



BRC

THE BUSINE

USAF Air University
Library Series Unit Acq Branch Y. 10
(01-600) 60-5781
Maxwell Air Force Base
Montgomery Ala

APR 6
7051

NEWSPAPER

TING

AND RADIO

JANUARY 29, 1962

Don't fire that commercial until you measure
the pupils of their eyes 50

Treyz explains 'Bus Stop' decision as Dodd's
sex-violence bomb fizzles 60

FCC hearing on programming fails to orbit
despite all the fanfare 25

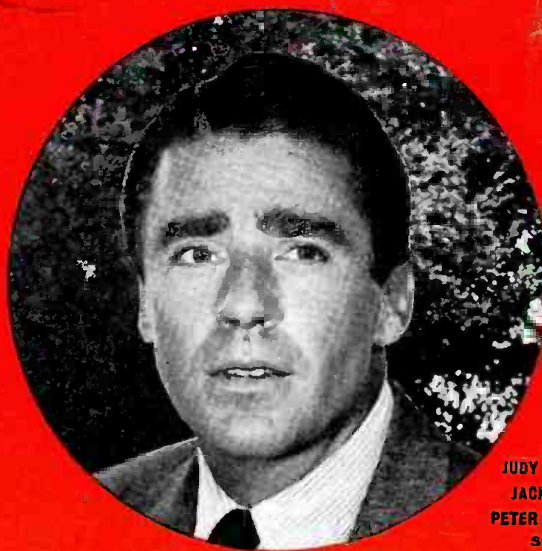
Attempt to establish at-the-source clearance
of ASCAP music gets setback 70

COMPLETE INDEX PAGE 7

CRAWFORD and LAWFORD



JOAN CRAWFORD
WENDELL COREY
starring in
HARRIET CRAIG

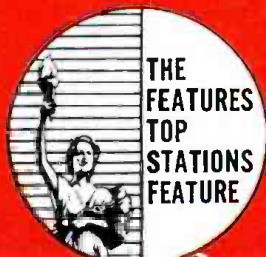


JUDY HOLLIDAY
JACK LEMMON
PETER LAWFORD
Starring in

IT SHOULD HAPPEN TO YOU

Two more greats starring in COLUMBIA POST-48's!

Just Sold to WTOP-TV WASH., D.C. • WTCN-TV MINNEAPOLIS • KTUL-TV TULSA



SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

**NEW
FROM
CRC**

THE CALENDAR GIRL COMES TO CRC!

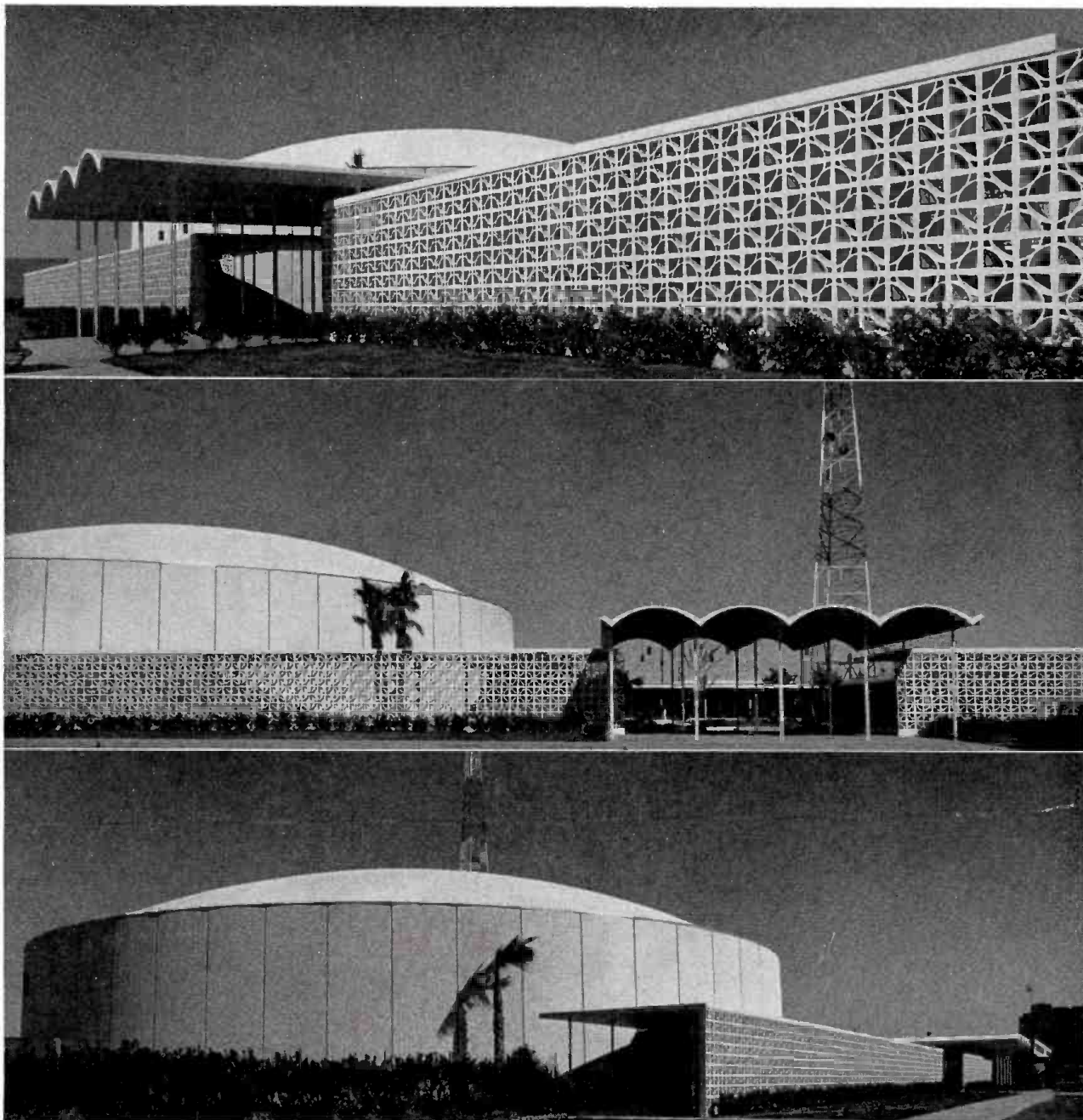
Sitting in on the swingingest session in recording history is CRC's original "Calendar Girl." She represents a new series of 365 calendar jingles (day-date-year), individually customized for your station in CRC's unduplicated style! Included is a score of extra promo jingles to make CRC's Calendar Girl Series the greatest gig you ever sat in on! Reserve exclusive use in your market NOW!

COMMERCIAL RECORDING CORPORATION

3104 Maple Ave. • P.O. Box 6726 • Dallas 19, Texas • Phone: RI 8-8004



AVAILABLE JAN. 1, 1962
Call, wire or write DIRECT



The television station of tomorrow
is in Houston today

From every angle--Rates, Ratings, Local Prestige--
KTRK-TV is the VITAL BUY in HOUSTON

KTRK-TV — Channel 13

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





Lillian Russell

Courtesy of The Bettmann Archive

1887 Audience Limited

The beauty and talent of this celebrated actress and singer were known everywhere. Despite her fame in the 1880s, comparatively few people were privileged to see her perform. Today, on WGAL-TV, an outstanding entertainer is seen by countless thousands. Worthwhile programming assures a vast and loyal audience for WGAL-TV advertisers.

