



BROADCASTING

THE

VISION AND RADIO

USAF Air University
Library Series Unit Acq Branch
(01-600) 62-7547
Maxwell Air Force Base
Montgomery Ala

ms 21k
Y 10C
19784

APR 63 AM

APRIL 16, 1962

Agency opinion: Min
will help—but how much

NEWSPAPER

Nielsens for underplaying

ABC Radio audiences 70

Government charges CBS incentive plan puts
squeeze on affiliates 50

Chicago video outlets getting in their licks
as FCC hearing resumes 52

COMPLETE INDEX PAGE 7

12 Judson Avenue
Ardale, New York

March 20, 1962

WHN—RADIO
400 Park Avenue
New York 22, New York

Gentlemen:

Since the time when WHN came on the radio,
I have listened to no other station. I should like
to commend you on the wonderful change that has come
over 1050 on the dial.

I for one am so pleased, and from what I
have heard from my friends and also in stores and
other places that play a radio, WHN is a most popular
station.

The type of music you play has always been
my favorite, and it is nice to have a radio station
that plays it constantly. Thank you for adding so
much to radio entertainment.

Sincerely yours,

Margaret Hinnen

Margaret Hinnen

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

50,000 watts
WHN
1050

*"the sound of music and
total information news."*

Represented by Katz Agency

LOS ANGELES
KGBS

PHILADELPHIA
WIBG

CLEVELAND
WJW

NEW YORK
W'HN

TOLEDO
W'SPD

DETROIT
WJBK

MIAMI
W'GBS

MILWAUKEE
WITI-TV

CLEVELAND
WJW-TV

ATLANTA
WAGA-TV

TOLEDO
W'SPD-TV

DETROIT
WJBK-TV

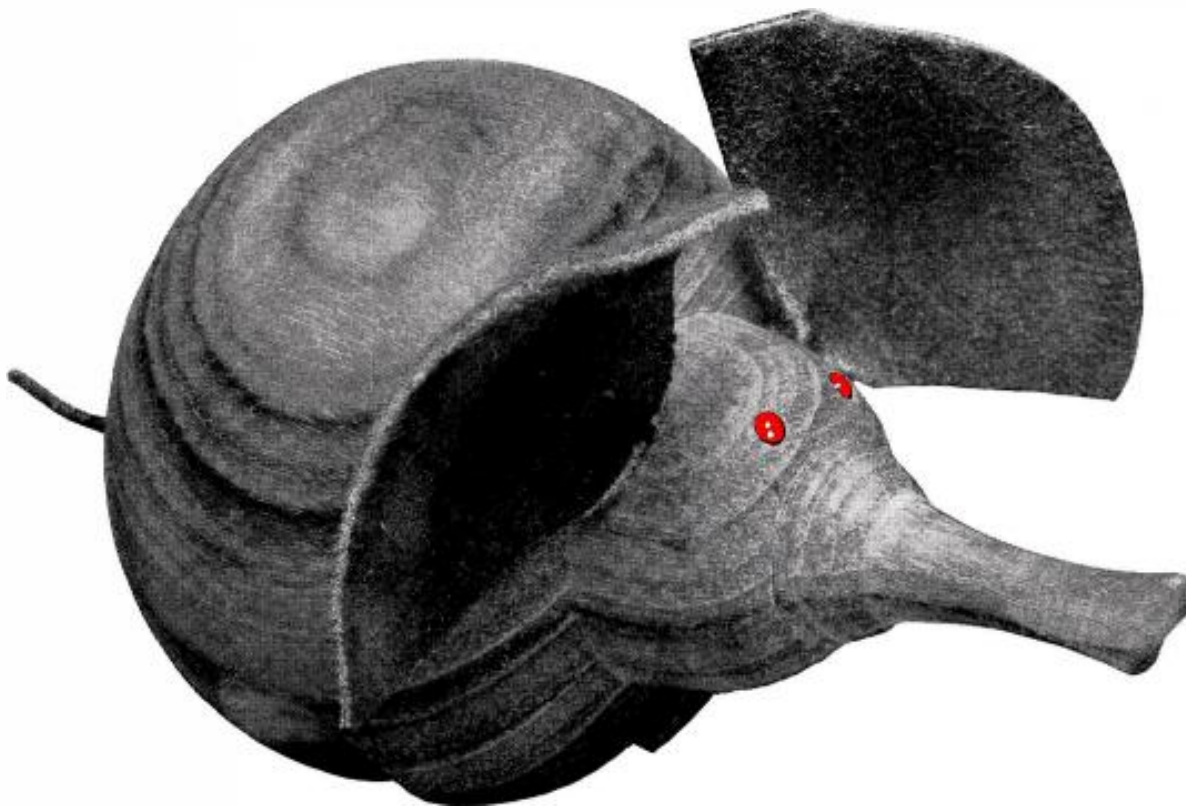
STORER
BROADCASTING COMPANY

WTR EFFIGIES

Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

TV REP
(BLAST OF THE BIG VENDORS)



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

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

(RED EYED SET? Write for your frameable
WTReffigies, our ad-world close-up series!)

316,000 watts



network color



Represented Nationally by George P. Hollingbery Company

WHEELING 7, WEST VIRGINIA



VITAL

to Houston . . . The vast, dynamic Oil, Gas, and Petro-chemicals industries have made Texas' largest city the "Oil Capital of the World." Their presence is vital to the spectacular Houston economy . . . supporting an important share of the city's families. Vital to Houston also is the service KTRK-TV brings to all of the Houston families who depend on us in ever greater numbers for news, public service and family entertainment. **KTRK-TV** Channel 13

P. O. BOX 12, HOUSTON 1, TEXAS. ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO. • NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERRY CO., 500 FIFTH AVENUE, NEW YORK 36, N. Y. • GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT.

Tops

IN THE TWELFTH

Dallas-Fort Worth, the nation's 12th largest market, is the home of KRLD-TV, Channel 4. And Channel 4 is the number one outlet in the area.

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

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

*NSI, Feb. '62



represented nationally by
Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*



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

If Collins goes to Cabinet

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

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

Dearth of data

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

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

No-radio homes substandard

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

CLOSED CIRCUIT®

\$2,589, and in rural farm homes, \$2,892 against \$1,874.

'Tonight' problems

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

Measured in millions

What's price of an antitrust suit? There's no way to pinpoint causes, but CBS stock closed last Thursday—day Justice Dept. filed antitrust suit against CBS (see page 50)—2-5/8 points below Thursday's close (38-5/8 vs. 41-1/4) which on almost 9 million shares outstanding figures to market-value drop of more than \$23 million before lawyers sharpen first pencil. Stock rallied Friday, closing at 39-7/8 for day's gain of 1-1/4 points or about \$11.1 million in market value.

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

Pre-sunrise compromise

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

Seeing is believing

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

Satellite tv ahead

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

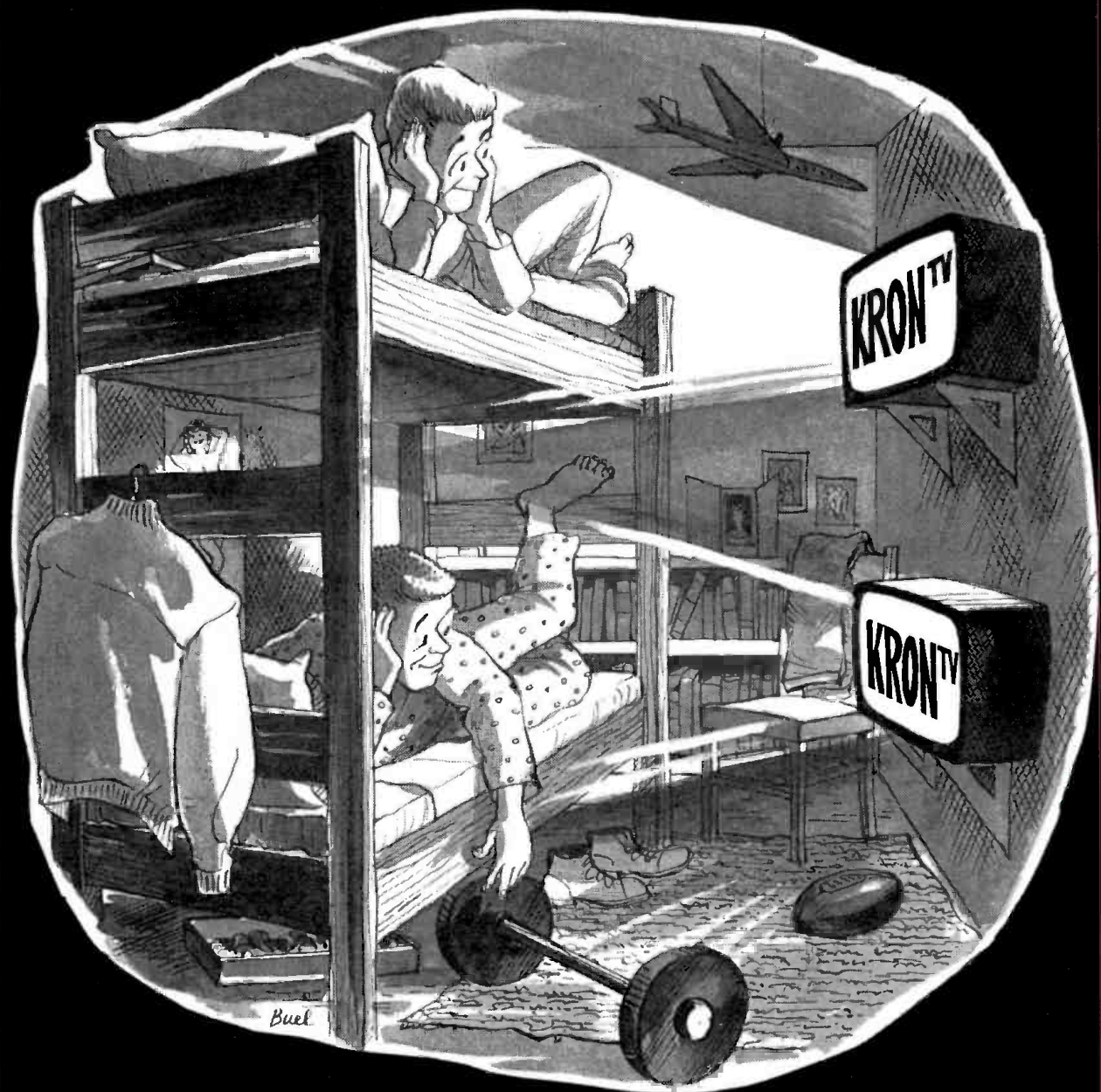
Tell all—or else

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

On way up

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

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON-TV
Has been **FIRST**
70% of the time
Jan. '53-Jan. '62

Source: ARB Reports

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •



WEEK IN BRIEF

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

AGENCIES LOOK AT RADIO . . . 33

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

JUSTICE DEPT. SUES CBS . . . 50

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

RAB CHALLENGES CENSUS . . . 68

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

ABC RADIO HITS NIELSEN . . . 70

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

PASTORE MEETS INDUSTRY . . . 51

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

NLRB CIRCUMVENTS LAW? . . . 63

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

CHICAGO HEARING RESUMES . . . 52

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

TV NETWORKS' CLIENTELE . . . 34

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

ALL-CHANNEL BILL URGED . . . 58

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

COLOR'S STEADY GROWTH . . . 82

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BROADCASTING

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(Adv.)

AT DEADLINE

In the just-released NCS '61, KMTV leads all other Omaha television stations in every area of circulation measurement.

KMTV delivers more homes weekly, daily, day and night.

ARB's Coverage Study told the same story of KMTV dominance.

KMTV has the reach and ratings. You get the results.

**See Petry for
KMTV-3-Omaha!**

WTTW seeks to add uhf, says etv head

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

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

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

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

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

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

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

Dodd probe's 'fairness' questioned by Collins

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

Avery pulls out

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

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

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

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

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

ABA acts to replace Communications Act

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

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

Convention was addressed by J. Leonard Reinsch, executive director of Cox Stations, on broadcasting in politics; by Douglas Anello, NAB general

counsel, on current broadcasting problems and by Sol Taishoff, BROADCASTING MAGAZINE.

Overseas Press Club makes 1962 awards

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

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

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

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

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

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

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

Question mark is rising over return next season of *Hallmark Hall of Fame* to NBC-TV. It's learned Hallmark is having trouble nailing down time period and that both ABC-TV and CBS-TV are putting out feelers for Hallmark specials. NBC-TV has already announced first Hallmark show for next season, "Teahouse of the August Moon," but date remains open. Award-winning series began on NBC-TV as "Hallmark Television Playhouse" Jan. 6, 1952. Hallmark's agency is Foote, Cone & Belding, Chicago.

WEEK'S HEADLINERS



Mr. Mitchell

succeeding **Harry E. Houghton**, who retires to devote full time to personal affairs. Mr. Mitchell began his career as reporter for *New York Times*. Following service in World War II, he joined sales promotion department of WTOP Washington, and was appointed station manager six months later. Mr. Mitchell then joined National Assn. of Broadcasters, where he established NAB's broadcast advertising bureau, and was later briefly associated with NBC. He joined Muzak Corp. (then owned by Britannica) in 1952 as vp and, having successfully emerged Muzak from financial difficulties, was elected president of Britannica Films Inc. following year.



Mr. Welstead

ident of L. B. Wilson Inc., which owns and operates WLBW-TV and WCKY Cincinnati. Mr. Topmiller had served also as general manager of WLBW-TV. **Lin Mason**, WLBW's program director since outlet began operation last Nov. 20, promoted to station director. **James (Jaf) Fletcher** and **John Barnard** to ch. 10's sales department. Mr. Welstead

Maurice B. Mitchell, president of Encyclopaedia Britannica Films Inc. and former broadcast executive with WTOP Washington, elected president of Encyclopaedia Britannica Inc.,

joined Wilson organization in 1948 as eastern sales manager, handling all sales activities for WCKY. He was elected vp of L. B. Wilson Inc. in 1954. Mr. Mason joined Wilson staff in 1953 from WLWT (TV) Cincinnati, where he had served as program director. Mr. Topmiller, as corporate president, will continue to supervise policy of both station operations and will maintain his headquarters in Miami.

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



Mr. Campbell

have administrative responsibility for operation of PBC's present properties, and will direct an accelerated program for acquisition of additional facilities in other markets. Peoples Broadcasting presently owns and operates KVTU (TV) Sioux City, Iowa; WRFD-AM-FM Worthington - Columbus, and WGAR-AM-FM Cleveland, both Ohio; WTTM Trenton, N. J.; WMMN Fairmont, W. Va., and WNAX Yankton, S. D. Mr. Campbell began his broadcasting career with WGBI Scranton, Pa., in 1942, and later served as assistant manager and program director for WOL Washington. He was also Washington news director and White House correspondent for former Liberty Network. Mr. Campbell joined Peoples Broadcasting as Washington correspondent in 1953, and moved to Nationwide's pr office following year. He

George W. Campbell Jr., advertising director, Nationwide Insurance Co., elected executive vp of Peoples Broadcasting Co., subsidiary of Nationwide Insurance. Mr. Campbell will

served as assistant to Nationwide's president from 1955 until 1958 when he was named director of advertising for insurance group.



Mr. Korn

will be in charge of division which covers six owned and operated tv stations: WNEW-TV New York; WTTG (TV) Washington; KMBC-TV Kansas City; KOVR (TV) Sacramento-Stockton, Calif.; WTVH (TV) Peoria, and WTVP (TV) Decatur, both Illinois. Mr. Korn has been vp in charge of Metropolitan's tv operations since May 1958.

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



Mr. Butler



Mr. Eaton

For other personnel changes of the week see FATES & FORTUNES

House to vote today on eliminating oath

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

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

Business briefly ...

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

by Stan Freberg climax five-week spot radio drive by Salada in New England, New York City, Pittsburgh, Northern Ohio and Michigan. Agency: Cunningham & Walsh, New York.

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



"Twisting" on company time strictly forbidden

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

And what an audience! The 1961 WJR-Politz

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

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



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

WJR DETROIT
760 KC 50,000 WATTS
Represented by Henry I. Christal Co., U.S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco



You steal the scene with your strictly solo announcement on WJR!

NIELSEN
ARB
PULSE
VIDEODEX
TRENDX



Make
for

THE

TV'S FIRST SERIES OF WEEKLY
"SPECIALS"
FOR LOCAL & REGIONAL TELECAST



* A JOCKEY * A TIGER HUNTER *
* A CONGRESSMAN * A TRIAL LAWYER
* A COWBOY * A FOOTBALL COACH
* A GEISHA GIRL * A COMEDIAN *

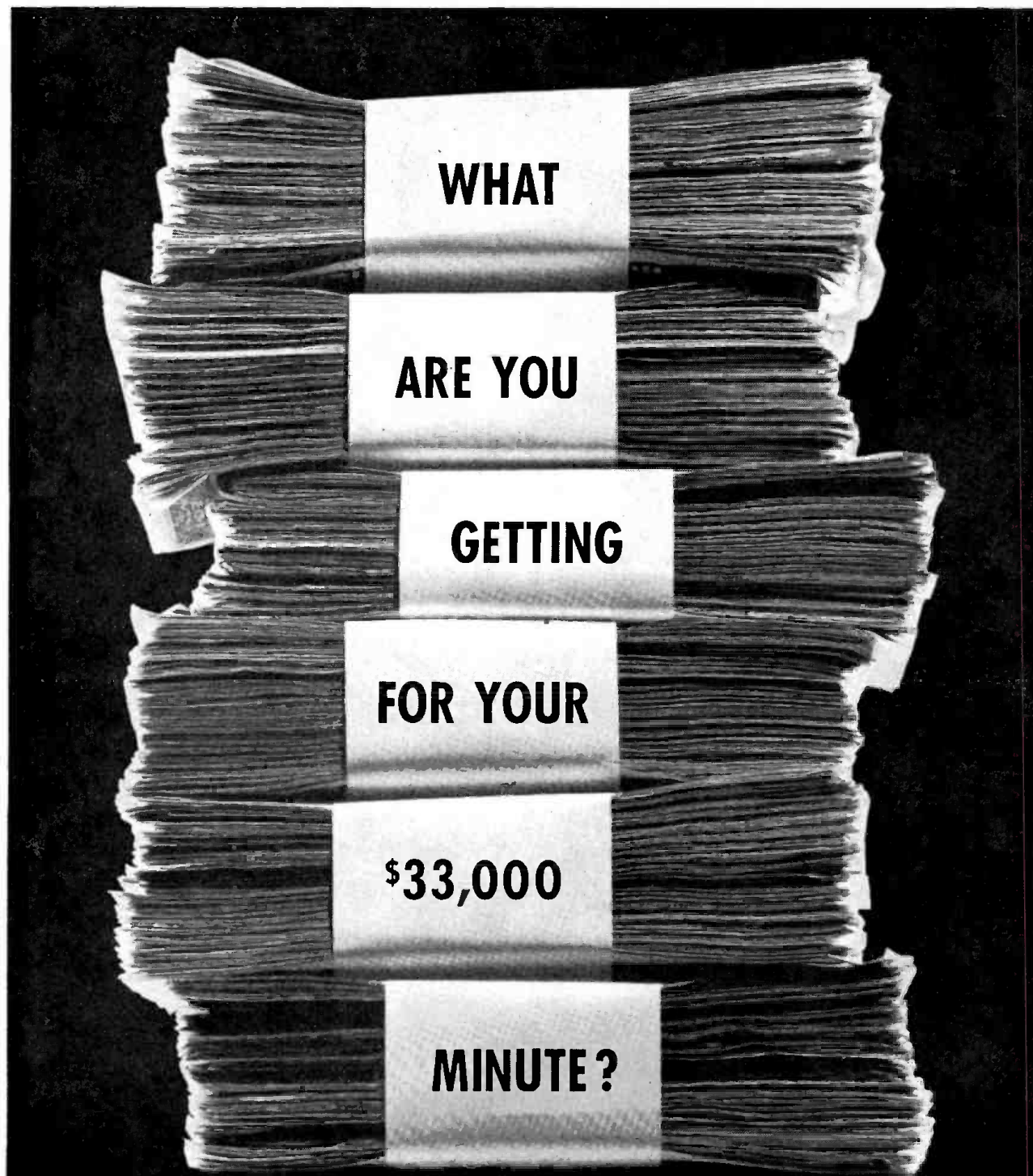
room at the top...

STORY OF

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



A MATADOR * A DANCER * A PRISONER * AN INTERN * A RACE CAR DRIVER
* A SINGER * A TEST PILOT * A BOXER * A NURSE * AN ARTIST * A CLOWN
* A MODEL * A DETECTIVE * A REPORTER * A U.N. DIPLOMAT * A WRESTLER
A CARRIER JET PILOT * A MAYOR * A PEACE CORPS WORKER . . . *and others*



After the compliments on the high-rating show comes the sobering arithmetic.

Take a half-hour evening network show as an example. First, the three commercials must return your investment—the \$100,000 average

cost of the time and talent. Then go on to give you a good profit.

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

The commercial is the payoff....N. W. AYER & SON, INC.

DATEBOOK

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

*Indicates first or revised listing.

APRIL

April 16-18—National Educational Television & Radio Center, spring affiliates' meeting, Denver Hilton Hotel, Denver, Colo.

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

April 17-20—Georgia Assn. of Broadcasters and Georgia State Dept. of Education sponsor radio-tv educational workshops at Athens, Moultrie and Vidalia.

April 19-20—Atlanta Advertising Club 13th annual advertising institute. Speakers include Sylvester L. Weaver, McCann-Erickson, and Milton Canniff, creator of Steve Canyon comic strips. Theme: "How to Succeed in Advertising by Really Trying." Dinkler Plaza Hotel, Atlanta, Ga.

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

April 22-27—"Inside Advertising Week," sponsored by Advertising Club of New York and Assn. of Advertising Men & Women. Banquet April 26, Grand Ballroom, Hotel Biltmore, New York.

April 23—International Day in New York Opening session of American Assn. of Advertising Agencies' second international meeting of advertising agency leaders. Among morning session speakers or presiding officers: AAAA President Frederic R. Gamble and Board Chairman Martion Harper Jr., (also Interpublic Inc.), Francis Elvinger of Elvinger S. A., Paris, Thomas H. Lane (Lennen & Newell), Armando d'Almeida of Inter-American de Publicidade, S. A., Rio de Janeiro; Arthur A. Kron, AAAA New York Council governor (also Gotham-Vladimir Adv.). N. Y. Gov. Nelson A. Rockefeller is luncheon speaker. Among afternoon speakers or presiding officers: Norman H. Strouse, AAAA director-at-large (also J. Walter Thompson Co.); Fred Adams, New York Council governor of AAAA (also G. M. Basford Co.); Elma Kelly, Cathay Ltd., Hong Kong; Irwin Zlowe (The Zlowe Co.); W. A. Messenger, Seward Baker & Co., London; Stuart D. Watson, New York Council governor of AAAA (McCann-Marschalk); William A. Masteller, AAAA secretary-treasurer (Masteller Inc.). Empire Room, Waldorf Astoria, New York. 9:30 a.m. start of early session; luncheon at 12:30 and 2:30 p.m., start of afternoon session.

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

April 23-May 5—Second International Television Festival, Montreux, Switzerland.

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

April 26-27—Pennsylvania AP Broadcasters Assn. Philadelphia.

April 26-28—American Assn. of Advertising Agencies, annual meeting. The Greenbrier, White Sulphur Springs, W. Va.

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

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

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

April 27-29—Sigma Delta Chi Region 8 convention. Pioneer Hotel, Lubbock, Tex.

*April 28-29—Kansas AP Radio-Tv Assn. meeting, Salina.

April 28-29—Sigma Delta Chi Region 10 convention. U. of Washington, Seattle.

April 28-29—Sigma Delta Chi Region 5 convention, Morrison Hotel, Chicago.

April 29-May 2—Chamber of Commerce of U.S., 50th annual meeting. For information and reservations, contact the Hotel Reservation Office, 1816 K Street N.W., Washington 6, D.C. Convention will take place in the Capital.

April 29-May 4—Society of Motion Picture & Tv Engineers, 91st convention. Advances of color motion pictures and color tv is the convention theme. Ambassador Hotel, Los Angeles.

April 30—American Women in Radio & Television, board of directors meeting. Sheraton-Chicago Hotel, Chicago.

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

MAY

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

May 3-5—Montana Broadcasters Assn. convention, Placer Hotel, Helena.

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

*May 4—San Francisco State College Television Guild 12th annual radio-tv conference and banquet, San Francisco.

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

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

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

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

May 5—Sigma Delta Chi Region 2 conven-

TVB sales clinics

May 2—Bond Hotel, Hartford
May 8—Sheraton-Jefferson, St. Louis
May 10—Mayo, Tulsa
May 15—Sheraton-Dallas, Dallas
May 15—Sheraton-Dallas, Dallas
May 17—Roosevelt, New Orleans
May 17—Sheraton-Gibson, Cincinnati
May 29—Hillsboro, Tampa
May 31—Dinkler Plaza, Atlanta
June 5—Statler Hilton, Buffalo
June 5—Sheraton-Belvedere, Baltimore
June 7—Sheraton-Cleveland, Cleveland
June 7—John Marshall, Richmond
June 19—Tropicana Motel, Fresno
June 21—Benson, Portland, Ore.
June 22—Vancouver, Vancouver
June 26—Writers' Manor, Denver
June 28—Sheraton-Fontenelle, Omaha

Y'MEAN
WHLI island*
IS THE
**2nd LARGEST
MARKET
IN NEW YORK?**

Yep!
And you reach it
most effectively
with just one
station...WHLI!

because **WHLI**
IS THE
**ONE STATION
WHICH MOST
EFFECTIVELY
SERVES (AND SELLS)
THE
LONG ISLAND
MARKET.**

* The independent Long Island (Nassau-Suffolk) market — 4th largest in the U.S. — where over 2 million customers live and shop.

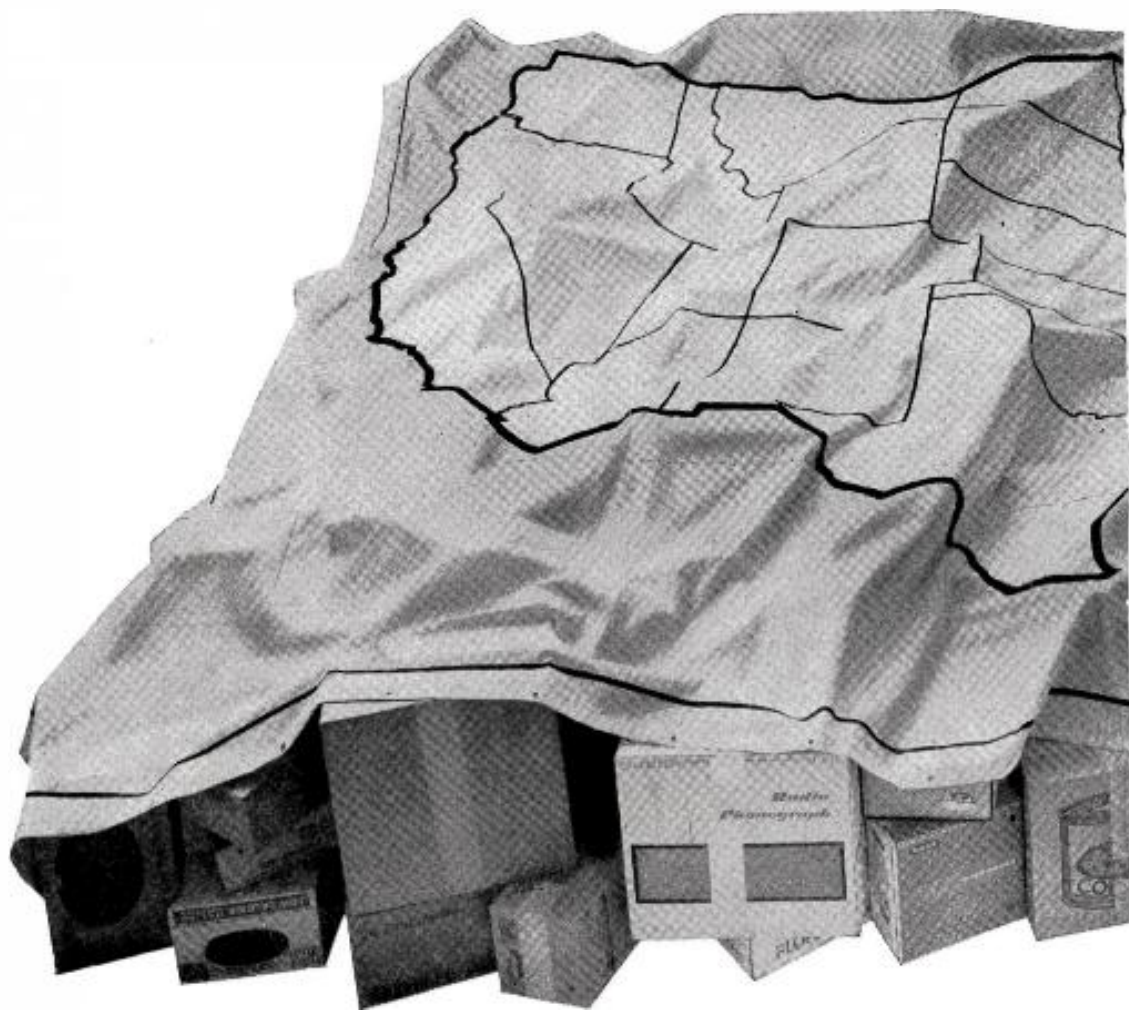
---→ 10,000 WATTS

WHLI AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND, N. Y.

*the voice of
Long Island*

PAUL GODOFSKY, Pres., Gen Mgr.
JOSEPH A. LENN, Exec. Vice Pres., Sales
Represented by Gill-Perna



Marketing is

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

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

Money can be made only where the money is!

Yet, it's in these best markets your product meets its toughest, most varied, competition; where you must fight hardest for your brand's full share of sales; work hardest to pull up your product's *individual market variations*.

Help!

The Man in Charge of Marketing needs and wants

help on *these* problems from his Advertising Department and Agency; wants to get the most selling pressure where it's needed most.

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

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

No wonder "national coverage," in itself, is no longer enough for top marketing efficiency. Not today.



not on the level!

Have you a marketing problem?

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

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

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

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

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



TELEVISION ADVERTISING REPRESENTATIVES, INC.

Representing: WBTV Charlotte (Jefferson Standard Broadcasting Co.)
 □ WTOP-TV Washington and WJXT Jacksonville (Post-Newsweek Stations)
 □ WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV
 Cleveland and KPIX San Francisco (Westinghouse Broadcasting Company)

TvAR Offices in
 New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta.



THE COMMUNITY DEPENDS ON WOC FOR LEADERSHIP

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



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

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

MRS. DOROTHY WILBUR

Executive Director
Davenport Council of Camp Fire Girls



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

RADIO
AM - FM

DAVENPORT, IOWA

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

talk about circulation!

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

wcky • radio

50,000 WATTS • CINCINNATI

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

tion. Chamberlin Hotel, Old Point Comfort, Va.

May 7 — New Mexico A.P. Broadcasters Assn. meeting, Albuquerque.

May 9-11—Public Utilities Advertising Assn. 40th conference. Queen Elizabeth Hotel, Montreal.

*May 9-12—Western States Advertising Agencies Assn., 12th annual conference. Theme of this year's conference is: "Advertising Achievements — West." Friday luncheon speaker will be Thomas C. Burrows, sales chief on Anheuser-Busch. Oasis Hotel, Palm Springs, Calif.

May 10 — Station Representatives Assn. program awards luncheon. "Silver Nail" timebuyer of the year award and "Gold Key" award will be presented. Waldorf-Astoria Hotel, New York.

*May 10-11—Ohio Assn. of Broadcasters 25th anniversary convention. Featured speaker will be RAB President Kevin B. Sweeney. Somerset Inn, Shaker Heights.

May 10-12—U. of Wisconsin Journalism Institutes. Wisconsin Center, Madison.

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

*May 11—Wayne State U. Mass Communications Div. annual awards banquet. Speaker will be Bob Banner, CBS-TV, and head of Bob Banner Assoc., New York. Carl's Chop House, Detroit, 6 p.m.

May 11-12—Sigma Delta Chi Region 1 convention. Columbia U. New York.

May 12—California Associated Press Radio-Tv Assn., annual meeting. Yosemite National Park.

May 12—UPI Broadcasters of Illinois, spring meeting. Inman Hotel, Champaign.

May 12—Sigma Delta Chi Region 4 convention. National awards banquet on agenda. Statler Hilton Hotel, Detroit, Mich.

May 12-13—Radio and television news clinic, sponsored jointly by the U. of Illinois, Illinois News Broadcasters Assn. and Radio-Television News Directors Assn. Featured speakers will be William B. Monroe Jr., news operations director, NBC, and Carter Davidson, foreign news editor of WBBM-TV Chicago. U. of Illinois, Urbana.

May 13-15—Southwest Assn. of Program Directors for Television, annual meeting. Skirvin Hotel, Oklahoma City.

*May 14—Georgia Assn. of Broadcasters and Atlanta Advertising Club sponsor Georgia Radio Day. Speaker will be RAB President Kevin B. Sweeney. Atlanta Athletic Club.

May 15—Comments due in FCC rulemaking (Docket 14419) affecting the presunrise operation of daytime only stations. (Rescheduled from Feb. 8)

May 15-16—Council on Medical Television, fourth annual meeting. Speakers include Rep. John E. Fogarty, (D-R. I.) and FCC Commissioner Robert E. Lee. Clinical Center, National Institute of Health, Bethesda, Md.

*May 16—New deadline for comments on FCC proposal to charge fees for applications for new stations, renewal applications, transfers of control or major facilities changes, and other non-broadcast licenses.

May 16-17—Annual Medical-Dental Tv Workshop, sponsored by the National Naval Medical Center. National Naval Medical Center, Bethesda, Md.

May 17—Advertising Writers Club of St. Louis, first annual awards dinner. Men's Grill, Stix, Baer & Fuller, St. Louis.

May 20-22—Assn. of National Advertisers, spring meeting. Hotel Commodore, New York.

May 21—Southern California Broadcasters



CANDY IS DANDY BUT SPOTS ARE QUICKER

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

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

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

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

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

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

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

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

wmal-tv
Washington, D. C.

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

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVB-TV and WSVB, Harrisonburg, Va.



LOVE THAT BOB

starring

BOB CUMMINGS



*(That Glamor
Photographer With the
Roving Eye Camera)*

**173 Half-Hours
Now Available To Local Stations**

OFF TO A FAST START WITH

WCBS-TV, New York
WRC-TV, Washington, D. C.
WBKB, Chicago
KABC-TV, Los Angeles
KONO-TV, San Antonio
KTNT-TV, Tacoma-Seattle
KVAR, Phoenix

WGAN-TV, Portland, Me.
WGAL-TV, Lancaster
WVEC-TV, Norfolk-Hampton
KMID-TV, Midland
KSTP-TV, St. Paul-Minneapolis
WEAR-TV, Pensacola

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

mca
TV FILM SYNDICATION

598 Madison Ave., New York 22, N. Y.

PLaza 9-7500 and principal cities everywhere

Assn. annual Wingding, golf and dinner, at Lakeside Golf Club, Burbank.

May 21-24—25th anniversary Electronic Parts and Distributors Show and Conference. Conrad Hilton Hotel, Chicago.

May 22—National Academy of Television Arts & Sciences, 14th annual Emmy Awards presentation. Originating in New York, Hollywood, and Washington, D. C.

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

May 24-25—Iowa Broadcasters Assn., annual meeting. Hotel Fort Des Moines, Des Moines.

May 24-26—Institute of Radio Engineers seventh region conference, during which IRE board of directors will hold its second annual meeting. Theme of conference will be space communications. Seattle, Wash.

May 25-26—South Dakota Broadcasters Assn. meeting, Watertown.

JUNE

June 2-3—Oklahoma AP Radio-Tv Assn. Tulsa.

June 11-12 — North Carolina Assn. of Broadcasters annual convention, Heart of Charlotte Motel, Charlotte.

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

June 11-15—American Federation of Musicians 65th annual convention. Public Auditorium and Hotel Penn-Sheraton, Chicago.

June 13-16—Florida Assn. of Broadcasters annual convention. International Inn, Tampa.

June 14-15 — Western Assn. of Broadcasters, convention. Jasper Park Lodge, Alta.

*June 14-16—Florida AP Broadcasters Assn. meeting, Tampa.

*June 16—Florida UPI Broadcasters Assn. annual meeting. International Inn, Tampa.

*June 16—New deadline for reply comments on FCC proposal to charge fees for applications for new stations, license renewals, transfers of control or major facilities changes, and for other non-broadcast licenses.

June 16 — Georgia Assn. of Broadcasters annual Golf Day, Athens.

June 17-22—Annual convention of the National Community Television Assn. Shoreham Hotel, Washington, D. C.

*June 18-19—Institute of Radio Engineers, Chicago spring conference on broadcast and television receivers. O'Hare Inn, Chicago.

*June 19—Georgia Assn. of Broadcasters first annual Tv Day. Atlanta.

June 20-22—Virginia Assn. of Broadcasters, annual meeting. Cavalier Hotel, Virginia Beach.

June 20-22—American Marketing Assn., 45th annual conference. Netherland Hilton Hotel, Cincinnati.

*June 21-23—Mutual Advertising Agency Network national meeting. Palmer House, Chicago.

June 22—Deadline for reply comments on FCC proposals to foster uhf, delete single vhf stations from eight markets (deintermixture) and drop in vhf channels in eight other markets.

June 23-28—Advertising Federation of America, 58th national convention, in conjunction this year with Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Round-up." Denver-Hilton Hotel, Denver.

BROADCASTING, April 16, 1962



WAVE-TV gives you 28.8% more MOTORISTS

— 28.8% more viewers, minimum!

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

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

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

CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE

The Katz Agency, National Representatives



"We have been amazed at the immediate results of WIIC's Luncheon At The Ones. Phones start ringing before the show is over, and sales are better than they have been in 79 years of business."

"Alice Weston's Luncheon At The Ones show gives us the instantaneous reaction we must have at the cash register plus the carry-over of creating a favorable over-all image."



RESULTS!...

from Pittsburgh's buying women

The comments are from just two of the enthusiastic sponsors of WIIC's Luncheon At The Ones—one of the hottest current spot buys in the Pittsburgh market.

Hostess Alice Weston serves an entertaining and informative menu of top guest stars, news segments, music, human interest—weekdays at 1.

If you are looking for results in the important Pittsburgh market, participate in Luncheon At The Ones.

Represented nationally by Blair-TV.



The eyes of Pittsburgh

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings



Instant reaction

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

Colpitts 'Monday Memo'

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

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

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

The too-fast goodbyes

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

Ebel on Ebel

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

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

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

Here is exactly what I did say:

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

I do not believe in giving people just



who buys the most?

young adults buy the most!

