz, named director of merchandising for sales corporation. Tony Rubino, manager of sales statistics and budgeting, promoted to staff assistant.

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• call letters, frequency
• executive personnel
• specialty programs
• representatives
• group ownership

1963 BROADCASTING YEARBOOK
632 pages—$5 each
BCBA officers for 1963

Roy Chapman, CHBC Kelowna, B. C., elected president of British Columbia Broadcasters Assn., succeeding Ken Hutcheson, CJAY Port Alberni, B. C. William Speers, CKWX Vancouver, B. C., was elected vice president. Ray Peters, CHANTV Vancouver, named director for tv, and Murdo MacLachlan, CHWK Chilliwack, B. C., director for radio.

Seymour Poe elected executive vp and member of board of directors of 20th Century-Fox Film Corp., becoming movie production and distributing company’s No. 2 executive next to Darryl F. Zanuck, president and chief executive officer. Mr. Poe joined Fox Film as vp in charge of world-wide distribution last August, shortly after Mr. Zanuck became president. Company hasn’t had executive vp since W. C. Michel retired from post last year. Donald A. Henderson, financial vp, also was elected a director, and Joseph M. Sugar was named vp in charge of domestic sales.

Gwen Smart, midwest editor of Sponsor Magazine and before that with Earle Ludgin & Co., Chicago, appointed director of advertising and public relations for Fred A. Niles Communications Centers. She will be located in Chicago and coordinate advertising and public relations for Niles studios there and also those in Hollywood and New York.

John A. Limpert, United Press International regional executive for Illinois, appointed regional executive for Michigan, with headquarters in Detroit. He replaces James J. Klockenemper, who died last month of injuries received in automobile accident. Peter F. Dunne, former weekly newspaper publisher from Cheyenne, Wyo., succeeds Mr. Limpert, with headquarters in Springfiel.

Harry Robert, former sports editor Hearst-Metrotone News, joins Allegro Film Productions, New York, as executive producer and writer-director.

Jack Hastings, most recently with West Coast operation of Robert Kaeger Assoc., New York, joins Don Fedder son Commercial Productions, Hollywood, as producer.

Fred MacMurry has been signed for his fourth season in father role in My Three Sons, produced by Don Fedder son Productions for broadcast on ABC-TV network. William Frawley will also continue as “Bub,” and Tim Considine, Don Grady and Stanley Livingston as three sons.

Harry Ackerman, Screen Gems vp and executive producer, named chairman of tv film division of Motion Picture Relief Fund’s 1963 campaign. Mr. Ackerman will organize and direct fund’s volunteer campaign force in tv field for drive which kicks off May 20.

E. S. (Bud) Prager, former general manager of SESAC, signs production agreement with Warner Bros. Records, Burbank, Calif., to produce and record series of religious and gospel albums.

James Lavenstein, administrative manager of CBS-TV program department, named to site committee for archives of Academy of Television Arts & Sciences.

INTERNATIONAL

Thomas E. Darling, general manager of CHML Hamilton, Ont., elected vp and general manager of station.

Blaine Litteill, African bureau chief for CBS News, appointed head of Paris bureau. Succeeding Mr. Litteill in Africa is Frank Kearns, who has been assigned to Paris bureau for past year. Mr. Litteill succeeds Bob Kleiman, who resigned last month to join editorial board of New York Times.

Gaston Belanger, Toronto office manager of Paul L’Anglais Inc., French-language radio-tv station representative, elected treasurer of Station Representatives Assn. of Canada, Toronto. He succeeds Alex Bedard, who has closed his representation business to become manager of radio division of Paul L’Anglais.

R. W. Hartwood named director of broadcast services, and Raymond Tallifer becomes broadcast department manager, with general supervision of all department’s operations, for Cockfield, Brown & Co. Ltd., Montreal.

Norman B. Buchanan resigns from board of directors of Canadian Broadcasting Corp. to be Progressive Conservative candidate for Charlotte, N. B., in April 8 Canadian federal election.

Harold C. Singleton, West Coast consulting radio engineer who recently designed 50 kw transmitting facilities for KWJJ Portland, Ore., joins staff of Radio Liberty at its new shortwave station in Spain as transmitting equipment engineer.

Ralph Snelgrove, owner of CKBB and CKVR-TV Barrie, Ont., is Liberal party candidate for Simcoe-North constituency in April 8 Canadian federal election.

EQUIPMENT & ENGINEERING

Nicholas Frantzis, former senior research project manager at Minneapolis-Honeywell, elected executive vp and director of engineering for Semtran Instruments Inc., Maple Shade, N. J., electronics manufacturing firm.

John W. Gilpin, secretary of Eitel-McCullough, San Carlos, Calif., electronics manufacturer, elected vp-administration. Mr. Gilpin joined Eitel-McCullough in August 1958 after seven years with management firm of Booz, Allen & Hamilton in San Francisco.

Dr. Paul Gleichauf consulting engineer with General Electric Co.’s electronics lab in Syracuse, N. Y., appointed manager of monochrome cathode ray tube research and development department at Rauland Corp., Chicago, subsidiary of Zenith Corp. Earlier, Dr. Gleichauf was research engineer with Westinghouse. He received his Ph.D. degree in physics from Masaryk U. in Czechoslovakia.


Karl E. Clough appointed director of engineering for Radcom-Westrex.

Shapp receives award

Milton J. Shapp, board chairman of The Jerrold Corp., parent company of Jer rold Electronics Corp., Philadelphia, received 1963 Philadelphia Fellowship Commission Award last week in ceremonies there. Mr. Shapp was honored for Jerrold’s interracial employment policies, for his work in helping to establish and for promoting country’s Peace Corps, and for his sponsorship of Philadelphia neighborhood renewal program. He is consultant to Sargent Shriver, director of Peace Corps, and was recently named by Philadelphia Mayor James H. J. Tate to head local Manpower Utilization Commission. Fellowship has been given annually since 1947.

BROADCASTING, March 18, 1963
WANTED

A disc jockey who has worked at Michigan stations and has claimed to have had experience in Los Angeles radio has been listed as wanted by the FBI.

The fugitive’s last known employment was at WIBM, Jackson, Mich., where he worked under the name William London. WIBM discharged him in March 1962. Before joining WIBM he was with WALM, Albion, Mich., from December 1960 to April 1961.

Authorities in Jackson, Mich., have charged London with obtaining loans by fraud. A federal warrant, issued in U. S. District Court in Detroit last May 24, charges him with fleecing the state of Michigan to avoid prosecution for a felony.

London, according to the FBI, has used various names, including William Holiday, William Holland and William Howard. He is described as about 30 years old, with dark hair and eyes and swarthy complexion, height 5 feet 8 inches, weight 180 pounds.

Div. (develops and manufactures radio communication equipment and facsimile transmitters and recorders) of Litton Industries, New York. Mr. Clough formerly was manager of facsimile sales for company. Nelson M. Ripley joins Radcom-Westrex as director of manufacturing.

Richard P. Gifford, manager of engineering for General Electric’s communication products department, Lynchburg, Va., promoted to general manager, replacing Harrison Van Aken, who recently was named head of GE’s computer business in Phoenix, Ariz. Mr. Gifford will have full responsibility for all product lines of department which include mobile two-way radio, microwave and tele-communications, power line carrier and military communications. Joining GE after World War II, he was member of team of engineers which established first microwave relay from New York City to Schenectady for tv transmission purposes. Mr. Gifford also served as member of Ad Hoc Committee on FCC Docket 11997, covering spectrum utilization from 25 mc to 890 mc, and in 1959 was named chairman of TR panel of EIA’s engineering section, covering engineering standards in broadcast, microwave, land mobile radio.

William C. Crowe appointed manager of General Electric rectifier components department in Auburn, N. Y.

James W. Ritter, northeastern district sales manager for electronic tube division of Sylvania Electric Products, New York, appointed assistant marketing manager-renewal, for division.

Richard H. Edwards appointed operations manager and marketing director of Continental Electronics Products Co., new communications systems organization of Ling-Temco-Vought, Dallas, Tex. Formerly sales representative for company’s mid-continent region, Mr. Edwards joined LTV last June.

Paul C. Bronesky, manager of mobile and microwave service sales of RCA, New York, appointed manager of mid-Atlantic region sales for RCA’s two-way mobile radio systems, with headquarters in Cherry Hill, N. J.

ALLIED FIELDS

William W. Eaton, former executive vp and a founder of C-E-I-R Inc., international problem-solving and computer services organization and parent company of American Research Bureau, resigns from C-E-I-R board of directors to accept appointment as deputy assistant secretary of newly created Science & Technology Section of Commerce Department. Mr. Eaton is succeeded by Robert Holland, company’s vp for finance and administration.

Irving Rosenthal, vp, Audits & Surveys Co., New York, named corporate technical director. Mr. Rosenthal will be responsible for problems of research design and procedures.

DEATHS

William A. Pleuthner, 61, former vp of BBDO, New York, died March 13 in Gainesville, Fla. Mr. Pleuthner retired from BBDO in 1960 after 32 years with agency. After leaving agency, Mr. Pleuthner served with Management & Marketing Institute and Magazine Publishers Assn.

Maurice Kalen, 47, director of financial operations and analysis for RCA, New York, died March 9 during vacation trip in Nassau, B. W. I. Mr. Kalen joined RCA as senior accountant in Camden, N. J., plant in 1941.

IEEE’s special TV Symposium

Wednesday, March 27, 2:30-5:30 p.m. Morse Hall, at the Coliseum, New York

Hear these 5 technical papers:

The South Carolina ETV Story

Part I: R. Lynn Kalmbach, General Manager, South Carolina ETV Center
Part II: W. R. Knight, Jr., Chief Engineer, Bell Telephone & Telegraph Co.

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I. Moskovitz, Mincom Division, Minnesota Mining & Manufacturing Co.

New York City’s UHF TV Project Reports

Mobile Field Strength Measurements: Daniel Hutton, FCC, Washington, D. C.
Analysis of Measurements & Observations: George Waldo, FCC, Washington, D. C.

Chairman: Arnold B. Covey, AT&T, New York
Organizer: Clure Owen, American Broadcasting Company, New York

Just one of 54 worthwhile technical sessions at IEEE’s International Convention & Exhibition in New York. March 25, 26, 27 & 28, at the Coliseum & the Waldorf Astoria Hotel.

Admission: Members $1.00; non-members $3.00. Minimum age: 18.

BROADCASTING, March 18, 1963
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting March 7 through March 13 and based on filings, authorizations and other actions of the FCC during 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, ant.—antenna, aur.—auroral, vis.—visual, kw—kilowatts, watts—megacycles. D.—day, N.—night, LS—local sunset, mod.—modification, trans.—transmitter, unl.—unlimited, box—kilometers. SCA—subsidiary communications authorization, STA—special temporary authorization. S.A.—specified area. hgs.—educational. Ann.—Announced.