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

Rating hearings

Honesty of rating surveys—and station contests timed to get better ratings—will get top priority from House Subcommittee on Regulatory Agencies. Subcommittee staffers have crisscrossed country in probing reported abuses, and public hearings are expected as soon as Chairman Oren Harris (D-Ark.) gives go-ahead. Some subcommittee members are critical of fact executive meeting on matter has not yet been scheduled in new session of Congress. Several have said privately they will insist on early hearings.

When congressmen do get together, they will be presented with "documented" charges that two rating companies have perpetrated fraud by publishing surveys that were not actually taken. Neither is considered major surveyor in industry circles—but practically all companies will face questions about concealment or misrepresentation in advertising claims. "Glar-ing example" cited was that of am station in eight-station market which jumped from last to first in ratings in six weeks on strength of heavy concentration of promotions and giveaways to coincide with special surveys. "You name it, that station tried it," observer close to situation said.

Conelrad out?

Reports circulated in Washington last week that Defense Department had made up its mind about Conelrad—it was prepared to dump anti-navigation program in which broadcasters have invested estimated \$20 million. Although confirmation could not be obtained, it was implied that control over broadcasting for civil defense purposes was to be substituted for Conelrad order; this would include provision for Presidential messages to American public in case of emergency.

Re-evaluation of 10-year-old program was undertaken last spring by Joint Chiefs of Staff at request of National Industry Advisory Committee (BROADCASTING, April 10, 1961). Result of this study is expected to be announced on Feb. 27 during NIAC meeting in Washington.

TIO at crossroads

Whether Television Information Office, formed in 1959 to operate in public sector of television, will continue its independent status function as part of NAB or dissolve (unlikely) will be determined this week along with status of its director, Louis Hausman. Created for minimal three-year run, which ends this October, TIO has op-

erated apart from but alongside NAB in building television's public image. Its current budget is about \$500,000.

Two networks (CBS-NBC) want TIO continued as is. ABC as of Friday hadn't made known its position. NAB board meeting this week in Sarasota, Fla. will consider alternatives in advisory way at instance of Clair R. McCollough, Steinman stations, Lancaster, chairman of combined NAB boards and of Television Information Committee since formation. Mr. Hausman, it's understood, had been offered post in Washington and his decision presumably will be premised on action ultimately taken by TIO's station and network members.

Delinquency research

Although Senate Juvenile Delinquency Subcommittee is currently trying to assign responsibility for television sex and violence, it is believed that subcommittee's ultimate legislative recommendation will be for research project to determine effect of television on children. This idea was mentioned at start of hearings, and while it hasn't received much attention since, it hasn't been dropped. For while Chairman Thomas J. Dodd (D-Conn.) asserts that tv crime is harmful for youngsters, he and staff are aware that no research exists to support this view. If research proposal is introduced, job of conducting study will probably be assigned to Dept. of Health, Education and Welfare, with FCC asked to cooperate.

Moore back

David C. Moore, president, Transcontinent Television Corp., expects to return to his post about February 1 after an illness of several weeks. He suffered a mild heart seizure in November. Mr. Moore is recuperating at Hobe Sound, Florida.

Page proposed

One of nation's outstanding telecommunications experts—Esterly C. Page, president and founder of Page Communications Engineers Inc.—is being strongly supported for appointment to White House post of Director of Telecommunications (CLOSED CIRCUIT, Jan. 22). Mr. Page, who during World War II set up military communications for Army in African and European Theatres, has since then specialized in international telecommunications. His company was acquired by Northrop Corp. three years

ago but Mr. Page continued active direction of communications activities.

Because of importance of telecommunications, White House has been urged to upgrade present assignment which functions under Office of Emergency Planning. Dr. Irvin S. Stewart, former FCC commissioner, is understood to have declined it because of personal considerations. Also under consideration is Francis Colt de Wolf, State Department expert and former chief of Telecommunications Branch.

Networks vs. code

Simmering feud between networks and NAB code authority came out into open last week at Sen. Dodd's hearings. For years networks have relied on own continuity acceptance staffs. But hearing brought out that ABC had refused to let NAB code staff review *Bus Stop* episode in advance of broadcast. NAB's only punitive power is to pull code seal for gross, continued violations and this requires Tv Board approval.

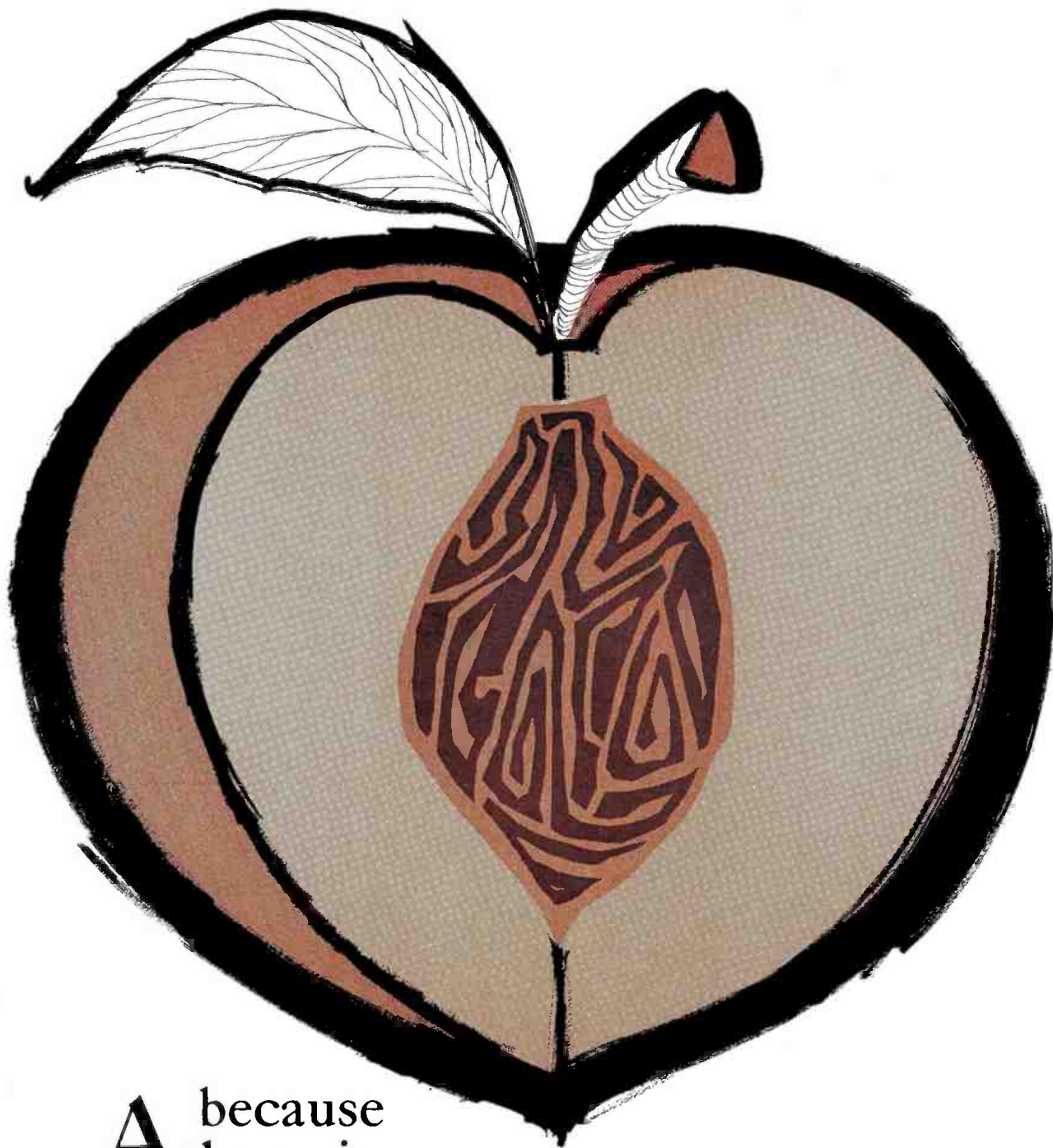
Attempt to find answer to network problem may be made this week at Tv Board meeting in Sarasota. Hiring of Stockton Helffrich from NBC to head New York code office filled loophole in cleanup of commercial continuities. Now NAB and networks must find way to improve liaison or code may be subject to attack.