(young adults buy the
most cigarettes...and most
of almost everything)

Young adults (under 50) buy 66% of all tobacco products. This means that when you buy young adult ABC Radio, you're buying cigarette advertising geared to the market that buys most of what you sell. That's because two years ago ABC Radio recognized the potent economic force inherent in your young adult market and did something about it. ABC Radio consistently programs for young adults; promotes



to young adults; presents to the cigarette advertiser (and virtually every other advertiser) the most compelling new "reason why" for network radio. It's young adults with Flair, Sports, The Breakfast Club, News and Special Events on ABC Radio. Remember, when it comes to tobacco products, young adults always buy the most. Your ABC Radio sales representative will be glad to give you the young adult facts.

ABC RADIO  **FIRST WITH YOUNG ADULTS**

what they want. I believe in respecting what people do want. I believe in knowing what people want and giving them that which is better than they want—but not giving it to them better too fast. Improvement must come in stages and stay within the realm of people's experience and hence their understanding.
—Edwin W. Ebel, vice president, General Foods Corp., White Plains, N. Y.

Dodge explained

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

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

Broadcaster's onus

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

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

Misspelling

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

On editorials

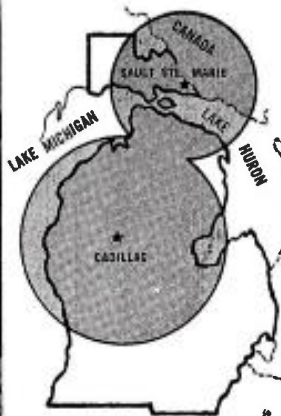
EDITOR: . . . May I pay you a compliment on the excellent quality of your editorials. I believe that you, more than the NAB or state associations, are accomplishing the task of bringing to the attention of the FCC the problems that

COMING UP SOON!- WWUP-TV

Sault Ste. Marie, Michigan and Ontario

A WWTV SATELLITE

which will help bring you
this BILLION DOLLAR
RETAIL MARKET!



WWUP-TV (Channel 10, Sault Ste. Marie) will go on the air this summer, as a complete satellite of WWTV in the Upper Peninsula of Michigan.

With 101,000 watts video, 50,500 watts audio, and antenna 1,214 feet above average terrain, WWUP-TV will add 55,900 households (\$235,382,000 in retail sales) to WWTV's present 188,100 households and \$761,129,000 in retail sales.

Thus again, WWTV greatly increases its leadership as one of the top television values in America. Ask Avery-Knodel!



The Felzy Stations

RADIO

WKES KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WZEF-FM GRAND RAPIDS-KALAMAZOO
WMTA-FM CADILLAC-TRAVERSE CITY

TELEVISION

WKEB-TV GRAND RAPIDS-KALAMAZOO
WWTV CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV LINCOLN, NEBRASKA
WGIN-TV GRAND ISLAND, NEB.

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY

SAULT STE. MARIE

CHANNEL 13
ANTENNA 1440' A. A. T.
CBS • ABC

CHANNEL 10
ANTENNA 1214' A. A. T.
CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

SUBSCRIPTION APPLICATION

BROADCASTING The Businessweekly of Television and Radio
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

- ☐ 52 weekly issues \$7.00 ☐ 104 weekly issues \$12.00
☐ 52 issues & Yearbook published next November \$12.00
☐ 1961-62 Yearbook \$4.00
☐ Payment attached ☐ Please bill

name title/position*

company name

address

city zone state

Send to home address—

* Occupation Required

"The Holy Sacrifice of the Mass"

WKBW-TV BUFFALO



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

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

BLAIR-TV

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

BOB KING
Station Manager, WKBW-TV

A "First" In Local Public Service Programming

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

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

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

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

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

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

BLAIR-TV

Television's first exclusive national representative, serving:

WABC-TV — New York
W-TEN — Albany-Schenectady-Troy
WFBG-TV — Altoona-Johnstown
WNBF-TV — Binghamton
WHDH-TV — Boston
WBKB-TV — Chicago
WCPO-TV — Cincinnati
WEWS — Cleveland
WBNS-TV — Columbus
KTVT — Dallas-Fort Worth
KOA-TV — Denver
WXYZ-TV — Detroit
KFRE-TV — Fresno
WNHC-TV — Hartford-New Haven
WJIM-TV — Lansing
KTTV — Los Angeles
WMCT — Memphis
WDSU-TV — New Orleans
WOW-TV — Omaha
WFIL-TV — Philadelphia
WIIC — Pittsburgh
KGW-TV — Portland
WPRO-TV — Providence
KGO-TV — San Francisco
KING-TV — Seattle-Tacoma
KTVI — St. Louis
WFLA-TV — Tampa-St. Petersburg

plague the broadcasting industry, part of which is the attitude of the FCC itself.

As a past state president (Missouri), I deplore the lack of togetherness on the part of broadcasters in defending their basic position in light of what is happening to the industry.—A. E. Dahl, general manager, WJON St. Cloud, Minn.

WCPO-TV's case for tv

EDITOR: Knowing your great interest in accurate reporting, I wish to call the following to your immediate attention [to] correct the mistaken impression which is caused by the story in your BROADCASTING on page 98 of the April 2 issue. The heading of the story is "WLW helps FBI catch one of the 'ten most wanted men'."

There is attached to this letter a letter from Ed Mason, FBI agent in charge in Cincinnati, dated March 27 stating that this most wanted criminal was captured by means of the television film made by our film department's Bernie Borden at WCPO-TV and which was sent to every FBI office.

The letter further states that the showing of this film in Milwaukee caused Lyndal Ray Smith to flee that city to Baltimore. There he saw his picture in a Baltimore newspaper and realized that he had no place to hide, so he surrendered. Mr. Mason's letter goes on to state that Smith himself was the greatest source of testimony as to the enormous impression made by television coverage of the type that we at WCPO-TV prepared. . . .

In no place in Mr. Mason's letter of March 27 nor in Director J. Edgar Hoover's telegram to me of March 23 nor in subsequent letters from Mr. Hoover and Mr. Mason was WLW or even radio mentioned. . . .—M. C. Watters, vp and general manager, WCPO-AM-FM-TV Cincinnati.

BOOK NOTES

"Reference Books in the Mass Media," by Eleanor Blum; *University of Illinois Press, Urbana, Ill. 103 pp; paperbound; \$1.50.*

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

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

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WESTERN ELECTRIC IN NEW ORLEANS

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

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

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

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



JUST LIKE NEW is the way reconditioned telephones look and perform when they leave the Distribution Center—thanks to the skillful work of trained repair specialists who use the most modern tools and equipment in their work. In 1961, over 200,000 telephones were processed and returned to the Bell System service by the New Orleans center.



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

COMMENTING on Western Electric's history in New Orleans, **TIMES PICAYUNE** editor, George Healy, says, "As the telephone service has grown to meet the needs of an expanding New Orleans, the Distribution Center has similarly grown."



**WELL-STOCKED
"TELEPHONE STORE"**
To supply the needs of Southern Bell Telephone Company, over 7,000 different items are kept in stock at the New Orleans Distribution Center. Modern equipment like this fork lift truck is used to achieve fast delivery . . . most orders are shipped the same day they are received.

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



Western Electric
MANUFACTURING AND SUPPLY  UNIT OF THE BELL SYSTEM

Don't ignore the incubation that hatches those golden ideas

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

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

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

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

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

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

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

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

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

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

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

There's another advance casting job

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

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

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



Harmon O. Nelson joined the radio department of Young & Rubicam, N. Y., in the late 1930s. He was with Armed Forces Radio in WW II, then was head of the West Coast office of Roche, Williams & Cleary, broadcast director of Berg-Allenberg (Los Angeles talent agency), program manager of KRCA (TV) Los Angeles and broadcast executive with Kenyon & Eckhardt and Stromberger, LaVene, McKenzie before becoming broadcast director, western division, MacManus, John & Adams.



Music to note...

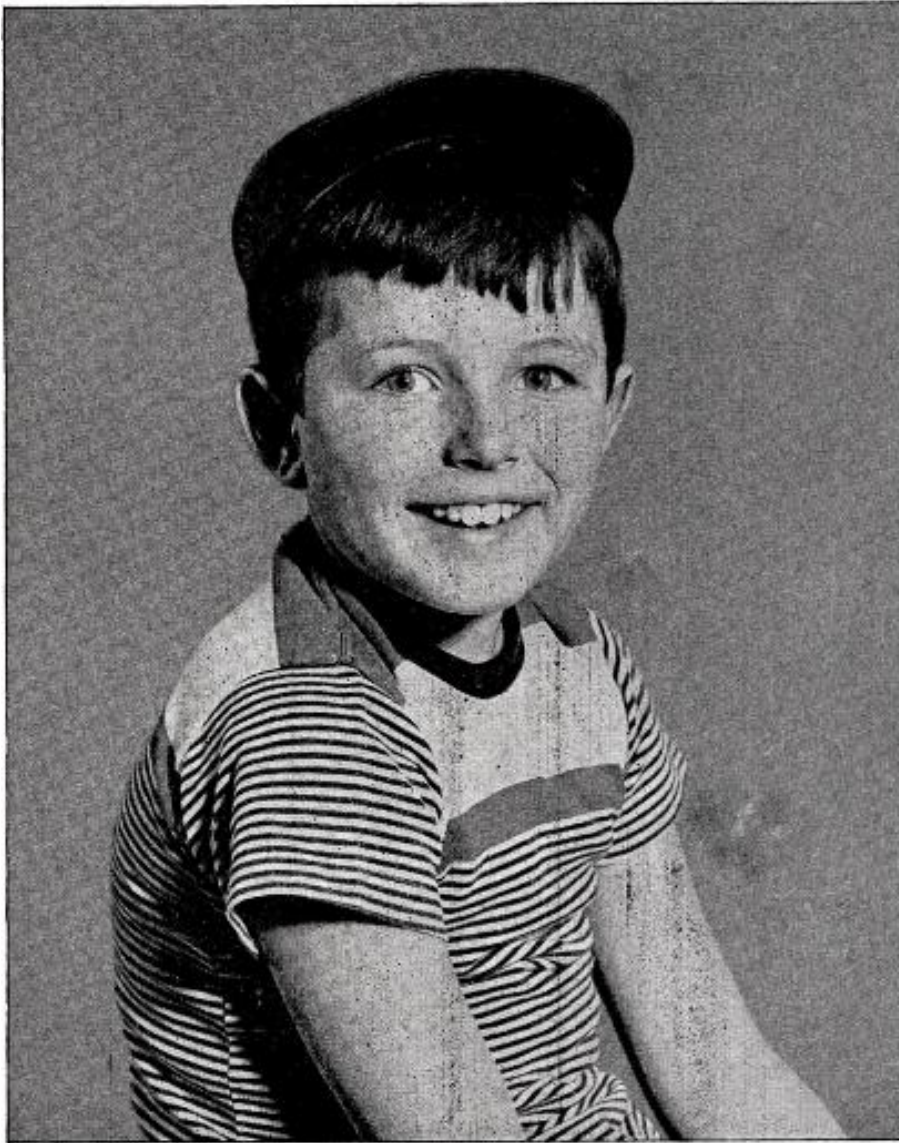
Boston Symphony Orchestra in a series of 13 one-hour TV Concert Specials

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



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Leave it to Beaver to make Thursday funnier than ever.

Thursday night's pretty funny as it is.

What with such seasoned winners as *Ozzie & Harriet* (10th season)... *The Donna Reed Show* (5th season)... *My Three Sons* (3rd season).

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

The Beaver (where he is now on Saturday

night) has a Nielsen of over 10,500,000 laughing homes, weekly.*

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

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

*Source: National Nielsen TV Index, average of total audience homes, 4 weeks ending March 18, 1962.

WOULD RADIO BIRTH CONTROL HELP?

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

Agency executives in a position to help shape the economic destiny of radio overwhelmingly believe that current proposals to reduce competition in the medium would prove beneficial.

How beneficial is another question. They think radio would emerge with a better image, better programming and probably better billings, but they are divided about the extent to which these improvements would result. Many emphatically would prefer that they not occur at all, rather than have them result from direct government intervention.

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

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

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

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

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

Networks Favorable ■ The networks own reaction to this question was one of cautious approval, but observers thought it significant that only one of

the four, CBS, now owns the full complement of seven am outlets permitted by FCC regulations. NBC and ABC own six each, and Mutual owns none (See story page 36).

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

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

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

Better Values ■ It's possible, he said, that a sound plan evolving out of the Minow-Collins proposals can mean "increased values to those stations which remain," and that there will be a better competitive situation (in that facili-

ties will be on a more equal plane) and an improved quality of the medium itself.

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

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

He said, however, that he would not like to see "lots of stations" deleted. He noted that many newspapers have died, leaving but one newspaper voice in many markets, and speculated that a weeding out of stations would accomplish much the same thing in radio. "It's good to have competition and at least the opportunity for different viewpoints," he said.

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

Steering group may plan radio conference

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

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

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

At the NAB, President LeRoy Collins said no definite steps had yet been taken. He indicated a small

steering committee might be named to draw up a plan of action preparatory to the first get-together with the commission.

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

The television networks' clientele during 1961

(Source: TvB/LNA-BAR)

Rank	Company	Gross Expenditure	Rank	Company	Gross Expenditure	Rank	Company	Gross Expenditure
150	Adolph's Ltd.	\$ 556,361	142	Canada Dry Corp.	\$ 644,060	*122	Food Manufacturers Inc.	\$ 928,420
240	Airequip Mfg. Co.	141,211	244	Canadian Breweries Ltd.	134,199	17	Ford Motor Co.	11,081,554
25	Alberto Culver Co.	8,811,365	60	Carnation Co.	3,307,710	*264	Foster Grant Co.	98,966
213	Aluminium Ltd.	234,083	43	Carter Products	4,294,668	57	French, R. T. Co.	3,410,604
68	Aluminum Co. of America	2,945,850	*308	Carter Ink Co.	30,218	98	Frito Lay Inc.	1,321,298
268	Amana Refrigeration Inc.	95,600	253	Chanel Inc.	110,713	82	General Cigar Co.	1,942,246
238	American Can Co.	147,040	*302	Chatham Mfg. Co.	40,730	34	General Electric Co.	6,080,992
42	American Chiclé Co.	4,532,730	270	Chemway Corp.	85,700	7	General Foods Corp.	20,021,513
133	American Cyanamid Co.	724,052	49	Chesebrough Ponds	3,764,216	*235	General Ins. Co. of Amer.	152,748
174	American Dairy Assn.	419,284	272	Chock Full O Nuts Corp.	82,680	8	General Mills	19,017,741
191	American Doll & Toy Corp.	319,502	44	Chrysler Corp.	4,151,167	4	General Motors Corp.	23,811,830
257	American Express Co.	106,714	274	Chun King Assoc. Ent.	81,380	256	General Nutrition Corp.	108,660
87	American Gas Assn.	1,685,798	231	Chunky Chocolate Corp.	168,975	316	Genl. Tel. & Electronics Corp.	27,295
2	Amer. Home Products Corp.	33,911,210	320	Church & Dwight Co.	22,000	173	General Time Corp.	439,302
265	Amer. Luggage Works Inc.	98,017	228	Cities Service Co.	176,175	128	Gerber Products Co.	785,935
287	Amer. Mach. & Foundry Co.	58,035	216	Cluett Peabody & Co.	228,500	297	Gibson Greeting Cards Inc.	49,198
188	American Motors Corp.	333,741	80	Coca Cola Co.	1,978,475	10	Gillette Co.	14,213,894
329	Amer. Photocopy Equip. Co.	10,893	245	Coleman Co.	134,170	301	Gold Medal Candy Corp.	46,900
276	Amer. Red Ball Transit Co.	75,670	6	Colgate Palmolive Co.	21,513,940	92	Gold Seal Co.	1,614,643
75	Amer. Tel. & Tel. Co.	2,244,150	210	Colorforms Inc.	236,500	*183	Golden Grain Macaroni Co.	366,900
21	American Tobacco Co.	9,402,316	259	Columbia Pictures Corp.	104,870	184	Goodrich, B. F. Co.	352,881
290	Amity Leather Products Co.	54,150	58	Consolidated Cigar Corp.	3,379,060	66	Goodyear Tire & Rubber	3,024,046
137	Anheuser Busch Inc.	693,338	209	Consolidated Foods Corp.	239,121	*309	Gorham Corp.	29,676
38	Armour & Co.	5,491,560	161	Continental Baking Co.	513,523	187	Green Giant Co.	334,526
54	Armstrong Cork Co.	3,547,685	250	Continental Wax Corp.	117,999	255	Gulf Amer. Land Corp.	109,436
246	Arnold Schwinn & Co.	132,000	32	Corn Products Co.	6,583,819	62	Gulf Oil Corp.	3,236,941
154	Babbitt, B. T. Inc.	536,300	247	Corning Glass Works	127,087	*280	Gulton Industries	72,440
*298	Baldwin Piano Co.	49,057	149	Cracker Jack Co.	589,052	145	Hagan Chemicals & Controls	623,332
147	Ballantine, P. & Sons	601,239	224	Curtis Publishing Co.	187,496	237	Haggar Co.	149,300
172	Bayuk Cigars Inc.	451,160	131	Disney, Walt Productions	768,997	113	Hallmark Cards Inc.	1,027,463
207	Beatrice Foods Co.	242,277	*199	Dr. Pepper Co.	271,800	261	Hamm, Theo. Brewing Co.	103,252
30	Beech Nut-Life Savers	7,055,890	*269	Domination Electric Corp.	92,829	331	Hammons Products Co.	9,898
52	Beecham Products	3,655,900	178	Douglas Fir Plywood Assn.	414,111	*294	Hanes Hosiery	49,812
97	Bell and Howell Co.	1,382,960	73	Dow Chemical Co.	2,372,760	306	Hanes, P. H. Knitting Co.	33,000
233	Belton Hearing Aid Co.	157,826	53	Drackett Co.	3,558,299	141	Hartz Mountain Products	654,980
176	Better Vision Inst.	417,259	157	Dumas Milner Corp.	528,608	65	Heinz, H. J. Co.	3,121,543
220	Binney & Smith	195,096	29	du Pont de Nemours & Co.	7,081,668	77	Helene Curtis Ind. Inc.	2,065,197
227	Bishon, Hazel, Inc.	177,439	339	Duquesne Brewing Co.	2,870	*180	Hertz Corp.	382,250
273	Bissell Inc.	81,596	41	Eastman Kodak Co.	4,758,165	275	Heublein Inc.	79,200
324	Black & Decker Mfg. Co.	15,128	*164	Eldon Industries	484,221	170	Hills Bros. Coffee	460,500
31	Block Drug Co.	6,876,717	165	Electric Storage Battery Co.	478,532	218	Hollywood Brands Inc.	223,500
*279	Blumenthal Bros. Choc. Co.	73,120	181	Elgin National Watch Co.	376,590	*251	Houbigant Inc.	117,450
132	Bon Ami Co.	744,212	*229	Emenee Corp.	175,070	322	House of Westmore	19,710
182	Borden Co.	371,466	175	Equitable Life Assurance Soc.	419,212	136	Ideal Toy Corp.	694,032
*234	Bradley, Milton Co.	153,600	101	Eversharp Inc.	1,229,074	*334	Int. Auto Sales & Service	9,360
99	Breck, John H. Inc.	1,307,065	93	Ex Lax Inc.	1,463,741	146	International Shoe Co.	606,632
115	Brillo Mfg. Co.	991,210	197	F and F Labs Inc.	281,341	327	Jackson & Perkins Co.	11,956
9	Bristol-Myers Co.	15,133,172	112	Factor, Max and Co.	1,032,049	292	Jaymar Ruby Inc.	50,967
11	Brown & Williamson	14,132,771	*338	Fairmont Food Co.	3,780	64	Jergens, Andrew Co.	3,148,031
129	Brunswick Corp.	781,121	95	Falstaff Brewing Corp.	1,393,108	*310	Jiffy Products Corp.	29,217
*254	Buitoni Foods Corp.	110,000	*304	Father John's Medicine Co.	35,200	37	Johnson & Johnson	5,765,999
121	Bulova Watch Co.	929,557	155	Fedders Corp.	536,223	14	Johnson, S. C. & Son	12,520,530
223	Burlington Industries	188,479	201	Filbert, J. H. Inc.	263,305	*9	Kaiser Industries Corp.	5,442,908
283	Bymart Tintair	68,570	85	Firestone Tire & Rubber Co.	1,747,155	177	Kavser Roth Corp.	415,239
28	Campbell Soup Co.	7,334,363	232	Florida Citrus Commission	168,383	23	Kellogg Co.	9,021,448

WOULD RADIO BIRTH CONTROL HELP? continued

carried out, should have a good long-range effect on radio advertising. He termed a moratorium on new grants a "step forward."

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

The media director at another top

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

Far Too Many — A senior vice president at a large agency agreed there are "far too many radio stations" in business today, but stressed he was "unalterably opposed" to eliminating outlets through government intervention.

With markets "fractionalized" by a plethora of stations, he added, advertisers find it costs "quite a bit to buy a sizeable audience."

He voiced the belief it would be of "some help" if stations were eliminated in some markets, but was doubtful that such a move would lead to increased spending in radio. He advanced the theory that more and more radio stations are destined to become local advertising carriers ("just like the local newspaper"), largely because of television's continued growth and tv's increasing inroads on the advertiser's dollar.

A media executive at a giant agency

Rank	Company	Gross Expenditure	Rank	Company	Gross Expenditure	Rank	Company	Gross Expenditure
169	Kemper Ins. Group	\$ 464,082	194	Pabst Brewing Co.	\$ 307,653	134	Smith, Kline & French Labs.	\$ 719,714
125	Kendall Co.	824,035	243	Palm Beach Co.	135,977	81	Socony Mobil Oil Co.	1,965,617
230	Keystone Camera Co. Inc.	170,737	198	Pan American Coffee Bur.	277,223	323	Spalding A. G. & Bros.	16,500
48	Kimberly Clark Corp.	3,810,755	325	Paper Novelty Mfg. Co.	14,080	123	Speidel Corp.	871,120
321	Kiwi Polish Co.	21,373	100	Pepsi Cola Co.	1,234,276	102	Sperry & Hutchinson Co.	1,201,825
242	Knox, Chas. B. Gelatin Co.	137,460	167	Pet Milk Co.	473,553	89	Sperry Rand Corp.	1,680,390
143	Lanolin Plus	633,850	119	Peter Paul Inc.	964,010	120	Staley A. E. Mfg. Co.	954,465
211	Lanvin Parfums	234,787	70	Pfizer, Chas. & Co.	2,674,519	156	Standard Brands	532,360
84	Lehn & Fink Products	1,931,703	171	Philadel. & Reading Corp.	460,282	168	Standard Oil Co. of Ind.	465,788
3	Lever Brothers Co.	28,761,548	20	Philip Morris Inc.	9,774,471	130	Standard Oil Co. of N. J.	776,142
18	Liggett & Myers Tob. Co.	11,059,411	190	Phillips Petroleum Co.	322,289	336	Standard Oil Co. of Ohio	6,084
295	Lionel Corp.	49,663	340	Piel Brothers	1,320	335	Standard Triumph Motor Co.	7,282
*326	Lober, M. and Assoc.	14,067	26	Pillsbury	7,671,862	105	Stanley Warner Corp.	1,161,907
12	Lorillard, P. Co.	13,606,870	96	Pittsburgh Plate Glass	1,391,901	202	Star Kist Foods	262,544
*263	Lowenstein, M. & Sons Inc.	99,538	*282	Plasti Kote Inc.	69,660	76	State Farm Insurance Co.	2,087,595
151	Ludens Inc.	554,044	107	Plough Inc.	1,110,649	13	Sterling Drug Inc.	13,073,366
127	M and R Dietetic Labs.	811,773	63	Polaroid Corp.	3,216,222	303	Sterns Nurseries Inc.	38,707
212	Malt O Meal Co.	234,455	166	Polk Miller Pds. Corp.	474,446	*311	Stowe Woodward Inc.	29,019
186	Mars Inc.	338,020	*124	Prewitt J. Nelson Inc.	841,762	139	Studebaker-Packard Corp.	674,932
*148	Martin Marietta Corp.	598,273	1	Procter & Gamble Co.	51,927,897	138	Sun Oil Co.	678,515
90	Massey Ferguson Ltd.	1,632,517	140	Proctor Silex Corp.	657,182	162	Sunbeam Corp.	506,875
*296	Matson Navigation Co.	49,220	45	Prud. Ins. Co. of Amer.	4,093,756	79	Sweets Co. of America Inc.	2,050,265
94	Mattel Inc.	1,399,940	55	Purex Corp.	3,491,415	106	Swift & Co.	1,125,932
153	Maybelline Co.	541,388	195	Puritron Corp.	307,426	208	Technical Tape Corp.	242,136
226	Maytag Co.	179,720	40	Quaker Oats Co.	5,078,006	19	Texaco Inc.	10,119,124
203	McCall Corp.	261,568	83	Radio Corp. of America	1,941,883	222	Time Inc.	191,528
*36	Mead Johnson & Co.	5,902,376	300	Rainbow Crafts Inc.	47,000	260	Top Value Enterprises Inc.	104,285
*252	Melnor Industries	115,127	33	Ralston Purina Co.	6,153,180	258	Travelers Insurance Co.	106,714
50	Mennen Co.	3,698,866	103	Readers Digest Assn.	1,188,466	328	Trimount Clothing Co.	11,598
118	Mentholatum Co.	973,175	179	Realemon Puritan Co.	388,127	192	20th Century Fox Film Corp.	309,228
*266	Merck & Co.	96,985	159	Remco Industries	514,136	67	Union Carbide Corp.	2,954,052
*219	Merritt Chapman & Scott Corp.	214,600	315	Renault Inc.	27,317	*277	Union Central Life Ins. Co.	75,348
15	Miles Labs.	11,944,179	217	Retail Clerks Inter. Assn.	223,711	74	U.S. Borax & Chemical Corp.	2,251,291
293	Miller Bros. Hat Co.	50,449	51	Revlon Inc.	3,689,425	200	U.S. Brewers Found. Inc.	271,585
135	Minnesota Mining & Mfg. Co.	710,656	91	Rexall Drug & Chem. Co.	1,618,138	*341	U.S. Natl. Bank of Portland	584
*267	Mirro Aluminum Co.	96,474	47	Reynolds Metals Co.	3,932,507	*317	U.S. Photo Supply Co.	25,401
285	Mobile Homes Mfrs. Assn.	65,299	5	Reynolds, R. J. Tobacco	21,740,922	59	U.S. Steel Corp.	3,351,436
158	Mogen David Wine Corp.	527,804	69	Richardson Merrell Inc.	2,837,039	110	U.S. Time Corp.	1,089,075
249	Mohasco Industries	118,742	185	Rubenstein, Helena Inc.	339,583	111	Van Camp Sea Food Co.	1,061,548
163	Monsanto Chemical Co.	496,052	236	Sandura Co.	150,067	144	Wander Co.	623,563
196	Motorola	290,243	160	Savings & Loan Found. Inc.	513,640	330	Warner Bros. Pictures	10,480
104	Mutual Ben. Hlth. & Accid.	1,170,155	291	Sawyers Inc.	53,539	27	Warner Lambert Pharm. Co.	7,538,138
*289	Mystik Adhesive Pds.	55,640	*337	Schaefer F&M Brewing Co.	4,440	314	Washington, State Of	27,756
*332	Narragansett Brewing Co.	9,717	78	Schlitz, Jos. Brewing Co.	2,056,398	271	Watchmakers of Switzerland	84,368
16	National Biscuit Co.	11,362,302	35	Scott Paper Co.	5,980,927	318	Welch, James O. Co.	22,704
225	National Brewing Co.	186,476	206	Scripto Inc.	243,691	56	Westinghouse Electric Corp.	3,479,578
224	National Dairy Pds. Corp.	8,905,956	71	Sears, Roebuck & Co.	2,634,489	299	Whirlpool Corp.	48,275
126	Natl. Grape Co. Oper. Assn.	823,680	86	Seven Up Co.	1,710,861	248	Whitman, Stephen F. & Son	122,720
61	Nestle Co.	3,265,597	262	Shattuck, Frank G. Co.	102,893	*319	Wiedemann G. Brew. Co.	22,704
205	North American Philips Co.	245,390	116	Sheaffer, W. A. Pen Co.	979,824	22	Williams, J. B. Co.	9,367,727
221	North Amer. Van Lines	194,340	189	Shell Oil Co.	328,557	305	Williamson Dickie Mfg. Co.	27,756
286	North Woods Coffee Co.	62,000	214	Shulton Inc.	229,812	*241	Wilson & Co.	140,368
117	Norwich Pharmacal Co.	976,690	284	Shwayder Brothers	67,320	*312	Windsor Industries	28,025
72	Noxzema Chemical Co.	2,488,441	281	Sieberling Rubber Co.	69,666	114	Wrigley, Wm. Jr. Co.	1,018,800
*152	Nutri Bio Corp.	550,270	46	Simoniz Co.	3,997,561	239	Wurlitzer Co.	142,844
313	Ohio Oil Co.	27,929	109	Sinclair Oil Corp.	1,097,358	193	Wynn Oil Co.	308,917
215	Old London Foods Inc.	229,140	108	Singer Mfg. Co.	1,103,214	*278	Xerox Corp.	74,670
88	Olin Mathieson Chem. Corp.	1,685,512	*307	Siris, A. J. Pds. Corp.	31,010	288	Zenith Radio Corp.	56,142
333	Owens Corning Fiberglass Corp.	9,600	204	Smith-Corona Marchant Inc.	261,279			

asserted that the large number of radio stations made it "almost impossible" to research radio's audience. Reducing the number, he added, would make for "a cleaner situation" and permit agencies to obtain a clearer profile of a station's audience. He believed this would result in "a slight increase" in radio spending but would not affect radio billing materially.

Federal Control? ■ The media director of a medium-sized agency called the Minow-Collins proposals "a wonderful idea," but echoed the views of some of his other colleagues when he exclaimed: "But let's not have the government tell us how many stations we should have or

who should go out of business. Who's to decide this? Frankly I don't know." The reduction of stations should proceed in the larger markets, he said, which are the ones that normally attract the national advertising dollar. A fewer number of radio stations in the larger markets, he pointed out, would encourage agencies and advertisers to give radio more consideration than has been given it in the past. He observed that agencies often are discouraged from using radio because "it's just too difficult and takes too much time to evaluate a large number of stations."

The vice president in charge of media

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

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

ence and to specialized audiences.

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

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

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

More o&o's for radio networks?

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

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

NBC sees the ownership question as "constructive" and one that merits

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

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

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

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

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

An official at another agency took the

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

Collins urges agencies to help build codes

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

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

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

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



Bill Gale's winner for Jergen's

Bill Gale of Cunningham & Walsh was presented with a Gold Key award of the Advertising Writers Assn. of New York last week for writing the copy for this tv commercial for Jergen's Moisture Cream,

featuring an underwater ballet. Martin Rubin of Smith/Greenland won a Gold Key for a radio commercial he wrote for Wallace Thin Mints. Other awards were made in print advertisement categories.

WHO Radio gives you the 14th - LARGEST radio market!

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

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

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

Unlike most of America's other greatest radio stations, WHO does not depend primarily on the metro audience within the shadow of its tower. In

Iowa, all *eight* of the state's leading metro areas, including Des Moines, account for only 33% of Iowa's retail sales. Yet 75% of all Iowa retail sales are made in counties you reach with WHO!

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

Sources: Pulse (March, 1961); NCS Survey No. 2.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport



Peters, Griffin, Woodward, Inc., National Representatives

truthful and in good taste.

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

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

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

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

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

Agency appointments...

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

plans call for the use of radio.

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

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

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

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

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

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

■ Santa's Village (amusement park

chain), Arcadia, Calif., has appointed Wade Adv., Los Angeles, to handle all advertising and promotion.

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

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

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

The state of West Virginia begins a heavy spring and summer advertising campaign tomorrow (April 17) using



Mr. Passman

radio for the first time as the chief sales medium to improve the state's image as a vacation spot and attract more tourists.

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

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

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

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

In reporting the result of the survey, William J. Boylhart, WSAAA president, said that he had heard from Charles E. Chapel, a member of the California Legislature from Redondo Beach who had been studying the subject of state licensing

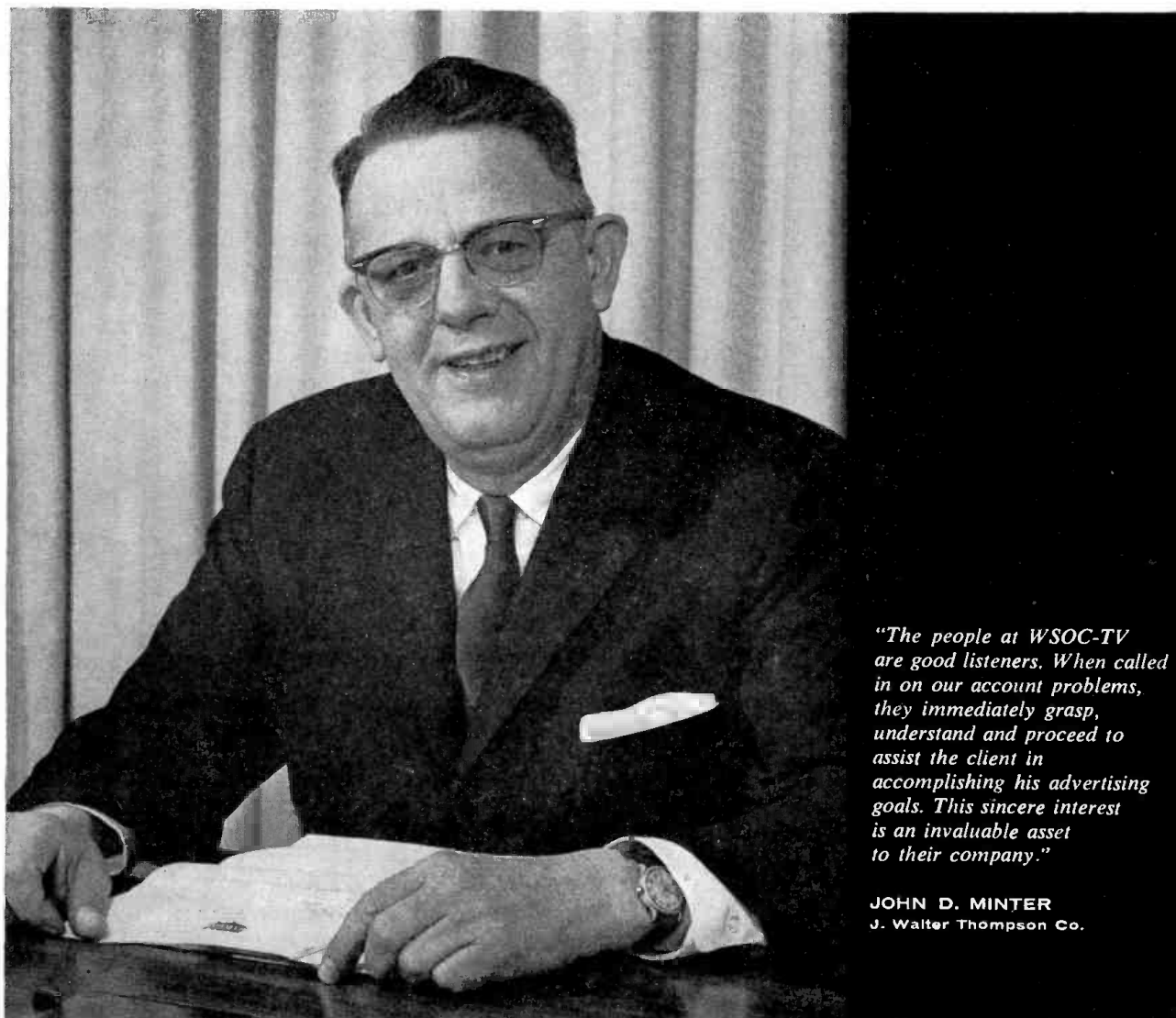
of advertising men and women (BROADCASTING, Jan. 8). "Because of the strong opposition on the part of the overwhelming majority of members of the advertising profession who have written to me and the advice of many lawyers, I have not introduced any bill on the subject and I do not intend to do so," Mr. Chapel said.

Another WSAAA question about industry self-regulation drew a mixed response, with media men more in favor than agency representatives. The question read: "I favor self-regulation through advertising industry certification of individual advertising agency practitioners by oral and written examinations prepared

by recognized authorities from the advertising industry." Less than half of the agency respondents favored this proposal for self regulation. Votes in favor came from 47% of WSAAA member agencies and 40% of non-member agencies. Media principals were more inclined toward this type of regulation; 64% of those answering from this group favored the proposal.

To the third and final question posed by WSAAA: "I do not favor either of the above [state regulation or industry self regulation]," the replies were tabulated as follows: WSAAA member agencies, 49%; non-member agencies, 56%; media principals, 32%.

**“Charlotte’s WSOC-TV...
their sincere interest an invaluable asset”
—Minter, J. Walter Thompson**



"The people at WSOC-TV are good listeners. When called in on our account problems, they immediately grasp, understand and proceed to assist the client in accomplishing his advertising goals. This sincere interest is an invaluable asset to their company."

JOHN D. MINTER
J. Walter Thompson Co.

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

WSOC-TV

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

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

CBS-TV to carry 'Benefactor' anyhow

NETWORK SEEKS SPONSORS AFTER REGULARS DROP OUT

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

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

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

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

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

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

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

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

Carr heads Long-Haymes

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

William Esty Co., as vice president.

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

EDP FOR AD AGENCIES

Those with high billings might use computers—Toan

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

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

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

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

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

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

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

- Clerical cost reductions: salaries, machine rentals, floor space, etc.
- Reductions in payments for outside services.
- Intangibles: better service, better media selection and improved advertising and marketing effectiveness, better and closer budgeting, new business attracted or old business retained, etc.