New tv stations

APPLICATIONS

St. Louis, Mo.—Central Bestg. Corp., Uhf ch. 30 (1560-972 mc); ERP 466 kw vis., 253 kw aur. Ant. height above average terrain 379 ft., above ground 423 ft. P. O. address c/o H. C. Young Jr., WENO, Nesbit Lane, Madison, Tenn. Estimated construction cost $260,000; first year operating cost $100,000; revenue $200,000. Studio and trans. locations both St. Louis. Geographic coordinates 39° 28' N. Lat., 90° 11' W. Long. Type trans. RCA TUU-21A, type ant. RCA TFD-241L. Legal counsel Welch, Mott & Morgan, consulting eng. George C. Davis, both Washington, D. C. Principals: Roy D. Beach Jr., Charles F. Macy, John E. Hurley, R. A. DeVore, Elmer C. Moore, Tom Salt, Frank Kestler, Clare Miller and Audrey J. Beck (each 10%). Mr. Gardner is part owner of KUKY Corpus Christi, Tex. Mr. Miller is part owner of KOMC-Cook, Neb., and KARD Wichita. Granted temporary authorization.

New am stations

APPLICATIONS

KRAY-TV San Francisco, Calif.—Bay TV, Changed from KHOL-TV. Granted for new am on 1430 kc, 1 kw. D. O. address: 1401 Grant Ave., San Francisco, Calif. Estimated construction cost $111,711; first year operating cost $36,000, revenue $36,000. A. J. Gardner, owner.

Cape Girardeau, Mo.—Missouri-Illinois Bestg. Co. Granted cp for new am on 1520 kc, 250 w. D. O. address c/o Lionel D. Spence, 1406 Columbia Av., Cape Girardeau, Mo. Estimated construction cost $13,411; first year operating cost $28,411. Change station location designation to CFF-AM.


Existing am stations

ACTION BY FCC

KAMD Camden, Ariz.—Granted increased daytime power on 1010 kc from 1 kw to 5 kw, continued nighttime operation with 250 kw, and change from DA-N to DA-2; conditions. Action March 6.

KZM Phoenix, Ariz.—Granted increased daytime power on 1330 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action March 6.

KCVY Lodi, Calif.—Granted increased power on 1570 kc, D, from 1 kw to 5 kw, where; conditions. New power without prejudice to action commission may deem necessary as result of final determination. Action March 8. Granted pending final decision in Doc. 14419, and without prejudice to any action commission may deem necessary as result of final determination. Action March 8. Granted increase of daytime power and pre-sunrise operation pending final decision in Apr. 250 w to 1 kw, and pre-sunrise operation with daytime facilities pending final decision in Apr. 14419. Action March 13.

KWIP Merced, Calif.—Granted increase of daytime power on 1390 kc, D, from 500 w to 1 kw; remote control permitted; conditions. Action March 13.

WKPA New Kentington-Tarentum, Pa.—Granted mod. of license to change station location designation to New Kentington and vacate its alternate main studio at Tarentum. Action March 13.

KGFX Pierre, S. D.—Granted change from 5 kw daytime and 1 kw nighttime operation on 1260 kc, 300 w to 3 kw, nighttime additional 5 kw, daytime operation 5 kw; conditions. Action March 13.

KWPM El Dorado, Calif.—Granted increased power on 1590 kc, 5 kw to 25 kw D, where; additional power without prejudice to action commission may deem necessary as result of final determination. Action March 8.

WVOC Westmoreland, Ky.—Granted increase of daytime power with pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. Action March 13.

CALL LETTERS ASSIGNED

KECH Ketchikan, Alaska—South-Eastern Alaska Bcasters Inc.

KHIU Wilcox, Ariz.—Cochise Bestg. Co. Changed from KWCX.

WVON Cicero, III.—L & F Bestg. Corp. Changed from WITCF.

WVOC Battle Creek, Mich.—Don F. Price.

WLEF Greenwood, Miss.—William E. Hardy

KMD MILAN, N. M.—C. M. Rouse.

KRRD Roswell, N. M.—F. F. Moore Jr.

WPTL Canton, N. C.—Vernon E. Pressly.


WQVT Latrobe, Pa.—Westmoreland Bestg. Corp. Changed from WQHJ.

WWSF Loreto, Pa.—St. Francis College of Loretto.

WWAY Rock Piedras, P. R.—Anaconda Radio Corp. Changed from WWW.

WWYR White River Junction, Vt.—Green Mountain Radio Inc., Changed from WWJL.

APPLICATIONS

KXWM Show Low, Ariz.—Cp to change frequency from 1620 kc to 970 kc; increase power from 250 w to 1 kw and install new transmitter. Action March 13.

WROA Gulfport, Miss.—Cp to change fre-
New fm station

APPLICATION


Existing fm stations

CALL LETTERS ASSIGNED

WPKN (FM) Bridgeport, Conn.—U. of Bridgeport.


WCUF (FM) Akron, Ohio—WCUE Radio Inc. Changed from WCUE-FM.

WJHY (FM) Philadelphia, Pa.—WHYF Inc. Changed from WHTF-FM.


Ownership changes

APPLICATIONS FOR BC

KTUX Pueblo, Colo.—Granted assignment of license from H. Myers Bumgardner (100%) with consideration of $200,000 to Glen Reynolds Jr. (100%). Consideration $200,000. Mr. Reynolds is time sailsman for KGER, Albuquerque, N. M. Action March 6.

WDEE-AM-FM Hanford, Conn.—Granted transfer of control of licensee corporation, Southern New England Bestg. Corp., from Vincent A. Biffle to Harold A. W. DeNol literature (375 shares) and Phyllis Del- Laurier, conditioned to the late and Stuart M. Caden (each 50%), d/b/a as C-G Assoc. Inc. Consideration $250,000. Mr. Caden is insurance consultant. Action March 11.


KSDY-TV Wichita Falls, Tex.—Granted transfer of control of licensee corporation, KSDY Inc., from Marshall Brochman (100%) to Keith Hodo (100%). Consideration $1,211. Action March 11.

WKBX-TV Lincoln, Neb.—Granted assignment of license from Galen O. Gilbert (96.25%) and Phil Crenshaw (3.75%), d/b/a as KNBR Radio Inc., to Keith Hodo (100%). Action March 11.

KUKO-FM Klamath Falls, Ore.—Granted assignment of license from Galen O. Gilbert (9.5%) and G. Rayleigh (90.5%), d/b/a as Rasco Radio Inc., to Keith Hodo (100%). Action March 11.

KUSY-TV Madison, Tex.—Granted transfer of control of licensee corporation, KUSY Corp., from Nat Levine & Leo Optical & Associated Companies Retirement Plan Trust (each 11%) to John H. Teagle (each 55.925%), d/b/a as Mid America Broadcasting Corp., Consideration $60,000. Mr. Teagle is 25% owner of KNAB Able and KBVY Big Spring, both Texas. Action March 6.

KWNB-TV Champaign, Ill.—Granted transfer of control of licensee corporation, Taylor Co., from Bernard Behrman to Jack Riffe (100%) to Keith Hodo (100%). Consideration $1,321,315. Action March 12.

KUKO-FM Klamath Falls, Ore.—Granted assignment of license from Galen O. Gilbert (96.25%) and Phil Crenshaw (3.75%), d/b/a as KNBR Radio Inc., to Keith Hodo (100%). Action March 11.


KSDY-TV Wichita Falls, Tex.—Granted assignment of license from Kansas City (TV) Commercial Co., from Marshall Brochman (100%) to Keith Hodo (100%). Consideration $70,000. Action March 12.

KUSY-TV Madison, Tex.—Granted assignment of license from Nat Levine & Leo Optical & Associated Companies Retirement Plan Trust (each 11%) to John H. Teagle (each 55.925%), d/b/a as Mid America Broadcasting Corp., Consideration $60,000. Mr. Teagle is 25% owner of KNAB Able and KBVY Big Spring, both Texas. Action March 6.

APPLICATIONS

KBBF Benton, Ariz.—Seeks assignment of license from C. Lavelle Langley (100%), d/b/a as Benkel Media, to John R. Riddle, M. F. Spann and David C. McDonald (each 25%), d/b/a as KWNR Radio Inc. Action March 3.

KMOV-TV Jefferson City, Mo.—Seeks assignment of license from Mid-City Broadcasting Co., Inc. Action March 4.


KWSF-SF San Francisco, Calif.—Seeks assignment of license from William C. Daily (40%), d/b/a as KWSF-TV, to Bernard Leid, Robert Friedman (34.5%), Robert Hog (34%) and Andrew C. Doral (21.5%). Action March 13.

WSAF Sarasota, Fla.—Seeks assignment of license from W. B. Angel Memorial Foundation, Inc. to Edward T. Angel, Jr. (50%) and Florence Foster (50%), d/b/a as WSAF Radio Inc. Action March 5.

WMBK Miami, Fla.—Seeks assignment of license from J. A. Havens & J. A. Chamberlin (each 50%) to J. A. Havens (50%) and James A. Chamberlin (50%). Action March 11.

WQDZ Jackson, Miss.—Seeks assignment of license from Morgan S. McQuillen (100%), d/b/a as WQDZ Radio Inc., to Thomas B. O'Connell, Jr. (100%). Action March 11.

WSWV-TV Scranton, Pa.—Seeks assignment of license from William R. Sly (100%), d/b/a as WSWV-TV, to Francis J. W. Sullivan (100%). Action March 11.

WWSN Topeka, Kans.—Seeks assignment of license from J. M. Lott (100%), d/b/a as WWSN, to George E. Lott (100%). Action March 11.
tions of Van Wert for new daytime am on 1500, kw, DA, and WDZ to increase power to 1500 kw. DA, from 1 kw to 5 kw with KOLN, Kenosha, Wis., and WZIP Cincinnati, Ohio, parties to proceeding.

Ponce Bestg. Corp., Casev, F. R.; WMIA, Abacoa Radio Corp., Aredco, F. R.—Design for consolidated hearing an application of Ponce for new station on 1060 kc, 250 w, un., and WMIA to increase daytime power to 500 w to 2 kw, unrestrained by condition of hearing proceeding. Jan. 3, reconsider and set aside Dec. 16, 1962, which established definite date within which competing applications for new station to be submitted, thereby precluding filing of petition for reconsideration of decision.