Satellite control

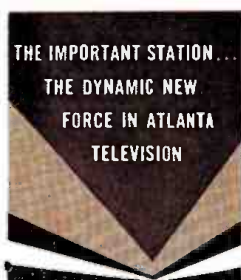
Interdepartmental differences over government vs. private control of communications satellites has reached impasse that apparently only President Kennedy himself can break. FCC has proposed private ownership of space relay and originally had been backed by President but State Department is plumping for government ownership. Defense Department, it's learned, recently has thrown its weight in favor of private ownership.

VOD prospers

Voice of Democracy contest, dropped by NAB last year after 13 years of sponsorship to chagrin of many NAB members, promises to exceed previous contests in number of high school participants. Under sole sponsorship this year of Veterans of Foreign Wars contest procured participation of many broadcast stations picking up where they had left off under NAB aegis. Vice Admiral Leland P. Lovette, USN (Ret.) is acting as VFW consultant.



A because
 Atlanta is
 different...



WAGA-TV has "New Force" programming to fit that difference..

Now PANORAMA NEWS rates No. 1* with adults 6-6:30 pm... the EARLY SHOW is now first in total homes reached 5-6:00 pm, Mondays thru Fridays. Check closely... NOW WAGA-TV is Atlanta's efficient buy!

*Nielsen, November 1961

waga tv 5
 A STORER STATION
 represented by Storer Television Sales

WEEK IN BRIEF

Six-and-a-half years ago the FCC started hearings to find out why networks are what they are as well as what they ought to be. Last week CBS faced the commission and batteries of alert cameramen. See lead story. . . .

HEARINGS FAIL TO ORBIT . . . 35

That sex-violence bomb Sen. Dodd promised last week fizzled, failing to produce the mad excitement promised by its igniter. Oliver Treyz, ABC-TV, tells all about the controversial "Bus Stop" episode. See . . .

DODD BOMB FIZZLES . . . 60

By their eyes they shall be known. That's what Interpublic Inc. has discovered. Tests of thousands of eye reactions portend prejudging of how people will respond to advertising packages, plots and such. See . . .

EYE SIZE SHOWS IMPACT . . . 50

An idea of what's coming on the tv networks next fall can be obtained by scanning the state of planning. A review of what's to come, plus a listing of advertiser-financed pilot programs. See

NETWORKS PLAN FALL PROGRAMS . . . 66

In the normal judicial way of life, the trial of tv broadcasters vs. ASCAP has been creeping along for weeks. Broadcasters want source clearance but judging by a bench utterance, they may not get it. See . . .

CRISIS IN ASCAP CASE . . . 70

What says lawyers think only along "stare decisis," "res adjudicata" and similar lines of precedent? At last the American Bar Assn. has agreed to take fresh look at its antique radio-tv code ban, Canon 35. See . . .

ABA TO REVIEW CANON 35 . . . 65

Guess who's back again—the FCC clear-channel case. This is where we came in 16 years ago, only this time it's the subject of a House hearing. Four pending bills would block FCC's 1961 clear-channel ruling. See . . .

HEARING ON CLEARS STARTS . . . 66

Everybody loves a world's fair but Seattle's Century 21 keeps stubbing its toes by making errors that irk broadcasters. The latest—a two-stage missile loaded with comments by Sen. Magnuson and Chairman Minow. See . . .

WORLD'S FAIR WORRIES . . . 64

Then there was another surprise from the New York bench as Judge Levet indicated he expects to sign order preventing Young & Rubicam and 12 reps from circulating false information about Petker radio program plan. See . . .

JUDGE TO HALTER Y&R, REPS . . . 58

Are you satisfied with your media data? Are you hunting for a fresh, new set of statistics? BBDO may find the answer with a look at the real target by relating media and market profiles. See Monday Memo . . .

COMPUTER'S MEDIA ROLE . . . 28

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WELCOME, NEIGHBOR!



Broadcast House



A few yards from Broadcast House, new home of WTIC TV-AM-FM, steel is rising skyward, the skeleton for a fifteen-story office tower of unique design. The elliptical-shaped structure, scheduled for completion by late 1963, will house the home office of the Phoenix Mutual Life Insurance Company and will be the first building of its kind in the world. Like Broadcast House, first of a complex of modern structures to be completed in Hartford's Constitution Plaza, it is an important part of the urban rebirth of America's insurance capital and a further stimulus for a bustling market.

Burgeoning with Hartford is WTIC Television and Radio. Latest ARB and Nielsen reports show WTIC-TV's clear leadership in southern New England. The superiority of WTIC Radio is delineated in the latest Alfred Politz Media Study of the Southern New England area.

WTIC TV 3/AM/FM

WTIC-TV IS REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INCORPORATED
WTIC AM-FM IS REPRESENTED BY THE HENRY I. CRISTAL COMPANY

MINOW PUTS STANTON & CO. ON GRILL

Network heads defend CBS practices, warn on FCC tampering

FCC Chairman Newton N. Minow, getting his chance to question CBS-TV executives Friday afternoon in FCC's programming hearing (see page 35), grilled CBS Inc. President Frank Stanton and others on several of his favorite projects; to wit: Children's programming, news and public affairs; program quality; excessive violence, and ratings.

James T. Aubrey Jr., CBS-TV president, said that about 25% of network's \$2 million budget for new program development goes into shows of broad family interest. He cited several CBS-TV children's shows and said they probably do not completely fulfill obligations of network but indicate network is trying to improve.

To Mr. Minow's question of whether networks can program properly for children under competitive situation, Dr. Stanton said they should be given more time before suggestions such as Doerfer and Minow plans from government are repeated. Chairman read letter from 9-year-old to President Kennedy saying his mother plans to make him stop watching tv if it doesn't improve and asking President to do something. Mr. Minow said President cannot act and it's up to networks and remainder of industry to bring about improvement.