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



Chevrolet's wonderful world of paper

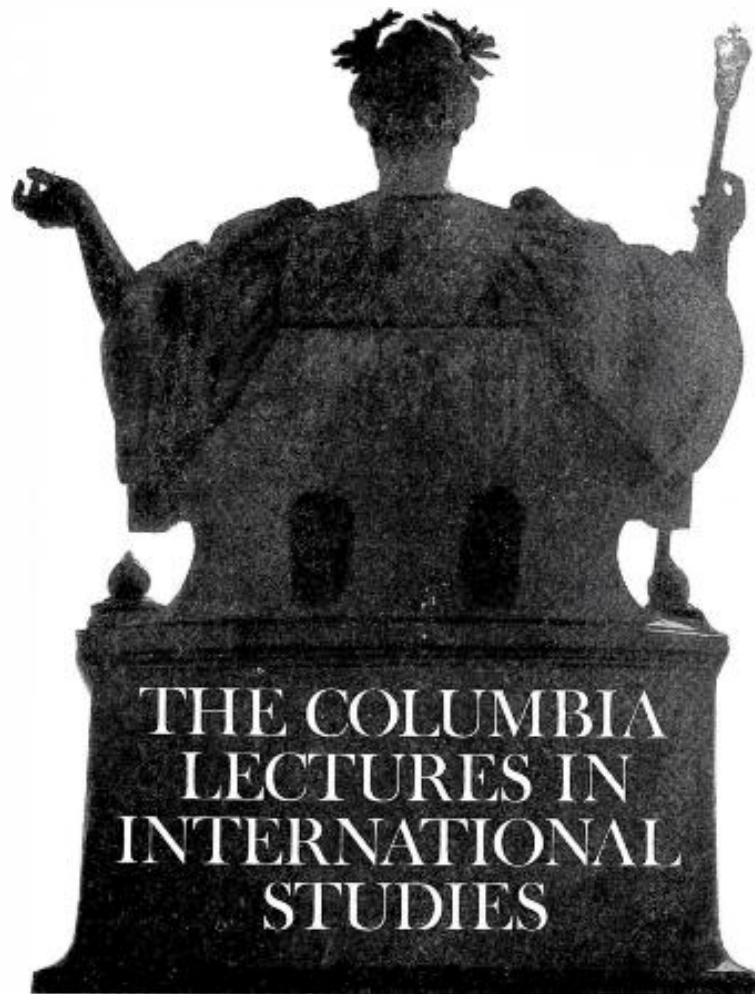
A paper-made world, inhabited by paper people who "look like they think," has been introduced by Chevrolet in its television commercials. The new technique was imported from Holland exclusively for Chevy. It was produced by Joop Geesink, an internationally known puppet maker, who owns the Dollywood Co.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

The soft-sell commercials were originally shown on *Bonanza* (NBC-

TV). Chevy plans to use them on its other network shows, *Route 66* (CBS-TV) and *My Three Sons* (ABC-TV).

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

METROPOLITAN BROADCASTING IN COOPERATION
WITH COLUMBIA UNIVERSITY TAKES PRIDE IN
ANNOUNCING A NEW AND IMPORTANT TV SERIES:



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

527 MADISON AVE., N.Y. 22, PL 5-4811

Schnitzer favors Hollywood's 'experience' for commercials

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

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

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

Mr. Schnitzer stresses the value of experience:

It's his contention that when "an experienced guy" is in charge of production, the whole crew gets imbued

with the idea he is striving for. He



Mr. Schnitzer

emerge," he claims.

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

There is only room for one idea in 90 feet of film (a one-minute com-

mmercial), according to Mr. Schnitzer, "and this idea should be conceived in film terms. The average storyboard restricts the idea, making it sterile. It should present the overall idea, thread or theme for the commercial."

He says Hollywood's appetite for commercial work is being whetted by the growing realization at both the agency and the supplier level of the single-story factor . . . "the one factor every commercial must have." As many of Mr. Schnitzer's own commercials attest (for Chevrolet, RCA Victor, Clairol and others), performances are becoming more like motion pictures. Another realization in Hollywood: more money per foot of film is spent on commercials than on the tv programs. Hollywood cameramen now look upon commercials as "little gems," he says.

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

TV DISSECTED

Advertising, programming discussed at ATAS panel

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

The panelists representing all facets of the tv advertising business:

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

The panel's consensus and affirmation of what the FCC has already been told by dozens of witnesses during its probe of network practices: the advertiser's influence is not as great as it was 5 or 10 years ago and in fact appears

to be on the wane. The basic reason for this, the executives said, is the decline of fully-sponsored hour or half-hour programs and the increase in advertiser participation in shows, giving networks control over schedules and programming.

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

All Engineers ■ As lamented by Mr. Barnathan: "Everybody wants to run a network and tell a network what to do." Mr. Barnathan described networking—past and present—along this line: Once networks were "brokers," optioning time for facilities and taking a commission on shows fully sponsored and produced by the advertisers. There was no need to "sell" shows (to advertisers) and no investment risk for the networks.

Now networks must commit well in advance of a season for millions of dollars, and because "no advertiser will come in with an hour a week," it's common practice for the network to act as "partner" with the agency when an advertiser buys only half a show and the other half becomes the network's sales risk.

Mr. Burch noted that tobacco companies spent \$110 million in television

last year and that the medium has become their major advertising tool, the companies using it to launch new brands and to "revitalize" others.

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

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

Dr. Roslow noted also that the services now provide supplementary information so that the decision makers need not depend on "numbers" or audience size alone.



1 CHURCH SERVICES: WBEN-TV has consistently brought live Sunday services into Western New York homes since 1948.

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

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

4 PANEL DISCUSSIONS: For 14 years the University of Buffalo Round Table has been a prime-time Saturday night feature on WBEN-TV (21 years on

WBEN-Radio). A significantly free-ranging community forum.

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

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

*A quality image is the result of a quality effort.
WBEN-TV is dedicated to keeping the community
enlightened . . . entertained . . . informed.*

National Representatives: Harrington, Righter and Parsons, Inc.

WBEN-TV

an affiliate of WBEN-Radio AM-FM
The Buffalo Evening News Stations



CH.

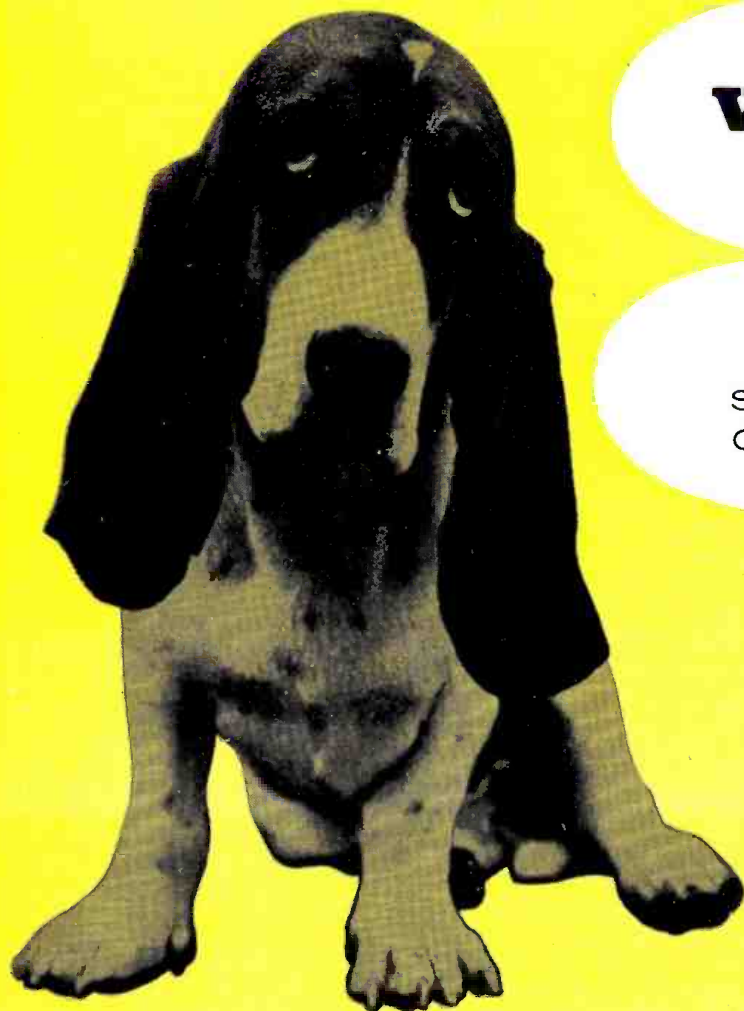
CBS in Buffalo

4

your
second-
best
friend

WGAL-TV

Your advertising dollar spent on this multi-city station is doubly rewarding. First, because of its wide market coverage, including several metropolitan areas, and many other cities and towns. Second, because of the vast size and loyalty of its audience. WGAL-TV is far and away the favorite of viewers in hundreds of communities.



WGAL-TV

Channel 8

Lancaster, Pa.

NBC and CBS

STEINMAN STATION

Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

ARB profiles N.Y. television audience

The second comprehensive, qualitative profile of the tv audience in an individual market was released last week by the American Research Bureau. This report covers the New York market.

ARB's first study profiled the Salt Lake City tv audience (BROADCASTING, Feb. 19). The New York study, as was Salt Lake City, is sponsored jointly by commercial stations in the area (WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV and WPIX [TV]).

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

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

In New York in the survey period (Jan. 4-31, 1962), *Flintstones* (ABC-TV, on WABC-TV) had the largest number of children under 18 watching (1,799,400); *Perry Como* (NBC-TV, on WNBC-TV) had the largest number of women 18 and over watching (1,524,500) and *Bob Hope* (NBC-TV, on WNBC-TV) attracted the most men 18 and over (1,137,758).

The report shows in addition that *Disney's World of Color* (NBC-TV, on WNBC-TV) scored with the highest average viewers per home (2.76) in the market and *Rocky and His Friends* (WPIX) was noted as the program with the highest average family size—5.09.

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

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

Network sales continue as schedules shape up

Each of the tv networks last week could report continuing sales or renewals for the fall nighttime schedule. NBC-TV claimed sales completed in the week of March 26 alone represent more than \$20 million in billing.

The network's vice president for

NIELSEN

Second Report for March, 1962
(Based on two weeks ending March 18, 1962)

NIELSEN TOTAL AUDIENCE (†)		
Rank	% U.S. TV Homes	No. Homes (000)
1	Wagon Train	39.7 19,453
2	Bonanza	36.1 17,689
3	Dr. Kildare	33.5 16,415
4	Hazel	33.0 16,170
5	Perry Mason Show	32.5 15,925
6	Gunsmoke (10:30)	32.4 15,876
7	Gunsmoke (10:00)	32.0 15,680
8	Ed Sullivan Show	31.3 15,337
9	Andy Griffith Show	30.9 15,141
10	Milton Berle Show	30.7 15,043

Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Ben Casey (ABC-197); participating, Mon. 10-11 p.m.
Milton Berle Show (NBC-179); Chrysler (Burnett), March 9, Fri. 9:30-10:30 p.m.
Bonanza (NBC-178); Chevrolet (Campbell-Ewald), Sun. 9-10 p.m.
Dr. Kildare (NBC-160); Sterling Drug (D-F-S), L&M (D-F-S), Colgate (Bates), Singer (Y&R), Warner-Lambert L&F, Thur. 8:30-9:30 p.m.
Andy Griffith (CBS-181); General Foods (B&B), Mon. 9:30-10 p.m.
Gunsmoke (CBS-199); Liggett & Myers (D-F-S), S. C. Johnson (FC&B), Remington Rand

NIELSEN AVERAGE AUDIENCE (‡)

Rank	% U.S. TV Homes	No. Homes (000)
1	Wagon Train	33.1 16,219
2	Bonanza	32.2 15,778
3	Hazel	31.1 15,239
4	Gunsmoke (10:00)	30.2 14,798
5	Gunsmoke (10:30)	30.0 14,700
6	Dr. Kildare	28.6 14,014
6	Andy Griffith Show	28.6 14,014
8	Red Skelton Show	28.0 13,270
8	Danny Thomas	28.0 13,720
10	Ben Casey	27.6 13,524

Copyright 1962 by A. C. Nielsen Co.

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

(Y&R), General Foods (B&B), Sat. 10-11 p.m.

Hazel (NBC-144); Ford (JWTV), Thur. 9:30-10 p.m.

Perry Mason (CBS-185); Colgate (Bates), Drackett (Y&R), Philip Morris (Burnett), Sterling Drug (D-F-S), Quaker Oats (JWTV), Sat. 7:30-8:30 p.m.

Red Skelton (CBS-195); S. C. Johnson (FC&B), Corn Products (GB&B), Tue. 9-9:30 p.m.

Ed Sullivan (CBS-186); Colgate-Palmolive (Bates), P. Lorillard (L&N), Revlon (Grey), Sun. 8-9 p.m.

Danny Thomas (CBS-179); General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-186); R. J. Reynolds (Esty), National Biscuit (M-E), Wed. 7:30-8:30 p.m.

sales, Don Durgin, said that sponsorship next season for five nights was virtually complete and the other two nights (Monday and Saturday) are approaching that status. NBC-TV earlier had noted a "record-breaking" sales week, March 12-16 (BROADCASTING, March 26).

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

Florida citrus group allocates new ad funds

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

For processed products, the commission will spend an estimated \$408,000 for participations on 11 ABC-TV network shows from July 1 through Oct. 31. This represents more than half of the \$750,000 allocated for television.

The added push, the commission said, is in the hope of a "healthy" increase

in the use of fresh oranges. According to the commission, there already is some concern over the large amount of frozen orange juice concentrate, and the sale of more fresh oranges would take some pressure off the processors.

Business briefly...

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

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

Beech-Nut Life Savers Inc. has bought two-thirds sponsorship in NBC-TV's



WPTF Full

range programming with outstand-

ing staff personalities like Bill

"B.J." Jackson has made radio the

respected leader in a vital seg-

ment of the Southeastern market.



WPTF

**Raleigh-Durham NBC
50,000 Watts - 680 KC**

Dick Mason, General Manager
Gus Youngsteadt, Sales Manager

HENRY I. CRISTAL CO. National Rep.

Bob Hope Show, to be presented Wed., April 25 (9-10 p.m. EST). Agency: Young & Rubicam Inc., New York.

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

General Foods Corp., New York, has bought a one-hour CBS-TV program on the 1962 Girl Scout Senior Roundup, to be presented in September. Drew Assoc., New York, film producing unit of Time-Life Broadcast Inc., will film the program. Color prints of the show will be distributed by the advertiser for showing in local Girl Scout communities after the network telecast. Agency: Benton & Bowles Inc., New York.

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

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

Admen asked to help in study of economy

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

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

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

New presentation format available from Young

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

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

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

Also in advertising...

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

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

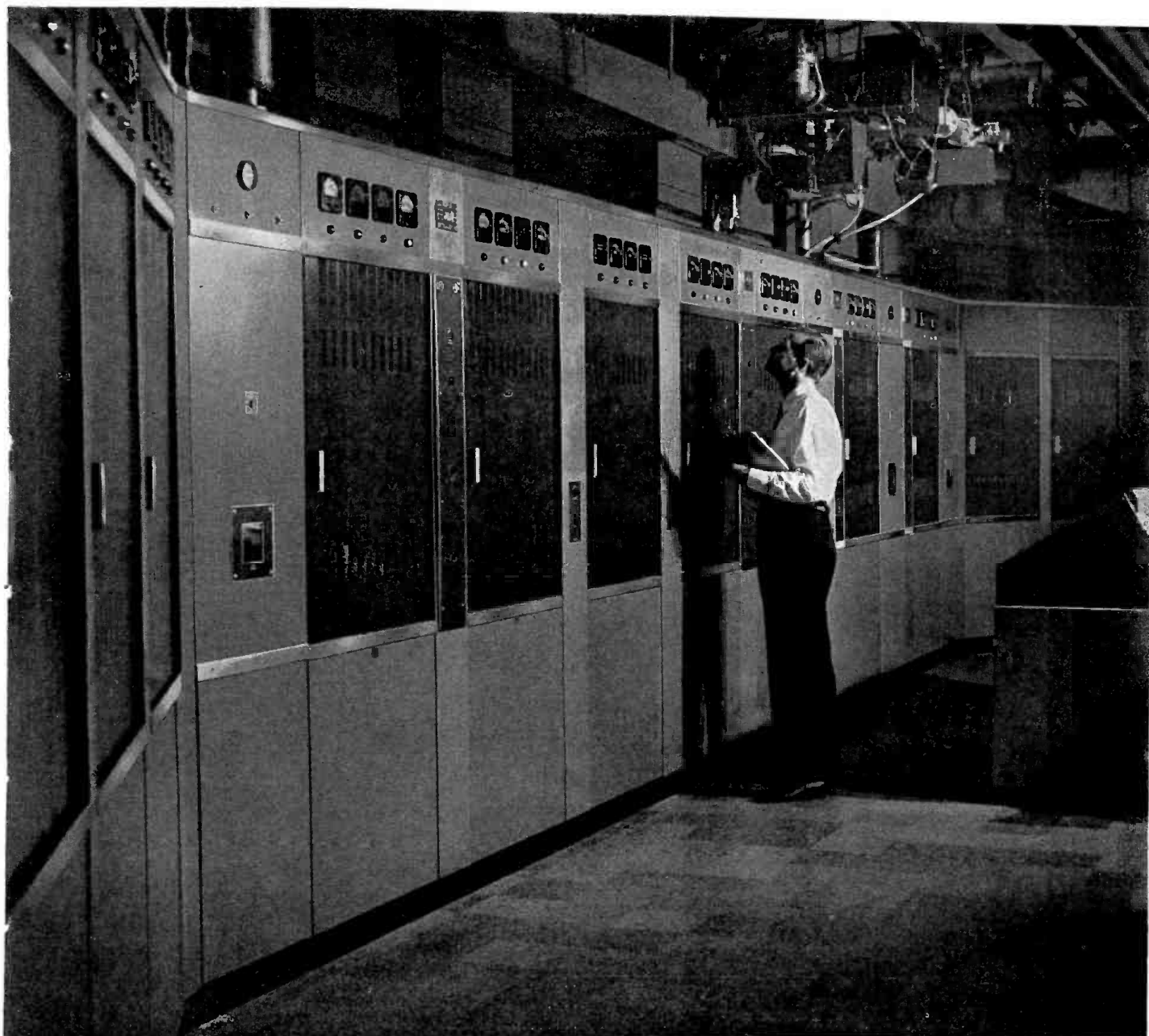
New Office ■ Glenn Adv., Ft. Worth, Tex., is now located in Suite 615 of the Forth Worth National Bank Building. Merle W. Bell, vice president, is the office manager.

Rep appointments...

■ **WLNH** Laconia, N. H.: Foster & Creed as exclusive New England representative.

■ **KQV** Pittsburgh: Robert E. Eastman & Co., New York, as national representative, effective May 1.

■ **WGVA** Geneva, N. Y.: Breen & Ward, New York, as national rep.



RCA 50-KW IN NEW YORK CITY UHF-TV TESTS

For its UHF tests in New York City the FCC is using a high-power transmitter designed and built by RCA. The most powerful of its kind, this 50-KW UHF transmitter consists of two TTU-25's in parallel. It operates on channel 31 and is installed on the 80th floor of the Empire State Building, where seven other channels serving the metropolitan area are located.

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

installation, as well as general performance and cost.

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

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



RCA BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N.J.



The Most Trusted Name in Television

THE ALL-TIME, ALL-AMERICAN DANCING STAR —

HERE'S THE GREATEST OF THE GREAT —

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

RAY

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

for

TELEVISION SYNDICATION!

Now YOUR AUDIENCE can see
America's favorite, the unforgettable
STAR of

"WIZARD OF OZ"

"ON YOUR TOES"

"CHARLEY'S AUNT"

"THE GREAT ZIEGFELD"

"THREE TO MAKE READY"

"BY JUPITER"

and many other great shows!

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

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

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

WIRE, WRITE, PHONE, DANCE TO

TeleSynd

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

BOLGER



HE'S ON TELEVISION IN 59 WONDERFUL SHOWS!

BOLGER SINGS!... BOLGER DANCES!

and... HE'S AVAILABLE IN YOUR AREA NOW!

CBS charged with antitrust violation

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

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

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

CBS issued the following statement:

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

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

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

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

The government's action came, it is learned, after a high level meeting between FCC and Justice Dept. officials earlier last week. In this conference, at which Robert L. Wright, first assist-

ant to antitrust chief Lee Loevinger, represented the Justice Dept., and FCC Chairman Newton N. Minow the commission, the FCC was asked whether it plans to take any action in its study of the CBS compensation plan which might be in conflict with the government's planned suit or which might make it appear that one government agency did not know what another government office was doing.

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

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

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

The suit was settled by CBS in May 1960 when the network took on both stations as affiliates with a combined rate of \$1,300 per hour. Although not announced at the time, it was under-

How they stand

CBS was leader among the three national radio-tv networks in 1960, according to the Dept. of Justice which pulled the veil from what usually is a closely guarded fiscal secret. In its complaint, the Justice Dept. says CBS's revenues in 1960 were \$245 million, compared to NBC's \$222 million and ABC's \$172 million.

stood that CBS paid KTNT-TV \$400,000 in settlement of the triple-damage antitrust suit.

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

variable.

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

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

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

CBS answered the FCC charges in a hard-hitting reply in December last year. It maintained that the FCC has no right to intervene in business arrangements between itself and its affiliates and vigorously denied that the plan would violate the FCC rule cited or limit the independence of an affiliate (BROADCASTING, Dec. 11, 1961). The network held that the purpose of the payment schedule was to meet the competitive situation and to overcome what is called an increasing volume of non-clearances of network programs by its affiliates.

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

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

"These agreements," the government

said, "are designed to coerce or induce CBS affiliated stations to accept virtually all of their requirements of afternoon and evening television programs from CBS, and to foreclose independent program suppliers, non-network advertisers, station representatives and other networks from access to CBS affiliated television stations during the most desirable hours of the broadcasting day. These agreements are contracts in unreasonable restraint of the aforesaid interstate trade and commerce in violation of Section 1 of the Sherman Act."

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

- To eliminate competition in the production and sale of television programs by independent producers and

suppliers and by CBS affiliates.

- To preclude national spot and local advertisers from obtaining afternoon and evening broadcast time on CBS affiliates.

- To preclude independent station representatives from competing with CBS in the sale to advertisers of afternoon and evening broadcast time on CBS affiliates.

- To preclude other networks from obtaining afternoon and evening broadcast time on CBS affiliates.

- To reduce the ability of CBS affiliates to compete with CBS and other station owners for the sale of advertising.

The government asked that the network compensation plan be adjudged a violation of Section 1 of the Sherman

Act and that CBS be enjoined from enforcing the agreements and from making new ones.

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

Quiz jury extended

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

Pastore meets NAB, network heads on code

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

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

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

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

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

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

Following last week's conference, it was apparent that the networks and the NAB officials remained some

to carry a program, (2) that the NAB Code Authority strengthen its New York office to the point where it would be as active in programming as it is now in commercial monitoring, and (3) that NBC standards and practices officials be present during previews.

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

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

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

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



Sen. Pastore

distance apart on the question of submitting programs for NAB previewing.

NBC Conditions ■ Although none of the principals would comment, it was believed that NBC came closest to accepting the idea of NAB previews. Sources indicated the network would submit programs for preview on two conditions: (1) that NBC make the final decision of whether

Chicago stations up for their inning

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

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

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

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

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

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

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

Mr. Quaal was pressed repeatedly for clarification of his position on the wis-

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

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

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

Commissioner Lee noted that the FCC said in its hearing order that it had received complaints. The commission attempted the novel proceeding, he said, in order to try to "provide a forum short of renewal proceeding" where the FCC could "give the public their day in the sun." He said he didn't know if the experiment would be repeated.

WGN-TV's record of local live programming and extensive experience in colorcasting were presented by Mr. Quaal and by Alexander C. Field Jr., public affairs director for WGN Inc. They summarized very detailed written presentations and exhibits submitted for the record.

Mr. Quaal said WGN-TV strives for "balance" in programming which serves

all needs of the community, including significant minority interests. WGN-TV competes vigorously against the network stations, he said.

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

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

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

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

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

Mr. Quaal recalled programs ven-

Time that stations gave to local shows

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

For WBBM-TV (CBS), local live was 16% of total time; WNBQ (TV) (NBC) 11.7%, and WGN-TV

23.5%. WNBQ, however, indicated 12.5% would more accurately reflect normal operation.

Other FCC exhibits last week showed program classification comparisons for the 6-11 p.m. period for 1955, 1958 and 1961 as reported in renewal applications. In each case, for all four commercial stations, the figures showed less local live programming in 1961 than in 1955 for this period.



ONE WAY TO WRAP UP TWO SPONSORS IN INDIANAPOLIS

Here's how they did it in Indianapolis. The manager of WFBM, Hank Franz, scheduled the five-minute Time-Life Broadcast News Service programs to hit the peak morning and evening driving hours. And what happened? "Topic A" *Sport* and "Topic A" *Hollywood* are now sponsored by the Marott Shoe Company. The other four "Topic A" programs: *Business*, *Europe*, *At Large* and *Washington* are sponsored by Burger Beer.

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

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

To find out how "Topic A" can wrap up sales for you, contact Ole G. Morby, Time-Life Broadcast, Time & Life Building, Rockefeller Center, New York 20, New York. Or phone: LL 6-3355. TIME-LIFE BROADCAST.



WGN-TV's Quaal

tured at great expense over and above the station's regular wide range of local programs featuring Chicago talent, which subsequently had to be dropped—but not until they had been given every possible chance to succeed commercially. One of these was *Ding Dong School* which WGN-TV picked up after it was dropped by NBC-TV.

After 20 months on the air and \$742,000 in out-of-pocket expenses, *Ding Dong School* was given up. There was no vacuum in the morning children's period, however, because WGN-TV immediately replaced it with a new local live color show, *Tree Top House*, he said.

Another Frustration ■ An even more painful experience, Mr. Quaal recalled, occurred with what he considers was "the finest program aired on daytime television anywhere, network or local," the station's former one-hour all-live *Fran Allison Show* featuring Miss Allison, with guest features, music, fashion shows, interviews and guest stars. The program began with only a rating of 1 and "30 months later it still had a 1 rating." The "net loss" on the show, a participating sponsor vehicle, was \$1.1 million, Mr. Quaal said.

"Television at its daytime finest" lost out, Mr. Quaal explained, because "all people wanted was an electronic baby sitter."

After studying tabulations of WGN-TV programming through several years, Mr. Gladstone asked why the station dropped some 40% in live programs between 1958 and 1961. Mr. Quaal said it was a matter of program balance and a progressive substitution of new and better programs for what had been on

before.

Mr. Quaal said he was not there to agree that all live programming automatically is "good" and all film or tape programs are "bad." Television as a whole has been improving continuously, he noted.

Commissioner Lee ended the day on a light note. After complimenting Mr. Quaal personally for his contributions

to the broadcasting profession and the public service stature of WGN-TV, he asked the witness, "Do you feel ambushed?"

"No sir," Mr. Quaal smiled appreciatively.

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

COMPROMISE ETV BILL AGREED ON

Would make up to \$32 million available for aid

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

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

The Senate bill (S 205) provided for a total appropriation of \$51 million and made each state and the District of Columbia eligible for up to \$1 million for television facilities without requiring matching funds. The House bill called for a total appropriation of \$25,520,000 but required the states to match federal funds dollar for dollar. This matching requirement is included in the compromise bill.

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

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

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

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

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

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

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

N.C. tv grant would upset '61 proposal

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

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

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

“Hello, Dr. Casey? This is Dr. Max . . .

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

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

WMT-TV

Cedar Rapids—Waterloo

National Representatives: The Katz Agency

Affiliated with WMT Radio;

K-WMT, Fort Dodge; WEBC, Duluth



Puerto Rico. James W. Coan is president of both Southern and Winston-Salem Broadcasting and owns 11.64% of the latter.

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

The FCC's decision favoring Southern has not as yet been drafted but Hearing Examiner Elizabeth Smith had given great weight to the fact a grant to TriCities "will bring an entirely new and competitive entity in the field of mass communication . . ." into the area (BROADCASTING, March 13, 1961). TriCities is equally-owned by Hargrove Bowles Jr., James G. W. MacLamroc, R. H. Nutt and Ralph C. Price. Messrs. MacLamroc and Price each own 33.33% of WKIX Raleigh.

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

FCC approves interim plan for Syracuse

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

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

The 'uncle image' gets surprising results

The surprise of the primary elections in Chicago last Tuesday (April 10) was the strong showing of that perennial splinter candidate, Lar (America First) Daly, although he lost the Democratic nomination for



U. S. Senator to the party's candidate, Sidney Yates. Mr. Yates will face Sen. Everett M. Dirksen (R-Ill.) in November.

Mr. Daly, who has run for various local and national offices without success and who stirred up the national controversy over Sec. 315, the equal-time provision of the Communications Act, admitted he, too, was "amazed" that he'd received one out of every four Democratic votes cast.

He agreed with other political observers that the unusual "swing to Daly" was an indication of a "revolt in the Democratic machine." Voters also turned down six major bond issues in protest of rising taxes.

Mr. Daly once before garnered a big vote but lost. That was in a local election in 1938. This time he accomplished it without putting on his Uncle Sam costume once. He said he couldn't campaign this spring at all because he has been "flat broke."

channel.

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

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

The temporary station will operate with an ERP of 54 kw visual and 27 kw aural, with an antenna height of 1,520 feet above average terrain. It will be a fulltime ABC-TV affiliate. The two existing Syracuse stations carried some ABC-TV programs but are primarily affiliated with either CBS-TV or NBC-TV.

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

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

In announcing the addition of an additional vhf channel in each of three cities — Rochester, N. Y., Grand Rapids, Mich., and Syracuse—on July 27, 1961, the FCC said it would

welcome requests for interim operation. On Dec. 6, 1961, the FCC added a new section to its rules, setting forth the conditions such interim plans would have to meet. The Syracuse plan, after amendments, has met these criteria.

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

FCC sticks to guns on KDAY fine

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

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

"A reasonably diligent licensee would

For '62-'63

—A new ARB Local Market Report with emphasis on . . .

Audience Characteristics

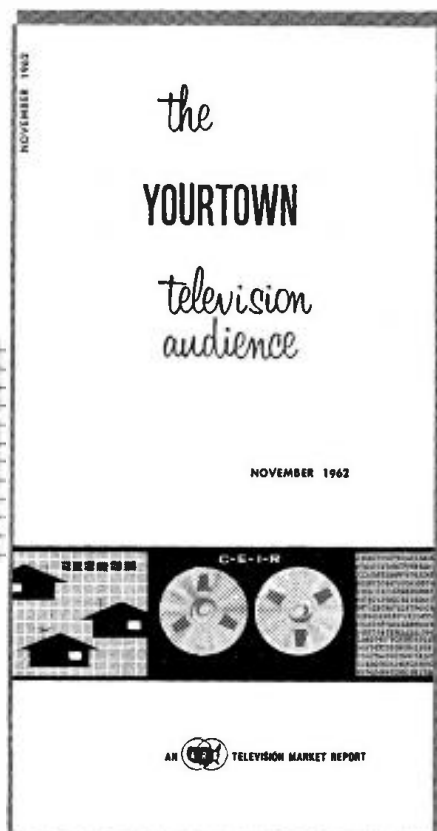
NEW . . . Viewer Age Breakouts

NEW . . . Chainbreak Audience Size



NEW . . . Audience Composition Summary

NEW . . . Computer-age Design



Remarkable in concept. Extensive in scope. Extraordinary in the type of data it provides. Only the alliance of ARB, industry leader in local television audience measurement, and C-E-I-R, world's leading corporation for electronic data processing, could have produced it. This new ARB Local Market Report contains more than twice as much data than ever before, with emphasis on all-important audience characteristics. It is an outgrowth of a spectacular ARB development—a viewing diary which identifies each viewer of each program by exact age and sex—making possible the measurement of local audiences to a depth never before achieved. Add to this the matchless computer technology of C-E-I-R, and the result is a television audience measurement service which does not merely keep pace with today's industry needs, but which brings tomorrow's audience measurement horizons within reach—*today!*

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

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

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

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

FCC extends deadline on filing fee comments

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

As the original April 16 deadline approached, few commercial broadcasters had commented on the plan.

Oklahoma Broadcasters Assn. said the proposal would undermine the FCC's prime area of concern—the public interest. OBA said it saw "no rhyme or reason" for across-the-board charges.

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

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

ALL-CHANNEL RECEIVERS

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

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

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

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

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

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

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

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

In an effort to establish that Con-

gress would expect the commission to live up to its promises, the report includes the letter to Rep. Oren Harris (D-Ark.), chairman of the committee, in which the FCC offered its trade (AT DEADLINE, March 19).

Although there were no dissenting views, two committee members, Reps. Kenneth A. Roberts (D-Ala.) and Rob-



Rep. Roberts



Rep. Hemphill

ert W. Hemphill (D-S. C.), attached separate comments they said were designed to emphasize the committee's opposition to any commission action shifting vhf stations onto uhf channels.

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

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

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

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

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

WAPI-TV & RADIO WIN 10 FIRST PLACE AWARDS



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

★ **Best Television News**

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

★ **Best Television Sports**

Buddy Rutledge, Sports Director.

★ **Best Television Public Service Program**

Program: "What's Your Problem"?

★ **Best Radio News**

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

★ **Best Radio Sports**

Buddy Rutledge, Sports Director.

★ **Best Radio Women's Features**

Bette Lee, Director of Women's Affairs.

★ **Best Straight Radio Commercial Announcement**

Lee Stockfelt, Continuity Director.

★ **Best Dramatic Radio Commercial Announcement**

Lee Stockfelt, Continuity Director.

★ **Best Radio Jingle**

Henry Kimbrell, Director of Production.

★ **Best Complete Radio Commercial Campaign**

Bette Lee, Director of Women's Affairs
Henry Kimbrell, Director of Production
Lee Stockfelt, Continuity Director
Jack Warren, Account Executive.

WAPI-TV WAPI RADIO

Birmingham, Alabama

National Representatives: WAPI-TV: Harrington, Righter & Parsons, Inc. / WAPI-Radio: Henry I. Christal Company, Inc.

Review board staff group nearer reality

FCC'S PAGLIN DISCUSSES PROPOSALS WITH FCBA

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

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

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

When established, the employe board would be delegated to decide practically all the routine hearing cases, including comparative am grants, and its actions would be reviewed at the commission's discretion. The board would be excluded from acting on license renewals,

revocations, contested tv grants and new and novel policy questions. Such cases would continue to go directly from a hearing examiner to the full commission.

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

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

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

views on adjudicatory cases.

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

Nobles asks 'protection' for WRPB's programming

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

This sentiment was indicated by Ed Nobles, president and general manager of WRPB Warner Robins, Ga., in requesting the FCC to hold a hearing there to determine whether granting another radio station in that community would serve the public interest. An application for a second daytime station in Warner Robins has been filed by Mary M. Jarrard.

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

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

In addition to the Jarrard application, WPGA Perry, Ga., has applied to move to Warner Robins and this should be considered in the FCC's community hearing, Mr. Nobles suggested.

The FCC was further asked to decide whether the new applicant has made a study of community needs and to explore Mr. Nobles' charges that the Jarrard application contains hidden ownership. Mary Jarrard is general manager of WDMG Douglas, Ga.

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

New berth for WWTV

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

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

FCC won't rule on race program

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

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

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

The program is a half-hour show featuring five horse races filmed at various tracks during the year. In the week preceeding broadcast, view-

ers pick up cards from local merchants giving various numbers for each race. The viewer whose card has numbers corresponding with those of winning horses on the program wins a jackpot merchandise prize.

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

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

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



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CH. 12 INITIAL DECISION

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

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

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

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

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

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

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

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

George H. Hodges, president and major stockholder of Florida-Georgia at the time of the comparative hearing,

was the "corporate official most intimately concerned" with the prosecution of the successful application, according to the examiner's findings. Mr. Cunningham determined that Mr. Hodges, who has since sold his 25½% interest in WFGA-TV to Wometco Enterprises, never personally contacted any commissioner regarding the Florida-Georgia application, that he did not seek to have anyone else intercede and that he was unaware of any improper contacts being made.

Present owners of WFGA-TV include President Alexander Brest, 25.5%; Harold S. Cohn, 19%; Wometco Enterprises Inc., 47.5%, and five others, none with over 3%. Mr. Cohn controls WRHC Jacksonville and Wometco owns WTVJ (TV) Miami, WLOS-TV Asheville, N. C. and KVO5-TV Bellingham, Wash.

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

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

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

Commissioner Mack "rendered him-

self ineligible and legally unfit" to participate in the Jacksonville ch. 12 grant by conversing with others outside the record on the merits of the case, Mr. Cunningham said. "The determination is here compelling that . . . he was wholly oblivious to the fundamental concepts of due process and fair play." Even though Commissioner Mack's vote was not decisive, the Florida-Georgia grant still is void because there is no way of determining what influence, if any, he had on the other commissioners.

ETV TO HELP UHF

FCC's Engar outlines tasks of new etv assistance unit

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

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

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

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

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

Division Functions ■ Dr. Engar joined the FCC in December 1961 from the U. of Utah where he was director of radio-tv services and general manager of the university's KUED-FM-TV. His consultancy period ends in June when he will return to Utah. H. H. Goldin, chief of the Broadcast Bureau's education and research division, said he will seek a replacement for Dr. Engar.

The division, formed in October

FCC completes hearing phases of 'ex parte' revisits

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

Rep. Oren Harris' investigators made national headlines with their disclosures in early 1958 that off-the-record presentations were made to Richard A. Mack, then an FCC member, on behalf of numerous tv applicants. As a result, Mr. Mack lost his seat on the commission and he and a Miami attorney friend, Thurman A. Whiteside, were indicted on charges of criminal conspiracy in the Miami ch. 10 case.

Their joint trial ended in a hung jury and Mr. Whiteside was acquitted in a separate second trial. He afterward committed suicide. Mr. Mack was never brought to trial a second time and the government later dismissed its charges against him. At last report, Mr. Mack was in poor health and living with his father in Florida.

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

■ Miami ch. 10—The grant to a National Airlines subsidiary (WPST-TV) was revoked and that applicant and two others were disqualified. The channel was given to the fourth applicant, L. B. Wilson Inc. (WLBW-TV), on a short-term basis and that station now is operating. The com-

mission presently is accepting competing applications for ch. 10.

■ Boston ch. 5—An April 1957 grant to the *Boston Herald-Traveler* (WHDH-TV) has been vacated by the FCC and comparative demerits given to that applicant and Massachusetts Bay Telecasters Inc. The third remaining party, Greater Boston Tv Corp., did not receive a black mark and the case currently is awaiting a final decision on a re-evaluation of the merits. Oral argument was held before the commission last fall and WHDH-TV still is operating on ch. 5 pending a final determination by the FCC.

■ Miami ch. 7—A January 1956 grant to Biscayne Tv Corp. (WCKT [TV]) has been set aside; Biscayne, East Coast Tv Corp. and South Florida Tv Corp. disqualified, and ch. 7



Former Commissioner Mack

awarded to Sunbeam Tv Corp. A petition for reconsideration currently is pending at the FCC and WCKT is still operating.

■ St. Louis-Springfield ch. 2—This was a rulemaking case involving the shift of ch. 2 to St. Louis and awarding it to KTVI (TV) there. The U. S. Court of Appeals ordered the FCC to start all over in its rulemaking and technically the channel now is allocated to Springfield, Ill., although KTVI is operating on ch. 2 in St. Louis. New comments have been accepted and the case is awaiting final decision.

■ Orlando ch. 9—An initial decision by Chief Hearing Examiner James D. Cunningham recommended the disqualification of winning applicant Mid-Florida Tv Corp. (WLOF-TV) and found the competing applicant WORZ Inc. eligible to receive the grant. The case now is before the commission.

■ Jacksonville ch. 12—Mr. Cunningham's decision last week recommended the disqualification of two losing applicants and proposed to give winning applicant Florida-Georgia Tv Co. (WFGA-TV) a clean bill of health.

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

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

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

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

The division serves in an advisory capacity for groups experimenting with

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

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

NLRB circumventing law, say congressmen

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

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

picketing. Both were severely restricted by the Landrum-Griffin amendments.