OTHER ACTIONS

1. By memorandum opinion & order, commission denied petition by Grafton, William C., and KLOK, Cleveland, to reconsider and set aside Dec. 16, 1962, action which established definite date within which competing applications for new station to be submitted, thereby precluding filing of petition for reconsideration of decision. Jan. 3, reconsider and set aside Dec. 16, 1962, which established definite date within which competing applications for new station to be submitted, thereby precluding filing of petition for reconsideration of decision.

2. By memorandum opinion & order, commission directed for filing an application for WDUIL-TV Corp., for additional time to complete construction of station. Jan. 10, petition for extension of time to complete construction of station.

3. By memorandum opinion & order, commission ordered for filing an application for WDUIL-TV Corp., for additional time to complete construction of station. Jan. 10, petition for extension of time to complete construction of station.

4. By memorandum opinion & order, commission disposed of proceeding involving application by Nicholas Tedesco and Victor T. Tedesco, d/b/a Gabriel Bestg. Co., for change of WPBC Minneapolis, Minn., on 1480 kw; granted motion to dismiss, with prejudice, application for new station on 1540 kc, 1 kw, kw-CH, D, in Canton, Ohio, parties to proceeding.; action for new station on 1540 kc, 1 kw, kw-CH, D, in Canton, Ohio, parties to proceeding.

5. By memorandum opinion & order, commission disposed of proceeding involving application by Nicholas Tedesco and Victor T. Tedesco, d/b/a Gabriel Bestg. Co., for change of WPBC Minneapolis, Minn., on 1480 kw; granted motion to dismiss, with prejudice, application for new station on 1540 kc, 1 kw, kw-CH, D, in Canton, Ohio, parties to proceeding.; action for new station on 1540 kc, 1 kw, kw-CH, D, in Canton, Ohio, parties to proceeding.

6. By memorandum opinion & order, commission disposed of proceeding involving application by Nicholas Tedesco and Victor T. Tedesco, d/b/a Gabriel Bestg. Co., for change of WPBC Minneapolis, Minn., on 1480 kw; granted motion to dismiss, with prejudice, application for new station on 1540 kc, 1 kw, kw-CH, D, in Canton, Ohio, parties to proceeding.; action for new station on 1540 kc, 1 kw, kw-CH, D, in Canton, Ohio, parties to proceeding.

7. By memorandum opinion & order, commission disposed of proceeding involving application by Nicholas Tedesco and Victor T. Tedesco, d/b/a Gabriel Bestg. Co., for change of WPBC Minneapolis, Minn., on 1480 kw; granted motion to dismiss, with prejudice, application for new station on 1540 kc, 1 kw, kw-CH, D, in Canton, Ohio, parties to proceeding.; action for new station on 1540 kc, 1 kw, kw-CH, D, in Canton, Ohio, parties to proceeding.
<table>
<thead>
<tr>
<th>Name</th>
<th>Position and Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>James C. McNary</td>
<td>Consulting Engineer National Press Bldg. Wash. 4, D. C.</td>
</tr>
<tr>
<td></td>
<td>Phone District 7-1205 Member APOOB</td>
</tr>
<tr>
<td>Paul Godley Co.</td>
<td>Consulting Engineers Radio &amp; Television</td>
</tr>
<tr>
<td></td>
<td>Upper Montclair, N. J. Pilgrim 6-3000 Laboratories, Great Notch, N. J.</td>
</tr>
<tr>
<td></td>
<td>Member APOOB</td>
</tr>
<tr>
<td>George C. Davis</td>
<td>Consulting Engineers Radio &amp; Television</td>
</tr>
<tr>
<td></td>
<td>727 Munsey Bldg. Sterling 3-0111 Washington 4, D. C.</td>
</tr>
<tr>
<td></td>
<td>Member APOOB</td>
</tr>
<tr>
<td>A. A. Dering &amp; Associates</td>
<td>41 Years' Experience in Radio Engineering</td>
</tr>
<tr>
<td></td>
<td>1710 H St., N. W. 298-6850 Washington 6, D. C. Member APOOB</td>
</tr>
<tr>
<td>Gautney &amp; Jones</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td></td>
<td>930 Warner Bldg. National 8-7757 Washington 4, D. C. Member APOOB</td>
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<tr>
<td>L. H. Carr &amp; Associates</td>
<td>Consulting Radio &amp; Television Engineers</td>
</tr>
<tr>
<td></td>
<td>Washington 6, D. C. Fort Evans 1000 Conn. Ave. Leesburg, Va. Member APOOB</td>
</tr>
<tr>
<td>Kear &amp; Kennedy</td>
<td>1302 18th St., N. W. Hudson 3-9000 Washington 6, D. C. Member APOOB</td>
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<tr>
<td>A. Earl Cullum, Jr.</td>
<td>Consulting Engineers Inwood Post Office</td>
</tr>
<tr>
<td></td>
<td>Dallas 9, Texas Merison 1-8360 Member APOOB</td>
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<tr>
<td>Walter F. Keane</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td></td>
<td>Associate George M. Sklam 19 E. Quincy St. Hickory 7-2401 Riverside, Ill. (A Chicago suburb) Member APOOB</td>
</tr>
<tr>
<td>Hammett &amp; Edison</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Box 68, International Airport</td>
<td>San Francisco 28, California Diamond 2-5208 Member APOOB</td>
</tr>
<tr>
<td>John B. Heffelfinger</td>
<td>9208 Wyoming Pl. Hilland 4-7010 KANSAS CITY 14, MISSOURI</td>
</tr>
<tr>
<td>Jules Cohen &amp; Associates</td>
<td>Consulting Engineers Applications &amp; Field Engineering 223 S. Jasmin St.</td>
</tr>
<tr>
<td></td>
<td>729 15th St., N. W., 393-4616 Washington 5, D. C. Member APOOB</td>
</tr>
<tr>
<td>A. E. Towne Assocs., Inc.</td>
<td>TELEVISION AND RADIO ENGINEERING CONSULTANTS</td>
</tr>
<tr>
<td></td>
<td>420 Taylor St. San Francisco 2, Calif. PR 5-3100</td>
</tr>
<tr>
<td>Pete Johnson</td>
<td>Consulting am-fm Engineers Applications—Field Engineer</td>
</tr>
<tr>
<td>J. G. Rountree</td>
<td>Consulting Engineer P.O. Box 9044</td>
</tr>
<tr>
<td></td>
<td>Austin 56, Texas Glendale 2-3873</td>
</tr>
<tr>
<td>Merl Saxon</td>
<td>Consulting Radio Engineer 622 Hawks St.</td>
</tr>
<tr>
<td></td>
<td>Lubli, Texas NEptune 4-4242 NEptune 4-9558</td>
</tr>
<tr>
<td>William B. Carr</td>
<td>Consulting Engineer AM-FM-TV Microwave P. O. Box 13287 Fort Worth 18, Texas Butler 1-1531</td>
</tr>
<tr>
<td>Raymond E. Rohrer &amp; Associates Consulting Radio Engineers 436 Wyeth Bldg. Washington 5, D. C. Phone 347-906 Phone 3-2570</td>
<td></td>
</tr>
<tr>
<td>E. Harold Munn, Jr.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
</tr>
<tr>
<td></td>
<td>Box 220 Coldwater, Michigan Phone 3-2570</td>
</tr>
<tr>
<td>John H. Mullaney and Associates</td>
<td>A Division of Multronics, Inc. 2000 P St., N. W. Washington 6, D. C. Columbia 5-3506 Member APOOB</td>
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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 13

<table>
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<tr>
<th>Linc.</th>
<th>AM</th>
<th>120</th>
<th>470</th>
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<td>3,768</td>
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<tr>
<td>1,071</td>
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<tr>
<td>515</td>
<td>54</td>
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OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, March 13

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TV</th>
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<td>579</td>
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<tr>
<td>Non-commercial</td>
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<td>68</td>
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COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 28

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
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<tr>
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<td>3,938</td>
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</table>

*Includes 3 stations operating on unreserved channels.

filling of opposition to appeal. Action March 5.