Chairman Minow wanted to know why CBS News President Richard Salant's department was given only 1½ hours prime time in last week's schedule but considerably larger share of time in network presentation to FCC. Mr. Aubrey replied that information and

public affairs shows cannot be totaled easily because many programs in other categories fit public affairs definition. Dr. Stanton replied that information and public affairs shows can be just as effective in non-prime time and in many cases have better chance of surviving when started against lesser competition.

Poor Record ■ Chairman Minow said half of CBS's affiliates are failing to clear majority of network's public affairs offerings and surmised this is why shows are getting poor ratings. This surmise was rejected by network.

Rapport ■ Dr. Stanton replied, "Yes sir," when asked by Commissioner Fred Ford if it would be censorship for FCC to ask affiliates why they had not carried such programs.

"I'm inclined to agree with you," Commissioner Ford stated.

Why do advertisers inject themselves in programming when they do not have authority over printed page? To this query from Mr. Minow, Mr. Aubrey said that tv programs appeal to all types but magazines are specialized. Commissioner T. A. M. Craven wondered what's wrong with advertiser having program guides.

Mr. Minow also questioned validity of ratings and IQ of respondents and asked status of CBS study of ratings. Dr. Stanton said \$100,000 study is completed but results are not correlated yet.

Asked by Commissioner Craven if he has evidence of censorship by FCC, Dr. Stanton said he has none, but feels definite drift toward government control of programming, "something you feel in the pit of your stomach before you get it in the head." FCC, with its licensing power, must tread carefully when discussing programs lest licensee interpret agency's preferences as edicts, Dr. Stanton said.

Commissioner Bartley asked effect of pressure groups; whether they are more effective for suppression or advocacy of certain subjects. Dr. Stanton and Richard Salant replied that preponderance are negative—for suppression. Mr. Salant added that in news field, requests often come in for coverage of pet projects such as Senate hearing on "muzzling" of military.

In response to Commissioner Hyde's request for network's overall programming philosophy, Dr. Stanton said, "Our basic responsibility is to provide a balanced program service which provides

Southern accent

NAB was urged Friday by Georgia Assn. of Broadcasters to request FCC to set up new regional office in Atlanta, similar to commission's engineering offices. New facility would handle applications, renewal forms, complaints and similar matters for Southeast.

Clair R. McCollough, Steinman Stations, NAB joint board chairman, said association's board will consider idea at its Sarasota, Fla., meeting this week.

a mix of entertainment and information." Further, he said, CBS has duty to probe news in depth, experiment with new forms in art and with diversity of entertainment forms. Quality of each production rather than its category is what's important, he said.

Stations get forms On RAB's test plan

D-Day—for decision—is approaching for RAB's informally named "Test-Market Plan," now renamed Radio Test Plan.

Agreement forms were being mailed Friday to radio stations in all top 50 markets designated for RTP, under which RAB will place and supervise campaigns for major advertisers, then conduct research if necessary to prove radio's sales punch.

To participate, stations must agree to pay 10% of such test billings to RAB to help pay for research. To get RTP off ground, RAB needs acceptances from stations in seven of top 10 markets and 25 of top 40. Stations are being asked to reply by Feb. 9.

While waiting for official returns, RAB officials say preliminary reaction to RTP has been good and also has been responsible for adding—and is on verge of adding—several important new members to RAB rolls.

Other sources report one of most striking examples of RTP's friends-winning ability is Adam Young, of rep firms bearing his name. Mr. Young is not RAB member and has often disagreed with its policies. But associates say that after he saw RTP presentation his enthusiasm rose to point where he said he'd go 50-50 with his stations in paying RTP's 10% fee.

Back to earth

CBS-TV executives and FCC commissioners gathered around tv monitor to watch NBC-TV's coverage of Friday afternoon Ranger III moon shot during extended break in programming hearing. With CBS Inc. President Frank Stanton close by set, NBC commentator Roy Neal drew outburst of laughter after shot got underway successfully when he commented:

"Well, Frank [Blair], things are going very well here. Let's get back to you. . . ." Whereupon, Frank Stanton returned to witness stand and hearing resumed.

FCC extends comments on pre-sunrise rules

FCC granted extension of deadline Friday (Jan. 26) for comments in rulemaking designed to tighten rules relating to pre-sunrise operation of daytime stations. At same time, FCC said that new and changed Class II and IV stations will be prohibited from pre-sunrise operation pending disposition of rulemaking.

Deadline for comments was extended from Feb. 8 to May 15—at request of Daytime Broadcasters Assn.—with replies due June 4 (see earlier story page 64). FCC said few Class II stations as well as Class III regionals would be affected by new rules.

With deadline extension, interim authorization of substantial number of new or changed daytime facilities would further complicate pre-sunrise situation, FCC said, in announcing such applications would be subject to condition that no pre-sunrise operation will be permitted under Sec. 3.87.

Baker ch. 9 proposal runs into opposition

Eight of ten applicants for ch. 9 Syracuse, N.Y., Friday asked FCC to dismiss application for interim operation filed by other two, W. R. G. Baker Radio & Tv Corp. and Salt City Broadcasting Co. (story page 62).

Applicants indignantly charged Valley Interim Tv Corp. had not afforded reasonable opportunity for all applicants to participate but instead delivered "ultimatum." Petitioners claimed only two of other applicants were informed of Baker-Salt City plan. It was never mentioned at meeting to discuss possible interim operation, they said.

NBC-TV wants Waring back

NBC-TV is reported to have been so impressed with *Fred Waring Unforgettables*, special program carried on Christmas Eve as part of *Du Pont Show of Week*, that it is attempting to attract sponsors for projected Waring offering next season. NBC-TV's plans for Mr. Waring and his troupe include either weekly half-hour series, or group of six to eight specials focusing on important holidays in year.

'Espionage' co-production

One-hour series, *Espionage*, will be produced in London under co-financing and co-production agreement signed by Associated Television Ltd. (ATV) and its U. S. subsidiary, Independent Television Corp., and NBC International and Plautus Productions.

Details call for series to be co-produced and financed by all parties, ATV receiving rights in United Kingdom and

Escalator

"The pay's not unusual, but look at the opportunity" is word heard at WNBQ (TV) Chicago Friday for prospective applicants for mailroom job. WNBQ station manager Robert Lemon explains: Stanley Brightwell, assistant program manager, has left for Nigerian post with NBC International. John C. Burns replaces him. Dean Rowe succeeds Mr. Burns as an operations director. Richard Maslan, mailroom supervisor, takes Mr. Rowe's film editor job. Paul Malzone is promoted to mailroom supervisor replacing Mr. Maslan. Next step: who replaces Mr. Malzone?

Commonwealth nations and NBC in U.S. Production will begin about April 1 by Plautus Productions, headed by Herbert Brodtkin, and will be appropriate for acceptance under British quota, announcement said.

Business briefly...

Lanolin Plus Division of Hazel Bishop launches spot tv campaign in major markets to advertise special consumer trial offer for Lanolin Plus liquid moisturizer. Spots begin in New York and Chicago areas today (Jan. 29) and other major markets join campaign Feb. 18. Agency: C. J. LaRoche, New York. Hazel Bishop acquired Lanolin Plus last week after stockholders of two companies voted for merger.