The NLRB decision in the WOGA case, Rep. Griffin said, "threatens to put the dictionary out of business" by stating, "in effect, that a radio station produces the automobiles that are advertised in the station commercials."

In the WOGA case, the station accused the International Brotherhood of Electrical Workers of an illegal secondary boycott on the ground that the union urged an automobile distributor to withdraw his advertising from the station. The NLRB, however, held that the union's activity was legal since the station's advertising services could be considered a product—and the station one of the automobile's producers—under the terms of the law.

Rep. Griffin acknowledged that unions are permitted by law to publicize that a secondary company is distributing the products of an employer with whom the union is in a dispute. But he said that the board's definition of the radio station as an automobile producer "will come as a real surprise to the auto industry in my home state of Michigan—not to mention the broadcasters."

KXTV Case ■ Less than two months after the WOGA case, the NLRB reaffirmed its interpretation of a broadcaster as a producer when it handed down a similar decision in a dispute involving KXTV (TV) Sacramento and two unions, the American Federation of Television and Radio Artists and the National Assn. of Broadcast Employees & Technicians (BROADCASTING, Jan. 1). Corinthian stations, owner of KXTV, has appealed the decision to the Circuit Court of Appeals in San Francisco. The NAB, which had hoped the Landrum-Griffin legislation would protect broadcasters and their advertisers from secondary boycotts, has entered the case as a friend of the court.

Cunningham cuts off revocation hearings

License revocation hearings for two abandoned radio stations were terminated by FCC Chief Examiner James D. Cunningham before they began.

In both cases—that of WGRC Green Cove Springs, Fla., and KCPA (FM) Dallas—the licensees filed no notices of appearance and nothing to mitigate, justify or excuse their alleged violations within the statutory 30-day period.

WGRC principals are Robert A. Oliver and David R. Millan; the station has been off the air since Dec. 18, 1961 (BROADCASTING, Feb. 26). KCPA is licensed to Merchants Broadcasting System of Dallas.

Mr. Cunningham certified both proceedings to the commission "for appropriate action."

OVERSEAS VOICE MONOPOLY

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

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

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

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

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

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

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

Any space communications bill, he said, should make it clear that all international carriers will be able to handle any kind of traffic its customers want. "The satellite system is the most

revolutionary communications development in my more than 50 years in the business," he said. This makes it opportune, he added, to take a "new look" at U. S. telecommunications policy.

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

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

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

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

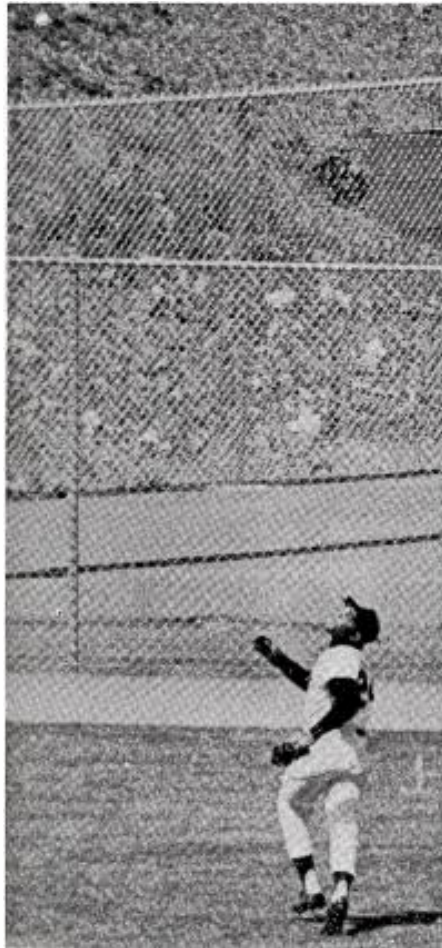
AT&T's spokesman, in his turn at the witness table, denied domination was the company's aim. James E. Dingman executive vice president, said, "We agree that no carrier should be allowed to control the board of directors of any corporation" organized to operate a space communications system. "We also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

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

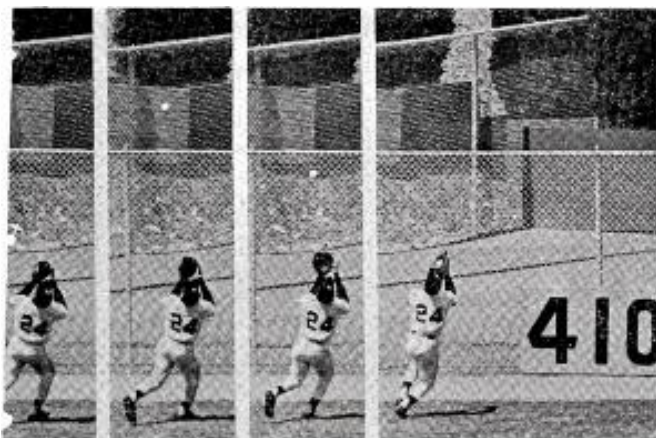
And he described as "nonsense" the claim that communications companies might retard development of satellites rather than hasten the obsolescence of their existing overseas facilities. Assistant Attorney Gen. Lee Loevinger issued such a warning in testimony before Sen. Kefauver's subcommittee two weeks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

Satellite No Substitute ■ Mr. Ding-

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

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

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

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

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

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

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

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

KWK says revocation findings are 'warped'

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

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

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

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

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

Character hearing set for new am applicant

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

KBOA Kennett petitioned the FCC for the hearing because of statements Mr. Miller made in selling (along with co-owner Luther Pillow) KHSJ Hemet, Calif. Messrs. Miller and Pillow received a grant for KHSJ in July 1959 and contracted to sell the station to Paul Sprague for \$85,000 in March 1960.

According to KBOA's protest, Mr. Miller gave as his reason for selling KHSJ that he wished to devote his time to interests other than broadcasting. Yet, KBOA pointed out, Mr. Miller filed his application for a new station in Kennett May 23, 1960—the same day the California transfer was consummated.

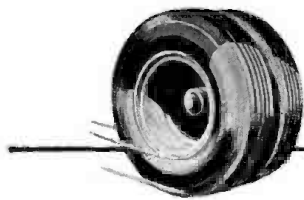
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THE WHEELS THAT GO EVERYWHERE



RAB challenges census on radio count

SAMPLING TECHNIQUES BLAMED FOR DATA SHOWING SATURATION DROP

How radio-saturated is the United States?

A newly announced checkup by the U. S. Census Bureau shows 89.9% of homes have radios in working order (CLOSED CIRCUIT, April 9).

But Radio Advertising Bureau says the census bureau has fallen into statistical confusion that misleads the nation into concluding there are fewer radio homes now than in 1950.

The 1950 census showed 95.7% of homes had radios, including those with sets temporarily out of order.

The 1960 census showed 91.5% of homes had radios in working order.

A Census Bureau recheck, however, shows that it overcalculated radio homes saturation. The recheck was made in the autumn of 1960 but the results were hung up in the census processing line until recently. They were made available last week, for release April 16.

Adding to the confusion is a new Census Bureau figure showing that 94.2% of U. S. homes have radios, if sets not in working order are included (see table).

Further, the recheck shows that 40.8% of households had two or more radios in working order in 1960. The 1960 decennial census had shown only 34.7% of homes with two or more radios.

None of these figures attempts to measure out-of-home radio listening, which has grown in importance each year.

Interpretation ■ With two separate radio saturation figures (sets in working order) released by the Census Bureau—91.5% (decennial census) and 89.9% (recheck)—the bureau gave BROADCASTING this interpretation of their statistical value:

■ The 91.5% decennial census overstates radio saturation slightly. Anyone using the decennial figures should take this into account, from a national standpoint. However since the variation is greater or less in states, counties or other local areas, the recheck figure cannot be applied to these areas. On the other hand the number of multiple-radio-set homes is greater in the recheck—40.8% compared to 34.7% in the decennial census. Similarly this difference is useful only from a national standpoint.

As to the total number of sets, the bureau said, "The application of the percentage distribution of total sets to

the number of households enumerated in the 1960 census provides an estimate of 97.9 million sets, including those not in working order. The corresponding estimate of sets in working order is 84.1 million."

All this data juggling teed off RAB on a lengthy analysis of the whole situation. RAB said the 1950 and 1960 census counts plus the 1960 census recheck (intensive studies made at 10,000 homes that had answered the 1960 radio question) failed to provide any perspective from which conclusions can be drawn (BROADCASTING, Aug. 7, 1961).

As RAB Sees It ■ After checking the Census Bureau, RAB said, "between 1950 and 1960 only the following small change took place, according to the still-preliminary 1960 (recheck) findings: Radio is said to have gone from

there could have been an increase."

RAB noted the 1950 census was based on a 20% house-to-house personal check by enumerators. The 1960 census used a 5% sample, about 80% of the sample based on filled-out forms mailed by householders and 20% by personal interview. And the bureau's recheck was based on a 10,000 sample using intensive personal interview technique.

The 1960 census included one-room living quarters without cooking facilities; these were not measured in 1950. They total under a half-million but are households least likely to have radio sets, RAB was told by bureau officials.

RAB said there are about 30 million more portable sets in homes than in 1950 and there are difficult to count accurately, complicating the Census Bureau's measurement problem.

Change Minor ■ Here is RAB's summary of the situation: "Only a minor change seems to have taken place between 1950 and 1960. And it's very doubtful this change is statistically significant."

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

"We think the Census Bureau's reporting procedure has been extremely harmful to radio," RAB said.

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

RAB added, "The recheck of this small 10,000 sample did indeed show that the original technique used in the 1960 census was inadequate. As the Census Bureau's press release states—16.1% of households reported more sets under a probing personal interview technique than when first asked the ques-

How questions differ

Sharply differing questions were asked in the 1950 and 1960 decennial census counts of radio homes, rendering them useless for comparative purposes, according to Radio Advertising Bureau.

Here are the official instructions and questions:

1950 census instruction: "Check 'Yes' for radio even if temporarily out of order or being repaired elsewhere." The question: "Is there a radio in this unit?"

1960 instruction: "Count only sets in working order. Count floor, table and portable radios as well as radio combinations. Do not count automobile radios." The question: "Do you have any radios?"

95.7% of homes equipped with one or more radio sets in 1950 down to 94.2% of homes equipped in 1960. It is still possible the final figure will show no decline. The 94.2% figure (recheck) may be subject to revision.

"Even if the figure remains at 94.2%, you cannot conclude any real decline has taken place from 1950. The reason—differences in research technique and sample size between 1950 and 1960 are great enough so that the two figures cannot be compared accurately on a change which is so small. Actually

WJXT-TV PRODUCES

PRIZE-WINNING

"PROJECT 4"

DOCUMENTARIES

ON DU PONT FILM...



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

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

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

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



BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

ATLANTA 18, GA., 1737 Ellsworth Ind. Dr., N. W.; CHICAGO 46, ILL., 4560 Touhy Ave., Edgebrook Station; CLEVELAND 16, OHIO, 20575 Center Ridge Road; DALLAS 7, TEXAS, 1628 Oak Lawn Ave.; LOS ANGELES 38, CALIF., 7051 Santa Monica Blvd.; NEW YORK 11, N. Y., 248 West 18th St.; WALTHAM 54, MASS., 45-4th Ave. (Boston); WYNNWOOD, PA., 308 E. Lancaster Ave. (Phila.); EXPORT, Nemours Bldg., Wilmington 98, Del. IN CANADA, Du Pont of Canada, Ltd., Toronto.

ABC Radio denounces Nielsens

RATINGS UNDERPLAYING NETWORK AUDIENCES, CHARGES PAULEY

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

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

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

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

the substance of the charges was assembled last week.

Congressional Sleuths ■ Word also reached congressional authorities investigating rating services generally and was believed to have come to the attention of FCC authorities as well.

Rex Sparger and Bob Richardson, investigators for Rep. Oren Harris' House Subcommittee on Regulatory Agencies, were sought out by many broadcasters during the NAB convention (BROADCASTING, April 9) and were known to have followed up by contacting Mr. Pauley last week.

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

In Washington last week, a subcommittee spokesman said that "we have had comparable information to the charges made by ABC Radio since last October. We have been aware of this phenomenon regarding network radio ratings for some time." He said an inquiry into the network radio surveyee will play a part of the rating hearings of the subcommittee when and if they are held.

(The hearings also will cover several published surveys which alleged-

ly were rigged in some instances and not actually made in others [CLOSED CIRCUIT, Jan. 29].)

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

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

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

tions in the non-probe manner of the April 1960 census questionnaire. But the 10,000-home sample actually shows a slightly smaller per cent of homes with working-order radios than the April 1960 census (89.9% vs. 91.5%). Part of the reason may be difference in sample size."

Sparse areas ■ According to RAB, the 20% of personal interviews conducted in the 5% of homes in the 1960 decennial census took place in areas where the population is sparse or the educational levels lower than average and the questions were less probing than those asked on the mail do-it-yourself questionnaire, not reminding those interviewed that small portables as well as fixed-position sets were included.

"The 10,000-home recheck in October-December 1960 apparently was done partly because of concern by the Census Bureau that its questioning technique via mail ballot (plus 20% interviewed) wasn't probing enough to determine in all cases whether people have a radio set," RAB said. "We had

suggested a recheck though we felt this was a poor substitute for an accurate study done originally over the whole sample."

RAB summed up its position this way:

■ Anyone who adjusts radio's penetration downward based on the census of 1960 vs. 1950 is completely misled.

■ Nationally, statewide and county-by-county, the figures of one census can't be compared with those of the other.

■ The only figure which is comparable shows a change from 1950 to 1960 which is too small to consider significant.

■ If anything, there has been considerable growth in radio home penetration.

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

Percentage Distributions of Households by Total Number of Radios and by Number of Radios in Working Order, United States¹

Total number of radios per household		Number of radios in working order per household						
Number	Percent of total households	None	1	2	3	4	5	6 or more
Total	100.0	10.1	49.2	24.1	9.8	4.4	1.5	0.9
None	5.8	100.0						
1	43.9	7.9	92.1					
2	27.6	2.2	25.8	72.0				
3	12.5	0.8	8.0	27.5	63.7			
4	6.2	0.2	4.4	12.2	21.5	61.7		
5	2.2		1.5	6.6	15.3	21.0	55.6	
6 or more	1.8			0.5	13.7	12.5	17.6	55.7

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

investigation during the current session of Congress.

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

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

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

Which Nielsen Do You Read? ■

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

In another case, informants said, the Nielsen Station Index showed an Alex Dreier news program reaching, through 17 affiliates, 99% of the number of homes the Nielsen Radio



Mr. Pauley

Index showed it reaching on a 218-station lineup.

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

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

home sample. It showed that at least 98% of homes in five market areas had at least one radio in working order:

- Detroit area—98% of homes with at least one radio set.
- Hartford area—99%.
- Milwaukee area—98%.
- Schenectady (N.Y.) area—99%.
- Buffalo area—98%.

RAB said 134 million radio sets of all kinds were sold between April 1950 and April 1960 of which 85.5 million were home sets and 48.6 million auto radios. The home set figure represents over 1½ times the number of homes in the U. S.

RAB added a seasonal note: "The original 1960 census study was done in the spring when people are likely to be going out of doors with transistor and other portable radios. The 10,000-home study was done in October-December when many, although not all, people put away their portables. Any of those portables put away without batteries were not counted as working radios in the 10,000-home measurement.

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

In explaining its 10,000-home recheck in 1960, the Census Bureau said:

"These figures apply to household sets of all types and to portable radios. They include floor models, table models, built-in sets, portable sets and sets combined with other appliances—radio-clock combinations, radio-phonograph combinations, radio-tv combinations, etc., and exclude auto radios, sending-receiving sets, shortwave sets not designed to receive ordinary broadcasts,

and crystal sets. Furthermore, they are limited to sets in households, and exclude sets in business establishments and in transient and institutional living quarters. A set was classified as being in working order if it could receive broadcasts from at least one station.

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

Cites Politz ■ In defending its figure of 97.9 million radios in homes of which only 84.1 million or 86% were in working order, the Census Bureau cited a 1954 Politz study which showed 84% of sets in working order. The bureau says its 1960 do-it-yourself census was technically superior to its 1950 count by enumerators.

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

Fund's etv spending \$12 million in decade

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

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

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

Milwaukee parents favor tv, survey shows

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

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

The findings:

- 75% of the parents reported that they sometimes have seen their children exhibit desirable behavior which they (the parents) attribute to television.

- 52% said they have noticed undesirable behavior in their children which they attribute to television.

- 55% said television had been good for their children's record in school; 5% felt it had been detrimental; 35% had no opinion and 5% did not answer.

- 76% said television had been good for their children's home life as against 5% who felt it was bad; 19% did not know.

Sigma Delta Chi honors six in radio-tv field

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

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

Five fm stations form group

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

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

Weston, Bock get awards

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

and outstanding television reporter, respectively.

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

KMOX, KIRO-TV honored by religious group

KMOX St. Louis and KIRO-TV Seattle were honored April 10 by the National Religious Publicity Council, which met April 9-11 in Washington.

William J. Mudge, KIRO-TV religious program director who accepted the council's award for religious telecasting, was elected a fellow of the council. He directs *Morning Worship* and *Retro-spect* on KIRO-TV.

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

Rogers to address SRA

Station Representatives Assn., New York, has announced Rep. Walter Rogers (D-Tex.) will be the featured



Rep Rogers

speaker for the organization's fifth annual awards luncheon in New York May 10. Mr. Rogers is a member of the House Interstate & Foreign Commerce Committee, which has jurisdiction over radio and tv.

Winners of SRA's Silver Nail Timebuyer-of-the-Year Award and the Gold Key award will be announced at the luncheon to be held at the Waldorf-Astoria Hotel.

Media reports...

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

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

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

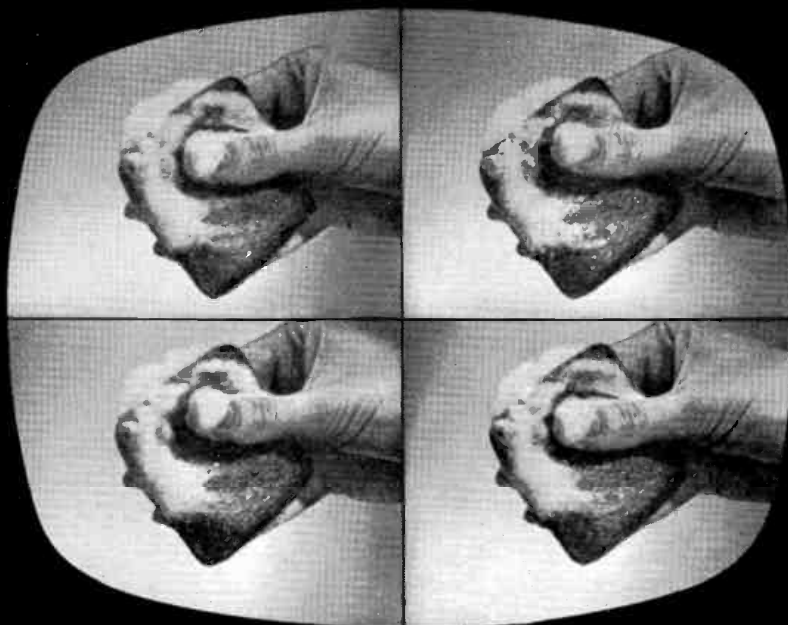
New edition ■ A new edition of the booklet "Mass Media and the Wisconsin Farm Family" has been released by the Dept. of Agricultural Journalism, U. of Wisconsin, Madison. The booklet describes how radio-tv and other mass media effect the lives of Wisconsin's farm families.

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

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

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

SQUEEZES...
 at's a lot! But
 et you watch as
 multi-image after
 multi-image
 solves...



solves...
 solves...
 solves...
 solves...



ssolves to multi-
 mage after multi-
 mage! Right, it's
 lot—but easy
 when it's film
 hat's in the plot!



FILM does the unusual...

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

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

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

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

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

Midwest Division
 130 East Randolph Drive
 Chicago 1, Ill.

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

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

ADVERTISER:
 Brillo Manufacturing Co., Inc.
AGENCY:
 J. Walter Thompson Company
PRODUCER:
 Elektra Film Productions

No plan to buy KLAC says McGannon

WBC head remains tight-lipped on WINS purchase

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

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

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

The \$10 million WINS purchase price would be the second highest in history for a radio station. Storer Broadcasting Co. recently took over WMGM in New York (now WHN) at a price of \$10,950,000. Storer originally had a contract to buy WINS for \$10 million and WBC was going to buy WMGM for the same amount. These deals fell through because at the time the WINS'

license was held up because of allegations of payola on the part of some of its employees, and WBC was under investigation by the FCC following that company's conviction of price fixing in the electrical machinery field. Both WINS and Westinghouse were subsequently cleared, but the contract between them had by then run out.

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

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

Pioneers sponsor awards

The George Foster Peabody Awards for achievement in television and radio in 1961 will be presented at a luncheon meeting of the New York Chapter of the Broadcast Pioneers at the Pierre Hotel on Wednesday (April 18). This will be the 22nd annual presentation of the awards and will be the first time that the Broadcast Pioneers is serving as sponsor. Phil Edwards of Broadcast Advertisers Reports is president of the New York Chapter of the Pioneers.

field outlets in order to remain within the multiple seven-stations limitation.

Storer first quarter double that of '61

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

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

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

Storer stations are WJBK-AM-FM-TV Detroit, WJW-AM-FM-TV Cleveland, WSPD-AM-FM-TV Toledo, WITI (TV) Milwaukee, WAGA-TV Atlanta, WHN New York, WIBG-AM-FM Philadelphia, WGBS-AM-FM Miami and KGBS Los Angeles.

Changing hands

APPROVED - The following transfers of stations interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 93).

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

our clients are our best advertisements

In negotiating for broadcast properties, the reputation of a broker is your best protection. Hundreds of satisfied Blackburn clients provide eloquent proof of the reliability of our service. No lists are sent out; each sale is handled individually. Our knowledge of the market protects you from the hazards of negotiating on your own.

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Hub Jackson
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
John G. Williams
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

\$642,731. Mr. Tinsley already owned in his own name 48.2% of common and 50% of preferred stock.

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

Taft revenues drop but earnings rise

Taft Broadcasting Co. revenues for the fiscal year ended March 31 slipped slightly, to \$11 million, but operating earnings rose to \$1.8 million (\$1.20 per share), the company has estimated. This compares to revenues of \$11,076,717 and operating earnings of \$1,580,003 (\$1.03 per share) for fiscal 1961.

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

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

Goodwill Stations' take increased in 1961

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

Operating revenues for the company's three divisions amounted to \$6,025,370, an increase of 36% over 1960, it was reported. Although the sales WJR Detroit were down, John F. Patt, board chairman, and Worth Kramer, president, noted that WIRT (TV) Flint showed a 32.5% increase in

sales over the previous year. The annual report includes eight months of the operation of WSAZ-AM-TV Huntington, W. Va., which the company acquired in April 1961.

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

MBS in the black for first quarter of '62

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

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

Mr. D'Antoni estimated that business in the first quarter of 1962 was 40%

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

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

Kaiser stations claim profit

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

Kaiser Industries had consolidated earnings of \$6,942,000 (23 cents per share) for last year, compared with \$6,523,000 (21 cents per share) in 1960. The 1961 figures include non-recurring gains of \$7,920,000, while there were no such gains in 1960. Kaiser stations are KHVH-AM-TV Honolulu and KHJK-TV Hilo, both Hawaii. The company also plans additional broadcast properties on the mainland (BROADCASTING, April 2).

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✓ THE BROADCASTER'S NEWSLETTER

The confidential report for busy Broadcasters who need to know what's going on

Chicago, April 1, 1962

✓ 40TH NAB Convention shapes up as one of the major industry sessions of the year — and one of the most

A ringer doesn't always ring twice

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

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

its origin.

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

Back to Chicago for Collins, Minow

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

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

Asking questions will be Sidney R. Bernstein, editorial director, *Advertising Age*; Douglas Smith, vice president-advertising, S. C. Johnson & Co.; Len O'Connor, NBC Chicago; and Esther Van Wagoner Tufty, Tufty News Service, Washington, and former AWRT president. Irv Kupcinet, news columnist and moderator of *At Random* on WBBM-TV Chicago, will be moderator.

MAB supports NAB, Collins

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

a meeting of the MAB board.

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

Wometco earnings rise 50% in first quarter

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

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

At the board of directors meeting immediately after the stockholders meeting, regular quarterly dividends of 17½¢ per share on the company's Class A common stock and 6½¢ on Class B were declared. These dividends will be paid June 15, 1962, to stockholders of record June 1 and will be paid on the

1,108,745 shares now outstanding (including the 10% dividend).

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

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

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

The Outlet Co., Providence, R.I., department store and broadcast licensee (WJAR-AM-TV) reported \$807,886 net earnings from broadcasting for the fiscal year ended Jan. 31, compared to \$572,637 for the previous year—a rise of 41%. Gross revenues for the company last year reached \$19,329,437, with \$2,048,374 attributed to broadcast activities less expenses; service charges and miscellaneous sources.

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

Stanton, Paley listed as highest paid at CBS

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

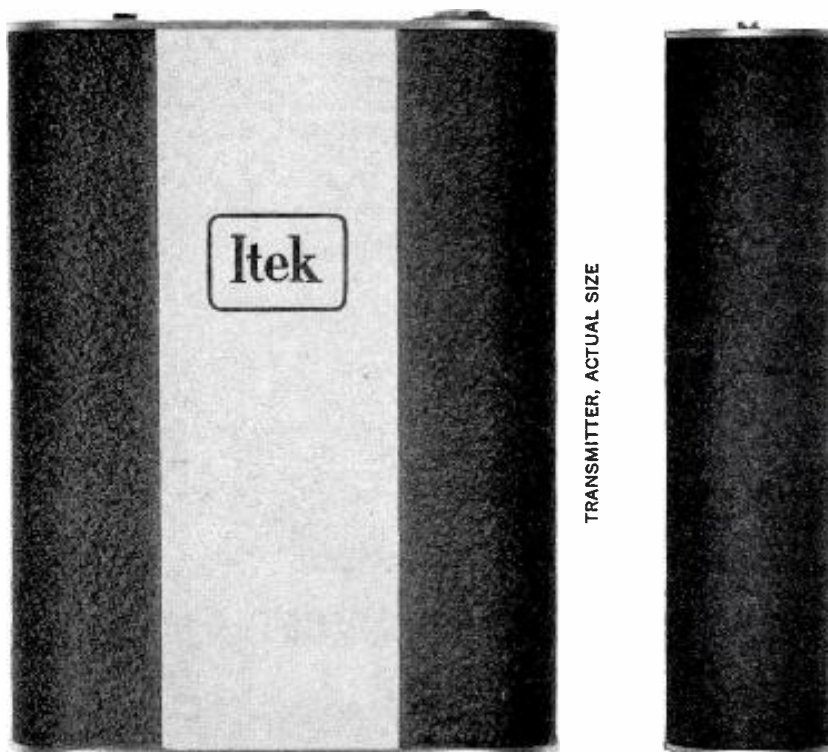
The annual CBS stockholders' meeting on April 18 for the first time will be held in Los Angeles (Television City there) instead of the usual headquarters location in New York.

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

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

Arthur Hull Hayes, CBS Radio's president, was paid \$65,000 in salary, another \$20,000 in compensation and \$10,000 more deferred. Three other executives—Clarence H. Hopper, vice president-facilities, CBS Inc.; CBS News President Richard S. Salant, and Columbia Records President Goddard Lieberson—each were paid \$60,000 in salary. Additional compensation: Mr. Hopper,

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Eight newsmen receive CBS Foundation fellowships



Bonn Childs Freizer Horowitz Petry Sommer Steinberg Webster

CBS Foundation Inc. last week announced eight recipients of its News Fellowships for 1962-63. The fellowships were established in 1957 and offer a year's study at Columbia U., New York, for men and women in radio and tv news and public affairs. The winners:

Ronald S. Bonn, news writer, CBS News, New York; Prentiss Childs, producer of the CBS-TV religious series, *Lamp Unto My Feet*, for

CBS News Public Affairs Department, New York; Louis A. Freizer, news writer, WCBM-TV New York; David Charles Horowitz, reporter, news editor and newscaster, KRNT-TV Des Moines, Iowa; Thomas B. Petry, assistant general manager and acting general manager, WQED (TV) Pittsburgh, Pa. (educational tv station); Michael H. Sommer, director of public affairs for etv station of U. of Southern Cal-

ifornia, KUSC (TV) Los Angeles; Stephen Steinberg, news writer, WBBM-TV Chicago, and Donald H. Webster, editorial assistant, KCBS San Francisco.

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

\$3,125 paid out and \$9,375 deferred; Mr. Salant, \$18,750 paid out and \$6,250 deferred; Mr. Lieberman, \$12,500 paid out and \$37,500 deferred.

The proxy statement noted that 10% of CBS' stockholders reside in California alone and still more in the west-coast area.

The only business on the meeting's agenda is the election of directors and auditors.

AB-PT quarterly dividend

The board of directors of American Broadcasting-Paramount Theatres Inc., last week declared a second quarterly dividend of 25 cents a share on its outstanding common stock, Leonard H. Goldenson, AB-PT president announced. The dividend is payable on June 15 to holders of record on May 18.

CBS forms election unit

A "campaign '62" team of news, public-affairs and documentary units has been organized by CBS News. Under this new arrangement, the various CBS News units and individuals will be available as needed to the CBS News permanent election unit, which is now headed by Bill Leonard, executive producer.

PROGRAMMING

DECCA-MCA MERGER JUST ABOUT SET

Rackmil cites advantages possible under integration

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

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

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

Lew R. Wasserman, president of MCA, confirmed that the merger talks

were being held, but declined to disclose details.

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



Mr. Rackmil

Another year for Godfrey

Arthur Godfrey, who has been a CBS personality for almost 30 years, last week signed a new one-year contract. The contract calls for a continua-

tion of his 50-minute *Arthur Godfrey Time*, broadcast on CBS Radio five mornings a week, and a series of three *Arthur Godfrey Specials* during the 1962-63 season on CBS-TV.

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

DGA members to vote on guild's future

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

Guild officials in Hollywood last week were unwilling to discuss the reasons behind the special meeting call but it was no secret that the eastern directors have been unhappy about being represented by a guild with headquar-

ters on the opposite coast, which is too far away, they feel, to give them the kind of service they need. The seriousness of the situation was shown by the action of the DGA board in authorizing the replacement of Newman Burnett and Stanley Propper, eastern executive secretary and his assistant, and sending Morris R. Abrams, assistant to National Executive Secretary Joseph C. Youngerman, and attorney William Haughton to New York to run things for the interim period.

CBS-TV fall lineup shuffled even further

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

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

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

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

Film sales...

Ann Sothern Show (Economee Tv): Sold to WABC-TV New York, WBKB (TV) Chicago, KCOP (TV) Los Angeles, WTTG (TV) Washington, KOMO-TV Seattle, KATU (TV) Portland and KARK-TV Little Rock. Now in 15 markets.

PM (WBC Program Sales Inc.): Video-taped show starring Mike Wallace sold to WLWI (TV) Indianapolis and WTVN (TV) Columbus, Ohio. Now in 15 markets.

Blockbuster Features (Jayark): Sold to KAKE-TV Wichita, Kan.; KSD-TV St. Louis; KSWO-TV Lawton, Okla.; WKYT (TV) Lexington, Ky., and WTOK-TV Meridian, Miss. Now in 186 markets.

Films of the Fifties (Seven Arts Assoc.): Vol. III sold to KOGO-TV San Diego; KTVT (TV) Dallas, and WSAU-TV Wausau, Wis., which also

purchased Vols. I and II. Vol. I is now in 123 markets; Vol. II in 88, and Vol. III in 34.

The Story of... (Ziv-UA): Sold to KOMO-TV Seattle; WRGB (TV) Schenectady - Albany - Troy, N. Y.; WTAE (TV) Pittsburgh; WWL-TV New Orleans; KLZ-TV Denver; WKRC-TV Cincinnati; WTVN (TV) Columbus, Ohio; WSAZ-TV Huntington-Charleston, W. Va.; WVEC-TV Norfolk, Va.; KATU (TV) Portland, Ore.; KOGO-TV San Diego, Calif.; KHQ-TV Spokane, Wash.; WTVT (TV) Tampa-St. Petersburg, Fla.; WBRE-TV Wilkes-Barre-Scranton, Pa.; WKYT (TV) Lexington, Ky.; WCSH-TV Portland, Me.; WJTV (TV) Jackson, Miss.; KMJ-TV Fresno, Calif.; WMT-TV Cedar Rapids - Waterloo,

Iowa, and WLBZ-TV Bangor, Me. Now in 23 markets.

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

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

Columbia Post-'48 (Screen Gems): Sold to KGO-TV San Francisco and WXYZ-TV Detroit for an estimated \$1 million each. Now in 70 markets.

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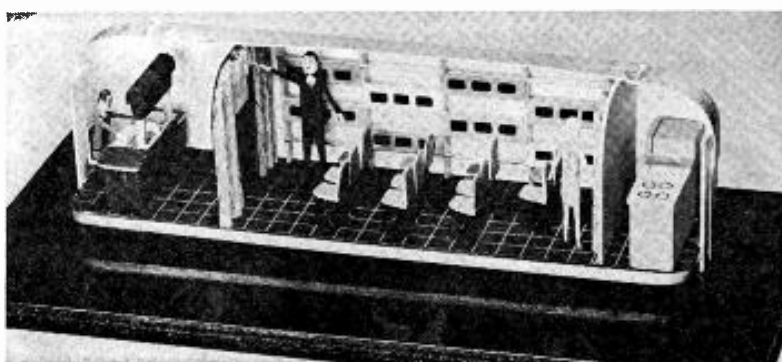
SG to exhibit Cellomatic animation projector by trailer

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

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

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

Another area of diversification projected for Cellomatic, Mr. Howell noted, is in program production. He pointed out that local programs in the children's, public service and audience participation categories can be packaged for a modest price by



A model of the interior of the Cellomatic "Salesmobile" trailer into which a new, fully automated ani-

mation projector will be installed for demonstration during visits to tv stations this spring and summer.

Cellomatic. The company could provide graphic arts, formats and scripts for telecast by local stations using local mcs.

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

news, weather, children's, audience participation and special programs. Cellomatic slides occasionally are integrated into film commercials and also are used at sales meetings and industrial shows.

The present Cellomatic models sell for \$5,950 and the new Futura will be priced at "approximately twice as much," according to Mr. Howell.

Immediately after the NAB convention the Cellomatic Salesmobile will begin touring the nation to demonstrate the company's new projector and graphic arts service to both tv stations and non-television clients. Other Salesmobile units, each costing \$75,000, will be placed into operation before the end of the year, Mr. Howell declared, adding: "We hope to have as many as 10 Salesmobiles in use within a few years."

Program notes...

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

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

Tv production training ■ Videotape Productions of New York, in conjunction with San Diego State College, is

making its New York studio and personnel available to candidates for Master of Arts degrees in tv production as an experiment in field training. Candidates will take part in various production assignments for a six-month period at the studio.

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

Disney stock ■ Under a new stock incentive plan, 100 key executives of Walt Disney Productions received a total of 84,500 shares of stock sold to them at \$34.91 (95% of the price of

Disney stock at the close of market transactions on March 28). The company still has 15,500 shares available for the plan.

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

ECM explanation available ■ A discussion of the European Common Market and its meaning to the U. S. agricultural economy by Raymond A. Ioanes, administrator of the foreign agricultural service, U. S. Dept. of Agriculture, is available to broadcasters from the radio-tv service, Dept. of Agriculture. Broadcasters are asked to send in a tape to the radio-tv service; Mr.

Ioanes' talk will be transcribed on it and returned to the station. The tape runs for 28½ minutes. A television program on the same subject is under consideration.

Seven Arts Assoc. plans new concert series

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

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

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

76 'Rebel' episodes set for syndication

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

The off-network series, carried by ABC-TV Sundays from 9 to 9:30 p.m. during the 1959-60 and 1960-61 sea-

sons, will also have a run this summer on NBC-TV. The latter network purchased 12 episodes to replace the *Joey Bishop Show* (Wed. 8:30-9 p.m.) starting June 27.

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

ABC Films sales rise 50% in first quarter

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

Leading ABC Films' properties in domestic sales are *The Life and Legend of Wyatt Earp*, which has been sold in 77 markets; *One Step Beyond*, now in 37 markets, and *Casper the Friendly Ghost and Co.*, now in 56 markets. The most active property in overseas markets is *Ben Casey*. It is currently seen in Canada, United Kingdom, Japan, Australia, Panama, Lebanon, the Philippines, Uruguay, Argentina, Honduras, Costa Rica, El Salvador, Guatemala and Venezuela.

COLORCASTING

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

NBC-TV:

April 16, 17, 24, 25 (6-6:30 a.m.) Continental Classroom, probability and statistics.

April 16, 17, 24, 25 (6:30-7 a.m.) Continental Classroom, American government.

April 16-20, 23-25 (10:30-11 a.m.) Play Your Hunch, part.

April 16-20, 23-25 (11-11:30 a.m.) The Price Is Right, part.

April 16-20, 23-25 (12-12:30 p.m.) Your First Impression, part.

April 16-20, 23-25 (2-2:25 p.m.) Jan Murray Show, part.

April 16-20, 23-25 (11:15 p.m.-1 a.m.) Tonight, part.

April 16, 23 (8:30-9 p.m.) The Price Is Right, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

April 17, 24 (7:30-8:30 p.m.) Laramie, part.

April 17 (9-10 p.m.) Rainbow of Stars, Chrysler through Leo Burnett.

April 18, 25 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.

April 18, 25 (10-10:30 p.m.) Bob Newhart Show, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

April 18, 25 (10:30-11 p.m.) David Brinkley's Journal, Douglas Fir Plywood Assn. through Cunningham & Walsh; Mead-Johnson through Kenyon & Eckhardt.

April 19 (10-11 p.m.) Sing Along With Mitch, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

April 20 (9:30-10:30 p.m.) Dinah Shore Show, American Dairy through Compton; S&H Stamps through Sullivan, Stauffer, Colwell & Bayles.

April 21 (9:30-10 a.m.) Pip the Piper General Mills through Dancer-Fitzgerald-Sample.

April 21 (10-10:30 a.m.) Shari Lewis Show, Nabisco through Kenyon & Eckhardt.

April 21 (10:30-11 a.m.) King Leonardo and His Short Subjects, General Mills through Dancer-Fitzgerald-Sample.

April 21 (5-6 p.m.) All-Star Golf, Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

April 21 (7:30-8:30 p.m.) Tales of Wells Fargo, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

April 21 (9-11 p.m.) Saturday Night at the Movies, part.

April 22 (5-6 p.m.) Way of the Cross, sust.

April 22 (6-6:30 p.m.) Meet the Press, cop.

April 22 (7-7:30 p.m.) Bullwinkle, part.