**ACTIONS ON MOTIONS**

- Commission granted request by Frontier Bestg. Co. and extended from March 1 to March 18 time to file reply comments in matter of amendment of Subpart L, Part II, of rules and regulations to govern grant of authorizations in Business Radio Service for microwave stations to relay tv signals to new systems. Action March 6.
- Commission granted request by Mid-Atlantic Airborne TV Instruction Inc. and extended from March 5 to March 18 time to file reply comments in matter of proposal to amend Part 3 of rules governing tv broadcast stations to authorize use of airborne tv trans. Action March 6.
- By Chief Hearing Examiner James D. Cunningham
  - Scheduled prehearing conference for April 15 in Washington, D. C., and hearing for April 29 in Mobile, Ala., in matter of revocation of licenses of Pape Tel Inc. for WAAW-WTV (ch. 10) Mobile. Action March 8.
  - Scheduled prehearing conference for 9 a.m., April 8, and hearing for May 15, in proceeding on am applications of Ponce Bestg. Corp., Cayey, and Abacoa Radio Corp. (WMIA), both Puerto Rico. Action March 8.
  - Granted petition by Porter County Bestg. Co. and extended from March 11 to March 19 date for exchange or exhibits to meet time extended in Oct. 16, 1964, hearing order, and from March 18 to March 22 for correction by parties of witnesses permitted for cross-examination in proceeding on Porter's application and that of Valparaiso Bestg. Co. for new am stations in Valparaiso, Ind. Action March 8.
  - Granted petition by Dr. Charles H. Haggard and Kenneth R. Rogers to extent of dismissing application for new am in Crystal City, Tex., with prejudice, and terminated proceeding. Action March 8.
  - Granted petition by Genkuer Inc., Gouge, N. Y., and scheduled further hearing for 9 a.m., April 11, in proceeding on its application, et al., in consolidated am proceeding in Docs. 16017 et al. Action March 6.
  - By Hearing Examiner James D.
  - On own motion, continued March 11 further hearing to March 18 in proceeding on NBC-TV broadcast transfers and related applications in Docs. 13985 et al. Action March 6.
  - By Hearing Examiner Thomas H. Donahue
    - By memorandum opinion & order in proceeding on am applications of Smackover Radio Inc. Smackover, and Magnolia Bestg. Co. (KVMV), Magnolia, both Arkansas, in Docs. 14192-4, vacated and held in abeyance rulings of examiner made on record of proceeding on March 7 concerning appearance on stand of Walter E. Hussyman until such time as transcript of proceeding is in hands of counsel for Broadcasting Board at which time they shall become final. Action March 11.
  - By Hearing Examiner Asher H. Ende
    - By memorandum opinion & order in proceeding on applications of Laramie Community TV Co. and Albany Electronics Inc. for new vhf tv translator stations in Lamarie and Tech Sidings, both Wyoming, in Docs. 14830-6, denied Laramie's petition to leave to amend to change site for its translator and to reopen record; without prejudice to filing of further petition to leave to amend consistent with views expressed in memorandum opinion & order should it ultimately be decided applications of Laramie Community instead of Albany Electronics should be granted. Action March 6.
  - By Hearing Examiner Arthur A. Gladstone
    - Granted petition by Broadcast Bureau and extended from March 20 to May 15 time to file its proposed findings or comments on proposed findings of International Bestg. Corp. in proceeding on its application and Jesus Vargas Candela and Ricardo Alvarado-Martin for new am stations in Carolina and Bayamon, both Puerto Rico. Action March 6.
    - By Hearing Examiner Charles J. Frederick
      - Granted motion by Osage Programmers and scheduled hearing on its application and Cherry Bestg. Corp. for new am stations in Bartlesville and Pawhuska, both Oklahoma, respectively. Action March 7.
      - By Hearing Examiner Millard F. French
        - Received in evidence exhibit 3 filed by applicant, closed record, and ordered prepared findings, if any, shall be filed by March 18 in proceeding on application of Henry Newby for new am in Cambridge, Minn. Action March 11.
        - Granted Feb. 9 petition by Saul M. Miller for leave to amend application for new am in Kuttstown, Pa., which is consolidated am proceeding in Docs. 14835 et al., effective as of Feb. 16, and accepted motion for time amendment tendered with petition. Action March 7.
    - By Hearing Examiner Isadora A. Hong
      - Upon request by Broadcast Bureau and with consent of applicant from 2 p.m. to 9 a.m. March 19 formal hearing continued following demand made in proceeding on application of Higson-Frank Radio Enterprises for new am in Houston, Tex. Action March 12.
      - On own motion, scheduled formal hearing conference for March 19, at 2 p.m., to apportion necessary procedural arrangements for further hearing after remand on additional issue specified by Bureau in proceeding on application of Higson-Frank Radio Enterprises for new am in Houston, Tex. Action March 7.
      - By Hearing Examiner Annie Neel Huntingon
      - By Hearing Examiner David I. Krausbaas
        - By order after March 12 prehearing conference in proceeding on application of Magic City Bestg. for additional time to construct WBEM et al., in Docs. 14854, approved procedural ground rules and established time and ordered hearing to commence as previously stated in affidavits of Lawrence B. Flrobto to facts stated in first by affidavit of his affidavit, and again closed record. Action March 12.
      - By Hearing Examiner H. Gifford Ilton
        - On own motion, continued March 11 proceeding in reamended conference schedule for March 18 in proceeding on application of Albert S. Tedesco, Jr. (Broward County) of WVCX license of WDXK Oakland Park, Fla. Action March 7.
      - By Hearing Examiner Jay A. Kyle
        - On own motion, changed from March 18 to March 29 date for institution of parties as to witnesses desired for cross-examination in proceeding on application of Geoffrey A. Lapping for new am in Blythe, Calif. Action March 11.
        - Upon request by Redding-Chico Tv Inc. scheduled further prehearing conference for March 18 in Redding, Calif., tv ch. 9 proceeding in Docs. 14841 et al. Action March 11.
        - Granted motion by Redding-Chico Tv Inc. and extended from March 8 to March 18 to file a petition to leave to amend by Northern California Educational Tv Assn. Inc. in docs. 14854, tv ch. 9 proceeding. Action March 11.
        - In light of March 7 action by Review Board in doing proceeding on application of Geoffrey A. Lapping for new am in Blythe, Calif., extended from March 15 to March 18 time for exchange of exhibits. Action March 8.
      - By Hearing Examiner J. A. Kyle
        - On own motion, changed from March 18 to March 29 date for institution of parties as to witnesses desired for cross-examination in proceeding on application of Geoffrey A. Lapping for new am in Blythe, Calif. Action March 11.
        - Upon request by Redding-Chico T...
By Hearing Examiner Forest L. McLennan

By consent motion by Grand Bestg., Co., West Michigan Telescope Inc. and MBO Broadcasting Corp., petitions for limited reopening of Spring Valley, WY, granted.

By consent motion by Grand Bestg., Co., and Rockland Bestg., Inc., for new AM stations in Ellington, Conn., and Edinburgh, Ont., respectively, in Docs. 14703-4, Action March 11.

By Hearing Examiner Chester F. Naumowicz Jr.

Upon request by Blue Ridge Mountain Bestg., Inc., continued April 23 hearing to May 1, to allow time for completion of new tower installation and that of Reliable Bestg., Co. for new AM stations in Ellioton, B.C., respectively.

May 18 hearing on March 18 hearing on new tower installation and that of reliable Bestg., Co. for new AM stations in Ellioton, B.C., respectively.

BROADCAST ACTIONS

By Broadband Bureau

Actions of March 12

KMAR Wintonboro, S.C.—Granted license to move station to new site.

KATAF Rawlings, Wyo.—Licensed to change station to new location.

KNSA New Castle, Wyo.—Granted to change to new location.

WLAN Lancaster, Pa.—Granted to new location.

BROADCAST ACTIONS

By Broadband Bureau

March 11

KMAR Wintonboro, S.C.—Licensed to change to new location.

KATAF Rawlings, Wyo.—Licensed to change to new location.

KNSA New Castle, Wyo.—Licensed to change to new location.

WLAN Lancaster, Pa.—Granted to new location.

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KNSA New Castle, Wyo.—Licensed to change to new location.

WLAN Lancaster, Pa.—Granted to new location.

By Broadband Bureau

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KNSA New Castle, Wyo.—Licensed to change to new location.

WLAN Lancaster, Pa.—Granted to new location.
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only. (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED: 20¢ per word—$2.00 minimum.
- HELP WANTED: 25¢ per word—$2.00 minimum.
- DISPLAY ads $20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising requires display space.
- All ads 20¢ per word—$4.00 minimum.
- No charge for blind box number. Send reply to Broadcasting, 1715 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcripts or blue packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcripts, photos, etc., sent to box numbers are sent at sender’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted manager sales experience, 1000 watt Oklahoma station full time. Good proposition qualified man. State age, experience, references. Box 668, Brownwood, Texas.

Opening for sales manager in fin-

Stereo radio. We will be more than liberal with the right person, however, you must be a commission type salesman with an understanding of soft sell. Order takers should apply, as you will not last long. All rewards the same if your voice warrants. Contact: M. W. Oxier, 2414 W. Skyline Drive, Champaign, Illinois.

Sales

Wanted: Top notch salesman to call on radio stations. North Carolina, South Carolina and Virginia, and sell low cost custom spot package plans. If you can average five sales each week you income will be $300 weekly, $1,200 monthly or $15,000 annually. You must be able to support your self for thirty days, have car. Send complete resume, photo and phone number to Box C-185, BROADCASTING.

Well established midwest daytimer has opening for an experienced salesman. Established accounts. Good future with a growing operation. Box C-203, BROADCASTING.

Southwest of Chicago. Capable man will earn at least $6,000 first year. Box C-907, BROADCASTING.

Southern California. Immediate opening for solid salesman, capable of management, with top station multiple chain. Box C-236, BROADCASTING.

Salesman, for the north bay area of San Francisco guarantee. $400 a month. Call or write KVON, Napa, California.

Sales manager, expanding operation . . . unlimited opportunities. Send references. Contact: L. F. Seed, Manager, WEIC, Charleston, Illinois.

Madison, Wisconsin offers outstanding sales opportunity with number one rated station. We'll also pay biggest guarantee, biggest commissions to seasoned salesman. WSM.

Experience radio salesman wanted, WBIC, 540 kc, Long Island, N. Y. Salary plus commission. Call or write for appointment. PE 6-115, 1 E. Main Street, Bay Shore, New York.

A promotion to manager has created an opening for an experienced salesman. WSMI, Litchfield, Illinois.


Top flight morning personality for new Indianapolis clear channel, WIGO airing in April. Send tape (airtake), resume, and salary requirements to Luke Walton, 525 Board of Trade Building, Indianapolis 4, Indiana.

HELP WANTED—(Cont'd)

Help Wanted—Anouncers

Wanted . . . mature, versatile radio an-

nouncer. Must be good with news. Only experienced man will be considered. WCCN AM-FM, Mt. Pleasant, Michigan.

Announcer copywriter able to handle board. Adult good music station on Florida east coast. Send resume and background. Box C-95, BROADCASTING.

Announcer, experienced for wide awake suburban Philadelphia station. Operate own board. Send complete resume and permanent position. Box C-53, BROADCASTING.

Southwestern Pennsylvania Independent. Immediate need for announcer with first phone. Must have top music, country and and salary required in first letter. Box C-93, BROADCASTING.

First phone operator with experience on maintenance and announcing. Resume. Box C-98, BROADCASTING.

Intermountain radio station wants an-

nouncer and Copy. Good deal for right man. Send audition tape, snapshot and copy samples. If you have personal problems, don’t apply. Starting salary based on experience. Box C-178, BROADCASTING.

Major midwest market wants you. Benefit loaded station needs most happy fellow to meet and beat tough morning competition. Also visits bright ladies home companion for afternoon and travel time . . . plus, the right man as night man, Rush tape background, salary. Box C-180, BROADCASTING.

Analysis of your audition tape! Suggestions for improvement and possible job leads by one of America’s best known top ten market radio executives. Send your tape and $5.00 to Box C-199, BROADCASTING. Tapes promptly returned.

Texas kilowatt seeking experienced, mature announcer. Salary $90, Tape, resume to Box B-371, BROADCASTING.

Three stations, soon to be four looking for top talent first choice. Offering future security, top pay. Rush air check, resume and picture to Tom Brown, Program Di-

rector, Box 1440, Normal, Illinois.

Announcer needed by regional station. Must have quality voice. KTOE, Mankato, Minne-

sota.

KBUD Athens, Texas has immediate open-

ning for experienced, mature announcer.

WANTED...experienced staff announcer for thousand watt daytime on 560 kc. Variety formant station, pop music, country and gospel. Could use either, country and gospel. Must have had professional experience. Send tape, and re-

sume to General Manager, WIBD Radio, Richlands, Virginia. No collect telephone calls accepted.

Announcer for music-news operation. Better than average conditions. Good average salary. Ray Doss, WAIN, Columbus, Kentucky.

Aggressive 500 watt west Texas radio sta-

tion always interested in able and ambitious announcers and newsmen. Class B tick-

et required for newsmen. Interested? Write Box C-9, BROADCASTING.

Help Wanted—(Cont'd)

Help Wanted—Anouncers

Hilarious morning announcer-salesman. Hard worker can earn $7500. Personal in-

terview required. KGRL, Bend, Oregon.