Bristol-Myers, through Young & Rubicam, New York; Gulf American Land Corp., through Paul Venze Assoc., Baltimore, and Mead Johnson through Kenyon & Eckhardt, New York, have purchased sponsorship in NBC-TV's *White Paper No. 10—Red China* (Feb. 25, 10-11 p.m. EST).

Savings & Loan Foundation Inc., Washington, D. C., reported signed

Orbital availability

About two weeks after John Glenn's scheduled orbital flight, National Aeronautics & Space Administration expects to have one-hour color film documentary available to stations on handling-charge-only basis. Prints will be handled by Association Films in New York. Film plans to "humanize" space flight and will be made available to schools and other institutions, too.

Jan. 26 as sponsor of complete CBS-TV coverage of manned orbital space shot set for Jan. 27. Agency: McCann-Erickson, New York.

Thomas Leeming, Miles Labs, Procter & Gamble, H. J. Heinz, Beechnut, Sunsweet and Colgate have bought participations in *Your First Impression*, NBC-TV daytime show (Mon.-Fri., 12 noon-12:30 p.m. EST) which began Jan. 2.

McLendon radio to air Moscow English reports

McLendon radio stations starting Feb. 1 will carry hourly pickups of Moscow English propaganda broadcasts in effort to shock public into understanding of distortions by controlled Soviet shortwave service.

Gordon McLendon, president of group, said all regular news will be dropped for week. Sponsors were given chance to take eight-day hiatus if they wish. Extensive promotion is planned. Editorials will explain project. Mr. McLendon said he doubts if 1 in 1,000 Americans has ever heard Moscow. He estimated project may cost \$25,000.

Russian broadcasts will be picked up for stations in each city by ham operators. Moscow service is "24 hours of distortion," Mr. McLendon said. "To meet your enemy effectively you must know him."

McLendon stations are KLIF Dallas, KILT Houston, KEEL Shreveport, La., KTSA San Antonio, WYSL Buffalo, KABL San Francisco.

Disney, NBC-TV renew

Longevity in Walt Disney and NBC-TV's relationship appears assured with contract renewal through '63-'64 season. Disney, in addition to continuing his show next season in Sunday 7:30-8:30 p.m. slot, will produce two filmed specials in Europe for NBC this fall and spring '63.

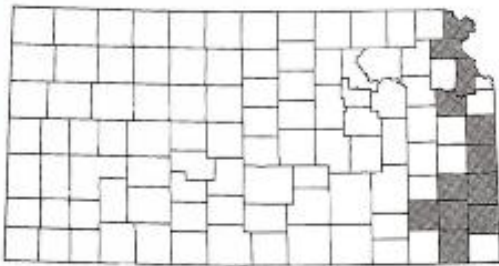
Specials are *Born to Sing*, story of Vienna choir boys, and *The Magnificent Rebel*, dramatic show on life of Beethoven. Both shows, now being completed, will run two hours and will be in color.

Tv goes with moon shot

U.S. Ranger 3 space vehicle launched Friday with moon as destination, carried RCA tv equipment weighing six pounds. It was expected to send back detailed views of lunar surface when vehicle is about 2,500 miles from moon. Tv camera is to take new picture every 13 seconds as vehicle approaches moon at about 5,000 miles per hour, providing increasingly detailed views down to altitude of 15 miles above moon.

*Sure, we're RADIO, but we would like to borrow
the storyboard technique to illustrate...*

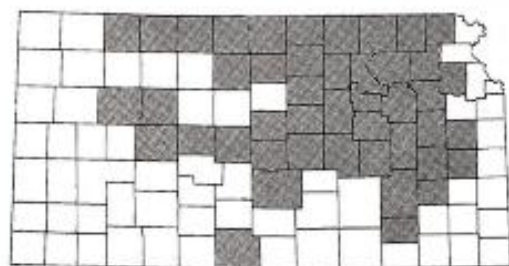
THE BEST WAY TO COVER KANSAS



K. C. Area Stations

Combine the coverage of the four leaders
and you get domination in 11 eastern
tier counties—not all of Kansas.

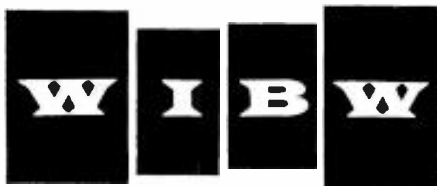
K. C. Metropolitan Area Not Included



WIBW, "The Voice of Kansas."

Covers 68 counties—gives you dominant
coverage in 45 of them. Reaches more
homes than the K. C. metropolitan area.

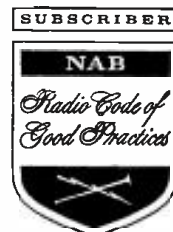
We like surveys, but sometimes you have to take them with a grain of salt—and we have lots of salt in Kansas. These maps were developed from the NCS '61 Radio Survey. The only salt we are adding is to point out that the survey gives leadership in 11 counties to K. C. stations. WIBW has no equal among Topeka stations. WIBW dominates its home county. Only one Topeka station has a first in an outside county. If you can afford any of the big four in Kansas City, you can afford the necessary coverage needed through WIBW.



**5,000 Watts at 580
CBS RADIO NETWORK**

TOPEKA, KANSAS

Saturating And Delivering Kansas



Division of Stauffer-Copper Publications
KSEK KGFF KSOK

Represented Nationally by



FACTS PROVE Conclusively!

K-NUZ IS HOUSTON'S NO. 1 BUY

ADULT AUDIENCE and TOTAL AUDIENCE

Here are the latest FACTS and FIGURES on cost-per-thousand TOTAL audience and cost-per-thousand ADULTS delivered by Houston Radio Stations. K-NUZ again is conclusively Houston's number one BUY!

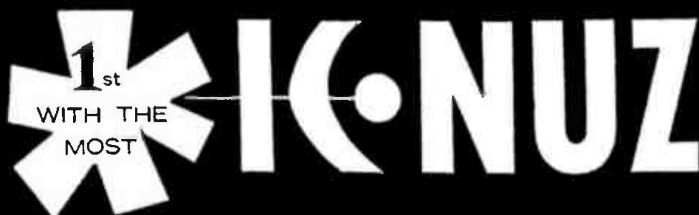
TRAFFIC TIMES
6 AM - 9 AM and 4 PM - 7 PM
Monday thru Friday

STATION	Cost Per 1000 Total Audience	Cost Per 1000 Adult Audience
K-NUZ	\$1.19	\$1.46
Ind. Sta. "A"	\$1.54	\$1.97
Net. Sta. "A"	\$2.08	\$2.23
Ind. Sta. "B"	\$2.40	\$2.72
Net. Sta. "B"	\$3.45	\$3.61
Ind. Sta. "C"	\$1.55	\$1.61

9:00 AM - 4:00 PM
Monday thru Friday

STATION	Cost Per 1000 Total Audience	Cost Per 1000 Adult Audience
K-NUZ	\$1.17	\$1.56
Ind. Sta. "A"	\$1.28	\$1.92
Net. Sta. "A"	\$2.56	\$2.73
Ind. Sta. "B"	\$1.85	\$2.27
Net. Sta. "B"	\$4.84	\$5.16
Ind. Sta. "C"	\$1.63	\$1.72

Source: July-August PULSE, 1961 ¼ hour average ratings against published one time minute rates in October 1, 1961 SRDS.