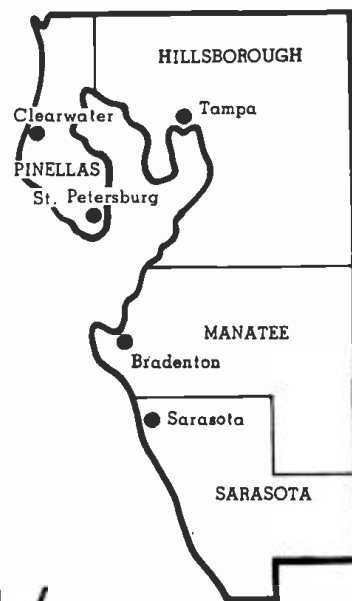
April 22 (9-10 p.m.) Bonanza, Chevrolet through Campbell-Ewald.

April 22 (7:30-8:30 p.m.) Walt Disney's Wonderful World of Color, Kodak and RCA through J. Walter Thompson.

April 22 (10-11 p.m.) Cities Service Highways of Melody, Cities Service through Lennen & Newell.

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Color sales outlook: slow, but steady

SET MAKERS LAUD ABC-TV DECISION, EXPECT PRODUCTION GAINS

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

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

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

buying is to be stimulated.

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

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

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

spearheading this drive."

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

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

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

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

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

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

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

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

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

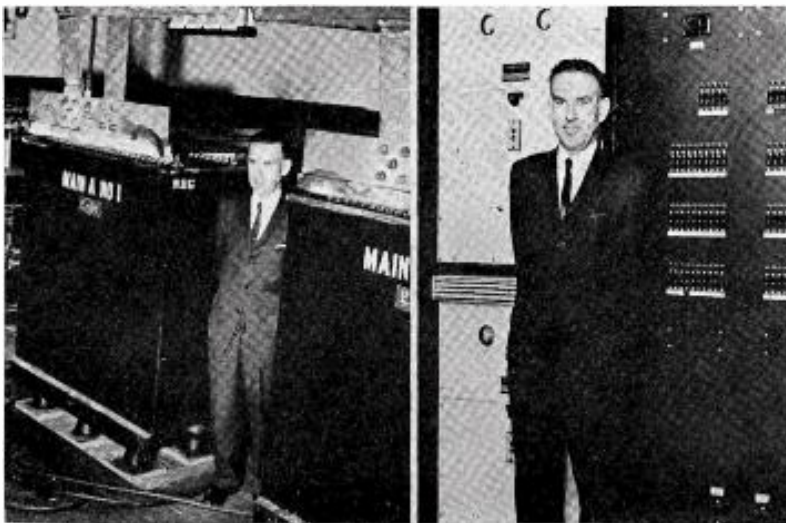
Douglas Y. Smith, vice president, RCA electron tube division, said RCA's color tube output has more than doubled the past 12 months as sales of color sets have risen.

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

Zenith Radio Corp., Chicago, in its annual report for 1961, reported that last fall after introducing its new color



Mr. Siragusa



NBC updates some of its equipment

A changeover from batteries to silicon rectifiers has been completed in the radio and television studio set-up of NBC at Rockefeller Center, New York, making available additional floor space.

William H. Trevarthen, vice president of operations and engineering, NBC, announced the replacement of over 200 six volt storage batteries—weighing 33 tons—and all of the associated motor generator sets, reactors and control equipment, with two silicon rectifiers weighing one

quarter of a ton each.

Silicon rectifiers convert alternating current to direct current for use in amplifiers and relay switching for both radio and television.

The rectifiers occupy only 12 square feet; the storage batteries and associated equipment covered 500 square feet of floor space.

In the before-and-after pictures above, Mr. Trevarthen is shown on the left with the old storage batteries and at right with the new silicon rectifiers.

tv set, sales ran ahead of initial expectations. Last week, a spokesman for Zenith said color set sales during the first quarter also have exceeded expectation.

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

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

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

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

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

Set production in '62 running ahead of '61

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

PRODUCTION		
Period	Tv	Radio
Jan.-Feb. 1962	1,030,363	2,815,427
Jan.-Feb. 1961	812,353	2,205,102

The 1962 tv figure includes 86,324 tv sets with uhf tuners compared to 49,784 for same period in 1961. The 1962 radio figure includes 1,010,821 auto radios and 156,223 fm radios, compared to 695,109 auto radios and 91,778 fm radios in same period in 1961.

TelePrompter sells service arm to Q-TV

TelePrompter Corp., New York, announced last Friday (April 13) that it has sold the service portion of its prompting business to Q-TV but stressed that it will continue to manufacture and sell its prompting device for television

and other services. The price was not disclosed.

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

Tower price rises seen in steel boost

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

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

Dresser-Ideco Co., Columbus, Ohio, and Kline Iron & Steel Co., Columbia, S. C., estimated that tower steel costs probably will increase in line with the

\$6 a ton steel rise. A spokesman for Stainless Inc., North Wales, Pa., said, however, that because of the special nature of the steel used in towers, price increases passed on might be double that of the rise in basic steel. RCA, when contacted, asked that its suppliers be checked on the question.

Technical topics...

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

Dual video monitor ■ Dage Division of Thompson Ramo Wooldridge, Michigan City, Ind., has available a dual video monitor for simultaneous display of two pictures. The unit requires 8¾ inches rack panel space. Useful for picture comparison and studio camera control systems, the dual monitor features two 8-inch screens and independent controls. Dage also has a new 14-inch single video monitor with a resolution of more than 700 lines per inch.

talk about efficiency!

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

wcky•radio

50,000 WATTS • CINCINNATI

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

DON'T RAP U. S. TV EXPORTS: BARUCH

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

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

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

First, he pointed out that U. S. tv "cannot permeate the television screens of the free world" because of restrictive



Mr. Baruch

foreign quotas. In the United Kingdom only 14% of total air time may be given to programs not made in the British Commonwealth, he said. In Japan, 75% of the tv fare must be produced inside that country. In Italy, during the entire year of 1961, foreign tv programming totaled only 149½ hours. "American television exporters have not had the opportunity to freely com-

pete in the world market, let alone dominate it," Mr. Baruch said.

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

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

Cost protection

Contract advertisers will be compensated if there is a drop in summer viewing on CHCH-TV Hamilton, Ont.

A plan has been developed by Al Bruner, sales director of that station, "to guarantee the selling effectiveness of television all 52 weeks in the year." The plan will compensate for the varying sets-in-use factor during June, July and August by "maintaining the cost efficiency of every contract by additional exposure as required," Mr. Bruner said.

discussed by tens of millions of viewers. The British press had the same reaction, as did the Philippines."

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

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

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

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

Color tv at Montreux

New developments in color tv will be stressed by manufacturers at the video exhibition which will form part of the International Television Festival opening April 23 at the Swiss lakeside resort of Montreux and running 12 days.

Exhibitors from France, Japan, Britain, the U.S.A. and Switzerland will

13 million more radios in 1961, says USIA

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

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

The agency's survey indicated that in Western Europe, Japan and Australia the rapid growth of television

has slowed down the rate of increase in radio receivers. In some countries, the agency said, the number of radio sets has actually declined.

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

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

show millions of dollars worth of specialized broadcasting equipment.

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

Swiss to get commercial tv

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

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

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

Cheryl gets right dope, but loses 'Rawhide' bet

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

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

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

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

He added that there was no doubt that Cheryl chose the name *Rawhide* because it hoped to get free publicity from tv showings of the series. The

company made no use of names of western series previously registered as trade marks which have not been shown on British tv. So it seemed that the company had no intention of using the name *Rawhide* unless and until the series was shown on tv here.

It would be wrong, said the judge, to allow a manufacturer to use the trade mark registration system to reap the benefit of free publicity when there was no intention to use the mark had the publicity not materialized.

Broadcasters complete Europe-U.S. tv plans

U. S. and European broadcasters concluded a meeting in Seville, Spain, last week to plan the first live transcontinental tv program, probably sometime in June (BROADCASTING, April 2).

A total of 17 nations were represented at Seville to decide what would be telecast when AT&T's Telstar satellite is launched from Cape Canaveral late next month. Telstar will make the dream of worldwide tv possible and the first program to U. S. viewers from Europe probably will be a 10-minute travelogue on famous European cities.

Cooperating in the venture are the three U. S. tv networks, the U. S. Information Agency and the European Broadcasting Union. Transmissions from the U. S. to Europe will originate in Andover, Me., for rebroadcast live by Eurovision in Europe. It has not been decided whether Russia will participate, according to a spokesman who attended the Seville meeting.

The first telecast from Europe, which the networks will broadcast simultaneously and live from Telstar, will be coupled with a similar program produced jointly by the American networks and fed to Europe. This telecast probably will be on a Sunday afternoon in the U. S. and in the evening in Europe. Aubrey Singer of the British Broadcasting Corp. has been named executive producer of the first satellite program for EBU.

Abroad in brief...

Century news ■ The Tokyo Broadcasting System will start a second weekly news series using programs produced by CBS News. The series, *Documentary of the Twentieth Century*, will consist of selected programs from *CBS Reports*, *Eyewitness*, *Air Power* and *The Twentieth Century* plus current CBS newsfilm. Denki Onkyo Ltd. will sponsor the series.

CHOW reps ■ CHOW Welland, Ont., appoints Tyrrell and Nadon Broadcast Representatives, Toronto and Montreal, as national representatives.

We're proud of our Stainless TOWER

... say these leading broadcasters



JOHN BURROUGHS
Owner and President

KMBY
MONTEREY, CALIF.



GALYN "DOC" HAMMOND
General Mgr. & Chief Engineer

If you're planning a tower, take advantage of Stainless' experience in designing and fabricating AM, FM and TV towers of all kinds —up to 1749' tall.



Get your free book describing these installations.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

Radio Month jingles available in stereo

NAB took official notice of stereo as a promotional device when it announced April 11 that National Radio Month jingles to be used by fm stations will be provided in stereo as well as monaural versions. Two-track stereo tapes titled "Radio . . . the Sound Citizen" will be sent on request to NAB fm radio members equipped for stereo, according to John M. Couric, NAB public relations manager.

Promotion material for National Radio Month in May features salutes to radio from the President and all 10 Cabinet members plus a message from NAB President LeRoy Collins. Live announcer copy is provided in 16 special spot announcements and in pages of short radio facts. The materials are provided NAB radio members without charge.

"The entire 1962 National Radio Month kit has been prepared to meet the needs of the widest possible range of radio stations, no matter what type of programming they offer or what audience they serve," Mr. Couric said. "The availability of stereo tapes for fm points up the diversity of this material."

Popeye vs. Smokey

Popeye, the sailor, will be competing with Smokey, the bear, in forest fire prevention activities of the Forest Service of the U. S. Agriculture Dept. and state forestry departments. The forestry groups have ordered 32 color prints of a segment from the new *Popeye* series produced and distributed by King Features Syndicate, New York.

"Popeye in The Woods" has the series' hero and Wimpy on a camping trip. Wimpy, through carelessness, starts a fire which Popeye puts out. Afterwards, he gives Wimpy (and the audience) some pointers on prevention of forest fires.

Agencies-advertisers vie in new Wometco contest

Wometco Enterprises Inc., Miami, has kicked off its "The Time of Your Life" contest, a promotion designed to create awareness of its stations.

The contest is open to the estimated

3,000 national agency personnel, clients and prospective sponsors with whom Peters, Griffin, Woodward (its national rep) does business.

To enter, contestants merely give their estimates of the number of national accounts who will use Wometco television stations during the month of April.

Grand prize is an all-expense-paid trip to the Century 21 World's Fair in Seattle. Deadline for entries was April 15.

The winner will be the entry which estimates, either on over or under, closest to the actual "taken from the individual station log" figures of national spot advertisers during April. In the event of a tie, a run-off of the winners will be held. The winner will be announced May 14.

Wometco stations: WTVJ (TV) Miami; WLOS-TV Greenville-Asheville-Spartanburg; WFGA-TV Jacksonville, Fla.; KVOZ-TV Bellingham, Wash.

KMBC-TV has trouble giving a car away

KMBC-TV Kansas City got more of a climax than it bargained for in its Free-For-All contest in which the pot was sweetened by a 1962 Rambler convertible as grand prize.

After several weeks and more than 150,000 entries, the station drew the winning name from a giant tumbler of post cards. The announced winner was Tony Bartolotta of that city.

Then came the problem. Mr. Bartolotta was on relief and the acceptance of the new automobile would put his assets above the government maximum allowance.

Several phone calls later, the station learned from state welfare offices that Mr. Bartolotta could suspend his welfare benefits until his assets were back in line with state requirements.

WNAC brochure released

WNAC Boston, following the completion of the first year of its new program format, commissioned The Pulse Inc. to make a qualitative study of the results.

The station compiled the findings—which showed how WNAC rated with other area stations from a cross sample of 1,000 Bostonians who were questioned—in a handy booklet that is currently being distributed to local and key market agency personnel.

The booklet was produced by Al Korn, advertising and promotion director, and Frank Boehm, national research director for RKO General of which WNAC is part.



WBZ-TV salesmen on champagne tour

The sales force of WBZ-TV Boston is literally popping its cork (note the champagne) over the latest ARB ratings which give the station its greatest audience share in history. Advertising and sales promotion manager Donn Winther (l) and sales manager Ken MacDonald (r)

are set to lead WBZ-TV's sales staff on a tour of the local agencies to share the bubbly water. The salesmen (l to r): Ernie Golden, Dave Gregory, Chet Zaneskie, Ted Wrobel (assistant sales manager), Larry Feeny, Don O'Shea and Al Solari. The agency people were happy, too.

Drumbeats...

Floating party ■ WWDC Washington is engaged in what it calls "the world's largest permanent floating cocktail party," a means by which the station is introducing its staff to various local agencies. WWDC sets the time and provides the food and entertainment for the party which is held in the agency's office. The parties are held about once a month—a different agency each time—and will continue until the end of 1962, according to Norman Reed, the station's vice president in charge of public relations.

Program book ■ To climax the 10th anniversary of its popular *Magazine of the Air* program, WKRC Cincinnati offered its listeners a condensed version of the program in printed form. The 32 page booklet, featuring excerpts of the best of host Stan Matlock's daily broadcasts, sold for 10 cents per copy. The station reported it was a best seller.

KYW editorial ■ KYW-AM-TV Cleveland found that its editorials have impact. Coincident with a recent editorial dealing with police power and what to do in case of an arrest, the stations offered viewers a free brochure entitled, "If You Are Arrested." KYW said it was overwhelmed at the number of requests received.

Apple for the teacher ■ 10 boxes of Virginia apples and \$100 in cash were the prizes WRVA Richmond, Va., offered in its "Apple for the Teacher" contest, in which students were to send in post cards voting for their favorite teachers. The top 10 winners received the boxes of apples to share with the students who voted for them and the \$100 went to the PTA of the school receiving the greatest number of votes.

Deed of the day ■ WJW Cleveland is awarding a bouquet of flowers daily to a person it feels has performed a service to the community which is deserving of the title, Deed of the Day. The station's newsmen, in the course of their regular assignments, will select the daily winners.

Basketball team ■ WLCS Baton Rouge, La., formed a basketball team, augmented by Billy Cannon and Jim Taylor, professional football stars of the Houston Oilers and Green Bay Packers, respectively. While the team failed to win a game, it played to five sell-outs and donated all proceeds to charity.

Tv education ■ WBBM-TV Chicago has inaugurated a new monthly "Television Reading Service" for high schools in its coverage area and in the fall will expand the service to include elementary schools too. The service is designed to help the student to use his



A prize ticket from Toody

Comic Joe E. Ross (r), Officer Toody of NBC-TV's *Car 54, Where Are You* series, and Mort Crowley, dj at WLS Chicago (second from left), join forces to give Mr. and Mrs. Walter Ninke a prize "ticket"

of a one week all-expenses paid vacation in Wisconsin—top prize in the All-Wisconsin Vacation Show held recently in Chicago. Mr. Ross and Mr. Crowley both served as contest judges.

WPRO's twist

In lieu of the variety that lands people in hospital beds, WPRO Providence has developed a substitute Twist. All the practitioner has to do is twist his radio dial to 630 kc, according to WPRO. As part of its "Twist to WPRO" campaign, the station is sending a "Twist Caravan" and "Twist Girls" to major supermarkets, shopping centers and department stores. And besides heavy in-store and on-the-air promotion, the outlet is distributing its own "twister" garter, to be worn below the knee or above the elbow.



Friendly competitors in San Antonio

Fifteen advertising agencies in San Antonio got together and threw a party for media salesmen. Here are some of the friendly competitors

(l to r), Sam Riklin, KAPE, that city; Sam Young Adv.; John Fraser, Fraser-Wiggins-Collins & Steckly; Bill Miles, KITE, that city.

home tv viewing hours to better educational advantage. WBBM-TV each month submits a list of both network and local programs of merit to a committee of educators who suggest a list of selected books that logically tie in with the programs. The program-reading list then goes to schools in advance of the air dates.

Birthday sweepstakes ■ KGIL San Fernando, Calif., took the occasion of its 15th anniversary to launch a \$3,000 sweepstakes contest. More than 10,000 persons entered the month-long extravaganza in which 121 retail stores in the area participated.

Irish music ■ Believing that everybody is Irish on St. Patrick's day, WORL Boston devoted its entire programming on that holiday to Irish music. The station called attention to the program by purchasing a full-page green ad in the *Boston Record American*.

Safe driving ■ KJR Seattle this week is starting a safe driving campaign in connection with the opening of the Seattle World's Fair April 21. For the six months of the fair, KJR will broadcast voices of familiar radio personalities from "back home," reminding drivers to be cautious. Some 46 U. S. and Canadian radio stations and 100 recording, tv and motion picture stars are taking part in the activity. KJR will broadcast the spots at different

RAB Kit

A new RAB kit tells radio stations how they can turn National Radio Month (May) into a period of increased sales.

A 20-page manual contains commercial copy, ideas for retailer contests, and promotions. The kit also contains a mailing piece, to be sent to advertisers, which describes radio's function as a business builder "vital to the continued growth of the national and local economy."

RAB says the primary customer for National Radio Month advertising schedules are radio set dealers. May, the brochure says, means warm "transistor weather," the first full month of the baseball season and Mother's Day—three reasons for radio set sellers to advertise on radio.

times 24 hours a day.

Student aid ■ To bring to the attention of San Diego listeners the plight of the San Diego State College student fund, KOGO, that city, broadcast from a mobile unit on the campus, featuring hourly programs of various college activities.

Storm cleanup ■ WVOP Stroudsburg, Pa., triggered a 250 man cleanup bri-

gade to help residents of Long Beach Island, N. J., clean up debris still lingering from last month's heavy storm which rocked the East Coast.

KMPC's new sound

Hugh Heller, new program director of KMPC Los Angeles, has created a total of 87 "new sounds" for the station . . . station breaks, themes and backgrounds for KMPC's news, sports and other programs and personalities played by five orchestras ranging from full symphonic strings to a marching band and a modern jazz combo and sung by male soloists and choruses. Although each of the new sounds is new, all include the four-note (C-E-G-C) musical sequence which Los Angeles listeners have long identified with the KMPC call.

National Velvet promotion

NBC-TV and Burlington Ribbon Co., division of Burlington Industries, New York, have completed negotiations on a promotional tie-up featuring Lori Martin and Carole Wells, stars of *National Velvet* (Monday, 8-8:30 p.m.), produced by MGM-TV.

A national magazine campaign advertising Burlington's new line of National Velvet elastic hair ribbons will be launched in June. Ads will show the program's stars wearing the new ribbons.

FATES & FORTUNES

BROADCAST ADVERTISING

Robert R. Burton, senior vp, Kenyon & Eckhardt, New York, joins Campbell-Mithun as executive vp and general manager of Minneapolis-based advertising agency's 135-man Chicago office. He succeeds Lee



Mr. Burton

A. Terrill, manager of C-M Chicago for past four years, who will now devote his full time to active supervision of several key accounts. Mr. Burton, 29-year advertising veteran who began his career with Gardner Adv. in St. Louis in 1933, formerly managed K&E's Chicago office and also spent several years in Chicago as vp and account supervisor at Needham, Louis & Brorby and at Young & Rubicam.

Robert C. Kelly, formerly with Barrington & Co., New York marketing consultants, joins Lennen & Newell Inc., advertising agency, that city, as senior vp and management supervisor on Best Foods Div. of Corn Products Sales Co. account.

Jack E. Rodwell, copy chief, The Rumrill Co., New York, elected vp. Mr.

Rodwell, who joined Rochester-based advertising agency's Buffalo Div. in 1951, transferred to New York City when Rumrill opened its local office in March 1961.

Richard B. Stockton, account executive and pr consultant, Storm Advertising Co., St. Louis, elected vp. Mr. Stockton, who formerly operated his own advertising and pr firm in St. Louis for three years, joined Storm in 1960 as director of agency's pr division.

Dan H. Baer, manager of Los Angeles office of Harshe-Rotman Inc., pr firm, elected vp. Mr. Baer will continue to direct operations of H-R's Los Angeles office.



Mr. Bassett



Mr. Moore

John R. Bassett and D. Reynolds Moore, account supervisors, Sullivan, Stauffer, Colwell & Bayles, New York, elected vps.

William F. X. Byrne, vp and account supervisor in New York office of Gardner Adv., St. Louis, elected to board of directors.



Mr. Byrne

Leslie S. Mather, member of copy department, Foote, Cone & Belding, Chicago, elected vp and copy group head. Mr. Mather, who joined FC&B in 1955 from Maxon Inc., will service agency's Kimberly-Clark and General Foods accounts.

Lee H. Bristol, board chairman, Bristol-Myers Co., New York, elected national chairman of United Community Campaigns of America for 1962.

Bert Westman, president of his own advertising and pr agency, Bert Westman Inc., New York, joins Mohr & Eicoff Inc., that city, as vp and account supervisor.

Victor G. Bloede, senior vp and member of board of directors, Benton & Bowles, New York, named director of creative services. He replaces William D. Tyler, resigned.

Robert C. Pettingell Jr., station and

sales manager, KOB Albuquerque, N. M., elected president of Albuquerque Advertising Club.

Syd Cornell joins Stockton-West-Burkhart, Cincinnati advertising agency, as manager of radio-tv department.

Harry J. Lazarus, vp, Dancer-Fitzgerald-Sample, Chicago, joins Geyer, Morey, Madden & Ballard, that city, effective May 1, as vp in charge of Western Div. Before joining D-F-S in 1954, Mr. Lazarus was vp of Bozell & Jacobs, with which he merged his own agency, Harry J. Lazarus & Co., in 1951.



Mr. Lazarus

Dik W. Twedt, president, Faison & Twedt, Chicago marketing consultants, resigns to join BBDO, Chicago, as director of research and marketing service.

Arthur H. Baum, vp in charge of advertising and pr, The Formfit Co., Chicago, elected chairman of cooperative advertising committee of Assn. of National Advertisers, New York. He succeeds **William Maxwell**, manager, consumer relations department, International Harvester Co., Chicago.

Kevin Kennedy, **W. Lee Abbott** and **Dickson Griffith**, vps and account supervisors, Kenyon & Eckhardt, New York, named management supervisors.

George Hunter, account supervisor, Erwin Wasey, Ruthrauff & Ryan, Chicago, joins Don Kemper Co., that city, as executive on A. E. Staley Manufacturing Co. (starch) account.

Robert S. Heller joins Rives, Dyke & Co., Houston advertising agency, as account executive.



Miss Johnson

Dorothy Lou Johnson, former merchandising executive, Foote, Cone & Belding, appointed merchandising manager on Purex and Wish-Bone accounts, Edward H. Weiss & Co., Chicago.

Charles H. Keller, vp, The Fred M. Randall Co., Detroit advertising agency, joins Zimmer, Keller & Calvert, that city, as account executive.

Robert S. McTyre, group tv copy supervisor, Campbell-Ewald Co., Detroit, promoted to director of agency's tv writing department. Other promotions: **Fred L. Lounsberry** as supervisor on Chevrolet passenger cars; **Robert J. Murphy** as assistant supervisor, and **Glenn Wilson** as supervisor on Chevrolet

let trucks, used cars and non-Chevrolet accounts.

Nelson C. Metcalf, formerly with Ted Bates & Co., and **Peter R. Olmsted**, copy group head, Benton & Bowles, join Leo Burnett Co., Chicago, as copy supervisors.

Earl Kennedy, head of Kennedy-Walker Inc., Los Angeles, and formerly with Maxon Inc., joins Grey Adv., that city, as director of client services.

Claude Bolser, special lecturer in advertising, City College of New York, appointed executive secretary of League of Advertising Agencies, that city.

Marie Ward, accounting supervisor, Krupnick & Assoc., St. Louis, appointed assistant secretary-treasurer.

Eugene Anderson joins Wermen & Schorr Adv., Philadelphia, as comptroller, newly created position. Other new appointments: **Stella Porter**, formerly with Bauer & Tripp Adv., as timebuyer; **Stanley Ogen**, Sidney Rothstein & Son Adv., art department, and **Maryann Keelor**, Aitken-Kynett Adv., radio-tv merchandising department. **Nancy Pilla** appointed estimator in W&S's radio-tv department.

Donald W. Miller, salesman, WTOL Toledo, joins Moore & Bellows, advertising agency, that city.

THE MEDIA

John Hopkins, president and general manager, KTVT (TV) Fort Worth-Dallas, elected president and general manager, KCOP (TV) Los Angeles, succeeding **William Whitsett** (FATES & FORTUNES, April 9). Both stations are owned by Nafi Corp. Mr. Hopkins will continue in same capacity at KTVT pending approval of WKY Television System's application to acquire station.



Mr. Hopkins

Kent Burkhart, program director, WQXI Atlanta, promoted to general manager. He is succeeded by **Red Jones**, WQXI air personality. **Bob Mann**, who joined outlet in June 1960 from Fox Movietone, division of United Press International, appointed news director. **Phil Davis** and **Mike Holliday** join station as newsmen and air personality, respectively.

Robert D. Nelson, sales manager, KXIV Phoenix, appointed station manager.

James L. Ritter, local sales manager, WTVW (TV) Evansville, Ind., named station manager. **Al Saucier**, sales rep-

resentative, succeeds Mr. Ritter as local sales manager. **Bob Wallis**, **Bob Brock** and **Russell Barnett** join WTVW as sales promotion director and sales representatives, respectively.



Mr. Cooper

Roger Cooper, manager of market reports and station sales for American Research Bureau, Washington, resigns to join KCRA Inc. (KCRA-AM-FM-TV Sacramento, Calif.), effective May 15, with initial responsibility for national sales development and research. Mr. Cooper leaves ARB after 13-year career in tv audience measurement. In 1949, he formed his own company, Coffin, Cooper & Clay Inc., Los Angeles, which produced Tele-Que tv ratings. When firm merged with ARB in 1952, Mr. Cooper became western sales manager. In 1957, he moved to ARB's home office in Washington as station sales manager, and was appointed manager of ARB market reports in 1958.

Donald H. McGannon, president and director of Westinghouse Broadcasting Corp., New York, elected chairman of major corporations division of 1962 appeal of Greater New York Fund.

George R. Swearingen, former At-

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of
ZALE'S JEWELRY
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CHANNEL 10

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CECIL BEAVER SOUTHERN REP.

lanta office manager, CBS-TV Spot Sales Inc., New York, forms own radio-tv station rep firm, George R. Swearingen Co., 406 Henry Grady Bldg., Atlanta, Ga. Telephone: 524-3516 or 289-4207.

Francis I. Lambert, vp, general manager and chief engineer, WEER Warrenton, Va. (Radio Associates Inc.), resigns. **Laurens M. Hamilton**, president of Radio Associates, will supervise station operations until successor has been named.



John G. DeMarco, sales manager, KGMB-AM-TV Honolulu and KHBC-AM-TV Hilo (Hawaiian Broadcasting System Ltd.), appointed station manager of KGMB and KHBC radio outlets. Mr. DeMarco joined KGMB in 1960 as program director. He was appointed sales manager for two radio and tv stations in January 1962.

Leonard Spinrad, executive editor of public information for CBS-TV, New York, elected president of Graduate Faculties Alumni of Columbia U. He succeeds **Dr. Foster D. Snell**, president of Foster D. Snell Inc., consulting chemists.

Ted Capener, farm director, KSL-AM-FM-TV Salt Lake City, elected national vp for Pacific Southwest Region of National Assn. of Television & Radio Farm Directors. He succeeds **Howard Keddle**, KGB-AM-FM San Diego, Calif. **Jim Miller**, KFRE Fresno, Calif., re-elected regional vice chairman.

Irv Phillips, former general manager,

radio television financing

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Mayors delight

Claiming the distinction of being the only radio station in the United States with two mayors on its staff is KWSC Pullman, Wash., owned by Washington State U.

Allen Miller, KWSC general manager and director of information for Washington State U., completes four years as Mayor of Pullman in June.

Burt Harrison, KWSC station manager and associate professor of journalism, began a four-year term as Mayor of Albion, Wash., after polling more votes than his two opponents combined in an election last month.

The former Albion mayor resigned after the recent election and both Messrs. Miller and Harrison currently are serving their respective communities as mayors.

KDAY Santa Monica, and **Sunny Mitchell**, of Mitchell, Murray & Horn, San Francisco pr firm, join sales department, KEWB Oakland-San Francisco. **Larry Mitchell** and **Patricia Rogers** join KEWB as music librarian and public service director, respectively.

George B. Buchalter joins WINS New York as assistant to Gerald Sherwin, director of advertising, research and publicity.

Ross W. Dunbar, sales manager, WAMS Wilmington, Del., joins WIP-AM-FM Philadelphia as retail sales development specialist. Previously, Mr. Dunbar was sales representative for American Cyanamid Corp., New York.

Mary Camacho, sales department, CBS Radio Spot Sales, New York, named manager, sales service department.

Mori Greiner, program manager, KMBC-TV Kansas City, promoted to station manager. Mr. Greiner has been with station since August 1953.

Joseph Thompson, station manager, KHAT Phoenix, resigns to become managing director of KTPM (FM) Sun City, KAKA Wickenburg, and KCAC Phoenix, all Arizona.

William A. Queen, general manager, WTAO Cambridge-WXHR (FM) Boston, Mass., and former national sales manager, WHDH-AM-FM Boston, elected vp of New England Spot Sales Inc., Boston-based radio-tv rep firm.

William R. Murdoch, traffic manager, KSL-TV Salt Lake City, appointed

director of sales services.

William J. Gilmore, chief engineer, WAVI-AM-FM Dayton, Ohio, joins KQV Pittsburgh, in similar capacity.

James J. Chitwood, announcer-engineer, WCTW-AM-FM New Castle, joins engineering staff, WLBC-AM-FM-TV Muncie, both Indiana.

Thomas R. McManus, former operations manager, KRCW (FM) Santa Barbara, Calif., joins KACL, that city, as program director.

Wayne J. Painter appointed merchandising director for WISN-TV Milwaukee. He formerly worked in sales development, promotion, merchandising and regional sales at WFRV (TV) Green Bay, Wis.

Wayne Hickox, announcer and news director, WATR-AM-FM Waterbury, joins WINF-AM-FM Manchester, both Connecticut, as announcer and account executive.

Edward J. Peters, local sales manager, WMBD-AM-FM Peoria, Ill., promoted to assistant general manager. Mr. Peters joined station in 1957 as account executive. He was appointed local sales manager in January 1961.



Mr. Peters

Thomas F. Leahy, former account executive, WGN-TV Chicago, joins WCBS-TV New York, in similar capacity. **Gerald B. Flesher**, sales promotion copywriter, Outdoor Advertising Inc., joins WCBS as sales development supervisor.

John Dunham, news and public affairs department, WJXT (TV) Jacksonville, Fla., promoted to account executive. **James Allday**, formerly with news and public affairs department, WKRG-TV Mobile, Ala., to WJXT in similar capacity.

Neal Perlich, former sales manager,



In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications



Mr. Queen

Naegele Co., joins WMIN Minneapolis-St. Paul as account executive.

John W. Davidson, southeast division manager, Ziv-United Artists, joins WTVJ (TV) Miami as account executive.

Gene K. Lieberman, former sales service manager, WNTA-TV New York, joins WADO, that city, as account executive.

Robert O. Gilmore, writer-director for TelePrompTer Corp. at OGMS-TV Huntsville, Ala., U. S. Army Ordnance Guided Missile School, and former producer-director, WFLA-TV Tampa, appointed chief producer for Army's etv station.

Ken Quick, film editor, WBTB (TV) Charlotte, N. C., promoted to film department supervisor. He is succeeded by **Reg Dixon**.

Bill Manley, staff photographer, WMAZ-TV Macon, Ga., promoted to chief photographer, succeeding **Bill Cook**, who joins Sanford Furniture Co., Sanford, N. C. **Bob Jones**, WMAZ's floor crew, transfers to station's photography department.

Paul R. Allerup, European news editor, United Press International, named UPI's general European news manager, succeeding **Harry Ferguson** who has been assigned to Washington as national reporter. **Daniel F. Gilmore**, UPI manager for Italy, replaces Mr. Allerup as European news editor with headquarters in London. **William F. Sunderland**, news editor of Rome bureau, appointed UPI manager for Italy.

Merlin (Scoop) Kennedy, for past seven years news, sports and special events writer-producer, WDSU-TV New Orleans, appointed station's exclusive Paris correspondent.

Phil Cowan, director of publicity and special events, Metropolitan Broadcasting System, New York, elected vp in charge of pr. In new post, Mr. Cowan will be responsible for all pr activities of Metropolitan's stations: WNEW-AM-FM-TV New York; WTTG (TV) Washington; WHK-AM-FM Cleveland; WIP-AM-FM Philadelphia; WTVH (TV) Peoria and WTVP (TV) Decatur, both Illinois; KOVR (TV) Stockton, Calif., and KMBC-AM-FM-TV Kansas City.

Frank Kearns, CBS News correspondent, transfers from New York to CBS News' Paris bureau on general assignment. **Richard Kallsen**, correspondent in Paris since 1960, moves to network's London news bureau.

Ben Summers joins WMRC Milford, Mass., as news and sports director.

Charles F. Abbott Jr. appointed assistant tv sales manager for The Katz Agency Inc., New York. Mr. Abbott was formerly with WABC-TV, that city, before joining Katz in 1954.



Mr. Abbott

Gus Grebe, sports-caster, KWIZ-AM-FM Santa Ana and KEZY-AM-FM Anaheim, both California, joins sports department, KNX-AM-FM Los Angeles.

Mrs. Waldo Norris joins WFGA-TV Jacksonville, Fla., as women's director.

PROGRAMMING

Frederick L. Gilson, manager of Atlanta office of CBS Films Inc., named manager of St. Louis office. **Jack Waldrep**, account executive in Atlanta office, becomes manager of that office.

Herman Keld, director of research, MGM-TV, New York, appointed to newly created post of sales coordinator. Mr. Keld joined production company in July 1960 as assistant to director of research.

Winston C. (Wink) Martindale, air personality, KRLA Pasadena, Calif., re-

signs to join Dot Records Inc., subsidiary of Paramount Pictures, Hollywood, as national director of promotion and assistant director of artists and repertoire.

Mac Benoff, playwright, and former writer-producer-director for radio and tv, named executive producer in charge of tv film production at Goodson-Todman Productions in Hollywood. His immediate responsibility will be to establish roster of tv network entries for 1963-64 season. Besides creating properties himself, Mr. Benoff will seek projects from others for development by Goodson-Todman.

Jack Bird, associate pr director, Baptist General Convention of Texas, joins Keitz & Herndon Inc., Dallas-based motion picture producer, as production coordinator.

Alvin Cooperman, former executive producer for Roncom Video Films, and producer of *June Allyson* and *Shirley Temple Story Book* series, joins Desilu Productions, Hollywood, as producer of *The Untouchables* for 1962-63 season.

GOVERNMENT

James O. Juntilla, assistant to chief of FCC's Broadcast Bureau since joining commission last March, promoted to assistant chief of bureau. **James Barr** also remains as assistant chief.

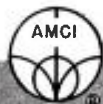


Mr. Cowan

REFERENCE ANTENNAS

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Can be conveniently mounted on a mast or leg of a tower. The effect of supporting tower or mast on radiation pattern of antenna is minor. Power gain is approximately 4.2 in the forward direction. Visual carrier frequency individually matched at channel of operation. Write for further information.



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Canadian Assn. of Broadcasters' new board of directors

Newly elected to the board of directors of the Canadian Assn. of Broadcasters are seated (l to r): **R. F. Large**, CFCY Charlottetown; **T. D. French**, CKLC Kingston; **E. A. Rawlinson**, CKBI Prince Albert; **J. A. Pouliot**, CFCM-TV and CKMI-TV Quebec, vp for tv; **Don Jamieson**, CJON-AM-TV St. John's, New-

foundland, president; **A. F. Waters**, CHUM Toronto, vp for radio; **R. T. Snelgrove**, CKBB and CKVR-TV Barrie; **N. Botterill**, CJLH-AM-TV Lethbridge; and **R. G. Chapman**, CHBC-TV Kelowna.

Standing (l to r): **M. MacLachlan**, CHWK Chilliwack; **A. Pelletier**, CHRC Quebec; **L. Moffat**, CKY

Winnipeg; **T. Tonner**, CHSJ Saint John, N. B.; **K. Hutcheson**, CJAV Port Alberni; **M. Brown**, CFPL London, past president; **D. Hartford**, CFAC Calgary; **S. C. Ritchie**, CKLW-AM-FM-TV Detroit, Mich.-Windsor, Ont.; and **H. C. Caine**, CHWO Oakville. **C. Lavigne**, CFCL Timmins, absent from photo.

EQUIPMENT & ENGINEERING



Mr. Papernow

Leon N. Papernow, executive vp, H & B Communications Corp., elected vp in charge of operations, H & B American Corp., Beverly Hills, Calif. He will continue to serve as executive vp of H & B Communications, wholly owned subsidiary. Prior to joining H & B in November 1960, Mr. Papernow was with Jerrold Electronics Corp., Philadelphia, where he managed for five years firm's group of community antenna tv systems, which were acquired by H & B in 1960. Previously he was general manager of Television Broadcasting Corp., San Diego.

George L. Carrington Jr., general sales manager, Altec Lansing Corp., Anaheim, Calif., appointed general manager of Altec Service Co., New York, division of Altec companies. **Ralph E. Pierce**, Altec service branch manager in Boston, promoted to operating manager of motion picture theatre and electronics service organization.

Ivan G. Easton, vp for engineering, and **Harold M. Wilson**, vp for manufacturing, General Radio Co., West Concord, Mass, elected to firm's board of directors. **Arthur E. Thiessen**, board chairman; **Charles C. Carey**, president; and **Donald B. Sinclair**, executive vp

and technical director, were re-elected to board. **Lawrence H. Pexton** and **John D. Quackenbos** re-elected treasurer and clerk, respectively.



Mr. Grant

C. Gus Grant, manager of marketing for ballast department, General Electric Co., Danville, Ill., joins Ampex Corp., Redwood City, Calif., as vp for marketing, newly created position. In his new post, Mr. Grant will direct all domestic marketing activities for entire Ampex product line, including magnetic recorders for instrumentation, computer, video and audio use and magnetic tape. He had been with GE for 16 years.