Experienced 1st phone announcer-newman no max from Michigan daytimer Mutual. Good opportunity with growing organization. Salary depends on experience and ability. Send tape, resume and photograph, WJUD, St. Johns, Michigan.

Leading suburban New York am station needs experienced announcer. Step up to a good operation. Send tape, resume, WJNA, Peekskill.

Approximately four months summer re-

placement utility announcer needed. Must be experienced. Apply Gerry Grainger, Pro-

gram Director, KCWJ, 1040, Fort Lauderdale, Florida.

Announcer-engineer with first class ticket many fringe benefits in regional fulltime station. Advance within expanding multiple station organization. Send data sheet, and audition to WALM, Albion, Michigan.

Help! We needed. Money! You need it! Adult Ohio daytimer needs first phone. Good pay, future, you’d like it here, WDLR, Box 517, Delaware, Ohio. Phone C. R. Taylor.

Immediate opening for experienced mature, announcer with top men, top station in market. Write, phone WASA. Harve de Grace, Maryland. 301-938-0800.

Announcer with 1st class ticket. Daytimer 50 miles from New York City. Good salary, steady. WBIR, Bristol, Virginias 775, Ind.

Combo morning man experienced bright non lazy for hooper rated number one fulltime radio personality. Top format heavy local news. Call Mr. Smith 1-508-433-1797.

Ambitious, versatile, experienced dj seek-

ing permanent position. WICY, Malone, N.Y.

Experienced announcers with or without the disk. Must be good, for the right one. Good pay to right men. Write WDON, Box 143, Ironia, Michigan or Phone 2-3600.

Still looking for top notch experienced an-

nouncer-newman. Must be good, stable and program director material, experienced in all phases. Only the best need apply. Florida east coast. 50th rated sta-

tion. No collect calls. Dick Clark, WMFJ, Daytona Beach, Florida.

Broadcast Employment Service has choices for or TV operations. Confident pro-

fessional placement. 4525 10th Ave. So. Min-

neapolis, II, Minnesota.

Technical

Attractive offer for mature combo morning man who will follow format. Minimum 5 years experience. WAYE, Baltimore, Maryland.

Wanted Immediately, first class engineer. FM stereo multiplex operation is growing group. Post Office Box 390, Port Clinton, Ohio.

Engineer with first phone license for 5 kw fulltime station desired. Send resume to D. E. Reifsteck, Chief Engineer, WBRK, 121 Northeast Jefferson, Peoria, Ill.
Help Wanted—(Cont'd)

Technical

First class engineer for Michigan 1,000 watt full time station. Excellent working condi-
tions for the right man. Emphasis would be on engineering with some announce-
ing. Send full details to Box C-229, BROADCASTING.

Engineer-announcer for all new 5,000 watt WTOK, Durham, North Carolina. Opening May 15th. Announce, send tape, resume, photo to P. O. Box 1971, Durham.

Immediate opening for chief engineer 5 kw daytimer, Minneapolis. Call 2-3000 WION, Box 145, Ionia, Michigan.

1st class licensed engineer-announcer. Send all information and qualifications to WREO Ashlanda, Ohio.


Broadcast engineers midwest tv station first class phone required will train. Apply in confidence. Box C-65, BROADCASTING.

Chief engineer-southern New York state. Am. experience-good salary. Box C-69, BROADCASTING.

5 kw daytimer has immediate opening for assistant engineer. Position offers modest announcing shift. High salary in region, with advances and fringe benefits.

Chief engineer to go to Al Clark, KWYR, Winner, South Dakota.

Have immediate opening for chief engineer for 1 kw am non-directional daytimer, and 3 kw fm. Write or phone WASA, Havre de Grace, Maryland. 301-938-8660.

Needed a production minded staff engineer with some broadcast experience. First class ticket required. An outstanding opportunity for some one who wants a position in a prestige opportunity located in suburban New York City area. Box C-111, BROADCASTING.

Chief engineer-announcer position open with aggressive small market station. Good opportunity, salary open. Write or call immediately. Bresael, KTEN, Trenton, Missouri.

New York-Westchester/Suburban radio station has opening for 1st class engineer to work under qualified supervision and chance to learn. Send resume to Box C-193, BROADCASTING.


Wanted immediately. 1st phone with pleasant voice, man who can handle pilers and screwdriver and can handle a dj show in the confines of a middle of the road format. Salary good. Contact: Jack Hallstrom, Radio WIZZ, Streator, Illinois. Phone 2-2947.

Production—Programming, Others

TV-radio instructor for 1963-64 in north-eastern superlative equipped college. Possi-
bility of permanent appointment. Production, survey and lab courses. Allowable station experience preferred. Mail resume. Box C-129, BROADCASTING.

All around, experienced helper required at WBBM-FM, Meriden, Conn.

Immediate opening for serious minded news editor. Up to two years broadcast experience required. Good pay, vacations, insur-
ance and retirement plans. WHPY, Akron, is seeking an experienced law student. Mutual affiliate, fulltime in busi-
ness, responsible, attractive. Send picture, tape, and particulars to Radio Station WHBY, 600 South Law St., Appleton, Wisconsin.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsmen for major market. Negro pro-
grammed station. Send tape, photo, resume to C-35, BROADCASTING.


Radio

Situations Wanted—Management

Ready for management. Experienced in all phases, including on-air, engineering, man-
ing, first phone. member IRE. Currently with top Pulse in 215,000 area. Send for re-
sume. Box C-162, BROADCASTING.

Qualified assistant manager. 25, married, 16 years announcer, engineer, sales. Desire-
general manager small Texas station. Box C-212, BROADCASTING.

General or commercial manager's post sought for our present commercial man-
gin. Has double business in this top 16 market. Expert in sales, research, admin-
istration, production and engineering, to make A-1 manager. Wants top 15 mar-
rates and the market. Will sell and clean shortlidy, and he'll be available. Reply if you need top man will pay well and have a "real job." All replies confidential and acknowledged. Box C-219, BROADCASTING.

General manager experienced all phases. Best daytimer. Box C-223, BROADCASTING.

Sales

Supsersalesman available percentage basis.

Good morning sound from a good morning man. Tremendous audience acceptance, al-
ways number one. With tasteful, comic approach and salesmanship, get up to . . . almost. Box C-73, BROADCASTING.

Announcer with limited broadcasting ex-
perience. Cheerful style, with a good am-
bitious attitude to work in all phases of radio. Offers play by play sportscasting. Box C-84, BROADCASTING.

Attention, top 40 outlets. Experienced first phone dj currently employed in major market now avaiable. Will高的

South San Francisco located top 40 job. $50 and let's wall Box C-132, BROADCASTING.

Dj/announcer. Swinging modern sound. Build audience with rock 'n' roll. Reliable. Box C-129, BROADCASTING.

Dj. announcer, lacking experience. Eager to learn. Will travel immediately! Box C-183, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Attention: 24-hour radio operations: If you have the midnight night slot is in need of a dis-
played personality. Will program his music (good, modern, and up to date). Must be able to make sure rela-
table conversation—creating an image des-
irous. Excellent working conditions for the right individual. For more information: Box C-114, BROADCASTING.

Announcer, married, 10 years experience. Prefer informal or sidekick position. Send tape to your tape. Box C-167, BROADCASTING.

Announcer, salesman, deejay, first phone. Wants opportunity to sink roots. Box C-168, BROADCASTING.

Announcer, presently available to announce, good music. Currently with top 100 market. Send resume. Box C-170, BROADCASTING.

Necro announcer, experienced all facets of radio. Seeks station with opportunity. Box C-179, BROADCASTING.

Split personality. Young newsmaker/dir-
ector, bright and tight jock. Will go either way. Four years experience, draft free and al-
most vice free. Box C-171, BROADCASTING.

Top staff announcer, young, experienced, college, and available now. Wants to work for good music organization offering advance-
ment within 100 miles of Philadelphia. Curr-
ently employed. Box C-172, BROADCASTING.

Professional, ten years, with solid refer-
ences in new music. Prefer station with college. Finest background. Prefer nights. Like southwest. Box C-179, BROADCASTING.

New York dj and announcer seeking night work as newscaster or personality am or pm. Box C-177, BROADCASTING.

Announcer - newsmaker - personality. Young, married, willing to work, Fast tight board. Prefer college. Box C-178, BROADCASTING.

Beginner, some experience, wants work on west coast. 1638 10th Avenue, San Diego 1, California.

Bright, swinging, warm sounding personal-
ity, new number one, wants station with the same qualifications. I'll win you the teen market like never before, plus I'll hold the adults. Currently the most sold out show in history of station. Married, vet., with two children and the best refer-
ences available ever. Send complete resume and tape and complete resume send your Box tops to Box C-186, BROADCASTING.

Experienced first phone announcer, dj de-
signation in medium market. Desires move in west city within 200 miles of San Francisco experience minimum. Prefer married, young. Box C-191, BROADCASTING.

Sportscaster. Presently top rated, medium market. Nine years experience in college and professional baseball, football, basket-

Tried the rest? Here's the best swingin' morning man you've ever heard. Nine years in nation's top market, proven record. Box C-214, BROADCASTING.

10 years experience. Prefer sports minded station seeking announcer, with play by play and sales experience. College graduate, family, excellent credits currently employed. Pre-
fer southeast. Box C-216, BROADCASTING.

South or west: Mature, married. Radio school plus two years experience. Will play by play. Up 1-840, Springfield-ING. Box C-218, BROADCASTING.

Town and country showdown! Really knows Connecticut! You can play the rest. Young, currently southwest fulltimer. Sales manager, airman. Available April. Box C-220, BROADCASTING.

When do I start? Salary's no problem if you have the right midwestern location. Box C-229, BROADCASTING.

Family man seeks permanent spot on fine station. Currently morning program director with strong music background. Franklin Miller, 204 W. Con-
gress, Sturgis, Michigan.
Situation Wanted—(Cont'd)

Announcers

Want country music show in south or west. Nine years experience. Now employed. Best reference. Box C-192, BROADCASTING.

Attention California, announcer—23, six years major market, radio and tv. Employed, draft exempt, references. Box C-194, BROADCASTING.

Want a bright nice time sound for your medium to major market station! Let me fill that spot. Presently have top ratings in music, talk, and news. Drop me a line. Write: Box C-198, BROADCASTING.

Sportscaster, Available now. Prefer northeast. Conscientious, knowledgeable. Money back guarantee. Box C-904, BROADCASTING.

Looking for June opening. Wife teaches, school out June 7th. Can leave then. Age 30, tape, data, references furnished on request. Box C-268, BROADCASTING.

Eager young broadcasting schooled announcer/dj, looking for first chance. Any area. Doug Wade, 2738 Weilborn, Dallas, Texas.