THE LEADER IN HOUSTON — 24 HOURS
Affiliated with K·QUE — Houston's
TOP FM STATION
MEMBER OF TEXAS QUADRANGLE
IN HOUSTON, CALL DAVE MORRIS
JACKSON 3-2581



THE KATZ AGENCY, INC.
National Representatives

DATEBOOK

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

*Indicates first or revised listing.

JANUARY

Jan. 29-Feb. 3—NAB board committees Jan. 29; Joint Board Jan. 30; Radio Board Jan. 31; Tv Board Feb. 1; Joint Boards Feb. 2. Far Horizons Hotel, Long Boat Key, Sarasota, Fla.

FEBRUARY

Feb. 1—Deadlines for entries to the Headliner Awards contest, offering prizes for newspapers and radio-tv stations for excellence in news programming or preparation, and general public affairs service. Mail entries to Mall Dodson, executive secretary, National Headliners Club, Convention Hall, Atlantic City, N. J.

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

*Feb. 2—Thomas Alva Edison Foundation, national mass media awards dinner. Dr. Samuel B. Gould, chancellor of the U. of California, Santa Barbara, and president of Educational Television for the Metropolitan Area Inc., will outline the general approach and policy of ETMA-TV recently acquired tv station, WNTA-TV New York. Commodore Hotel, New York.

*Feb. 2-4—National Advertising Agency Network, eastern regional representatives meeting. DuPont Hotel, Wilmington, Delaware.

Feb. 4-13—Advertising Recognition Week.

Feb. 6—KTLA Day at Los Angeles Ad Club. Clete Roberts, head of KTLA's news department, will discuss the role of television in the news field and the place of news in a station's program schedule. Statler-Hilton Hotel, Los Angeles.

Feb. 6—Advertising Committee of U. S. Commerce Dept. Department headquarters, Washington, D. C.

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

Feb. 7-9—National Winter Convention on Military Electronics. Ambassador Hotel, Los Angeles.

Feb. 8—Comments due in FCC rulemaking (Docket 14419) which would restrict and eventually prohibit the presunrise operation of daytime only stations.

Feb. 8-10—Mutual Advertising Agency Network, annual meeting. Palmer House, Chicago.

*Feb. 9—Western States Advertising Agencies Assn., annual awards luncheon for the "advertising citizen of 1961." Ambassador Hotel, Los Angeles.

*Feb. 9-11—National Advertising Agency Network, midwest regional meeting. Whit-tier Hotel, Detroit.

*Feb. 9—Academy of Television Arts and Sciences, Hollywood chapter, Valentine Ball. Ambassador Hotel, Los Angeles.

Feb. 10—Awards Dinner, Directors Guild of America. Western awards: Beverly Hil-

BROADCASTING, January 29, 1962



The Making of a Magnet. Bell scientists test new superconducting magnet. It's the small cylindrical object being removed from helium bath at 450° F below zero.

DISCOVERY!

NEW SUPERCONDUCTING MAGNET CREATED BY BELL SYSTEM RESEARCH

A new way to make electromagnets that are far more powerful for their size than any ever known before has been discovered by Bell Telephone Laboratories.

The future possibilities are exciting: for satellite communications, research work of many kinds, thermonuclear power, and uses and devices still to be created.

Just as with the transistor and Bell solar battery, also invented at Bell Laboratories, the eventual significance of the new electromagnet is hard to grasp in the early stages.

Here's how it works: At tempera-

tures near absolute zero, certain kinds of wire (suited for electromagnets) become superconducting—that is, they offer no resistance to electric current. This is fine, and cuts down on power needs. The trouble is, a strong magnet itself destroys superconductivity.

Bell scientists, however, discovered a new superconducting wire compound of niobium and tin, and then found it would remain superconducting at low temperatures, even in strong magnetic fields. This will permit future magnets operating at low cost and using a fraction of the space taken by conventional electromagnets.

The Bell System is advancing scientific progress by publishing its findings and sharing its knowledge of superconducting materials with others. This is in accordance with our established policy on a wide variety of inventions and product designs.

Day after day, it is the time-proved combination of Bell Laboratories research, Western Electric manufacture, and telephone operations in one organization—with close teamwork between all three—that results in good service, low cost and constant improvements in the communications art benefiting all Americans.



BELL TELEPHONE SYSTEM



WAVE-TV gives you

28.8% more MOTORISTS

— 28.8% more viewers, minimum!

Since November-December, 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B, in any average week.

And the *superiority* during that period has gone as high as 63.6% more viewers!

During 1961, the minimum was 58.0% more viewers for WAVE-TV. More viewers = more impressions = more sales! Ask Katz for the complete story.

CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE

The Katz Agency, National Representatives



ton Hotel, Beverly Hills, Calif. Eastern awards: Waldorf-Astoria Hotel, New York City.

Feb. 13—Formal awards banquet of the International Broadcasting Awards contest. Hollywood Palladium, Hollywood, Calif.

Feb. 19—Reply comments due in FCC rule-making (Docket 14419) which would restrict and eventually prohibit the presunrise operation of daytime only stations.

*Feb. 19—Deadline for comments on FCC's proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231). (Rescheduled from Feb. 5).

*Feb. 19—Deadline for comments on FCC's proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229). (Rescheduled from Feb. 5).

*Feb. 19—Deadline for comments on FCC's proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wisc. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240). (Rescheduled from Feb. 5).

Feb. 20-March 25—Art Directors Club of Los Angeles, 17th annual western exhibition of advertising and editorial art. Western advertisers, agencies, artists and producers have submitted examples of their work in commercials, titles, stills, or print. Los Angeles Museum of Science & Industry.

Feb. 21-22—Michigan Assn. of Broadcasters, sixth annual legislative dinner and mid-winter convention. Jack Tar Hotel, Lansing.

Feb. 25—Broadcast Pioneers, New York chapter, second annual "Mike Award" dinner, honoring WGN Chicago. Latin Quarter, 5 p.m., New York City.

Feb. 28—Assn. of National Advertisers workshop on tv advertising. Hotel Plaza, New York.

Feb. 28—UPI Broadcasters Assn. of Massachusetts, awards dinner. J. E. Allen of WBZ-TV presiding. Nick's Restaurant, Boston.

Feb. 28-March 1—NAB, seventh annual conference for presidents of state broadcasters' associations. Shoreham Hotel, Washington, D. C.

MARCH

March 1-2—NAB public affairs and editorializing conference, first national meeting. Secretary of State Rusk and FCC Chairman Minow will address broadcasters attending the conference. Shoreham Hotel, Washington, D. C.

*March 1-3—U. of Oklahoma, annual radio-tv conference and clinic. U. of Oklahoma campus, Norman, Oklahoma.

*March 4-5—Texas Assn. of Broadcasters, spring convention. El Paso.