Mr. Stewart

George T. Stewart, vp, Sylvania Home Electronics Div., Sylvania Electric Products, New York, appointed general sales manager of Sony Corp. of America, subsidiary of Sony Corp. of Tokyo, with headquarters in New York. Mr. Stewart will direct all sales activities in U. S., working with Sony's branch offices in Los Angeles and Chicago. He joined Sylvania in 1955 as district manager for New York and Pennsylvania areas. Subsequently, Mr. Stewart served as national distribution manager, national

sales manager, and vp and member of board of directors.



Mr. Beyer

Eugene E. Beyer Jr., general attorney for corporate affairs, RCA, New York, elected vp. Mr. Beyer joined RCA in 1947 as attorney and tax counsel. He was elevated to senior attorney in 1951, and was appointed to his present post in 1956. **Howard W. Hibshman**, former sales manager for consumer products, General Dynamics/Electronics Corp., Rochester, named marketing manager of Pilot Radio Corp., subsidiary of Jerrold Electronics Corp., Long Island City, N. Y.

George A. Fadler, director of purchases, RCA, New York, elected staff vp for purchases. Mr. Fadler joined RCA in January 1962.



Mr. Pollock

Victor J. Pollock, secretary - treasurer and member of board of directors, Consolidated Electrodynamics Corp., Pasadena, joins Leach Corp., Compton, both California, as financial vp and treasurer. As company's senior financial officer, he will be responsible for all financial, accounting and contract administration functions. Mr. Pollock had been with Con-

solidated for past 10 years. Earlier he was associated with Pacific Airmotive Corp. and W. R. Grace & Co., New York, in various executive capacities.

INTERNATIONAL

Marcello Rodino re-elected president for three-year term of RAI Corp., Italian radio-tv system, at annual shareholder's and directors meeting in Rome.

Claude Barnwell, tv production director, Young & Rubicam Ltd., Montreal, elected vp of Goulet Productions Ltd., that city. Company name has been changed to Claude Barnwell Ltd.

Gary Greenway, client services director, CFCN-AM-TV Calgary, Alta., appointed promotion and merchandising director.

DEATHS



Mr. Anderson

T. Hart Anderson Jr., 66, marketing consultant and former board chairman of Anderson & Cairns Inc., New York, died of heart attack April 7 at his home in Pennington, N. J. Mr. Anderson began his career as an advertising space salesman for *Home & Garden* magazine. In mid 1920's he joined advertising agency of Cowan, Dempsey & Dengler, specializing in home furnishings. In 1929 he was elected president of Anderson, Davis & Hyde, New York (later Anderson, Davis & Platte), and subsequently became its chairman. Agency was

merged with John A. Cairns Inc. in 1952 to become Anderson & Cairns Inc. Mr. Anderson was chairman until his retirement in 1960.

William C. (Bill) Bryan, 51, general manager, KTRH Houston, died April 8 while visiting his parents in San Antonio, Tex.

James Curtis, 40, producer-narrator, WBEN-AM-FM-TV Buffalo, N. Y., died of apparent heart attack April 6 in his Buffalo apartment. Mr. Curtis joined WBEN in February 1961 from WEBR-AM-FM, that city, where he had served as program director.

William A. Krauth, 77, music librarian and associate musical director, NBC, Hollywood, until his retirement a year ago, died April 8 in Memorial Hospital, Glendale, Calif.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 4 through April 11, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

Existing tv stations

CALL LETTERS ASSIGNED

KOAA-TV Pueblo, Colo.—Metropolitan Tv Co.; changed from KCSJ-TV.

*WDCN-TV Nashville, Tenn.—Davidson County Board of Education and Nashville City Board of Education.

*WMVT(TV) Milwaukee, Wis.—Milwaukee Board of Vocational & Adult Education.

*WMVS(TV) Milwaukee, Wis.—Milwaukee Board of Vocational & Adult Education; changed from WMVS-TV.

New am stations

APPLICATIONS

Athens, Ala.—Limestone Bestg. Co. 1080 kc, 1 kw D. P. O. address Rt. 8, Athens. Estimated construction cost \$12,594; first year operating cost \$36,256; revenue \$41,028. Kenneth A. Casey, sole owner, is chief engineer for Tennessee Valley Radio & Tv Corp., Decatur, Ala. Ann. April 6.

Dardanelle, Ark.—Central Arkansas Bestg. Inc. 980 kc, 1 kw D. P. O. address 101 E. Main, Russellville, Ark. Estimated construction cost \$36,476; first year operating cost \$40,000; revenue \$55,000. Principals: Wm. C. Murphy, W. Lyle Sturtevant, Parker Parker, L. I. VanLandingham, Louis H. VanLandingham (each 18%), Daniel Scott, A. B. Grace and R. L. Schuh (each 3%). Messrs. Murphy and L. I. VanLandingham are mortgagees of gas company; Mr. Sturtevant is newspaper publisher; Mr. Parker is attorney; Louis VanLandingham is news director for KSWO Lawton, Okla.;

Mr. Scott is used car dealer; Mr. Grace owns 98% of plumbing and heating firm; Mr. Schuh is accountant. Ann. April 10.

Fort Smith, Ark.—Los Tres Piedras Bestg. Inc. 790 kc, 1 kw D. P. O. address box 1669, Phoenix 1, Ariz. Estimated construction cost \$8,050; first year operating cost \$2,400; revenue \$36,000. Principals: Robert N. Presley, Geoffrey A. Lapping and Robert F. Guglielmo (each one-third). Mr. Presley is sales manager for KTCS Fort Smith; Mr. Lapping owns KHAT Phoenix and owns program engineering firm; Mr. Guglielmo owns 50% of restaurant. Ann. April 6.

Bridgeport, Conn.—Connecticut Coast Bestg. Co. 1530 kc, 10 kw D. P. O. address 22 Reynolds Place, Newark, N. J. Estimated construction cost \$212,850; first year operating cost \$185,000; revenue \$200,000. Principals: Salvatore Bontempo and Daniel J. Fernicola (each one-half). Mr. Bontempo owns stock in country club and has been Assistant Secretary of State, Administrator of Security and Consular Affairs for government; Dr. Fernicola is dentist and owns 10% of applicant for new am station in Syracuse, N. Y. Ann. April 11.

Seymour, Conn.—Garro W. Ray. 1530 kc, 250 w D. P. O. address 410 Barton Drive, Orange, Conn. Estimated construction cost \$26,446; first year operating cost \$50,000; revenue \$45,000. Mr. Ray is communications engineer, has owned interest in WNHC-AM-FM-TV New Haven, Conn., and WWON Woonsocket, R. I., and is president of educational motion picture production firm. Ann. April 11.

Kankakee, Ill.—Valley Bestg. 1080 kc, 1 kw D. P. O. address 119 Olympia Plaza,

Chicago Heights, Ill. Estimated construction cost \$21,187; first year operating cost \$65,000; revenue \$75,000. Principals: Anthony V. Santucci, Robert A. Jones (each 45%) and Kenneth Berres (10%). Mr. Santucci is general manager and 19.5% owner of WCGO Chicago Heights; Mr. Jones is radio consulting engineer; Mr. Berres is announcer for WCGO. Ann. April 11.

Mendota, Ill.—Mendota Bestg. Co. 1090 kc, 250 w D. P. O. address 924 Bellwood Ave., Bellwood, Ill. Estimated construction cost \$11,753; first year operating cost \$30,000; revenue \$42,000. Miss Janet C. Becker, sole owner, is employee of International Harvester Co. Ann. April 11.

Zion, Ill.—Z-B Bestg. Co. 1500 kc, 250 w D. P. O. address 2600 Sheridan Rd., Zion. Estimated construction cost \$42,968; first year operating cost \$72,000; revenue \$84,000. Principals: Edward H. Weinberg, Maurice J. Weber, Sidney J. Goldstein (each one-third). Mr. Weinberg owns 28% of licensee of KBBS Buffalo and KASL Newcastle, both Wyoming; Mr. Weber owns laundry and dry cleaning company; Mr. Goldstein is attorney. Ann. April 11.

Wabash, Ind.—William N. Udell. 1090 kc, 1 kw D. P. O. address 2006 Somerset Rd., L.B., Michigan City, Ind. Estimated construction cost \$33,985; first year operating cost \$60,000; revenue \$72,000. Mr. Udell owns 62.5% of licensee of WIMS Michigan City, WKAM Goshen, and applicant for new am station in Mishawaka, all Indiana. Ann. April 10.

Rockford, Mich.—Jack Lee Payne. 810 kc, 500 w D. P. O. address 8880 Brower Lake Drive, Rockford. Estimated construction cost \$13,124; first year operating cost \$30,000; revenue \$45,000. Mr. Payne owns coin operated machines company. Ann. April 11.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

Existing am stations

APPLICATIONS

WDOV Dover, Del.—Cp to change hours of operation from D to unl., using power of 5 kw and install DA-N. Ann. April 10.

WBEE Harvey, Ill.—Cp to change frequency from 1570 kc to 1560 kc, increase power from 1 kw to 10 kw, install new trans. and make changes in DA system (add 3 towers). Ann. April 11.

KJCF Festus, Mo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 6.

KWON Bartlesville, Okla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 6.

KCFA Spokane, Wash.—Cp to change hours of operation from D to unl., using 1 kw, 5 kw LS and install DA-N. Ann. April 6.

CALL LETTERS ASSIGNED

KJKJ Flagstaff, Ariz.—Dateline Bcstrs. KTRG Honolulu, Hawaii—Ala Moana Bcstg. Inc.; changed from KOOD.

KEWI Topeka, Kan.—Midland Bcstrs. Inc.; changed from KJAY.

KQYX Joplin, Mo.—William B. Neal.

WFSR Bath, N. Y.—Bath Bcstg. Inc.

WCSC Celina, Ohio—Marshall Rosene.

KWFS Eugene, Ore.—Willamette Family Stations Inc.

WIVE Ashland, Va.—WDYL Radio Inc.; changed from WDYL.

WOLD Marion, Va.—The Seward Bcstg. Inc.

New fm stations

ACTIONS BY BROADCAST BUREAU

Cocoa Beach, Fla.—C. Sweet Smith Jr. Granted 104.3 mc, 20 kw. Ant. height above average terrain 160.5 ft. P. O. address 425 W. Orange Ave., Cocoa Beach. Estimated construction cost \$20,232; first year operating cost \$10,000; revenue \$15,000. Mr. Smith owns WKRT Cocoa Beach. Action April 9.

Muskegon, Mich.—Greater Muskegon Bcstrs. Inc. Granted 106.9 mc, 2.98 kw. Ant. height above average terrain 287 ft. P. O. address 517 W. Giles Rd., Muskegon. Estimated construction cost \$8,322; first year operating cost \$5,000; revenue \$10,000.

Principals: Charles Boonstra, Marion C. Boonstra (each 24.77%), Harold H. Smith (26.18%) and R. Bunker Rogoski (12.82%) and others. Charles and Marion Boonstra own general investment business; Mr. Smith owns wholesale beverage distributor; Mr. Rogoski is attorney. Messrs. Charles Boonstra, Marion Boonstra, and Rogoski each own 13% of WPLY Plymouth, Wis.; Greater Muskegon Bcstrs. owns 48% of WPLY. Action April 5.

Grove City, Pa.—James V. Perry. Granted 95.1 mc, 3 kw. Ant. height above average terrain 200 ft. P. O. address 634 S. Center St., Grove City. Estimated construction cost \$6,487; first year operating cost \$20,000; revenue \$24,000. Mr. Perry is sales representative for floor coverings distributor. Action April 5.

APPLICATIONS

Dardanelle, Ark.—Central Arkansas Bcstg. 104.3 mc, 2.8 kw. Ant. height above average terrain 260 ft. P. O. address 101 E. Main, Russellville, Ark. Estimated construction cost \$36,476; first year operating cost \$40,000; revenue \$55,000. Principals: See application for new am station. Ann. April 10.

Bakersfield, Calif.—Booth Bcstg. Co. 96.5 mc, 18.45 kw. Ant. height above average terrain 75 ft. P. O. address box 3245, Bakersfield. Estimated construction cost \$21,600; first year operating cost \$26,000; revenue \$42,000. Principals: Joseph E. Sonderegger and Gerson Al Price (each one-half). Mr. Sonderegger owns 39% of reconditioned appliance retail store; Mr. Price owns retail record store. Ann. April 11.

Milton, Fla.—Mapoles Bcstg. Co. 103.5 mc, 3.034 kw. Ant. height above average terrain 147.48 ft. P. O. address 111 Orange St., Milton. Estimated construction cost \$10,763; first year operating cost \$10,000; revenue \$15,000. H. Byrd Mapoles, sole owner, is manager of WEBY Milton, and owner of two-way communications equipment sales and service. Ann. April 5.

Dallas, Tex.—Family Stations Inc. 93.9 mc, 6.7 kw. Ant. height above average terrain 767 ft. P. O. address 2728 San Bruno Ave., San Francisco, Calif. Estimated construction cost \$400; first year operating cost \$36,000; revenue \$36,000. Family Stations is licensee of KEAR San Francisco and KEBR Sacramento. Ann. April 5.

Existing fm stations

APPLICATION

WOTW-FM Nashua, N. H.—Cp to change frequency from 106.3 mc to 102.1 mc, increase ERP to 20 kw, decrease ant. height above average terrain to 149.2 ft. and install new trans. Ann. April 10.

CALL LETTERS ASSIGNED

WXBR(FM) Cocoa Beach, Fla.—Stereo Bcstg. Corp.

*WICR(FM) Indianapolis, Ind.—Indiana Central U.

WSBT-FM South Bend, Ind.—The South Bend Tribune.

KCKN-FM Kansas City, Kan.—Cy Bluementhal.

WGMZ(FM) Flint, Mich.—Valley Bcstg. Co.

WHEM(FM) Xenia, Ohio.—Harry B. Miller.

WDVR(FM) Philadelphia, Pa.—David L. Kurtz.

WBYM(FM) Bayamon, P. R.—Arecibo Bcstg. Inc.

KCHO(FM) Amarillo, Tex.—Panhandle Bcstrs.

WSAU-FM Wausau, Wis.—Wisconsin Valley Tv Corp.; changed from WLIN(FM).

Ownership changes

APPLICATIONS

KCLB Carlsbad, Calif.—Seeks assignment of cp from Lawrence W. Feit to Patrick F. Michaels; consideration \$10 plus any costs involved in preparation of application to move trans. site. Mr. Michaels has been news commentator for ABC in Los Angeles, owns hotel and one-third of tv production firm. Ann. April 5.

KRNO San Bernardino, Calif.—Seeks transfer of all stock in KRNO Inc. from George W. Bolling (47.5%), G. Wm. Bolling III (5%), Cecil L. Trigg and Jack C. Vaughn (each 23.75%) to Cecil L. Trigg (27.7%), Jack C. Vaughn (24.4%), Grady H. Vaughn (24.39%), Television Properties Inc. (15.8%) and others; consideration \$1 and assumption of liabilities for the Bolling interests; \$30,000 for interests of Messrs. Trigg and Vaughn. Assignees own Television Properties Inc. and are applicants for new tv station in Corpus Christi, Tex. Mr. Trigg owns 80% of KOSA Odessa, Tex. Ann. April 6.

KATT Woodland, Calif.—Seeks assignment of license from Interstate Bcstg. Co. to Kay K. Sagara (88%) and family, d/b as KATT Bcstg. Corp.; consideration \$500 plus approx. \$28,000 owed Mr. Sagara by Interstate. Mr. Sagara has been farmer. Ann. April 5.

WGAA Cedartown, Ga.—Seeks assignment of license from J. Franklin Proctor and T. Frank Proctor (each one-half), d/b as Polk County Bcstg. Co. to J. Franklin Proctor, d/b under same name; consideration \$2,338. Ann. April 6.

WHFC Cicero, WEHS(FM) Chicago, both Illinois—Seeks assignment of licenses and cps from WHFC Inc. to Leonard Chess and Phil Chess (each one-half), d/b as L & P Bcstg. Corp.; consideration \$1,000,000. The Chess Bros. own record production, distribution and sales companies and own licensee of WTAC Flint, Mich. Ann. April 6.

WCFL Chicago, Ill.—Seeks assignment of license from Chicago Federation of Labor to Chicago Federation of Labor and Industrial Union Council. Ann. April 5.

WKLX Paris, Ky.—Seeks involuntary assignment of license from Paris Bcstg. Co. to Tal Jonz, receiver. Ann. April 5.

WAPA-TV San Juan, P. R.—Seeks assignment of license from Ponce de Leon Bcstg. Inc. of Puerto Rico, to WAPA-TV Bcstg. Corp.; consideration \$1,500,000. Assignee is wholly owned by Screen Gems Inc. and has pending application for transfer of all stock in Ponce de Leon to itself. Columbia Pictures Corp., owner of Screen Gems, owns KCPX-AM-FM-TV Salt Lake City, and is applicant for one-third interest in WOLE-TV Aguadilla, P. R. Ann. April 11.

WATP Marion, S. C.—Seeks assignment of license from Pee Dee Bcstg. Co. to Raymond A. Somers; consideration \$35,000. Mr. Somers has been program director for WPOP Hartford, Conn. Ann. April 6.

WIVE (formerly WDYL) Ashland, Va.—Seeks transfer of 50% of all stock in WDYL Radio Inc. from Robert E. Cobbins and James T. Reeder (each one-fourth) to John Laurino (present owner of 48%); no financial consideration involved. Mr. Laurino also owns 51% of WYAL Scotland Neck, N. C. Ann. April 10.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 11

	ON AIR	CP	TOTAL APPLICATIONS
	Lic.	Cps.	For new stations
AM	3,649	65	648
FM	931	50	143
TV	484 ¹	76	108

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 11

	VHF	UHF	TOTAL
			TV
Commercial	469	91	560
Non-Commercial	42	14	56

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 30

	AM	FM	TV
Licensed (all on air)	3,644	937	484 ¹
Cps on air (new stations)	67	46	75
Cps not on air (new stations)	153	189	83
Total authorized stations	3,864	1,172	653 ²
Applications for new stations (not in hearing)	418	99	43
Applications for new stations (in hearing)	174	20	63
Total applications for new stations	592	119	106
Applications for major changes (not in hearing)	459	92	35
Applications for major changes (in hearing)	49	4	12
Total applications for major changes	508	96	47
Licenses deleted	1	0	0
Cps deleted	0	4	0

¹There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. ²Includes one STA.

KBAS(TV) Ephrata, **KEPR-AM-TV** Pasco, **KIMA-AM-TV** Yakima, all Washington, and **KLEW(TV)** Lewiston, Idaho—Seek assignment of licenses from Cascade Bcstg. Co., wholly owned subsidiary of Halton Corp. to Halton Corp. Ann. April 5.

Hearing cases

STAFF INSTRUCTIONS

■ Commission on April 10 directed preparation of document looking toward granting application of Southern Bcstrs. Inc., for new tv station to operate on ch. 8 in High Point, N. C., and denying applications for same facility of Jefferson Standard Bcstg. Co. and Tri-Cities Bcstg. Co. both Greensboro, and High Point Tv Co., High Point. March 10, 1961 initial decision looked toward granting Tri-Cities and denying other applications.

Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision.

INITIAL DECISIONS

■ Hearing Examiners James D. Cunningham and Chester F. Naumowicz Jr., issued initial decision in Jacksonville, Fla., ch. 12 tv proceeding which, by order of August 2, 1960, was reopened on commission's own motion and remanded for further hearing in light of record of hearings before Subcommittee on Legislative Oversight of House of Representatives Committee on Interstate and Foreign Commerce which made reference to possible *ex parte* representations made during course of original proceeding, and information disclosed by commission inquiry. Initial decision looks toward (1) voiding and setting aside commission's August 31, 1956 decision which granted cp for ch. 12 to Florida-Georgia Tv Inc. (WFGA-TV) and which denied competing applications of City of Jacksonville and Jacksonville Bcstg. Corp.; (2) finding City of Jacksonville and Jacksonville Bcstg. Corp. disqualified from receiving grant of their applications, also denying latter's May 8, 1961 petition for leave to amend its application to change legal entity from that of corporation to partnership composed of identical parties and financial interests; and (3), in light of fact that no impropriety on part of Florida-Georgia Tv Inc., contributed to determination to void original grant, continuing in effect its authority to operate WFGA-TV pending further order of commission. Action April 11.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting applications for new daytime am stations of Francis M. Fitzgerald to operate on 1510 kc, 1 kw (250 w-CH) in Greensboro, N. C., and E. Raymond Parker to operate on 1500 kc, 1 kw (250 w-CH) in Gaffney, S. C., both conditioned that pre-sunrise operation with daytime facilities precluded pending final decision in doc. 14419, and additional interference condition attached to Mr. Fitzgerald's grant. Action April 11.

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Neil N. Levitt for new am station to operate on 960 kc, 1 kw. D, in Roswell, N. M. Action April 6.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner Frederick W. Ford

■ Granted petition by Kenton County Bcstrs. and extended time to April 9 to respond to request by Massillon Bcstg. Inc. for addition of contingent comparative issue in proceeding on their applications and Covington Bcstg. Co. for new am stations in Covington, Ky. and Norwood, Ohio. Action April 6.

■ Terminated proceeding in matter of revocation of license and SCA of Merchants Bcstg. System of Dallas Inc., for KCPA-FM Dallas, Tex., and certified case to commission for disposition. Action April 6.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: May 8 and June 11 on application of Madison County Bcstg. Co. for modification of cp of WBBY Wood River, Ill.; May

8 and June 11 on am application of WIVY Inc. (WIVY), Jacksonville, Fla. Action April 5.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Francis M. Fitzgerald and motion by E. Raymond Parker to reopen record in proceeding on their applications for new am stations in Greensboro, N. C., and Gaffney, S. C., received in evidence their exhibits and closed record. Action April 2.

By Hearing Examiner Asher H. Ende

■ Ordered record closed as of March 23 in proceeding on applications of Peace River Bcstg. Corp. and William H. Martin for new am stations in Punta Gorda and Fort Myers, Fla. As noted in transcript of hearing, proposed findings are due to be filed on April 12 and replies thereto on April 23. Action April 3.

By Hearing Examiner Charles J. Frederick

■ After April 9 hearing in proceeding on applications of Hershey Bcstg. Inc., and Reading Radio Inc., for new fm stations in Hershey, and Reading, Pa., scheduled further hearing for April 20 on engineering aspects and prehearing conference for May 29 on other aspects of case, and cancelled May 7 prehearing conference. Action April 9.

■ Granted petition by Wolverine Bcstg. Co. and continued dates from April 3 to April 17 for exchange of exhibits, April 20 to May 4 for notification of witnesses and May 8 to May 23 for hearing in proceeding on its application for new am station in Wyoming, Mich., et al. Action April 2.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Rollins Bcstg. Inc. and extended time from April 6 to April 9 for filing proposed findings by applicants in Wilmington, Del., tv ch. 12 proceeding. Action April 3.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Blue Island Community Bcstg. Inc., and Elmwood Park Bcstg. Corp., for new fm stations in Blue Island and Elmwood Park, Ill., respectively, and Mrs. Evelyn R. Chauvin Schoonfield for renewal of license of WXFM-FM Elmwood Park (1) denied petition by Blue Island Community Bcstg. Inc., for leave to amend its application, and rejected (for failure to meet fm interim criteria) its tendered amendment to reduce ERP; (2) granted motion by Broadcast Bureau and placed Blue Island's application in pending file retaining hearing rights and status with hearing being held in abeyance on those issues which are relevant to its application, pending finalization of fm rulemaking in doc. 14185; and (3) directed that proposed findings be filed within 30 days from release of ruling and replies 10 days thereafter on issues 1 through 4 only concerning qualifications of Mrs. Evelyn R. Chauvin Schoonfield. Action April 6.

By Hearing Examiner Annie Neal Hunting

■ Denied petition by Rochester Area Educational Tv Assoc. Inc. for leave to amend its application for new tv station to operate on ch. 13 in Rochester, N. Y., which is consolidated for hearing in docs. 14394

et al., by adding new principals, etc., and rejected amendment. Action April 5.

■ Granted petition by La Fiesta Bcstg. Co. and continued April 10 hearing to April 25 in proceeding on its application and Mid-Cities Bcstg. Corp. for new am stations in Lubbock, Tex. Action April 3.

By Hearing Examiner H. Gifford Irion

■ Granted motion by Debs Memorial Radio Fund Inc. (WEVD), New York, N. Y., and continued April 16 prehearing conference to April 30 in proceeding on its application for renewal of license and for additional hours of operation et al. Action April 6.

By Hearing Examiner Jay A. Kyle

■ Denied petition by Simon Geller for leave to amend his application for new am station in Gloucester, Mass., to submit revised population count and amended ant. pattern. Application is consolidated for hearing with Richmond Brothers Inc. (WMEX), Boston, Mass. Action April 4.

By Hearing Examiner Forest L. McClenning

■ Granted request by applicants and continued without date April 10 hearing in proceeding on applications of Eastern Bcstg. System Inc., for new am station in Brookfield, Conn., et al., and ordered applicants to notify examiner by April 20 of progress of negotiations entered into by them looking toward simplification and more timely disposition of proceeding. Action April 6.

■ Granted petition by Grand Bcstg. Co. for leave to amend its application for new tv station to operate on ch. 13 in Grand Rapids, Mich., to show death of stockholder. Application is consolidated for hearing in docs. 14407 et al. Action April 5.

■ On own motion, continued April 10 hearing to April 19 in proceeding on am application of WFYC Inc. (WFYC), Alma, Mich. Action April 5.

By Hearing Examiner Herbert Sharfman

■ Scheduled hearing for April 12 in proceeding on application of Lord Berkeley Bcstg. Inc., for new am station in Moncks Corner, S. C.

■ Upon request of applicant Greenville Bcstg. Co. and without objection by other parties, extended time from April 3 to April 6 for preliminary exchange of engineering exhibits in proceeding on its application and Hayward F. Spinks for new am stations in Greenville and Hartford, Ky. Other dates in statement and order released Feb. 26 remain same. Action April 3.

■ Received in evidence exhibit 1A of Kerrville Bcstg. Co. (KERV), Kerrville, Tex., and closed record in proceeding on its am application and KWTX Bcstg. Co. (KWTX), Waco, Tex. Action April 9.

■ Granted petition by Hayward F. Spinks to cancel preliminary exchange of engineering exhibits, due April 6, in proceeding on his application and Greenville Bcstg. Co. for new am stations in Hartford and Greenville, Ky. Other dates in statement and order released Feb. 26 remain same. Action April 6.

■ On request of applicant Central Coast Television, and without objection by other parties, extended time from April 12 to April 19 for exchange of applicants' affirmative direct written cases, and April 26 to April 30 for receipt of notification of wit-

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nesses desired for cross-examination in Santa Maria, Calif., tv ch. 12 proceeding. Action April 6.

■ Issued memorandum of ruling made at April 6 oral argument denying petition by Delaware Valley Bcstg. Co. (WAAT), Trenton, N. J., for leave to amend its application so as to reduce RMS of its proposed nighttime DA array. Application is in consolidated am proceeding in docs. 14510 et al. Action April 6.

BROADCAST ACTIONS by Broadcast Bureau

Actions of April 10

WLAS, Seaboard Bcstg. Corp., Jacksonville, N. C.—Granted acquisition of negative control by Milton S. Adler through purchase of stock from Harold Adler.

WYNK, Vox Inc., Baton Rouge, La.—Granted involuntary assignment of license to Joel M. Hirsch, receiver.

WJBS, WJBS Inc., DeLand, Fla.—Granted involuntary assignment of license to Wallace Rifkin, receiver.

WKDE, Theodore J. Gray Sr. and Theodore J. Gray Jr., Altavista, Va.—Granted voluntary assignment of cp to Altavista Bcstg. Corp.

KCAC, Harold Lampel, Phoenix, Ariz.—Granted assignment of cp to KCAC Bcstg. Inc.

WLKM, Voice of Three Rivers, Three Rivers, Mich.—Granted assignment of cp to Voice of Three Rivers Inc.

KGMB-TV Honolulu, Hawaii—Granted cp to change ERP to vis. 108 kw; aur. to 85 kw; change trans. location, no change in description, but change in coordinates only; make changes in ant. system; ant. height —60 ft.

K70BZ Bemidji, Minn.—Granted cp to replace expired permit which authorized change in frequency, ERP, type trans. and ant. system.

WRUN Utica, N. Y.—Granted cp to install new trans. as main trans. N, auxiliary trans. D.

WFMG(FM) Gallatin, Tenn.—Granted cp to install new trans. at present main trans. location as auxiliary trans.

WFMH Cullman, Ala.—Granted cp to install new trans. as alternate main trans.-nighttime at main trans. location.

WMIE Miami, Fla.—Granted cp to install new trans. as auxiliary trans. at main trans. location.

WCRB Waltham, Mass.—Granted cp to install new trans. as auxiliary trans. at main trans. location, DA-2.

WHBO Tampa, Fla.—Granted cp to install new trans. and make changes in ground system.

WHBU Anderson, Ind.—Granted mod. of cp to use new trans. for day and night (one main trans.).

K78AD Ukiah, Calif.—Granted mod. of cp to change primary station to KRON-TV, ch. 4, San Francisco.

K72BN Uvalde and Knippa, Tex.—Granted mod. of cp to change ERP to 18.7 w; type trans.; and make changes in ant. system.

WHFI Birmingham, Mich.—Granted extension of authority through July 2 to remain silent; condition.

■ Granted following stations cps to install new trans.: WGBB Freeport, N. Y.; KHAK-FM Cedar Rapids, Iowa; WELL Battle Creek, Mich.

■ Granted following stations mod. of cp to change type trans.: WIST-FM Charlotte, N. C.; WAQE Towson, Md.; K83AP, Centralia School District No. 401, Centralia-Chehalis, Wash.

WIST-FM Charlotte, N. C.—Granted extension of completion date to July 1.

Actions of April 9

KTWO-TV, Rocky Mountain Tele Stations, Casper, Wyo.—Granted assignment of cp of auxiliary trans. to Harriscope Inc. and Tv Properties, d/b under same name.

KREK Sapulpa, Okla.—Granted mod. of cp to change type trans. and specify studio location, same as trans.

KBMV Billings, Mont.—Granted mod. of cp for change in type trans.

KGMJ Seattle, Wash.—Remote control permitted.

WMKE Milwaukee, Wis.—Granted change of remote control authority.

■ Granted cps for following vhf tv translator stations: Rocky Point Tv Club on ch. 11, Alzada, Wyo., to translate programs of KOTA-TV (ch. 3), Rapid City, S. D.; The City of Ainsworth on ch. 13, Ainsworth, Neb., to translate programs of KPLO-TV (ch. 6), Reliance, S. D.

R. F. Edouart Trancas, Calif.—Granted cp for new uhf tv translator station on ch. 77

RADIO-TV SET COUNTS

ARKANSAS

1960 U.S. CENSUS OF HOUSING

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
State totals	1,786,272	523,552	443,257	84.7	75,548	391,291	74.7	17,261
COUNTY TOTALS								
Arkansas	23,355	6,884	5,699	82.8	1,380	5,592	81.2	285
Ashley	24,220	6,709	5,423	80.8	556	4,727	70.5	169
Baxter	9,943	3,326	3,042	91.5	607	2,238	67.3	65
Benton	36,272	11,967	10,874	90.9	2,360	8,621	72.0	291
Boone	16,116	5,320	4,859	91.3	764	3,771	70.9	131
Bradley	14,029	4,116	3,122	75.9	186	2,889	70.2	41
Calhoun	5,991	1,741	1,364	78.3	136	1,238	71.1	112
Carroll	11,284	3,904	3,687	94.4	736	2,818	72.2	84
Chicot	18,990	5,383	4,241	78.8	617	2,910	54.1	123
Clark	20,950	6,034	4,965	82.3	907	4,483	74.3	142
Clay	21,258	6,476	5,532	85.4	643	4,746	73.3	77
Cleburne	9,059	2,858	2,280	79.8	258	2,086	73.0	39
Cleveland	6,944	2,014	1,507	74.8	170	1,240	61.6	63
Columbia	26,400	7,815	6,774	86.7	1,351	5,474	70.0	400
Conway	15,430	4,524	4,065	89.9	524	3,409	75.4	142
Craighead	47,303	13,652	11,926	87.4	2,106	11,529	84.4	321
Crawford	21,318	6,481	5,703	88.0	921	4,538	70.0	41
Crittenden	47,564	11,803	8,449	71.6	1,194	8,131	68.9	365
Cross	19,551	5,178	4,143	80.0	629	3,826	73.9	149
Dallas	10,522	3,024	2,390	79.0	324	2,197	72.7	80
Desha	20,770	5,604	4,647	82.9	547	3,774	67.3	107
Drew	15,213	4,199	3,435	81.8	478	2,627	62.6	38
Faulkner	24,303	6,969	5,941	85.2	959	5,421	77.8	116
Franklin	10,213	3,208	2,768	86.3	263	2,263	70.5	—
Fulton	6,657	2,128	2,027	95.3	101	868	40.8	39
Garland	46,697	16,483	13,913	84.4	3,032	12,724	77.2	545
Grant	8,294	2,506	1,896	75.7	171	1,913	76.3	66
Greene	25,198	7,615	6,857	90.0	967	6,041	79.3	113
Hempstead	19,661	6,133	5,222	85.1	805	4,341	70.8	23
Hot Spring	21,893	6,451	5,562	86.2	862	4,937	76.5	191
Howard	10,878	3,393	3,059	90.2	338	2,614	77.0	39
Independence	20,048	6,312	5,596	88.7	718	4,616	73.1	64
Izard	6,766	2,199	1,833	83.4	133	1,031	46.9	—
Jackson	22,843	6,446	5,504	85.4	770	4,726	73.3	61
Jefferson	81,373	22,693	18,757	82.7	3,486	17,739	78.2	1,090
Johnson	12,421	3,950	3,462	87.6	318	2,632	66.6	20
Lafayette	11,030	3,194	2,512	78.6	216	2,423	75.8	18
Lawrence	17,267	5,163	4,588	88.9	545	3,520	68.2	76
Lee	21,001	5,248	4,021	76.6	453	2,971	56.6	123
Lincoln	14,447	3,312	2,504	75.6	264	2,139	64.6	148
Little River	9,211	2,743	2,139	78.0	304	1,764	64.3	21
Logan	15,957	4,815	4,249	88.2	710	3,453	71.7	—
Lonoke	24,551	6,813	5,455	80.1	740	5,626	82.6	423
Madison	9,068	2,789	2,528	90.6	171	1,328	47.6	—
Marion	6,041	2,008	1,756	87.5	228	1,455	72.5	—
Miller	31,686	9,600	7,880	82.1	1,322	7,600	79.2	508
Mississippi	70,174	18,355	13,528	73.7	1,789	14,235	77.6	666
Monroe	17,327	4,599	3,597	78.2	381	2,632	57.2	62
Montgomery	5,370	1,703	1,407	82.6	183	1,118	65.6	—
Nevada	10,700	3,309	2,609	78.8	148	2,139	64.6	—
Newton	5,963	1,683	1,462	86.9	80	718	42.7	40
Ouachita	31,641	9,281	7,819	84.2	1,223	6,600	71.1	199
Perry	4,927	1,469	1,330	90.5	67	1,195	81.3	—
Phillips	43,997	11,805	9,020	76.4	1,276	7,222	61.2	192
Pike	7,864	2,531	2,084	82.3	272	1,790	70.7	17
Poinsett	30,834	8,026	6,554	81.7	622	6,366	79.3	206
Polk	11,981	3,916	3,532	90.2	525	2,483	63.4	126
Pope	21,177	6,397	5,736	89.7	613	4,901	76.6	80
Prairie	10,515	3,075	2,633	85.6	402	2,171	70.6	58
Pulaski	242,980	71,815	62,245	86.7	16,621	62,230	86.7	5,644
Randolph	12,520	3,806	3,477	91.4	439	2,451	64.4	38
St. Francis	33,303	8,213	6,458	78.6	853	5,478	66.7	176
Saline	28,956	7,361	6,277	85.3	800	6,451	87.6	301
Scott	7,297	2,344	1,966	83.9	177	1,537	65.6	21
Searcy	8,124	2,432	1,937	79.6	205	1,449	59.6	—
Sebastian	66,685	21,086	19,049	90.3	5,176	18,021	85.5	1,188
Sevier	10,156	3,291	2,731	83.0	146	2,559	77.8	36
Sharp	6,319	2,043	1,813	88.7	78	933	45.7	—
Stone	6,294	1,851	1,498	80.9	120	1,090	58.9	39

Continued on page 98

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RADIO-TV SET COUNTS continued

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
Union	49,518	14,987	12,693	84.7	3,071	11,738	78.3	537
Van Buren	7,228	2,311	1,044	45.2	123	1,683	72.8	21
Washington	55,797	17,204	15,305	89.0	3,153	12,114	70.4	468
White	32,745	9,903	8,642	87.3	1,101	7,725	78.0	135
Woodruff	13,954	3,812	3,060	80.3	210	2,490	65.3	20
Yell	11,940	3,761	3,295	87.6	424	2,764	73.5	42
Metropolitan Areas								
Fort Smith	66,685	21,086	19,049	90.3	5,176	18,021	85.5	1,188
Little Rock	242,980	71,815	62,245	86.7	16,621	62,230	86.7	5,644
North Little Rock								
Texarkana	91,657	28,186	23,951	85.0	5,495	23,113	82.0	1,589

KANSAS

State totals	2,178,611	672,899	620,644	92.2	210,499	580,494	86.3	37,771
COUNTY TOTALS								
Allen	16,369	5,609	5,064	90.3	1,322	4,363	77.8	137
Anderson	9,035	2,991	2,664	89.1	505	2,474	82.7	23
Atchison	20,898	6,251	5,523	88.4	1,601	5,558	88.9	236
Barber	8,713	2,834	2,626	92.7	688	2,255	79.6	67
Barton	32,368	9,846	9,088	92.3	3,207	9,126	92.7	556
Bourbon	16,090	5,752	5,224	90.8	1,329	4,781	83.0	58
Brown	13,229	4,549	4,293	94.4	1,061	3,803	83.6	162
Butler	38,395	11,884	11,041	92.9	4,078	10,472	88.1	750
Chase	3,921	1,345	1,258	93.5	372	1,027	76.4	44
Chautauqua	5,956	2,158	1,921	89.0	443	1,830	84.8	63
Cherokee	22,279	7,587	6,393	84.3	1,452	6,725	88.6	296
Cheyenne	4,708	1,505	1,449	96.3	570	1,249	83.0	18
Clark	3,396	1,156	1,119	96.8	345	1,012	87.5	—
Clay	10,675	3,708	3,562	96.1	1,334	2,659	71.7	76
Cloud	14,407	4,736	4,391	92.7	1,305	3,490	73.7	25
Coffey	8,403	2,928	2,787	95.2	739	2,101	71.8	20
Comanche	3,271	1,130	1,088	96.3	353	787	69.6	38
Cowley	37,861	12,207	11,060	90.6	3,203	10,282	84.2	342
Crawford	37,032	13,085	11,557	88.3	2,412	11,350	86.7	652
Decatur	5,778	1,904	1,861	97.7	559	1,580	83.0	20
Dickinson	21,572	7,110	6,898	97.0	2,282	5,925	83.3	167
Doniphan	9,574	3,002	2,755	91.8	658	2,525	84.1	132
Douglas	43,720	12,392	11,717	94.6	4,452	10,269	82.9	400
Edwards	5,118	1,674	1,607	96.0	356	1,433	85.6	25
Elk	5,048	1,846	1,662	90.0	317	1,381	74.8	56
Ellis	21,270	5,692	5,588	98.2	1,659	5,073	89.1	353
Ellsworth	7,677	2,545	2,309	90.7	781	2,032	79.8	36
Finney	16,093	4,650	4,486	96.5	1,668	4,041	86.9	110
Ford	20,938	6,386	6,118	95.8	2,271	5,643	88.4	360
Franklin	19,548	6,546	5,809	88.7	1,976	5,540	84.6	259
Geary	28,779	7,758	5,847	75.4	2,370	6,815	87.8	210
Gove	4,107	1,167	1,148	98.4	368	849	72.8	—
Graham	5,586	1,664	1,602	96.3	259	1,445	86.8	45
Grant	5,269	1,447	1,259	87.0	314	1,218	84.2	—
Gray	4,380	1,337	1,167	87.3	501	1,130	84.5	63
Greeley	2,087	619	601	97.1	237	511	82.6	—
Greenwood	11,253	3,927	3,588	91.4	1,033	3,171	80.7	41
Hamilton	3,144	963	833	86.5	246	705	73.2	47
Harper	9,541	3,272	3,015	92.1	1,192	2,772	84.7	116
Harvey	25,865	7,986	7,328	91.8	2,758	6,628	83.0	328
Haskell	2,990	848	750	88.4	338	733	86.4	—
Hodgeman	3,115	930	909	97.7	286	715	76.9	19
Jackson	10,309	3,426	3,150	91.9	594	2,793	81.5	44
Jefferson	11,252	3,473	3,268	94.1	868	2,899	83.5	146
Jewell	7,217	2,532	2,479	97.9	537	1,654	65.3	—
Johnson	143,792	40,270	38,526	95.7	20,654	38,454	95.5	7,312
Kearny	3,108	895	876	97.9	338	781	87.3	19
Kingman	9,958	3,054	2,750	90.0	754	2,758	90.3	42
Kiowa	4,626	1,469	1,345	91.6	454	1,014	69.0	—
Labette	26,805	8,971	7,734	86.2	1,705	7,511	83.7	424
Lane	3,060	930	891	95.8	256	804	86.5	40
Leavenworth	48,524	12,394	11,346	91.5	3,827	11,145	89.9	755
Lincoln	5,556	1,906	1,853	97.2	318	1,390	72.9	22
Linn	8,274	2,944	2,667	90.6	472	2,427	82.4	38
Logan	4,036	1,206	1,141	94.6	262	897	74.4	17
Lyon	26,928	8,492	7,937	93.5	2,901	6,633	78.1	81
McPherson	24,285	7,551	6,969	92.3	2,647	5,750	76.1	312

Continued on opposite page

to translate programs of KABC-TV (ch. 7), Los Angeles, Calif.