Announcing school and college graduate. One year experience announcing and newswork. Have first phone license. No maintenance. Box C-228, BROADCASTING.

Available now. Young, mature, 8 years experience, radio-tv announcer. Prefer good music, college, single. Box C-227, BROADCASTING.


Announcer-salesman wishes to relocate. Currently sign-on man with sales remainder of day. 28, married, one child, 7 years experience. Good voice, good music, strong sales. Prefer Midwest. Make an offer. Box C-239, BROADCASTING.

Technical

First phone-am combo, tv experience. Seeks NYC area. Box C-47, BROADCASTING.

Chief engineer. 12 years of responsible engineering management including planning and installation of vhf facilities. Extensive industry references. Available at NAB for interview. Box C-72, BROADCASTING.

First class engineer desires job as chief with a little announcing. Experienced as both engineer and announcer. Excellent references. State approximate salary in your first letter. Box C-219, BROADCASTING.

Engineer-announcer. 15 years experience all phases radio desires to relocate small station Rocky Mountain region. Emphasis engineering. Box C-221, BROADCASTING.

First phone experienced fm-am-tv. $110 weekly. Midwest phone 600-334-2904.

First phone, no experience, single, 32, graduate Grantham School, Kansas City, Available immediately. J. Bridgewater, 11124 E. First Avenue, Temple City, California. Tel.: Gilbert 8-4548. Available immediately. First phone, 5 months experience in am. 28, Desire work under qualified chief. Max Parker, P. O. Box 394, Winters, Texas.


Situation Wanted—(Cont'd)

Technical

Knowledge of engineering limited, but have first phone. Will go combo or straight. Larry Lane, 3292 Lively Lane, Dallas, Texas.

TV engineer, 1st phone. Studio switching, announcers, tape transmitting. 8 years in tv. West preferred. Box C-202, BROADCASTING.

Engineer, Rocky Mountain or Pacific states preferred, large board shift. Box C-230, BROADCASTING.

Production—Programming, Others

Newswoman—five years experience, university Graduate, current salary $136. Box 2193, BROADCASTING.

Creative program production director desires responsible position with quality operation in lucrative market. Strictly professional, up to date facilities, producing interesting sound with depth. Ten years experience. Presently employed. College graduate; family. Box C-182, BROADCASTING.

Newswoman. Ten years experience. On-camera, photography, mobile rig. Degree, family, sober. Box C-168, BROADCASTING.

Program director, wants west coast market. Permanently. Superb leadership. 12 years experience (last 7 in top twenty markets); top flight commercial voice; tape machine wizardry; good rating record; imagination; complete knowledge of FCC and R&R. Box C-187, BROADCASTING.

Strictly professional newswoman. Will negotiate subscription management of dominant station in major market. Authoritative newscasts that get specific listener ins. No gimmicks, but innovation. Send by registered mail. Who's done years of research. News director, radio & tv operation. Prefer group operation. MA degree plus 6 years experience am-fm-tv. Box C-121, BROADCASTING.

Sports, play by play; news. Seven years experience all phases radio. Box C-223, BROADCASTING.

Newswoman—announcer, first phone. College graduate. Year experience. Dependable ambition. Box C-229, BROADCASTING.

Newswoman-mature, family man—employed in major market to prestige operation, where reporting, writing, producing interesting. Box C-231, BROADCASTING.

TELEVISION

Help Wanted—Management

Need experienced manager for top market UHF-TF station under new ownership. Send resume to Junction City Television, Inc. P. O. Box 125, Junction City, Kansas.

Central Florida television station, medium market, seeks experienced general manager-comptroller with experience in television. Owner will be in Chicago at NBC conventions and will interview. Box C-163, BROADCASTING.

TELEVISION

Help Wanted—Management

Need experienced Sales manager for top market UHF-TF station under new ownership. Send resume to Junction City Television, Inc. P. O. Box 125, Junction City, Kansas.

Philadelphia station seeks resourceful and energetic salesman with a successful background of station sales experience. A perfect opportunity to move up to a major market! Box C-227, BROADCASTING.

Announcers

TV booth announcer, mature, authoritative, personable, tv experience not required. Top creative live commercials and programs in Iowa market. Send picture, tape, complete details, manager, Box C-129, BROADCASTING.

Leading mid-west tv operation with NO. 1 rating children's programming is anxious to hear from a qualified children's master of ceremonies. If you have boyish charm, imagination, and are willing to work hard please forward salary requirements. Re- quirements to Box C-186, BROADCASTING.

Opportunity for good announcer with live spot and news experience. Salary open. Contact Manager, KRTV, Great Falls, Montana.

Strong vhf CBS affiliate in mid-south has sale opening for announcer experienced in studio maintenance and operation. Must be ambitious, dependable, prefer college education. Send resume, photograph to Box C-52, BROADCASTING.

Wanted broadcasting pro for tv staff announcer. Some audio board, booth work. Must have experience. Not cooperative, willing to work with staff of real pros. Some resume, salary, requirements. Phone and/or vtr (will be returned) first letter. D. Richard A. Parnell, Program Director, WLOS-TV, Asheville, North Carolina.

Technical

Assistant to chief engineer, some operating, mainly maintenance for studio, transmitter. Experience necessary. Box C-174, BROADCASTING.

Experienced TV engineer for UHF-TF station in midwest. Send qualification, experience and salary requirement to Junction City Television, Inc. P. O. Box 125, Junction City, Kansas.

Production—Programming, Others

Operation manager. To supervise directors, floor crew, traffic, confidante, art. Help create good live commercials and programs at NBC station in medium size midwest market. Must be mid announcer, also. Box C-66, BROADCASTING.

Need experienced Program Director for top market UHF-TF station under new ownership. Send resume to Junction City Television, Inc. P. O. Box 125, Junction City, Kansas.

Situations Wanted—Management

Management material—36, married, 2 children, B.A. degree, 14 years tv experience. All phases. Programming, production, strong sales and personnel background. Outstanding references, preference given employed. Box C-196, BROADCASTING.

Sales

Graduate of major southeastern university in field of radio-television with twelve years experience in all phases including general management, sales, and personnel. Experienced in sales management as sales manager, national sales or man- agement. Excellent sales mind, experience and character references. Box C-36, BROADCASTING.

BROADCASTING, March 18, 1963
Situations Wanted—(Cont'd)

Sales

Mature, executive-type salesman of integrity, presently employed, interested in sales position within large, stable vhf operation. Completely qualified with 8 years tv and 10 years radio sales experience. For details contact Advertiser, P. O. Box 732, Portland, Maine.

Highly experienced tv sales. Desires sales management or larger market. Box C-198, BROADCASTING.

Announcers

Sportscaster. Wants on camera sports job in major league or live wire sports area. Radio play by play of college football, pro baseball, races. Good knowledge of all sports. Will go in as number 2 man in major league present. Prefer sunshine. 7 years experience, family. Audio tape, sof, resume, references, on request. All inquiries invited. Box C-82, BROADCASTING.

Mature combination tv news announcer, writer, and Will Rogers philosopher type disc jockey. Mature, firm, kindly, appealing to audience above teen-age tastes. Can cooperate with sales department and engineering department. Have had plenty of executive level sales experience, and first phone since 1935. Active ham. Expert board operator, has 16mm movie camera. Deep in political philosophy, can do editorial and sensitive interviews with political, religious, and business leaders in your community. Minimum salary $1,000 per month required. Any city east of present mid south location. Prefer east or west coast. Must work midnight. No film clips, no photos. Personal interviews and audition only, at my expense. This ad will run for four insertions, one month, but will take first really substantial offer; will phone you. Box C-184, BROADCASTING.

Desire return to television in sports or commercial announcing. Nine years. Now employed. Complete references. Box C-193, BROADCASTING.

Technical

First phone, available immediately, 12 years electronic experience. Box C-38, BROADCASTING.

Engineering supervisor, 13 years experience—t.v. construction, maintenance, direction. Amiable, desires secure challenging position. Presently employed. Excellent references. Box C-186, BROADCASTING.

Chief engineer, 12 years of responsible engineer responsibility. 9 years v.h.f. construction and maintenance of vhf facilities. Excellent industry relations, good communication. Box C-187, BROADCASTING.

Break needed, experienced first phone engineer (mostly operations). Married, seeks permanent tv, cv, position. Resume, references upon request. Will relocate. Box C-217, BROADCASTING.

Production—Programming, Others

College graduate desires to relocate. Extensive experience in traffic and programming. Managerial position preferred. Single. Presently employed. Box C-194, BROADCASTING.

Producer/director completing foreign assignment, seeks creative position, west coast locations. Call requested. Box C-195, BROADCASTING.

Experienced TV news editor. Network and station experience. College graduate, veteran, married. Young and willing to locate anywhere with opportunity. Please write Box C-196, BROADCASTING.

WANTED TO BUY

Equipment

New uhf needs studio transmitter equipment, antenna, adaptable to channel 17. Repair work on rental acceptable. Box C-198, BROADCASTING.


Wanted G.E. Piltrexer for channel 17. Write WMHT, P. O. Box 17, Schenectady, New York. Attention Chief Engineer.

All equipment between the microwave and the 150 foot tower to build a 250 watt station. Gates transmitter preferred. What do you have available. Box C-23, BROADCASTING.

Wanted—parts for Westinghouse 5 HV transmitter. Will consider purchase of complete transmitter. Send full details to Chief Engineer. WIRL, 121 N. E. Jefferson Ave., Peoria, Illinois.

Used to 11 kw high band (channel 7) tv transmitter. Send full details and price. Box C-181, BROADCASTING.

For Sale

Equipment

3 kw RCA fm transmitter and 2 bay antenna complete with 100 feet of 3 1/8 inch transmission line. Changing power. Located in southwest. Write Box C-59, BROADCASTING.

For sale or lease, Schaefer 2100 system (current model) complete; terms negotiable. Box C-169, BROADCASTING.

For sale: 250 watt GE transmitter, $800; two Presto turntables, $250 each; Pt-9 Magnum tape recorder, $200; all good condition. Box C-75, BROADCASTING.


Gates, one am modulation monitor MO-258, one frequency monitor MO-2850, both presently operating. Good condition. WROA, Gulfport, Mississippi. Phone 985-1733.


Am, fm, tv equipment including transmitters, organs, iconocopes, audio, monitors, cameras, Exciters. $400 Columbus Ave., N.Y.C.

Xmission Line; Telfon insulated, 17/32" rigid, 91.5 Ohm flanged with clips and all hardware. New, unused. 20 foot lengths for $60.00. Quantity discounts. Stock list available. Sierra Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Temp 2-3227.