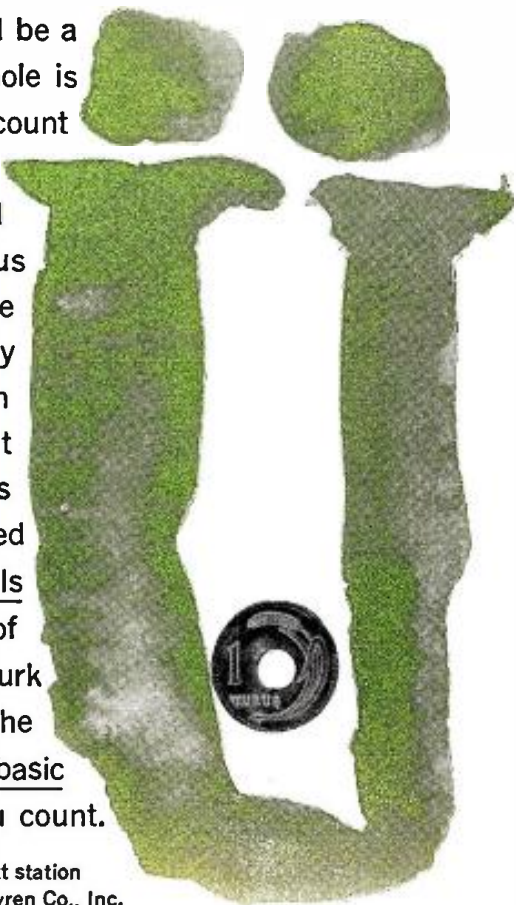
*March 5—Academy of Television Arts & Sciences, Hollywood chapter evening meeting on international television. Ambassador Hotel, Los Angeles.

March 12-16—American Management Assn., "Effective Advertising" course for manage-

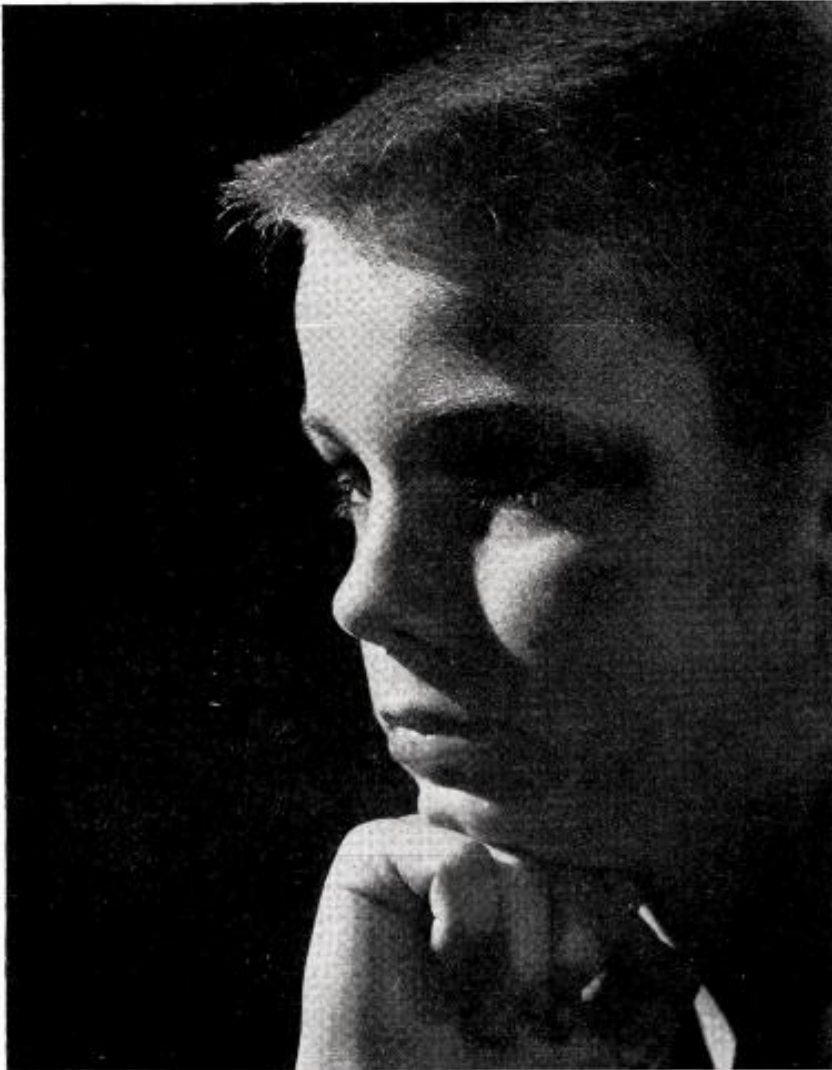
MAKE YOUR KURUS COUNT! A cache of Kurus would be a Turkish delight to any Ottoman. The coin-with-the-hole is currency from Istanbul to Azerbaijan, and Turks today count on Kurus to buy everything from new scimitars to compact cars. In Baltimore, an advertising Turk could work wonders with a conservative collection of Kurus because there isn't any mystery or mysticism about the sales promotion power of WBAL-Radio. Maryland's only 50,000 watt station dominates the entire metropolitan area plus 37 surrounding counties in a radius that reaches four adjacent states. WBAL-Radio produces results in this rich region by providing more unduplicated coverage than any other native station. WBAL-Radio sells by sustaining listener interest with a consistent format of full range programming and music for mature minds. Turk or Tycoon, you don't need multiple schedules to cover the Maryland market . . . just depend on WBAL-Radio—the basic buy in Baltimore, the medium that makes every Kuru count.

WBAL-RADIO BALTIMORE  Maryland's only 50,000 watt station
Associated with WBAL FM & TV / Nationally represented by  Daren F. McGavren Co., Inc.

ROADCASTING, January 29, 1962



A NEW APPROACH TO CHILDREN'S TELEVISION PROGRAMMING!



BREAKTHRU

Thirteen Half-Hour Programs on Film
For Boys and Girls
To Help Them Reach
Deeper Religious Insights and Understanding
Through Drama and Conversation

how to schedule BREAKTHRU

GET IN TOUCH WITH YOUR LOCAL COUNCIL OF CHURCHES

or, write, wire or call collect the Broadcasting and Film Commission

THE NATIONAL COUNCIL OF THE CHURCHES OF CHRIST IN THE U.S.A.

475 Riverside Drive, New York 27, N.Y. Riverside 9-2200, Extension 2251

ment, in Chicago for the first time. La Salle Hotel, Chicago.

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

March 16—Advertising Federation of America, board of directors meeting. New York.

*March 16-17—Arkansas Broadcasters Assn., spring meeting. Sam Peck Hotel-Motel, Little Rock.

March 19-23—Georgia Assn. of Broadcasters, first annual regional meetings of broadcasters will be held at following five sites: Griffin, Albany, Baxley, Augusta, Canton.

March 22—Assn. of National Advertisers seminar, "How to use business papers effectively." Hotel Plaza, New York.

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

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

*March 26-30—American Management Assn., course in trade practice regulations. Hotel Astor, New York.

March 26-28—Canadian Assn. of Broadcasters, annual convention. Queen Elizabeth Hotel, Montreal, Que.

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

APRIL

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

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

April 6-7—Region 11 (southeastern) conference, National Assn. of Educational Broadcasters. U. of Georgia, Adult Center for Continuing Education, Athens.

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

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

April 29-May 3—Society of Motion Picture and Tv Engineers, 91st convention. Advances of color motion pictures and color tv is the convention theme. Ambassador Hotel, Los Angeles.