Actions of April 6

WITH-AM-FM, The Maryland Bestg. Co., Baltimore, Md.—Granted transfer of control from First National Bank of Baltimore, Maryland and S. Ralph Warnken, executors of estate of Louise McClure Tinsley, and Louise Tinsley Steinman to Thomas G. Tinsley Jr.; consideration \$642,731.00.

WFTC, WFTC Inc., Winston, N. C.—Granted transfer of control from Connie B. Gay Bestg. Corp. to HGR Bestg. Co. (Donnie A. Gay, J. B. Ham, and Wilbur J. Rider); consideration \$194,150.

KWNA, Northwest Radio & Tv Corp., Winnemucca, Nev.—Granted transfer of control from John R. Duarte, et al, to Leon C. and Esther L. Boner and H. Frank and Wanda Walters; consideration \$27,000.

KGMO, KGMO Radio-Tv Inc. Cape Girardeau, Mo.—Granted transfer of control from William C. Brandt to James W. Wilson, Earl W. Kirchhoff, Norman W. Wood, George E. Bockhorst, H. L. Jones, G. V. Flynn and Rush H. Limbaugh Jr.; consideration \$125,079 for 96.9% subject to certain adjustments.

WBIW, Central Bestg. Corp., Bedford, Ind.—Granted assignment of licenses to Bedford Bestg. Corp.

KHAI, Robert Sherman, Honolulu, Hawaii—Granted assignment of cp to Royal Bestg. Inc.

KF2XDJ Various locations in New York State—Granted license for experimental tv station.

KO2XFN Seattle, Wash.—Granted license covering changes in experimental tv station.

WKEI Kewanee, Ill.—Granted license covering change in studio location and remote control point and installation of new trans.; condition.

WRUN-AM-FM Utica, N. Y.—Waived secs. 3.205 and 3.30 of rules and granted mod. of licenses to extent of permitting establishment of main studio 1.5 miles west of corporate limits of Utica, N. Y., on route 5A, Whitestown, N. Y.

W79AC Clarks Summit, Dalton, and Waverly, Pa.—Granted cp to change ERP to 1600 w and type trans. of uhf tv translator station.

K12AG, K08AB Oshkosh and Lewellen, Neb.—Waived sec. 1.323(b) of rules and granted cps to replace expired permits for vhf tv translator stations.

K05BH Marysville, Utah—Granted mod. of cp to change type trans., type ant., and make changes in ant. system of vhf tv translator station.

K09BF Deer Lodge, Mont.—Granted mod. of cp to change ERP to 27.2 w, type trans., and make changes in ant. system of vhf tv translator station.

K12BV Keyes, Okla.—Granted mod. of cp to change primary station to KVII ch. 7, Amarillo, Tex., via intermediate translator; type trans.; and specify principal community as Keyes, Sturgis area and U. S. Bureau of Mines Helium Plant, Okla.

K07EH Chipita Park, Colo.—Granted mod. of cp to change frequency of vhf tv translator station to ch. 7.

K08DU, K13EG Ahsahka, Idaho—Granted mod. of cps to change frequencies to chs. 8 and 13 and type trans.

K09BR Fairview Community and Chinook, Okla.—Granted mod. of cp to change type trans. of vhf tv translator station.

WSFC Somerset, Ky.—Granted request for cancellation of cp for installation of trans.

K09DQ Glen Lake, Mont.—Granted mod. of cp to change type trans.

K07CM, K11CN Panaca and Caliente, Nev.—Granted mod. of cps to specify type trans.

K79AD Romeo, La Jara, Manassa, Antonito, and Alamosa, Colo.—Granted mod. of cp to change type trans.

K08CT, K10DE, K12DL Duchesne City and Strawberry River, Utah—Granted mod. of cps to change primary station to KUTV ch. 2, Salt Lake City; to KCPX ch. 4, Salt Lake City; and ERP to 6.21 w, frequency to ch. 12; primary tv station to KSL-TV ch. 5, Salt Lake City, via intermediate translator; type trans., and make changes in ant. system and equipment.

Granted cps to replace expired permits for following vhf tv translator stations: **K12BK**, Farmers Tv Assn., Worland, Wyo.; **K11AB**, Ismay-Knowlton Tv Club, Ismay, Mont.; **K09AP**, Silverton Tv Assn. Inc., Silverton, Colo.; **K07AF**, Ashley Tv Assn., Ashley, N. D.; **K04AF**, Dubois Community Tv Club, Dubois, Wyo.; **K07AT**, Roy McLeod, Phillipsburg, Mont.; **K07BG**, New England Lions Club, New England, N. D.; **K11AI**, Moorcroft Community Tv Inc.,

Moorcroft, Wyo.; K07AN, Roan Creek Recreation Assn., Roan Creek, Colo.; K02AD, Grand Valley Tv Assn., Grand Valley, Colo.; K04AI, K06AE, K07AP, Prescott Tv Booster Club, Prescott, Ariz., and specify type trans.; K08AJ, K13AS, Lusk Tv Club, Lusk, Wyo.; K04AA, K12AC, Lovell Byron Cowley Tv, Lovell, Wyo.; K02BA, Upper Bitter Root Tv Club, Darby and Conner, Mont., and specify type trans.

■ Following stations were granted extensions of completion dates as shown: K08BR, K10BZ, K12BT, Noxon Community Center Inc., Noxon, Mont., to Oct. 6; WRAA Luray, Va., to Aug. 1; *KXKX(FM), San Francisco, Calif., to Oct. 8; WILY Greenville, N. C., to Sept. 14; K11CC, Checkerboard Tv, Checkerboard, Mont., to Oct. 8; WUSM Havelock, N. C., to Aug. 31.

KNBC-FM San Francisco, Calif.—Granted change of remote control authority; conditions.

Actions of April 5

■ Granted renewal of license for following stations: KCMO Kansas City, Mo. (alt. main & aux.); *KETC(TV) St. Louis, Mo.; KLPW Union, Mo.; KNIM Maryville, Mo.; KSTL-FM St. Louis, Mo.; KWMT Fort Dodge, Iowa; WBRN Big Rapids, Mich.; WCER Charlotte, Mich.; WDIX Orangeburg, S. C.; WDOR Sturgeon Bay, Wis.; WEKZ Monroe, Wis.; WIBA-AM-FM Madison, Wis.; WKBN-FM Youngstown, Ohio; WKEI Kewanee, Ill.; WMUK(FM) Kalamazoo, Mich.; WMZK(FM) Detroit, Mich.; WRJN Racine, Wis.; WSUI Iowa City, Iowa; WHHH Warren, Ohio; WCHU(TV) Champaign, Ill.; WICD(TV) Danville, Ill.; KGMO Cape Girardeau, Mo.; KOA-AM-FM and SCA, Denver, Colo.; WICS(TV) Springfield, Ill.

■ Following stations were granted SCA to operate on multiplex basis: KHUA Honolulu, Hawaii; KIMP-FM Mt. Pleasant, Tex.; *WUNC Chapel Hill, N. C.; condition.

WAFM(FM), Civic Bestg. Corp., Anderson, Ind.—Granted mod. of license to change name to Continental Bestg. Corp.

KSBW-TV, KSBY-TV, Salinas Valley Bestg. Corp., Salinas and San Luis Obispo, Calif.—Granted mod. of licenses and cps to change name to Central California Communications Corp.

WASK Lafayette, Ind.—Granted license covering installation of new trans.

KNGS, KSBW-AM-FM, Salinas Valley Bestg. Corp., Hanford and Salinas, Calif.—Granted mod. of licenses to change name to Central California Communications Corp.

WAMD Aberdeen, Md.—Granted license covering change in hours of operation, installation of DA-2, change in DA system and change ground system.

WMOX Meridian, Miss.—Granted license covering change in frequency, increase in power, change in ant.-trans. location, installation of DA-2, and new trans.

WEND Ebensburg, Pa.—Granted license covering increase hours to 1 kw, 250 w, D.

WAFM(FM) Anderson, Ind.—Granted license for fm station and specify type trans.

KTYM-FM Inglewood, Calif.—Granted cp to install new trans.; and make changes in ant. system; remote control permitted.

WADV(FM) Buffalo, N. Y.—Granted mod. of cp to change type trans., type ant., and change studio location and remote control point; condition.

KBMC(FM) Eugene, Ore.—Granted mod. of cp to move ant.-trans. (no change in description), make changes in ant. system, and change studio and remote control location.

KTYM Inglewood, Calif.—Granted mod. of cp to change type trans.

■ Granted licenses for following am stations: WGNU Granite City, Ill.; WJIL Jacksonville, Ill., and specify studio location, same as trans.; WEEE Rensselaer, N. Y., and specify studio location same as trans.

■ Following stations were granted licenses covering increase in daytime power and installation of new trans.: KBON Omaha, Neb.; KGFF Shawnee, Okla.; WCLO Janesville, Wis.; KSIW Woodward, Okla.

WEOK Poughkeepsie, N. Y.—Granted license covering installation of old main trans. as auxiliary trans.

WGRP Greenville, Pa.—Granted license covering change in DA pattern.

KGO San Francisco, Calif.—Granted license covering installation of new type auxiliary trans., change power of auxiliary trans., and operation by remote control; conditions.

Continued from opposite page

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
Marion	15,143	4,818	4,425	91.8	1,269	3,737	77.6	181
Marshall	15,598	5,263	4,940	93.9	1,330	4,105	78.0	20
Meade	5,505	1,726	1,636	94.8	649	1,651	95.7	116
Miami	19,884	5,996	5,520	92.1	1,499	5,498	91.7	171
Mitchell	8,866	2,930	2,784	95.0	786	2,208	75.4	22
Montgomery	45,007	15,342	13,956	91.0	4,306	12,443	81.1	418
Morris	7,392	2,468	2,319	94.0	531	1,885	76.4	21
Morton	3,354	987	871	88.2	204	783	79.3	15
Nemaha	12,897	3,891	3,503	90.0	993	3,301	84.8	119
Neosho	19,455	6,437	5,851	90.9	1,109	5,469	85.0	133
Ness	5,470	1,751	1,623	92.7	713	1,461	83.4	42
Norton	8,035	2,645	2,483	93.9	588	2,161	81.7	61
Osage	12,886	4,227	3,854	91.2	927	3,526	83.4	60
Osborne	7,506	2,539	2,396	94.4	904	1,839	72.4	—
Ottawa	6,779	2,347	2,303	98.1	663	1,696	72.3	81
Pawnee	10,254	3,033	2,789	92.0	1,165	2,585	85.2	168
Phillips	8,709	2,909	2,746	94.4	893	2,032	69.9	23
Pottawatomie	11,957	3,730	3,449	92.5	971	3,089	82.8	55
Pratt	12,122	4,050	3,616	89.3	843	3,532	87.2	97
Rawlins	5,279	1,554	1,462	94.1	528	1,262	81.2	41
Reno	59,055	18,916	17,199	90.9	5,767	17,041	90.1	1,339
Republic	9,768	3,420	3,287	96.1	540	2,691	78.7	22
Rice	13,909	4,517	4,101	90.8	1,371	4,042	89.5	62
Riley	41,914	10,714	10,061	93.9	4,410	8,636	80.6	517
Rooks	9,734	2,958	2,683	90.7	683	2,556	86.4	73
Rush	6,160	2,032	1,897	93.4	492	1,743	85.8	60
Russell	11,348	3,678	3,459	94.0	1,112	3,017	82.0	325
Saline	54,715	16,201	14,957	92.3	5,472	14,120	87.2	719
Scott	5,228	1,554	1,512	97.3	480	1,321	85.0	—
Sedgwick	343,231	103,422	95,385	92.2	36,976	94,132	91.0	9,121
Seward	15,930	4,700	4,248	90.4	994	3,959	84.2	210
Shawnee	141,286	43,625	40,509	92.9	16,115	39,199	89.9	2,813
Sheridan	4,267	1,211	1,211	100.0	515	974	80.4	—
Sherman	6,682	2,154	2,100	97.5	603	1,831	85.0	79
Smith	7,776	2,698	2,585	95.8	976	2,199	81.5	21
Stafford	7,451	2,576	2,431	94.4	642	2,174	84.4	166
Stanton	2,108	599	578	96.5	268	435	72.6	20
Stevens	4,400	1,324	1,231	93.0	368	919	69.4	92
Sumner	25,316	8,222	7,628	92.8	2,055	7,136	86.8	304
Thomas	7,358	2,267	2,167	95.6	956	1,705	75.2	84
Trego	5,473	1,630	1,559	95.6	473	1,250	76.7	—
Wabaunsee	6,648	2,182	2,117	97.0	486	1,679	76.9	42
Wallace	2,069	603	580	96.2	223	470	77.9	—
Washington	10,739	3,552	3,249	91.5	882	2,659	74.9	37
Wichita	2,765	788	769	97.6	148	591	75.0	—
Wilson	13,077	4,490	4,230	94.2	1,329	3,353	74.7	142
Woodson	5,423	1,912	1,808	94.6	286	1,404	73.4	—
Wyandotte	185,495	55,872	49,470	88.5	15,219	50,497	90.4	4,077

Metropolitan Areas

Kansas City	1,039,493	331,477	301,885	91.1	112,941	297,056	89.6	34,478
Topeka	141,286	43,625	40,509	92.9	16,115	39,199	89.9	2,813
Wichita	343,231	103,422	95,385	92.2	36,976	94,132	91.0	9,121

MICHIGAN

State totals	7,823,194	2,239,079	2,095,834	93.6	904,004	2,071,945	92.5	278,082
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COUNTY TOTALS

Alcona	6,352	1,939	1,670	86.1	605	1,523	78.5	94
Alger	9,250	2,623	2,373	90.5	829	2,246	85.6	109
Allegan	57,729	16,363	15,487	94.6	6,342	15,114	92.4	1,194
Alpena	28,556	7,944	7,658	96.4	2,544	6,082	76.6	139
Antrim	10,373	3,109	2,582	83.0	593	2,719	87.5	45
Arenac	9,860	2,928	2,480	84.7	682	2,567	87.7	68
Baraga	7,151	2,060	1,938	94.1	278	1,789	86.8	—
Barry	31,738	9,439	8,733	92.5	3,186	8,714	92.3	980
Bay	107,042	30,062	28,264	94.0	9,628	28,131	93.6	2,692
Benzie	7,834	2,413	2,091	86.7	606	2,036	84.4	122
Berrien	149,865	44,412	40,815	91.9	17,266	39,811	89.6	4,479
Branch	34,903	9,852	9,089	92.3	3,733	8,984	91.2	589
Calhoun	138,858	41,010	38,268	93.3	16,398	38,403	93.6	4,413
Cass	36,932	10,774	9,794	90.9	3,167	9,827	91.2	630
Charlevoix	13,421	3,989	3,653	91.6	1,268	3,516	88.1	194
Cheboygan	14,550	4,122	3,881	94.2	912	3,293	79.9	147
Chippewa	32,655	8,956	8,361	93.4	3,113	7,649	85.4	305
Clare	11,647	3,485	3,248	93.2	861	3,006	86.3	264

Continued on page 105

Continued on page 105

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 advertising require display space.

• All other classifications 30¢ per word—\$4.00 minimum.

• No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcripts or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcripts, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Sales Manager. Somewhere there is a salesman ready to take over a new operation in a small market, along the Atlantic seaboard. This man is successful, experienced, has plenty of ideas and is ready to sink roots and grow into an expanding operation. \$5000 guarantee plus liberal incentives. Box 518K, BROADCASTING.

Commercial Manager. Leading radio operation in southeast seeking aggressive sales executive with good selling performance record on both local and agency levels. Good incentive arrangement for right man. WSAV, Savannah, Georgia.

Sales

New England—Major indie needs good strong salesman. Real opportunity with growing multiple chain for man looking to the future. Resume to Box 837H, BROADCASTING.

Florida East Coast fulltimer in metropolitan market needs experienced salesman with proven sales record. \$100 base plus 15%. Give complete resume first letter. Box 40K, BROADCASTING.

"Florida boom area major market fulltime regional number one ratings, number one community image. We need a self starter and strong closer with desire to make money. You get a guaranteed salary plus a percentage plus monthly incentive bonuses, hospitalization, insurance and paid vacations. Housing plentiful and reasonable. Prefer younger man, extensive local radio sales experience essential, college background preferable. Send complete resume, references and photo. Tell all in your first letter." Box 282K, BROADCASTING.

Family man. Middle Atlantic half-million market. Suburban living conditions. Mail resume and salary expected. Box 331K, BROADCASTING.

Sales manager. Must be willing to invest in and direct sales for New England daytimer. Excellent opportunity for man not afraid to go out and sell a good product. Must have sales experience. Send all particulars, including photo in first letter. Write Box 499K, BROADCASTING.

Send letter with full background, picture and salary requirements. Only interested if you have proven sales record and have intention of becoming permanent employee. Box 552K, BROADCASTING.

Salesman with proven ability needed by gulf coast leader. Send resume and full details first letter. Must be high type individual with steadfast reputation. Box 524K, BROADCASTING.

Southeastern—Top Rated Metro Station—needs experienced salesman with management potential for immediate opening. Must be 30-43, married—have excellent references. Guarantee—moving expenses—rapid advancement for creative producer. Send photo—complete resume. Box 527K, BROADCASTING.

Experienced salesman wanted immediately by 5000 watt fulltime New York State station. Salary and commission, on-air accounts to start plus A-1 account list. Send resume to Box 619K, BROADCASTING.

Opportunity for a salesman in the fabulous Rocky Mountain empire. Salary and commission. Write Ellis Atteberry, Radio KCOL, P. O. Box 574, Fort Collins, Colorado.

Help Wanted—(Cont'd)

Sales

Attention deejays . . . if you can sell your own show, let's put it on TV. First phone helps, but is not required, if you are strong on sales. New Fresno area indie with radio rates offers extremely rewarding commissions for personalities who can sell your own shows. Send photos, resume, and references to Harold Gann, KDSAT-TV, Box 321, Hanford, California.

Sports minded announcer with play-by-play experience, plus sales experience. Desire family man, this job pays well and offers the right man security . . . in the Fox Hunting Country. Address resume and tape to: Gordon Walsh, Program Director, WAGE, Leesburg, Virginia.

Experienced radio salesman wanted—WBIC, 540 kc. Long Island, N. Y. Salary plus commission—Call or write for appointment. PE 5-0540, 1 E. Main St., Bayshore, N. Y.

"Attention . . . Radio salesmen in southern states. If you're sharp and are now making less than \$300.00 per week, you're on the wrong boat. If you want to make this and more, contact John C. Greene, Jr., John Greene Enterprises, 107 E. Parrish Street, Durham, N. C. or phone 383-6641."

Executive caller salesman with proven sales and promotion background. Full time travel, protected territory. Send resume, pix, Bess Gilmore, Community Club Awards, Westport, Connecticut.

Madison, Wis.—excellent sales opportunity now for proved performer. Top rated music/news station. Good money, good future, good living. Contact sales manager, WISM, Madison, Wis.

Announcers

Top 40 station, Southwest, needs first phone men. Your chance to learn number 1 radio. Send tape and details. Box 363K, BROADCASTING.

Wanted: Experienced announcer with first ticket. No maintenance. Hottest small town station in Central Nebraska. Salary open! Box 405K, BROADCASTING.

Experienced announcer with 1st phone wanted by smooth sound New Hampshire station. This is a permanent opening with a secure future for the right man. Starting salary \$100 a week. Send tape and resume to Box 411K, BROADCASTING.

Annrc/Eng 1st phone. Take over chief's responsibility. Need good voice for top day time station in East Coast rural market. Maintenance experience or desire to learn necessary. Good hunting, fishing, bathing and boating. Send tape and resume to Box 516K, BROADCASTING.

Wanted: Capable newsmen for upper mid-west Station in market of 35 thousand. Ability in gathering, writing and delivering in authoritative manner will determine successful applicant. Send full information in first letter. Salary range up to \$125 weekly. Box 543K, BROADCASTING.

"Top position open for Negro R & B DJ in No. 1 station—Large market. Must be experienced. Prefer Southerner, 25-32. Excellent salary. Send photo—tape—complete resume to Box 551K, BROADCASTING. All Replies Confidential."

Wanted—experienced announcer with first ticket preferable. Full time station—soft sell. Send tape, resume, salary. All replies confidential. Box 556K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Move up to a top quality station. Florida's #2 market is looking for an outstanding mature voiced, slick production, big smile, announcer—d.j.—no rockers. Send aircheck tape, resume, and references. Box 559K, BROADCASTING.

Young announcer with eye on the future . . . plenty of ideas and ready to roll with fast moving Texas station. Send tape and details first letter. Box 575K, BROADCASTING.

Alert, versatile with 1st phone. Come dig in with new service-minded modern adult station in northern Maryland. Start \$85 per week plus sales. Box 600K, BROADCASTING.

Radio is your medium! Comedy is your specialty! Your work carries a chuckle for its light irony and understanding of humans and their foibles. You handle many voices skillfully and to good purpose. You are an idea man . . . not a hack who carries his creative brain in a joke book. You are all of these things and venturesome, too, and for that reason, you answer this ad by sending full details and tapes of your top quality professional abilities to Box 602K, BROADCASTING.

Have immediate opening for an announcer, some experience necessary. Prefer man from mid-west. Good music station. Salary open. Send tape and resume to Dennis Voy, Manager, KMAQ, Maquoketa, Iowa.

Experienced morning man. Must be able to type creative copy and do production spots as well as a good air job. Duties will be split about 50-50 between air work and production. Most beautiful spot in California to live—Gateway to Sequoia and Kings Canyon Parks. KONG—AM & FM, Visalia.

Announcer with 1st phone for evening board shift. Vacation, sick leave and insurance benefits. Send audition and particulars (including salary requirements) to: Paul D. Rahders, KSDN, Aberdeen, South Dakota.

Sports minded announcer with play-by-play experience, plus sales experience. Desire family man, this job pays well and offers the right man security . . . in the Fox Hunting Country. Address resume and tape to: Gordon Walsh, Program Director, WAGE, Leesburg, Virginia.

Northern Maryland independent needs fully experienced announcer for immediate opening. Send audition tape, resume and photo. WASA, Havre de Grace, Maryland.

Wanted—Good announcer with first phone. Send tape and resume to WCAT, Orange, Massachusetts.

Staff announcers for 5000 watt full-time AM 40 miles from Philadelphia. Experienced mature voices. Fringe benefits. WCOJ, Coatesville, Pennsylvania.

WEOK, Poughkeepsie, N. Y., needs first phone announcer immediately for summer, maybe permanently. Gerald Desmond, G-Rover 1-1500.

Wanted announcer with first phone ticket. Contact Mims Boswell, Jr., Manager, WKOZ Radio, Kosciusko, Mississippi.

Upstate New York 1000 watt looking for bright sounding d.j. Rush tape and resume to Jerry Sherwin, WGVA, Geneva, New York.

Help Wanted—(Cont'd)

Announcers

Immediate opening for first phone all night DJ at modern New York state operation! Box 622K, BROADCASTING.

Experienced announcer wanted for good music Ohio station. No top 40 djs. Good pay and working conditions. Mature air salesman desired. Send tape and resume to 623K, BROADCASTING.

Experienced announcer needed. Adult audience. Also need good local newsmen. Happy place to work. Air conditioned. Good working conditions. Close to NYC. Hurry - - WLNA, Peekskill, N. Y.

Morning man to entertain 80,000 market. Boost ratings and we will boost salary. Call Bob Allen, WNCO, Ashland, Ohio.

\$725 mo. Anchorage, Alaska 5 kw. Adult music. Board—news. No beginners. Immediate opening. Airmail tape and full qualifications to Bill Harpel, 605 W. Main, Santa Maria, Calif.

Wanted: Combination man and first class engineer. Study type only. Send references to WHPL, P. O. Box 486, Winchester, Virginia.

Announcer—first phone . . . no maintenance—immediate opening . . . salary open to experience. Rush tape, resume to: WMHI, Route 5, Frederick, Maryland.

1st phone announcer, experienced for small friendly town. WNJH, c/o Box 351, Coatesville, Pennsylvania.

Morning man. Tight format. Must be experienced. Good pay. WTKO, Ithaca, New York. Send tape and resume.

Established station growing rapidly needs aggressive young (25 & over) man who knows modern radio and production. Radio market 200,000. No prima donnas. Start immediately. Send tape and resume to P. O. Box 1187, Roanoke, Virginia.

Technical

Chief Engineer N.Y.S. Strong on maintenance—excellent salary. Box 384K BROADCASTING.

Wanted: A competent technical man with 1st ticket who likes creative, challenging work. 5000 watt full-time East Coast AM. \$100 per week. Box 519K, BROADCASTING.

Wanted combination engineer-announcer. Reply Box 547K, BROADCASTING.

Montana 1KW DA2 remote seeking chief engineer. Must be highly qualified to assume full responsibility of technical operation. Good working conditions. Excellent equipment. Local ownership. Prefer applicants willing to establish a home on a permanent basis. Write or call collect 285-7842. Box 567K, BROADCASTING.

Chief Engineer and Technical Supervisor. Good salary and prestige with major northwest university system. Ideal environment for family man. Experience required in both radio and television. First phone. Duties include supervision of all maintenance and installation, plus some training of student personnel. Box 578K, BROADCASTING.

Wanted transmitter engineer—first license. Experience not required. Western Pennsylvania, \$70—42½ hour week. Box 614K, BROADCASTING.

Be daring: help our poverty-stricken operation start from nothing. KRAB (FM), 9029 Roosevelt, Seattle 15, Washington.

Wanted: first phone for transmitter duty. WBEC, 33 Eagle St., Pittsfield, Massachusetts.

Richmond area . . . Chief engineer-announcer needed for new station—air date May 1st. Send resume, tape and salary requirements immediately to Tom House, WIVE, Ashland, Virginia.

Chief. Good at maintenance for 1000/250 station. Must have car. Submit experience, references and present salary. WCSS, Amsterdam, New York.

Help Wanted—(Cont'd)

Technical

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs Radio Transmitter and Receiver Operating and Maintenance Technicians for its new relay station at Greenville, North Carolina. These positions for the operation and maintenance of two high power transmitting plants and a receiving plant require a minimum of five years responsible technical operating and maintenance experience. Experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer is also qualifying. Salary determined by applicant's experience and ability; \$5,820 to \$8,860 per year; promotional opportunity. Positions are in the career civil service. Must be American Citizens; for further details write to: Mr. Horace R. Holmes, Employment Branch, Personnel Division, U. S. Information Agency, 1776 Pennsylvania Ave., N.W., Washington 25, D. C.

Production-Programming, Others

Experienced, energetic, dependable traffic manager, Texas network station. Box 396K, BROADCASTING.

"Attention 1962 College Graduates: Established group of stations expanding its news operations, including editorializing and public affairs news. Openings for young men with journalism degrees interested in career of radio journalism. Apply in writing with resume, picture, tape and references. Positions available now or will hold for good men until after June graduation." Box 406K, BROADCASTING.

Immediate opening experienced News Director full time station, mobile equipment, beepers, correspondents, single station market midwest. Submit resume and starting salary expected. Personal interview arranged. Box 491K, BROADCASTING.

Persuasive copywriter experienced, for network station—Texas resort city. Box 388K, BROADCASTING.

News director and newsmen for recently acquired radio station presently without news department midwest multiple owners. If you are experienced send full details Box 601K, BROADCASTING.

Mobile news operation. Hard news, plus feature interviews. Brand new fully equipped mobile unit and complete news room facilities. Journalism degree preferred but will consider experienced announcer with sincere interest in fulltime newswoman in 3 man news department. Send picture, tape and job history to Jack Douglas, Radio Station WCSI, 501½ Washington St., Columbus, Indiana.

RADIO

Situations Wanted—Management

Need job soon! Top sales ability! Announcing—production—12 years radio/tv—College graduate—Prefer midwest. Box 316K, BROADCASTING.

Can you use selling manager? Local, national, merchandising experience in multi-station market? Educated family man. Creative, versatile, cost-conscious. Box 497K, BROADCASTING.

You don't pay me till your station makes money. No "Ivory Tower" planner, but a sales-heavy, creative station manager. Gulf coast or south west preferred. Reply in strictest confidence to: Box 512K, BROADCASTING.

Manager available immediately. 17 solid years sales and management. College graduate. Final move. Best references. Box 553K, BROADCASTING.

Manager—small—medium market far west preferred. 7 years radio & tv, including larger market experience. Prefer to revamp station whose billing's sick and needs sales! Complete resume—proven radio formula sent to interested owners. Buying-in considered. Married, family, presently employed, references. Send all information "Hustler." Box 576K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Ex-Manager metro market, 10 years sales, programming, administration experience seeks southeastern station with ownership potential. Married, veteran. Box 581K, BROADCASTING.

General Manager—Successful history both radio and tv. Interested in radio only—with opportunity for stock interest. Box 607K, BROADCASTING.

Manager—Strong personal sales. Excellent fifteen year record, eleven management. Mature, responsible, family man. Seeking complete responsibility, medium market. Highest character and owner references. Box 610K, BROADCASTING.

Presently assistant to General Manager of Radio-TV station in one of the top 100 markets. Responsible for all phases of station management and programming. Excellent references—excellent background. Would like management position preferably in programming, in larger market or with a station group. Box 618K, BROADCASTING.

Experienced dj, news, sports, sales production, quality voice. First phone, age 27, sober, stable—Assistant Managers position—Herb Strickland, Phone CH 6-2224, Bainbridge, Georgia.

Sales

Experienced newsmen, seeks position in sales. Midwest, 25, college graduate. Box 587K, BROADCASTING.

Experienced broadcast salesman available. Desires position with radio station, possibility of buying in at future date. Box 613K, BROADCASTING.

Versatile, dependable sales manager with a thorough knowledge all phases radio and tv, and the ability to increase sales, wishes to make change. Prefer medium or small market Rocky Mountains or west. Box 615K, BROADCASTING.

Announcers

Announcer, dee-jay. Bright-young sound, authoritative news, tight board. Want to settle. Box 206K, BROADCASTING.

Sports announcer seeking sports-minded station. Excellent voice, finest references. Box 402K, BROADCASTING.

Mature Announcer. Wants to put better than average announcing and production ability to work in forward looking radio-tv station. Box 467K, BROADCASTING.

7 year pro, wants permanent spot. Married, family, versatile. Missouri or close by. Box 493K, BROADCASTING.

Swingin jock—over 6 years. Top ratings—want major market. Box 513K, BROADCASTING.

Good, smooth music still lives somewhere in east Tennessee and southwest Virginia. Where? Announcer, 3 years, also copy. Box 535K, BROADCASTING.

Brighten your day with top-rated dj . . . seeking major market, permanence. 7 years experience. Easy humor, voice inserts, characterizations, Freeberg-type production spots. 30, college graduate, veteran, family man. Box 536K, BROADCASTING.

Top-rated sports personality in 1½ million market could be available to right radio-tv station. Award-winner, perfectionist, versatile. Box 538K, BROADCASTING.

Experienced announcer in 2,000,000 market currently on prime-time radio and tv shows. Desires to relocate in major market. Box 539K, BROADCASTING.

Good music, newsmen. Mature delivery. 5 years experience. Try me! Box 540K, BROADCASTING.

First phone—Broadcasting school graduate. Several years entertainment experience. Desires start in radio. Box 541K, BROADCASTING.

Announcer and dj. No commercial experience. Want to learn. Box 554K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Mid-west medium market jock. Would like modern radio anywhere. Box 557K, BROADCASTING.

Announcer, fast board, bright happy sounds, neat, clean, permanent, married. Box 560K, BROADCASTING.

Don't read, write me!! Prefer C&W. HE 3-6233, Mobile, Alabama—or write Box 562K, BROADCASTING.

Top salesman (1/2 station billing in a two station market, Western Penna, with one hundred million retail sales) wants future—management and sales. Box 565K, BROADCASTING.

Top 40 dj. Desires to move up and settle in midwest station, 2 1/2 years experience. Dependable, married and references. Box 568K, BROADCASTING.

DJ, fast board, mature sound, experienced, veteran, want permanent position. Box 569K, BROADCASTING.

Bright, humorous morning or afternoon personality seeks progressive, promotion-minded station. Experienced all phases radio, including play-by-play. Some tv. Outstanding production man. Currently at CBS 5kw. All areas considered. Please outline your opening. Box 570K, BROADCASTING.

Reliable announcer—Experienced: Midwest, East; AM-FM, Net, live, dj, news, commercials. Pleasant voice, effective language, excellent references, reputation for playing good music. Prefer midwest, west. Box 574K, BROADCASTING.

Tight paced country jock, would prefer Tennessee or Florida. Good on news. 5 years experience. Write Box 577K, BROADCASTING.

Sincere young man with some college seeks first announcing position. Third phone, speech trained. Box 579K, BROADCASTING.

Professional—Nine years, solid references. Finest background. Veteran with college. Know standard and formula, also production. \$100 minimum. Box 583K, BROADCASTING.

Mature, reliable experienced network combo announcer. 1st phone—maintenance. Distinctive delivery. Adult music. Presently employed suburban New York. Air check available. Box 584K, BROADCASTING.

Michigan State University radio and television major desires full or part-time summer work in southern Michigan area. Box 585K, BROADCASTING.

Personality, dj announcer 2 1/2 years experience. Tight board. Not a floater or screamer. Prefer 200 miles from NYC. Will consider others. Box 589K, BROADCASTING.

Sharp morning and farm man. Good news and sports. 1st phone. 6 years experience. Excellent references. Box 591K, BROADCASTING.

Announcer 7 years, married, veteran, 32. Available immediately. Box 592K, BROADCASTING.

Experienced radio-tv. Top sportscaster, program director, news, discs, family. Box 594K, BROADCASTING.

Negro announcer, first phone. I'm cutting staff. I want to help this good man find a good job. Now located in top ten market. Write General Manager, Box 598K, BROADCASTING.

DJ, newscaster, experienced, bright sound, authoritative news, fast board. Dependable family man. Box 603K, BROADCASTING.

Friendly persuasion via quality voice, mature approach, intelligent delivery. Experienced dj, news and some interviewing and commercial writing, seeks good music station, low pressure format. 33 years old, vet, single. Box 604K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

DJ—newsman—pd, 3 years experience. Bright, tight production, any music. Want permanence, future. Box 605K, BROADCASTING.

50,000 watt personality wishes to relocate. 33—married—veteran—college graduate. Play-by-play, musician. Top references. Box 606K, BROADCASTING.

Non screaming personality, dj, 3 1/2 years experience. Presently employed, ready to move up. College. Veteran. Tops in news. Play-by-play of all sports. Box 617K, BROADCASTING.

9 years experience c&w. Can also do anything in radio operation except engineering. Willing to learn that. Family of 5. Consider secure move anywhere in c&w operation. Box 620K, BROADCASTING.

Frank "Sad" Sacks, now enroute to World's Fair by ox. 2920 West Grand Blvd., Detroit, Michigan. Telephone Trinity 2-7189.

Speech English journalism teacher doing part-time announcing Stereo FM station, looking for full-time radio and/or tv job in N.Y.-N. England area. Excellent voice and delivery (Mid-W). married, two children, available in June for summer replacement or permanent position. Bill O'Brien, 28 Albourne St., So. River, N. J.

June graduate interested in sports position. 2 years sports experience in radio and tv. Prefers radio/tv combination with play-by-play. Excellent references. Resume, tape and picture available. Scott Harrington, 1326 S. Thompson, Carbondale, Illinois.

NU '61 Grad wants summer replacement or full time. Experience as announcer, writer, comic, producer. Prefers midwest. Do you want, happy, swinging, cool voiced shows? Contact: N. Mark, 4025 W. Enfield, Skokie, Illinois.

Top 40 jock, available now. Presently on 5 kw good music. Mature. Trinity 2-7189, 2920 West Grand Blvd., Detroit, Michigan.