Several slightly used type 8D12 tubes for RCA 7TC-6A transmitter. Serial numbers and hours on each furnished on request. Director of Engineering, WCCO-TV, Minneapolis.

10,000 watt fm transmitter. FCC type accepted. Designed by Bell Telephone, Western Electric. 800 operations 188-106 mod. Very good condition, clean, complete. Location midwest. $3500.00. Box 208B, BROADCASTING.

Complete remote broadcasting facilities incorporated in 35' x 8' trailer including all equipment necessary for mobile operation. Complete installation, console, turn tables, microphone, air conditioners, 5 kw generator, and aVariacs. Box C-51, BROADCASTING.

19th Jack panel assemblies, 2 rows, 18 each type 512A Jacks, like new. $20.00 each paidpost. Box C-190, BROADCASTING.

For Sale—(Cont'd)

Equipment

Slightly used Amper stereo Neuman, Gotham, Marantz, Lansing professional recording equipment. Write for list. Box C-360, BROADCASTING.

Auricon Pro 600 with VT shutter, 2 amplifiers, 3 magazines in excellent condition. $1500. WSBTV-TV, South Bend, Indiana.


Exellent one kilowatt fm transmitter available. Also, KVPX. 1506 Cherryvalley Drive, San Jose, California.

5 Ampex recorders for sale, very good condition, 661-2 (7 1/2 stereo); 601 (full track, 7 1/2); 601 (half-track, 3 1/4); PR-10 (7 1/2-3 1/4 stereo); 950 (7 1/2-3 1/4 stereo with two amplifier-speakers). Glen Broughman, Box 27, Opelika, Alabama.

Buy a complete 250/1000 watt am radio station in one package. Gates transmitter, mod. monitor, frequency monitor, limiter, 2 Gates turn tables and pre amps. G.E. push buttons, recording console, Magneconc tape recorders ... all for $2500, F.O.B., Jacksonville, N.C. Call Bob Mendelson 347-1707.

We have complete spare parts for General Electric model TPBA Klystron uhf amplifier. Also, one RCA WA-8A color stripe generator. Prices on request. Townsend Associates, P. O. Box 2210, Springfield, Massachusetts.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write for full details to Box 904, BROADCASTING.

MISCELLANEOUS

39,000 Professional Comedy Lines! Topical laugh service featuring deejay commentaries, free catalog, Orben Comedy Books, Atlantic Beach, N.Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. $5.00, Del. Map Feature, P.O. Box 61, Corona Del Mar, California.

Broadcast Comedy is listed in the new "Comedy Guide" of "talk" comedy. Write for free sample issue. Shovelt-Biz Comedy Service (Dept. B), 60 Parkway Court, Brooklyn 35, New York.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, New York City. Write for our free 40-page brochure. Grantham School of Electronics, 1207 N. Western Ave., Hollywood 27, California.


Be prepared. First class F.C.C. license in 3 weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. Guaranteed approved for free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

BROADCASTING, March 18, 1963
INSTRUCTIONS (Cont'd)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the P.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive practical training. First, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 3005 Inwood Drive, Dallas 55, Texas.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 430 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting April 15. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating new station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.


Since 1937 Hollywood’s oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 60 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1883 North Cherokee, Hollywood, California.


FCC license in six weeks. Total cost $295. Our whereabouts given when contracts. They know electronics. Houston Institute of Electronics, 403 E. and M Building, Houston, Texas, CA 7-025.

INSTRUCTIONS

RCA will train you in TV DIRECTION, PRODUCTION, AND STUDIO OPERATIONS

Thorough and professional training courses in every phase and detail of television and radio production. Training with experts on professional equipment. Day and Evening coeducational classes. Write for FREE career information. RCA Studio School, Delco B-18, 1600 Broadway, N.Y.C.

RCI INSTITUTES, INC.
A Service of Radio Corporation of America
The Most Trusted Name in Electronics

RADIO

Help Wanted—Sales

OPENINGS

SIX SALESMEN
Radio, Television and/or
Ad Agency Experience
A Necessity

High-caliber "man, free to travel, with accustomed earnings to $25,000 yearly.

Travel and entertainment allowance, plus commissions.

Call Main Office, HA 6-9266, Boston, Mass., or New York City Office, EL 5-4911, for appointment. Interviews will be held in accessible area.

"Call only if you are a salesman"
COMMERCIAL PRODUCERS, INC.
405 Park Square Building
Boston, Massachusetts

PROGRAM DIRECTOR

For Major W. Va. Network Station

We're looking for a strong adult air personality who is also an experienced "lake charge guy" in all phases of modern adult programming. We offer permanence plus opportunity, plus top working conditions. Salary open... tell us what you can do. Send complete resume, photo and tape. Box C-196, BROADCASTING

INSTRUCTIONS

TELEVISION

Help Wanted

Production—Programming, Others

Every goal we achieve and satisfaction we reap whets our ambitions to do an even better job to inform, entertain, protest, challenge, editorialize, and guide.

We seek the versatile and experienced television director who will develop and direct outstanding live programs for a leading VHF television station in A critical and dynamic metropolis in the East.

If your objectives coincide with ours please send your Resume and Photo to Box C-335, BROADCASTING.

For Sale

Equipment

Complete RCA Equipped Hi-Band VHF TV STATION

TT50 AH Transmitter
TT10 AH Transmitter
TK11 Studio Cameras
All associated equipment.

FOR LIST WRITE:
Public Service Television Corp.
P. O. Box NAL, Airport Mall Facility, Miami 59, Florida
Telephone No 3-6311
Extension 345

FOR SALE—TV TOWER


M. BERKOWITZ & CO., INC.
1111 West Rayen Ave.
Youngstown, Ohio
TEL: RI 4-1147

BROADCASTING, March 18, 1963
**GUNZENDORFER**

**10,000 down for ARIZONA FULL-TIMER asking $50,000 EXCLUSIVE.**

**CALIFORNIA DAYTIMER Good mkt. asking $120,000 25% down EXCLUSIVE.**

**ARIZONA EXCLUSIVE DAYTIMER 1 station mkt. asking $62,500.**

**Wilt GUNZENDORFER AND ASSOCIATES**

Licensed Brokers Phone 916-864-2577.

**ROCKY MOUNTAIN 5 KW**

**SOUTHEAST**

Excellent market and facility. Annual cash flow of $50,000. Asking $300,000 with 29 percent down; balance over 5 years.

**GUNZENDORFER**

**FIRESTATION FOR SALE**

500 watt Daytime Station located Southeast coast town of 15,000. Price $45,000 with $10,000 down. Balance five years at 6% interest.

**ROCKY MOUNTAIN 5 KW**

Dominant fulltime station in a stable market. 1962 gross excess of $180,000. Prices at less than gross with low down payment and very favorable terms to a qualified broadcaster. Cash flow will provide owner-manager with good salary and easily pay off station.

**SOUTHEAST**

Continued from page 141

west Elkhart Area, Okla.; KGNC-TV (ch. 73) Amarillo, Tex.; WIC inc. on ch. 8, Uniontown, Pa.; KYTV (ch. 11) Pittsburgh, Pa.; Community TV Assn. Coop. on ch. 8, Red River, N. M.; KOB-TV (ch. 4) Albuquerque, N. M.

Action of Feb. 28

Community TV Stations, Harvey, Mont.—Granted cp for new uhf tv translator station, on ch. 80, to translate programs of KRTV (TV) (ch. 3) Great Falls, Mont.

License revocation

* Commission ordered Pape TV Inc. to show cause, why WALA-WTA (ch. 10) and WALA, both Mobile, Ala., should not be subject to license and to appear at hearing to be held in Mobile at time to be specified later. Action March 6.

Rulemakings

**FINALIZED**

1. By second memorandum opinion & order, commission granted its Jan. 12, 1962 action (which realigned ch. 7 from Bangor to Calais, Me., and ch. 11 retained ch. 7 in Bangor for commercial use and ch. 11 for non-commercial educational use in Calais; terminated rulemaking proceeding in Doc. 13802. Because ofDas drawback of proceeding, the ch. of station at Bangor would have to be located at least 170 miles from the nearer Sherbrooke, Quebecc, and ch. 11 station at Calais would have to be moved. New Brunswick. Action March 13.

**PITIcn FOR RULEMAKING FILED**

Florida Educational TV Commission. State Board of Control of Florida and U. of South Florida—Request amendment of table of assignments to add ch. 15 to Tampa and ch. 76 to Lakeland, deleting ch. 22 from later. Received March 5.

**Processing Line**

* Notice is hereby given, pursuant to Sec. 1.254(c) of commission rules, that on April 10, 1963, standard broadcast applications listed in attached appendix will be considered ready and available for processing. Pursuant to Sec. 1.254(c) and Sec. 1.361(c) of commission rules, application, to be considered valid, must comply with applicable regulations appearing on attached list or with any other application on file by close of business on April 15, 1963, which involves conflict necessitating hearing with application on this list, must contain criteria for determining acceptance of standard broadcast application. To note Sec. 1.354 of commission rules and be substantially complete and tend to establish jurisdiction over interference cases of commission in Washington, D. C., by whichever date is earlier: (a) close of business on April 15, 1963, or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning any pending application for broadcast application pursuant to Sec. 309(d)(1) of Communications Act as amended, is directed to Sec. 1.359 (1) of commission rules for procedures governing time of filing of any and all other requirements relating to such pleadings. Applications from top of processing line.

1. Bibb City, Ga.—Bibb City Best Co. to 850 kc. 500 w-D. DA (BP-12197).
2. WIVK. Bearden, Tenn.—Dick Best Co. of Tennessee Inc. to 850 kc. 500 w-D. DA (BP-12198).
3. KLKJ. Los Angeles, Calif.—Radio KLJ to 850 kc. 1000 w-D. (BP-12333).
4. WOW. Dallas, Tex.—Naugatuck Valley Service Inc. to 1380 kc. 500 w-D. DA (BP-12334).
5. WIVK. Hendersonville, Tenn.—490 kc. 500 w-D. DA (BP-12335).
7. Sylvester, Ga.—Worth County Bests.

**For Sale Stations**

**FOR SALE**

500 watt Daytime Station located Southeast coast town of 15,000. Price $45,000 with $10,000 down. Balance five years at 6% interest.

**BROADCASTING**

March 18, 1963

(FOR THE RECORD) 147
Any kind of one-night stand is easier.

Because Air Express delivers overnight...anywhere in the USA

Props and costumes...TV tapes...musical instruments...whatever—Air Express will deliver them tomorrow...anywhere in the USA.

Here's how easy it is to assure dependable, on-time delivery of whatever must be sent in a hurry. Phone the local REA Express office for Air Express service. Then we'll pick up your shipment...put it on the first flight out...and our trucks deliver it where you want it the next day...anywhere in the USA.