Announcer, will travel, 1 year experience southeastern United States. Looking for summer vacation work. (June-Sept.). Like small markets. Resume on request. Contact: John Wadsworth, 2842 Forest Avenue, Des Moines, Iowa. CR 4-1541.

Top 40 deejay—available immediately. #B-21, 540 W. 123rd. St., New York City.

Technical

Chief engineer or staff with large station. Over 20 years experience AM-FM, directional, 50 kw. Box 479K, BROADCASTING.

First phone operator with 5 years as chief engineer. Experienced in directional arrays, construction and all phases of maintenance. Desire lower midwest location but will consider any. No announcing experience. Box 537K, BROADCASTING.

Young, but experienced Chief Engineer needs better pay. Capable of installing, operating, and maintaining AM-FM—studio—remote control equipment. Top references. Married and have car. Will relocate for right offer. Available now! Box 542K, BROADCASTING.

Engineer, 32, married, 1st class license, heavy on maintenance and engineering for AM-FM facilities, seeks position as engineer/chief engineer, would prefer eastern seaboard station. Box 545K, BROADCASTING.

Experienced first class engineer desires midwest employment. Write Box 599K, BROADCASTING.

Experienced radio engineer available. Call Dink Collins, Jessup, Ga. Garden 7-3631, write c/o L. A. Collins. Will consider tv.

First class licensed; chef, combo experience. Available immediately. Room C, Bayard Hotel, Dover, Delaware, Redfield 4-3531.

Situations Wanted—(Cont'd)

Production—Programming, Others

Top sports announcer: Seeking sports minded station with play-by-play. Over 6 years experience radio-tv. Box 510K, BROADCASTING.

College graduate. 2 years professional singer, Production conscious. Very strong on news, on-the-spot, rewrite, delivery. Illinois, Wisconsin, Indiana, Michigan. Box 546K, BROADCASTING.

Medium market program director—Major market jock, #1 rated, 4 years experience, all phases, pop and good music formats, May, \$150. Box 548K, BROADCASTING.

Midwest—West Coast . . . News director, pd, interviews—Top rated show—any format with accent on good taste references—best of—Lets hear—here! Box 555K, BROADCASTING.

Girl Friday—Graduating August—Baylor University. Experience in continuity, record library management, and board-control. Seek employment Texas or bordering states. References and resume on request. Box 563K, BROADCASTING.

Am making money away from radio, but the steak doesn't taste very good. Left working ND & PD spot in one of top 10 markets when formula (ugh) chain took over. Voice deep, experience 8 years long. Award winning newscaster/commentator, non-screaming dj, band & news remotes for nets, staff announcer, top-rated controversial public opinion show, I've done 'em all. University degree. Currently in home town, NYC but will relocate north or south (my first job) of Mason-Dixon line, east or west of Mississippi. Willing to make smaller tax payment in return for return to broadcasting. References include present employer. Box 566K, BROADCASTING.

Journalism graduate (Illinois), 12 years experience. Built prize-winning news department, left for PR, wants return to news. Strong on legwork, writing; authoritative on air; respected by sources; knows law, government. Medium and small-medium markets also considered. Box 595K, BROADCASTING.

"As one station manager to another, I have a man available that could solve your production and programming problems. He's young, married, reliable. Outstanding production ability, with sound, imaginative ideas. Solid experience in Southeastern and Mid-south markets. We'll give you all necessary details on request. Write or wire Box 596K, BROADCASTING."

Staff cutback—top man must go! Program director with outstanding, imaginative production creativeness—proven leadership & administration ability—top rated DJ in major southeastern market for three years—seven years experience in radio & tv. Present station situation necessitates move. Prefer southeast. If you need dynamic, modern program guidance—contact immediately. Present employer will give excellent recommendation. Box 597K, BROADCASTING.

Excellent news, sports man. (Play-by-play) Specialize in local news—large, medium markets. Tape, references. Box 616K, BROADCASTING.

Programming/Operations announcer/production. 13 years. Will be available for Chicago-Milwaukee area. Charles Dennis, 624 Keith, Waukegan, Illinois. Majestic 3-0427.

TELEVISION

Help Wanted—Sales

Southeastern, 3 station VHF market. Progressive network outlet needs one more professional account executive. Generous guaranteed salary plus commission from first dollar, other benefits. Send full resume to Box 474K, BROADCASTING.

Announcers

Announcer-switcher, experienced for South Texas station. Box 398K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted: On-camera newsmen with experience as a reporter-writer and able to use 16mm camera. Will be part of two city news-casting team. Please submit resume including salary requirements, recent photo and audio tape. Richard O'Neill, WICD, Danville, Illinois.

Need permanent tv man. Must have 1st phone, car. Send details to WECT, Wilmington, North Carolina.

Technical

Educational station in southeast metropolitan area expanding engineering staff, needs first phone. Write, send all details, experience, salary. Box 521K, BROADCASTING.

Opportunity for Chief Engineer in large New York College television unit. Moving into new studios during 1962-63. All equipment broadcast standard. Fringe benefits. Send complete resume. Box 561K, BROADCASTING.

Immediate opening for tv technician experienced in studio maintenance and operation. Ampex VTR maintenance experience desired. Must be ambitious, dependable and have first phone license. Replies treated in confidence. Send qualifications, references, salary requirements and recent photograph to Chief Engineer, WLAC-TV, Nashville, Tennessee.

Studio maintenance engineer—Must have 1st phone—one year experience be able to pull shift at transmitter during vacation periods. Excellent opportunity for advancement in growing North-western California market. Write or wire Chief Engineer, KVIQ-TV, Eureka, California.

Production—Programming, Others

Wanted: TV newsmen with radio or tv news experience who likes to dig for news as well as be on-camera. Box 383K, BROADCASTING.

Continuity writer with speed and creativity for VHF in southwestern resort city. Box 397K, BROADCASTING.

Director for large and aggressive station in major market. Must be experienced creative, ambitious. Excellent pay and working conditions. Mr. Kouris, KMBC-TV, 11th and Central, Kansas City, Missouri.

Male or female creative continuity writer. Immediate opening. Must be self starter. Emphasis on local writing. Full station benefits—Send pix—resume—references. Bob Smith, Program Director, WTVO-TV, Rockford, Illinois.

TELEVISION

Situations Wanted—Management

TV Program Manager available soon. Exceptional experience in programming, production, film buying, videotape, public affairs, news, and contract negotiations. Desire affiliation with major network affiliate, International television group, or VTR production team. Box 549K, BROADCASTING.

Manager—10 years present position (TV). 21 years radio and tv. Able administrator. Solid success record. Known in industry. Available 30 days. Box 573K, BROADCASTING.

General Salesmanager—10 years experience, now employed as salesmanager. Proven ability, 36 years, married, family, salary plus . . . Box 580K, BROADCASTING.

Sales Manager—Commercial Manager—eight years management experience. Excellent references. Heavy on local and regional sales. Ability to train others. Box 590K, BROADCASTING.

General Manager of combined tv and radio wants to devote full time to tv management. Deep experience in all departments. Full details at personal interview. Box 608K, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Announcer with agency and client endorsements galore. 10 years all phases radio/tv. Strong news, sports, commercials. Reliable, family man. Box 564K, BROADCASTING.

Sales service manager position desired by single, young, aggressive, creative man with 6 years experience in all phases of tv including sales, production and promotion. Will relocate. Resume furnished. Box 611K, BROADCASTING.

Announcers

Sportscaster, newscaster, interviewer, MC. Presently California television. Family. Reliable, references. Box 593K, BROADCASTING.

Professional Tv announcer, 31, wants staff work with professional tv station. \$140 weekly plus talent. Box 612K, BROADCASTING.

Technical

TV engineer experienced in construction, maintenance, and operation of television transmitter and microwave equipment seeks opportunity to work for station in Florida or deep south. Responsible, excellent references. Box 572K, BROADCASTING.

Experienced radio-tv engineer, age 41. George Davenport, Phone Falmore 2-8298, 302 West Blvd., North, Rapid City, South Dakota.

Production-Programming, Others

Director-writer-producer seeks position with challenge, responsibility and future. Box 387K, BROADCASTING.

News director. Top-rated newscaster with proven administrative ability in major markets. Extensive editorial and public affairs experience. Kines and references available. Box 544K, BROADCASTING.

Production/Program Director—2 years experience at overseas stations, including all phases of production. College man, 28, married—will relocate. Box 558K, BROADCASTING.

FOR SALE

Equipment

1 KW Dumont Transmitter, including side band filters, spare tubes, misc. assortment of co-axial elbows. Complete and in excellent condition. First cash offer over \$12,000 takes. KCHU, Box 18, San Bernardino, California.

RCA 5kw tv transmitter. Low band, presently on Channel 5. Complete with transmitter console, harmonic filters, sideband filter, diplexer, dummy load, and demodulators. Available now. KCSJ-TV, Pueblo, Colorado.

Gates 250W AM transmitter, good condition, just removed from service. WANE—Fort Wayne, Indiana.

For Sale. W.E. 504B2 FM 3 k.w. transmitter. W.E. 5A FM monitor. 37M4 Collins 4-bay antenna 280 ft. 1 1/2" Andrews Coax, elbows, hangers and miscellaneous fittings. All tuned ready to operate on 102.7 m.c. Contact Henry Fones, C.E., WDIA, Memphis.

One Tapak news caster tape recorder in good condition \$80. One Berlant BRX-1 tape recorder. Takes up to eleven inch reels, complete with cases, good condition, cost new about \$700. First \$250 buys it. KOHU, Hermiston, Oregon.

GE 1 KW FM transmitter in good condition with complete set of tubes and extra finals. Rust 108-OF remote control. Brand new. Bargain. Box 221, Lebanon, Tennessee.

Available soon transmitter package consisting of a Standard Electronics TH614 transmitter—Alford type 1042 diplexer 420 feet of teflon 3/4 inch transmission line and a General Electric 12 TY70H antenna. This equipment is in perfect operating condition and available only because of a change in power. The equipment is currently turned to channel 12. For full information contact Bert Lebar, Executive Vice President, WEAT-TV, West Palm Beach, Florida.

For Sale—(Cont'd)

Equipment

RCA 3-bay, Channel 3 (or 2) TV antenna. Good condition. Bargain. WSAV-TV, Savannah, Georgia.

Disc cutter, Rek-O-Kut Imperial II, less than year old, 120 OI and 210 OI lead-screws, \$500, 1103 Emory Drive, Panama City, Florida.

Tapes. 1200' 99¢; 1800' \$1.29. Free catalog. Box 3095, Philadelphia 50.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, \$40.00 for 20' length; 3/8" ditto, 90¢ foot; 6 feet. Dishes with hardware, \$150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Need everything for 1 KW 4-bay FM operation. Also 5-inch oscilloscope. Box 475K, BROADCASTING.

TV and/or AM in medium large city desired by experienced, competent and financially qualified party. Reply in confidence. Box 586K, BROADCASTING.

Wanted—TV studio equipment. State model, price and condition. Box 609K, BROADCASTING.

Wanted—by our clients. Radio, FM, and TV test and measuring equipment. "Thirty years in Broadcast engineering." Ariel Electronics, Box 725, Sag Harbor, N. Y.

Recording equipment. Tape and disc recorders, console. Mastersound, 103 Waring, San Antonio, Texas.

25 kw dummy load. Reasonable condition. Calorimeter or wattmeter type. Box 621K, BROADCASTING.

WANTED TO BUY

Stations

Desire medium wattage daytimer in mid-west. Include all details first letter: power, station background, location, billing, etc. Justify price asked. Box 485K, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

Be a Disc Jockey. Learn announcing & engineering—FCC 1st class license. Nation's leading D.J.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio, Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Instructions—(Cont'd)

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

Can you qualify for your first class F.C.C. license in six weeks? Yes, you can do it at Pathfinder School in Hollywood. New classes starting April 17 and June 12. Modern classroom, excellent instructor, small class for truly personalized instruction. Make reservation now, to secure your enrollment in the class of your choice. Pathfinder School, 5504 Hollywood Blvd., Hollywood 28, California. Tel HO 9-7878.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting May 9, July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Tape recording business opportunity—good money in your own community making tapes and records. Full or spare time business. \$1 brings idea-packed booklet explaining all you need to know to cash in on interesting unexploited career with small investment. Cook Laboratories, 101B Second St., Stamford, Conn.

We Guarantee increased ratings with fantastic Lange (one)—Liners! Demonstration record free! Lange, 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

Instant gags for deejays!—100 gag topics available such as Radio, Weather, Traffic, TV, etc. Write for list Show-Biz Comedy Service (Dept. B) 65 Parkway Court, Brooklyn 35, New York.

Business Opportunity

½ interest available in established broadcasting school. Resident and correspondence training. Excellent potential. Franchises available for correspondence division. Famous Announcers School, 1836 Euclid Ave., Cleveland, Ohio.

RADIO

Help Wanted—Management

TOP RATED SALESMAN WANTED

WLEE, Richmond, Va., has immediate opening for top flight salesman. Number 1 ratings day and night. Chose accounts, best salary and commission arrangement. Unlimited earnings. Send complete resume to Dick Via, WLEE.

Announcers

NEWSCASTER

Top-quality, authoritative voice, experienced writer and reporter. Adult programmed station in major midwestern market of 750,000. Salary open. Rush complete resume, picture, and tape, in complete confidence to Box 588K, BROADCASTING.

Help Wanted—(Cont'd)

DJ WANTED FOR IN-PERSON TEEN SHOW

Leading national manufacturer requires services of talented, youthful, clean cut disc jockey as master of ceremonies for live, free admission show geared to teenagers. Tour in New England and Southeast July and August. Sobriety and outstanding references essential. Preference given to applicants with in-person experience teen shows. Tour transportation furnished. Send resume, tape, photo and salary requirements. Box 515K, BROADCASTING.

Summer replacement announcer May 7 thru September 9th—possible employment beyond this period. Commercial station experience required. Send tape, snapshot and resume to Program Director, WOC, Davenport, Iowa.

Situations Wanted—Announcers

FRANK "SAD" SACKS

Now enroute to World's Fair by ox wagon. Available now top 40 anywhere. 2920 West Grand Blvd., Detroit, Michigan. Trinity 2-7189.

TELEVISION

Help Wanted—Technical

TV ENGINEER

Electrical and Mechanical
Leading producer of closed circuit TV has immediate position openings for: Senior Design, Junior Electrical or Mechanical Engineers; for our product development and systems application group. We need men with B.S. in E.E. or B.S. in M.E. and product design, development, Systems Design or application. Engineering experience in closed circuit TV in industry and for broadcast engineering.

Send full resume: J. W. Lewis, Stage Division, Thompson Ramo Wooldridge, Inc., Michigan City, Indiana. In lake side community with resort flavor. In the heart of the Dunes. An equal opportunity employer.

EMPLOYMENT SERVICE

WANTED . . .

Good Announcers with 1st phone. Tickets. Good Combo jobs available if you have the right combination of Voice, Timing and Production sense. Experience a necessity. . . .

ADS-ASSOCIATED PERSONNEL SERVICES

REGISTER NOW

P. O. Box 2343—Salt Lake City 10, Utah

Employment Service—(Cont'd)

OPENINGS NOW!

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION

Write for application NOW
WALKER EMPLOYMENT SERVICE

Jimmy Valentine Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
Federal 9-0961

INSTRUCTIONS

FIRST PHONE IN 6 WEEKS

Train on beautiful Gulf Coast. Practical training on 5000 watt commercial station. Air Conditioned classrooms. American Academy of Electronics. 303 St. Francis St., Mobile, Alabama.

FOR SALE

Stations

SOUTHERN ARIZONA

Top fulltimer, ideal climate owner-operator can realize \$100,000 potential in this expanding market. \$50,000 buys. Long term obligation non-interest bearing.

Box 224K, BROADCASTING

1000 WATT DAYTIMER, network, single market station. On the air six years under one owner who wants to retire. Station in a fast growing N.W. market. \$10,000 will handle. BOX 571K, BROADCASTING.

SOUTHERN CALIFORNIA FULL-TIME

Only 250 watt full-time—serving growing market of 30,000. Good trade area. FM construction permit included. Way clear for 1 Kw. day. Will sell 49% interest for small payment who will assume full management leading to full ownership. I. Sinofsky, P. O. Box 696, Ridgecrest, California 8-9211.

Ky	single	daytimer	\$ 75M	terms
N.H.	single	daytimer	87M	terms
La	single	daytimer	50M	\$15dn
Ga	small	daytimer	65M	29%
Cal	small	daytimer	175M	terms
Neb	medium	daytimer	85M	29%
Wash	medium	daytimer	99M	terms
Ind	metro	fulltime	410M	\$90dn

and others: also newspapers & trade journals
CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Tex. metro regional, absentee owned, 1961 cash flow \$60,000. \$250,000 with \$50,000 down—Tex. major FM. \$75,000 with 10% down—Tex. regional single \$70,000—Tex. f.t. single \$70,000—Tex. medium f.t. \$160,000—Ark. medium regional \$180,000—Ark. regional single \$78,750—Ark. major f.t. regional \$180,000—La. regional single \$45,000—Colo. regional single \$50,000—Okla. single, making money \$95,000—Tenn. major power, billed over ¼ million yrly past several yrs. \$350,000 23% down—Ga. regional single \$50,000—Ga. regional single f.t. \$75,000 with \$15,000 down—Fla. f.t. single \$45,000 with \$10,000 down—Fla. medium regional \$95,000—Fla. medium f.t. power \$175,000—Fla. medium regional \$145,000—Miss. single \$45,000—Tex. major regional \$200,000, just \$25,000, bal. 10 yrs. no interest! Contact: **PATT McDONALD CO.**
Box 9266—CL 3-8080
AUSTIN 17, TEXAS

Continued from page 99

WCLO Janesville, Wis.—Granted license covering use of former main trans. as auxiliary trans. in place of present auxiliary trans.

WETZ New Martinsville, W. Va.—Granted license covering installation of new trans. change in trans. and studio location and remote control point.

■ Following stations were granted extensions of completion dates as shown: KTYM Inglewood, Calif., to July 2; KLUC-FM Las Vegas, Nev., to July 2; WADV(FM) Buffalo, N. Y., to Aug. 15.

Actions of April 4

■ Remote control permitted for following stations: KLIP Fowler, Calif., and WHUT Anderson, Ind.

■ Following stations were granted change of remote control authority: KAIR Tucson, Ariz. (second remote control point); WPVA Colonial Heights-Petersburg, Va.

WRYM New Britain, Conn.—Remote control permitted.

WEYE, Gale P. Lewis, Sanford, N. C.—Granted assignment of license and cp to Sanford Radio Bstg. Inc.

KRCA Los Angeles, Calif.—Granted mod. of license to change main studio location to 3000 W. Alameda Ave., Burbank (Los Angeles County), Calif. (main trans. & ant. & aux. trans. & ant.); conditions.

WBLY Springfield, Ohio—Granted request for cancellation of license of auxiliary trans.

KCHU(TV) San Bernardino, Calif.—Granted mod. of cp to change ERP to vis. 9.1 kw, D; 4.6 kw. DA aur.; install DA system and make other equipment changes; ant. 340 ft.

■ Following stations were granted authority to remain silent for periods shown: KQTE Missoula, Mont., to June 26, and KETO Seattle, Wash., to June 30.

■ Following stations were granted extension of authority to remain silent for periods shown: KPSP(FM) Dallas, Tex., to June 1, and WOXR(FM) Oxford, Ohio, to June 1.

Action of April 3

■ Following stations were granted extensions of completion dates as shown: WRLB (FM) Long Branch, N. J., to Sept. 11; KBEV Portland, Ore., to Sept. 27; WKBC-FM North Wilkesboro, N. C., to July 2; KQNK-FM Lafayette, La., to Aug. 15; WWVA-FM Wheeling, W. Va., to Sept. 28; KPOI-FM Honolulu, Hawaii, to Aug. 15; WGNV Newburgh, N. Y., to May 1; WSAO Senatobia, Miss., to July 3; WICC Bridgeport, Conn., to Sept. 13; KSID Sidney, Neb., to May 1; WFMD Frederick, Md., to July 9; KCAD Abilene, Tex., to Aug. 14; WAME Miami, Fla., to May 15; WOKS Columbus, Ga., to May 15; WTOD Toledo, Ohio, to Aug. 15; WHMC Gaithersburg, Md., to June 15; and WCBS New York, N. Y., to Aug. 31, conditions.

Action of March 26

■ Granted cps for following vhf tv translator stations: Saltese Tv Assn. on ch. 7, Saltese, Mont., to translate programs of KXLY-TV (ch. 4) Spokane, Wash.; Tunnel Tv Assn. on chs. 3 and 7, Farming community SSW of Chelan Butte, Wash., KXLY-TV (ch. 11) Spokane, Wash., and KHQ-TV (ch. 13) Spokane, both via intermediate translators; Valley Falls Tv Inc. on ch. 4, Valley Falls, Ore., KOTI-TV (ch. 2) Klamath Falls, Ore.

For Sale—(Cont'd)

Stations

STATIONS FOR SALE

SOUTHWEST. Exclusive. Full time. Absentee owned. Doing \$50,000. Asking \$80,000. Very excellent terms to qualified buyer.

NORTHWEST. Medium market. Full time. Absentee owned. Gross \$85,000 in 1961. Asking \$125,000 plus assumption of \$30,000 in obligations. Excellent terms.

CALIFORNIA. Full time. Medium market. \$18,000 down.

ROCKY MOUNTAIN. Daytime. Absentee owned. Gross \$100,000 in 1961. Asking \$150,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

RADIO-TV SET COUNTS continued

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
Clinton	37,969	10,328	9,853	95.4	4,114	9,710	94.0	798
Crawford	4,971	1,436	1,259	87.7	333	1,169	81.4	66
Delta	34,298	9,914	9,622	97.1	3,444	8,514	85.9	302
Dickinson	23,917	7,488	7,175	95.8	2,101	6,865	91.7	237
Eaton	49,684	14,181	13,236	93.3	5,894	13,250	93.4	1,460
Emmet	15,904	4,696	4,467	95.1	1,584	3,904	83.1	103
Genesee	374,313	105,188	97,899	93.1	37,685	99,069	94.2	9,870
Gladwin	10,769	3,105	2,869	92.4	601	2,692	86.7	122
Gogebic	24,370	7,820	7,567	96.8	2,395	6,676	85.4	269
Grand Traverse	33,490	9,065	8,307	91.6	3,035	7,888	87.0	840
Grattiot	37,012	10,532	9,718	92.3	3,224	9,454	89.8	480
Hillsdale	34,742	10,276	9,613	93.5	3,913	8,936	87.0	578
Houghton	35,654	10,825	10,523	97.2	3,775	8,606	79.5	223
Huron	34,006	9,522	9,145	96.0	2,823	8,297	87.1	437
Ingham	211,296	60,608	56,874	93.8	26,748	55,630	91.8	7,459
Ionia	43,132	11,506	10,791	93.8	4,075	10,800	93.9	971
Iosco	16,505	4,859	4,505	92.7	1,325	4,484	92.3	261
Iron	17,184	5,334	5,213	97.7	1,835	4,744	88.9	142
Isabella	35,348	8,777	8,374	95.4	2,900	7,715	87.9	433
Jackson	131,994	37,520	35,161	93.7	16,178	35,053	93.4	3,572
Kalamazoo	169,712	48,139	45,383	94.3	21,732	44,316	92.1	6,516
Kalkaska	4,382	1,346	1,154	85.7	213	1,129	93.9	65
Kent	363,187	105,765	100,465	95.0	48,550	96,019	90.8	13,303
Keweenaw	2,417	805	724	89.9	108	697	86.6	—
Lake	5,338	1,807	1,521	84.2	343	1,439	79.6	73
Lapeer	41,926	10,771	9,861	91.6	3,741	10,063	93.4	538
Leelanau	9,321	2,664	2,328	87.4	508	2,289	85.9	111
Lenawee	77,789	21,982	20,719	94.3	9,169	20,169	91.8	1,884
Livingston	38,233	10,770	10,303	95.7	4,526	10,169	94.4	1,055
Luce	7,827	1,662	1,394	83.9	287	1,332	80.1	—
Mackinac	10,853	2,920	2,735	93.7	794	2,478	84.9	83
Macomb	405,804	106,995	101,417	94.8	46,968	103,775	97.0	17,125
Manistee	19,042	5,875	5,548	94.4	2,043	5,186	88.3	403
Marquette	56,154	15,586	14,998	96.2	5,564	14,396	92.4	912
Mason	21,929	6,767	6,314	93.3	2,718	5,391	79.7	83
Mecosta	21,051	5,739	5,188	90.4	1,644	5,033	87.7	204
Menominee	24,685	7,159	6,645	92.8	2,342	6,496	90.7	564
Midland	51,450	13,612	12,967	95.3	5,507	12,891	94.7	936
Missaukee	6,784	1,916	1,682	87.8	544	1,528	79.7	39
Monroe	101,120	27,573	25,928	94.0	10,632	26,021	94.4	3,005
Montcalm	35,795	10,886	9,878	90.7	2,888	9,892	90.9	653
Montmorency	4,424	1,370	1,271	92.8	246	1,026	74.9	—
Muskegon	149,943	42,426	39,985	94.2	17,336	39,094	92.1	2,899
Newaygo	24,160	7,054	6,381	90.5	1,962	6,198	87.9	355
Oakland	690,259	188,980	179,258	94.9	95,840	182,276	96.4	39,217
Oceana	16,547	4,828	4,267	88.4	1,041	3,945	81.7	108
Ogemaw	9,680	2,883	2,512	87.1	471	2,526	87.6	46
Ontonagon	10,584	3,138	2,866	91.3	661	2,347	74.8	39
Osceola	13,595	3,992	3,558	89.1	1,212	3,516	88.1	269
Oscoda	3,447	1,061	898	84.6	306	753	71.0	20
Otsego	7,545	2,131	2,090	98.1	445	1,882	88.3	21
Ottawa	98,719	27,386	26,489	96.7	12,153	25,057	91.5	1,971
Presque Isle	13,117	3,476	3,367	96.9	915	2,533	72.9	22
Roscommon	7,200	2,396	2,177	90.9	419	2,245	93.7	68
Saginaw	190,752	52,870	48,415	91.6	18,634	49,469	93.6	5,448
St. Clair	107,201	31,268	29,458	94.2	11,761	28,882	92.4	2,291
St. Joseph	42,332	13,103	12,048	91.9	5,651	12,108	92.4	849
Sanilac	32,314	9,458	8,978	94.9	3,233	8,317	87.9	246
Schoolcraft	8,953	2,577	2,357	91.5	664	2,031	78.8	42
Shiawassee	53,446	15,432	14,053	91.1	5,228	14,237	92.3	1,638
Tuscola	43,305	11,903	11,094	93.2	4,160	10,841	91.1	698
Van Buren	48,395	14,657	13,290	90.7	4,347	13,539	92.4	810
Washtenaw	172,440	47,272	44,083	93.3	20,669	40,915	86.6	4,788
Wayne	2,666,297	784,668	732,041	93.3	324,011	733,612	93.5	123,148
Wexford	18,466	5,545	5,194	93.7	1,827	5,021	90.6	450

Metropolitan Areas

Ann Arbor	172,440	47,272	44,083	93.3	20,669	40,915	86.6	4,788
Bay City	107,042	30,062	28,264	94.0	9,628	28,131	93.6	2,692
Detroit	3,762,360	1,080,649	1,012,716	93.7	466,819	1,019,663	94.4	179,490
Flint	374,313	105,188	97,899	93.1	37,685	99,069	94.2	9,870
Grand Rapids	363,187	105,765	100,465	95.0	48,550	96,019	90.8	13,303
Jackson	131,994	37,520	35,161	93.7	16,178	35,053	93.4	3,572
Kalamazoo	169,712	48,139	45,383	94.3	21,732	44,316	92.1	6,516
Lansing	298,949	85,117	79,963	93.9	36,756	78,590	92.3	9,717
Muskegon-	149,943	42,426	39,985	94.2	17,336	39,094	92.1	2,899
Muskegon Heights								
Saginaw	190,752	52,870	48,415	91.6	18,634	49,469	93.6	5,448

VARIETY CLUBS

35TH ANNUAL INTERNATIONAL CONVENTION

TENT 41



MAY 15TH 19TH 1962 DUBLIN AND BELFAST IRELAND

OUR RESPECTS to Charles Hopson Colledge, vice president, RCA

The potential of broadcasting has only been scratched

After more than 30 years in the broadcasting business, Charles H. Colledge is still at his desk each morning with the same driving enthusiasm that characterized him in the early days of his career.

Those who have worked with Mr. Colledge are quick to attest to his abundant energy and dedication. As one colleague remarked, "Charlie doesn't walk, he trots."

The reason for this continuing buoyancy is Mr. Colledge's strong conviction that broadcasting is "still a new form of communications with a potential that has only been scratched."

Although he recognizes and is proud of the progress television has made since its birth, it is evident Mr. Colledge does not believe in resting easily on past successes.

Engineering for Growth ■ "Every day we are discovering more and more about the potential of tv," he says. "The results—its only a matter of time before satellites and global tv will be strong factors in the industry. And with color tv sales zooming, we are intensifying our efforts to develop better and more economical ways of picking up color."

During his long service in the broadcasting industry, Mr. Colledge has contributed heavily to the growth of television from the days of its infancy to its emergence as a major medium of communication.

He has been identified with the RCA color tv system from its earliest days. Automation and equipment centralization are practices he has advocated for many years. He was instrumental in the development of RCA's video-tape system and the first transistorized video-tape equipment.

He served in the engineering departments and as an executive of networks and stations before his appointment as vice president in charge of RCA's Broadcast & Communications Products Div. in Camden, N. J.

It was his long record of excellence both as an engineer and as an administrator, plus RCA's conviction that it needed men in Camden with a deep acquaintance with broadcasters' needs, that prompted top management to ask Mr. Colledge to take the post.

His acquaintance with broadcasting problems is unanimously acknowledged by his former colleagues at NBC, which he left in 1958 to join RCA. "Charlie has a deep understanding of the needs of the broadcaster," one associate said. "He is a practical engineer who not only knows the problems of the broadcaster but knows how to solve them. And he is an engineer who is not afraid to get

his hands dirty."

A genial man with a ready smile and quick wit, he made many friends in the broadcasting industry. As chief engineer of WRC-TV Washington, one of the first tv stations, he was always swamped with visitors from other stations seeking technical and administrative advice. He has kept in contact with these broadcasters through the years and has found these close relationships invaluable in his new job.

Engineering as a Career ■ Charles Hopson Colledge first became interested in broadcasting quite early in life. As a youngster in Paterson, N. J., where he was born June 3, 1911, he helped his brother build and operate ham radio sets. It was this avocation that led to his desire to become an engineer. While in his senior year at Paterson Central High School, Charles took and passed a test prepared by Bell Labs. He entered Bell's training program as a result and remained with the organization for three years at a salary of \$25 a week.

In 1930, Mr. Colledge joined CBS as a technician. Here he received his first practical experience in broadcasting while participating in field and studio programs. "Those were the days," he says, "when you worked seven days a week, 10 to 16 hours a day, for \$50 a week. But it was worth it."

That it was worth it for Mr. Colledge was confirmed in 1933 when he left CBS to join NBC, where the opening of Radio City made working for this network "an engineer's dream." He was there until 1942 when he entered the

Navy as officer in charge of several radar projects in the design branch of the Bureau of Ships, electronics division. Here he was instrumental in developing much equipment that was used in combat. The Navy awarded him two medals of commendation and he was discharged in November 1946 as a lieutenant commander.

He resumed his job at NBC. He was transferred to Washington and placed in charge of tv studio and field engineering. He was soon promoted to tv operations before the FCC. His experience of WRC-AM-TV, where he was responsible for the early color tv demonstrations before the FCC. His experiences with color brought him to RCA Labs in 1949 as operations head for color tv.

Mr. Colledge returned to New York in 1952 as manager of NBC network public affairs production operations. He was promoted to director of operations and engineering for the network's owned and operated radio and tv stations one year later. In October 1956, he was named vice president, facilities operations.

He joined RCA in Camden as general manager of the Broadcast & Tv Equipment Div. on Dec. 8, 1958. When that division and the Communications & Control Div. were combined to form the Broadcast & Communications Products Div. in 1961, Mr. Colledge was named vice president in charge of the new unit.

Engineering for Fun ■ Besides his professional activities as an engineer, Mr. Colledge has always enjoyed putting around with musical equipment and gadgets at home and on his boat. His interest in music and sound quality prompted the development of hi-fi equipment in his home workshop during the mid-'30s. An amplifier from this unit later became the standard RCA broadcast monitoring amplifier.

He is an avid yachtsman and considers boating the best form of relaxation. His 42-foot cruiser, *Tusitala III*, a Polynesian name meaning "Teller of Tales," is equipped with a variety of electronic gadgets including radar.

Mr. Colledge received his education at Columbia (Mass.) Institute of Technology and Newark College of Engineering. He holds a bachelor's degree in electrical engineering and is a registered professional engineer in Washington.

He married Margaret Whittaker of Short Hills, N. J., on Sept. 2, 1931. They have two children: Charles, 29, associate professor of entomology at the U. of Connecticut, and William, 26, also employed by RCA.



Charles Hopson Colledge
Not afraid of dirty hands

EDITORIALS

High standards

THE Standard Oil Co. (New Jersey), which sponsored *The Play of the Week* and *An Age of Kings* in former television seasons has become the critics' darling again with its new series, *Festival of Performing Arts*. The company has proved that strong advertising values can come from small audiences (the adjective is relative) coupled with rousing cheers appearing in the press.

If the Standard Oil experiences meant no more than that, we could dismiss them with a small round of applause for the company's cleverness. They suggest, however, that marriages of art and commerce can still be brought off without Newton Minow standing by the altar with a shotgun.

In the 10 broadcasts that are scheduled, outstanding artists will perform in works of their own choosing. It is an event when television stations in two large cities (WNEW-TV New York and WTTG [TV] Washington) devote prime time to the reading of poetry by Paul Scofield and Joy Parker and the playing of Beethoven and Schumann by Rudolph Serkin and the Budapest String Quartet. The event may appeal to a minority of viewers, but it is an event just the same. It is made the more important because it occurs while other programs, of wider appeal, are entertaining people who would be bored by poetry or chamber music. This is the way the U. S. television system works—and ought to.

If the shoe fits . . .

TO those broadcasters who wish for increased federal regulation to reduce competition in radio, President Kennedy's recent message on transportation provides instructive reading. The message, sent to Congress on April 5, frankly stated that 80 years of government economic supervision have left the nation's transportation system in a mess.

For broadcasters, some of the President's passages have pertinence:

"... The management of the various modes of transportation is subjected to excessive, cumbersome and time-consuming regulatory supervision that shackles and distorts managerial initiative.

"Some carriers are required to provide, at a loss, services for which there is little demand. Some carriers are required to charge rates which are high in relation to cost in order to shelter competing carriers. Some carriers are prevented from making full use of their capacity by restrictions on freedom to solicit business or adjust rates . . ."

The President, speaking of an industry the government has regulated because it "serves, and is affected with, the national interest," concluded: "No simple federal solution can end the problems of any particular company or mode of transportation. On the contrary, I am convinced that less federal regulation and subsidization is in the long run a prime prerequisite of a healthy intercity transportation network."

Eighty years from now, or probably sooner, the same thing could be said about radio regulation, if those broadcasters who want the government to impose economic rules get what they're asking for.

All-out for all-channel sets

A MAJOR step in the orderly development of television allocations was taken last week by the House Commerce Committee. The report accompanying the all-channel receiver bill (H.R. 8031) is an uncommonly good one because it establishes a national policy on allocations and deals clearly and cogently with a highly complex subject.

The report, which urges prompt passage of the all-chan-

nel bill, implements the moratorium on selective deintermixture of vhf markets into uhf. It brings to an end the errant talk about a full-scale transition of television to an all-uhf system. It supports a long range policy of development of an 82 channel vhf-uhf system.

It is important to get the legislation through at this session. Because this is an election year, Congress will be anxious to adjourn. Broadcasters should unite in the effort to get their Congressional delegations to go down the line for swift action to avoid a crisis in the inevitable rush toward adjournment.

Sold by Sweeney

THE popular image of RAB President Kevin Sweeney as a free-swinging radio salesman was never better confirmed than at the NAB convention two weeks ago when he stood up before 1,000 radio broadcasters and pronounced them "stupid." It was also typical of his image that he got an ovation from them afterwards.

Kevin Sweeney is a restless, tireless man with a sharp mind and a tongue to match, and he has never hesitated to use them against anybody he thinks is short-changing radio by indifference, ignorance or design. Inevitably his outspokenness has made enemies, but the fact that he criticizes from the point of view of a broadcaster, not as an outsider, has earned him many friends and, among some, the unofficial title of "sales manager to radio."

Friend and enemy must agree that he has brought RAB a long way in his 10 years there. He figured prominently in getting the station support needed to make the organization permanent in the first place, and as president since 1954 he has built it into a stable, \$1.2-million-a-year operation. The place has always been awash with projects, designed both to keep people talking about radio—no small job in itself, in radio's darker days—and to get more of them to buy more of it.

Effective next Feb. 28, Mr. Sweeney is resigning from RAB. He seems to be serious about this decision. A committee is looking for his successor. It is not an easy assignment. We suggest the committee start by looking for a man who has big feet and doesn't sleep much.



Drawn for BROADCASTING by Sid Hix

"I told you it was a mistake to pre-empt that religious show!"



Everybody leans towards Groucho

In Baltimore and Boston and Detroit and Minneapolis-St. Paul and New Orleans and Seattle and Washington, D.C., and all around the country—bigger and bigger audiences are leaning towards "The Best of Groucho."

■ Take Seattle—from December to January in ARB, Groucho's rating upped 11 points, from 16 to 27! He tightened his first-place hold on Boston when he rose to 22. He's the new leader in New Orleans with a three-point gain. And in Washington, D.C., he added 66% to his rating. ■ "The Best of Groucho" gives you 250 of the very best from Groucho's 11-year network comedy hit. And by what's happened to date, it makes a powerhouse series for daytime stripping! Give the people in your area a chance, and they'll tilt Groucho's way too. In big numbers! Get the details from . . .

NBC FILMS

H-R OUTSELLS ITS COMPETITORS BECAUSE

H-R salesmen continually utilize the facilities of the largest and most versatile Sales Development Department of any major station representative . . . Combining the talents of the H-R Research Department with the Sales Promotion Department enables H-R salesmen to furnish agency and advertiser with complete, accurate, efficient facts about H-R-represented stations.

H-R hires the best available salesmen to start with—trained, experienced, mature, aggressive, knowledge-

able and resourceful. Then it gives them **more to work with!** More facts, more sales-building promotion, more sales-oriented research.

As a result they can get there **first** with the **most** . . . another reason why H-R outsells its competitors.

Can you use this type of completely-equipped national spot sales representative? If so, we'll be glad to show you many more reasons why H-R outsells its competitors . . . Call us.