Cost? Less than you think. For example, 10 lbs. travels 1,049 miles for only $5.06.

Air Express alone can offer this service, because only Air Express has scheduled service between 2,500 airport cities...plus scheduled surface express connections with another 21,000 off-airline cities. And Air Express shipments have official priority with all 38 scheduled airlines—first cargo aboard after air mail.

Specify Air Express always—for rush inbound or outbound shipments. Call your REA Express office for Air Express service.

AIR EXPRESS
DIVISION
OUR RESPECTS to Nelson Ira Carter

A good radio commercial—startling and bold

“A good radio commercial ought to be a little startling, a little bold and completely pleasant and interesting.” So says Nelson Carter, vice president of Fletcher Richards, Calkins & Holden and manager of the agency’s Los Angeles office.

“Come to think of it, that’s not a bad formula for a tv commercial, or indeed for any advertisement,” he observed. And the thought occurred that it’s a pretty good description of a successful advertising man as well.

In Mr. Carter’s case the emphasis would seem to be on the “pleasant and interesting,” but associates note that behind his friendly manner and smile is a keen and active mind, a combination that has been known to produce startling results.

These characteristics, perhaps inborn, were undoubtedly strengthened during the days when young Nelson was preparing for a career in the diplomatic service. He majored in political science at Stanford U., where he received his B. A. in 1930 and his M. A. in 1931, and topped off his formal education with a year at the Sorbonne. (“Paris was wonderful, but I don’t remember getting to class very often.”) But when he returned home in 1932 the nation was in the grip of the depression. The independent income considered necessary for a career diplomat had vanished, so Nelson joined millions of job hunters.

A Native Son • Born in Long Beach, Calif., July 5, 1908, Nelson Ira Carter was writing ads for a local clothier before he was out of grade school. In college he edited the humor magazine, The Chaparral, and wrote sketches and a light opera which were staged by student productions. So he hoped for a job as a writer, either in advertising or the movies. But advertising agencies were laying off veteran employees, not hiring newcomers, and a publicity job at Columbia Pictures didn’t last long.

For a while he wrote a radio serial for a Los Angeles station (today he can’t recall what station or the name of the serial, one that “it was about two wise-cracking secretaries”). But that didn’t last long either. When a friend called from New York to offer him a writing job on the March of Time, he was off on a fishing trip and never got the call. Instead, he spent a year as a department store stockroom boy before getting a copywriter’s berth at Beaumont & Hohman in San Francisco.

A few months later, the manager of the B & H Omaha office left and Nels was sent there to replace him. “This was great training. It was a small office and I had to do everything myself, from looking for new business to writing copy and acting as an art director. In my three years in Omaha I really learned the advertising business.” He also met Catherine Fredendall, who in due time became Mrs. Carter. Then he was transferred to the agency’s home office in Chicago (“we liked the people, but hated the climate”) and after two years they were happy to be sent back to the Los Angeles office.

If You Can’t Lick ‘Em • His chief assignment was to try to keep the Lockheed account at B & H, “but when I went in for my first visit I met a delegation of about a dozen men from Foote, Cone & Belding coming out.” Lockheed moved to FC&B and, shortly thereafter, so did young Carter. He soon was assigned to the Sunkist account and, except for a two-year stint for Union Oil, he handled Sunkist for the next 20 years. Meanwhile, he moved up the ladder at FC&B. From account executive he became account supervisor, vice president, chairman of the plans board and manager of the Los Angeles office.

Then, in 1959, the agency wanted Mr. Carter to move to New York. After a lot of thought, he said no. “It wasn’t easy to leave after 20 years, but Catherine and the children love California as much as I do and our life here seemed more important than the job in New York,” he recalls.

James Lane, a former client when he was president of Breast O’ Tuna, was then president of Barnes Chase Co. and he persuaded Nels to become head of the Los Angeles office of the San Diego-based agency. “We had a lot of plans that never got off the ground,” Nels says, so along with several other BC employees he moved to FR&C, where he is vice president and Los Angeles office manager.

“This agency believes in radio and it’s the major medium for several of our accounts. About 80% of the Folger’s coffee advertising budget goes into radio and for White King soaps the figure is nearer 85%. Like some other western agencies, we appreciated what radio can do at a time when most eastern agencies were underrating it. For some years the best radio advertising in the nation has been done in the West. Now that everybody’s ‘discovering’ radio, the competition is tougher, but the rewards are worth working harder for.”

What Lies Ahead • Like many thoughtful advertising executives, Nelson Carter looks for a radical change in the method of agency compensation in the near future. “Agencies are now supplying clients with services never contemplated in advertising’s earlier days and seldom covered by commissions from media. The advertisers are coming to expect these services regardless of the size of their advertising budgets, which sometimes leaves the agency with a substantial loss on the account.

“But probably the worst thing about the commission system is that it makes the advertiser suspect that its agency’s recommendations for more advertising are based more on a selfish desire to earn bigger commissions than because more advertising is the best solution to the advertiser’s problem.”

Nels and Catherine Carter live in Altadena, a socially correct suburb of Los Angeles. Daughter Crystal, now Mrs. Thomas O’Connell, is a Stanford alumna and son Steven, 20, is a junior there. Tom, 13, is in grammar school. Nels plays golf for exercise (“it used to be tennis”) and gin for recreation (“it used to be poker”), goes trout fishing whenever he gets the chance and is a voracious reader, with early western Americana his specialty.

Active in his profession, Nels Carter is past president of both the Los Angeles Ad Club (1955-56) and the Advertising Assn. of the West (1957-58). Probably the recognition that has pleased him most came when Long Beach State College established the Nelson Carter Chapter of Alpha Delta Sigma, national advertising fraternity.
News frontier

News is in the news these days. The Celler Anititrust Subcommittee last week began its month-long hearings on the economic plight of newspapers. This week, the Moss Subcommittee on Government Information gets its teeth into "news management" by the New Frontier. And last week an extraordinary conference on the handling of government information, which had been nailed down for April 5-6, suddenly was called off.

It came as no surprise that the opening salvo at the Celler hearing dealt with newspaper ownership of radio and tv stations. We predict that as the hearing develops, a big share of the interrogation will be directed toward purported monopoly situations stemming from newspaper ownership. Chairman Celler (D-N. Y.) laid this groundwork in his opening statement by citing three newspaper chains that control 45 dailies, 25 magazines, 10 radio-am's, 7 fm's, 12 tv stations, two press services and "several" photograph services and news feature syndicates.

But if the committee expects to develop that the newspaper owners dictate the news and editorial policies of the preponderance of these stations, or use combination advertising rates, it will be disappointed. There may be a few such instances but most newspapers maintain entirely separate news and sales staffs and meticulously avoid overlap.

It is no doubt true that the broadcast tail is wagging the newspaper dog in many instances. Should these newspapers be penalized because they had the foresight to get into radio and television early?

While newspaper economics held attention last week on Capitol Hill, the action downtown, wherein the White House called off the scheduled conference on handling of government information, evoked surprise. The White House said the reason was conflict with the Moss subcommittee hearings in which most of the same people would participate.

This is a lame excuse. There isn't the remotest chance that the March 19-21 Moss committee hearings would overlap the April 5-6 White House conference.

Apparently there has been newspaper resentment about the manner in which the White House conference was set up through the auspices of the NAB. There also has been backwash about "too much radio-tv representation."

This certainly is no time to argue about protocol or representation. The press is generally under attack. Whether publishers like it or not, radio and television are part of the "press." They are in the news business and are entitled to the same protection under the First Amendment, whatever the mouthings of power-bent bureaucrats.

Whether it's competition for news or competition for advertising, or union negotiations, publishers and broadcasters are in the same boat. All concerned had better quit quibbling and recognize this reality.

It's circulation

The immediate effects of the House investigation of ratings services will bring little comfort to broadcasters. All the rating imperfections that come to light are bound to be dramatized and distributed by rival media. Nothing better has come into the hands of magazine and newspaper ad salesmen for years.

Yet the long-range effects of the hearings could be salutary. They could lead to basic revisions in the concepts and techniques of measuring radio and television audiences. Revisions are overdue. In many ways radio and television now measure themselves to their own disadvantage and to the advantage of print media.

The majority of newspapers and magazines sell total circulation. The "rating" service that they use is the Audit Bureau of Circulations which does nothing more than its name implies: It audits the records of the publishers to verify the number of copies that the publishers claim to deliver to subscribers or newsstand buyers. If ABC confirms that Newspaper X sells an average of, say, 1 million copies, 1 million then becomes the circulation guarantee of that paper, and the advertiser who buys a page in it tends to think a million copies of his ad will be seen and read.

The fact is, of course, that few if any ads in any issue of a general publication make any impression on a majority of readers. Research of the kind conducted by Daniel Starch & Staff consistently shows that only small minorities of readers so much as "note" a given ad. Magazines and newspapers have wisely refrained from basing their rates or their selling on Starch ratings. They continue to talk total circulation, and total circulation is what all but the most sophisticated buyers think they get.

The contrast between the use of circulation measurements in publishing and broadcasting is striking. While magazines and newspapers talk total circulation and do everything they can to avoid talking Starch, broadcasters talk about ratings. The television station that has a coverage area encompassing 1 million television homes will quote a rating of 20 as an argument to persuade an advertiser to buy a given period of time. If the advertiser buys it, he thinks he has bought 200,000 circulation. The same advertiser will think he is getting all 1 million of Newspaper X's total circulation, even though his ad may be noticed by no more than 10% of the readers of Newspaper X.

The net effect of broadcast selling by ratings is to minimize the size of radio's and television's circulation while print media are maximizing theirs. As a result, the broadcaster spends more energy selling against competing stations than he spends selling against other media. The ratings race pits broadcaster against broadcaster. Newspapers and magazines can stand on the sidelines and cheer.

What is needed in broadcasting is a thorough reappraisal of audience measurements and their use. The subject is intricate and therefore uninviting. Yet it deserves to be seriously studied by all broadcasters who are interested in looking beyond next month's P&L report. It is too big a subject to be successfully attacked by one element in broadcasting or one trade association of broadcasters. A study project under the joint sponsorship of NAB, RAB and TVB makes sense to us.

"Refinishing furniture was my hobby, but I haven't touched sandpaper since I did those shaving cream spots!"
People try it and they like it

Result:
KPRC-TV is first in sales in Houston. Next time you're thirsty for sales try the one line TV station sold everywhere at popular prices. Just say . . . "HEY PETRY, KPRC—TV."
EMPHASIS NBC RADIO

OPINIONS AND INSIGHTS BY THE WORLD WIDE NBC NEWS STAFF—40 TIMES A WEEK.