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

MAY

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

May 3-6, 1962—American Women in Radio & Tv, national convention. Sheraton Chicago Hotel, Chicago.

May 4-5—Kansas Assn. of Radio Broadcasters, annual convention. Hays, Kan.

May 9-12—Western States Advertising Agencies Assn., 12th annual conference. Theme of this year's conference is: "Ad



Turning an idea into reality — that's the creativity that distinguishes each Jefferson Standard radio & television station. The first station in the south to televise open-heart surgery (in prime evening time) was Charlotte's WBTV. An alert refutation of Radio Moscow propaganda is originated by WBT Radio

and supplied to 14 major U.S. radio stations. WBTW created & telecast an illuminating program on medical use of hypnosis. In programming, public service, selling, creative action is standard with the Jefferson Standard stations. One reason why each is the audience leader in its area. One reason why...

Jefferson Standard stands out in creative circles

POLITZ KNOWS

WHO

LISTENS IN WGY'S VITAL

25-COUNTY COVERAGE AREA

■ For example, out of the 1,287,000 who listen to radio, 465,000* listen to WGY . . . 147,000 are between 35 and 54 years of age . . . 199,000 are in the upper-third income group.

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

*Average weekly cumulative adult audience

982-22

WGY 810 KC 50 KW

A GENERAL ELECTRIC STATION

ALBANY • SCHENECTADY • TROY



vertising Achievements—West." Oasis Hotel, Palm Springs, Calif.

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

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

May 15-16—Council on Medical Television, fourth annual meeting. Clinical Center, National Institute of Health, Bethesda, Md.

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

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

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

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

JUNE

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

June 17-22, 1962—Annual convention of the National Community Television Assn. Shoreham Hotel, Washington, D. C.

*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.

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

June 29-30—Texas AP Broadcasters Assn., 15th annual meeting. Hotel Texas, Fort Worth.

AUGUST

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

Aug. 21-24—Western Electronics Show and Convention, Los Angeles Memorial Sports Arena.

*Aug. 31-Sept. 9—1962 World's Fair of Music & Sound. An international exposition devoted to every area of the music and sound industries. McCormick Place, Chicago.

SEPTEMBER

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

*Sept. 12-14—Michigan Assn. of Broadcasters, fall convention and business meeting. Hidden Valley, Gaylord, Mich.

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

Sept. 14—Georgia Assn. of Broadcasters, 2nd annual South-East Radio-Tv Seminar. Atlanta.

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

*Sept. 28-29—Institute of Radio Engineers, 12th annual broadcast symposium. Willard Hotel, Washington, D. C.

NOVEMBER

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

Nov. 27-29—Electronic Industries Assn., committee, section, division and board meeting. Jack Tar Hotel, San Francisco.

*Hey fellas...
have you seen what the
Hanna-Barbera studios
are up to now?*



WOW-EEE! 156 hilarious new

From the EMMY AWARD winning studios of

HANNA-BARBERA

*creators of Huckleberry Hound, The Flintstones,
Yogi Bear, Quick Draw McGraw and Top Cat*

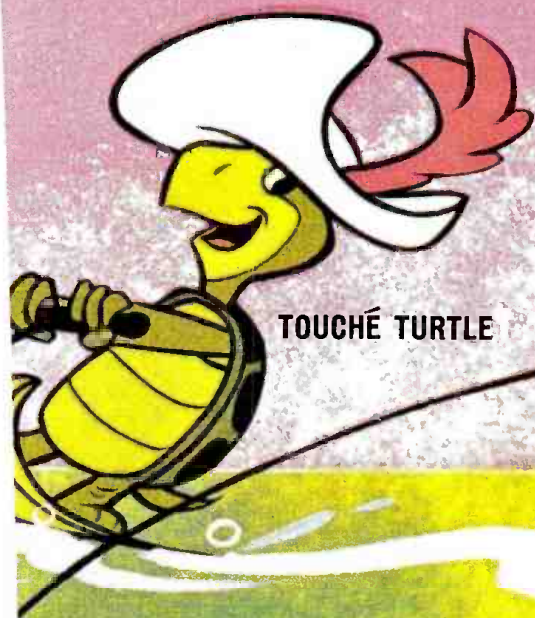
For the first time, the incomparably creative and successful animation studios of Hanna-Barbera are producing a series of cartoons in full color expressly for syndication.

The three hilarious new characters—**Wally Gator, Touché Turtle and Lippy the Lion**—are destined to share the same popularity as Hanna-Barbera's other great cartoon stars that have won the affection and loyalty of all the kids—and grown-ups, too—across the nation.

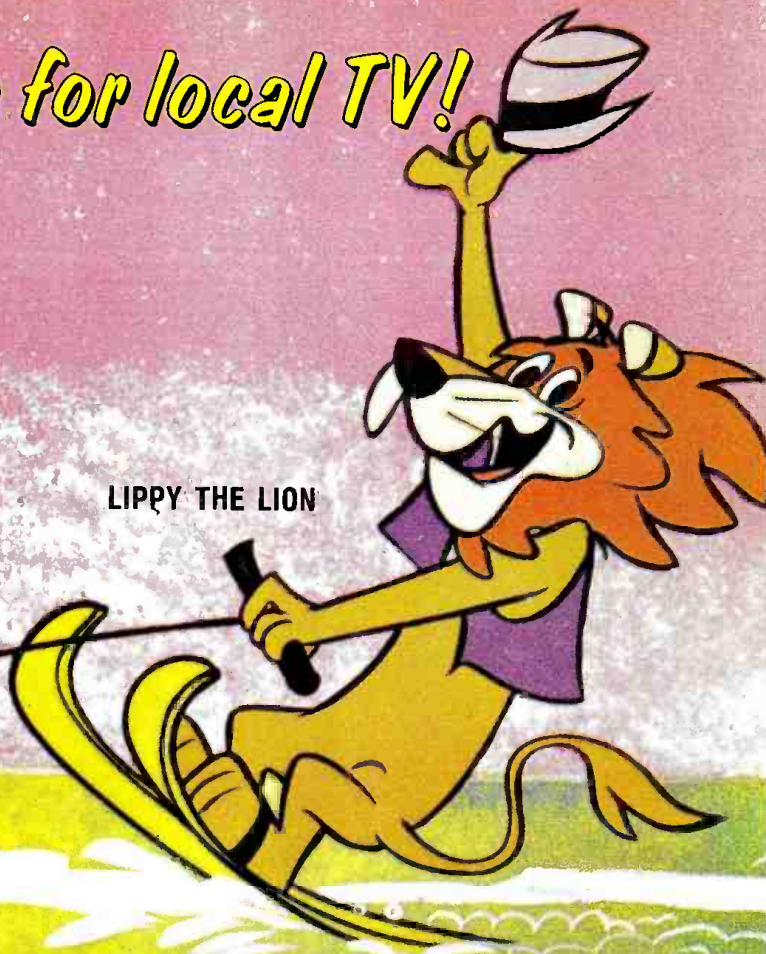
Put these five minute cartoons—52 each of Wally, Touché and Lippy—into your station's lineup, today!

Get the facts Today...You'll sign-up Tomorrow!

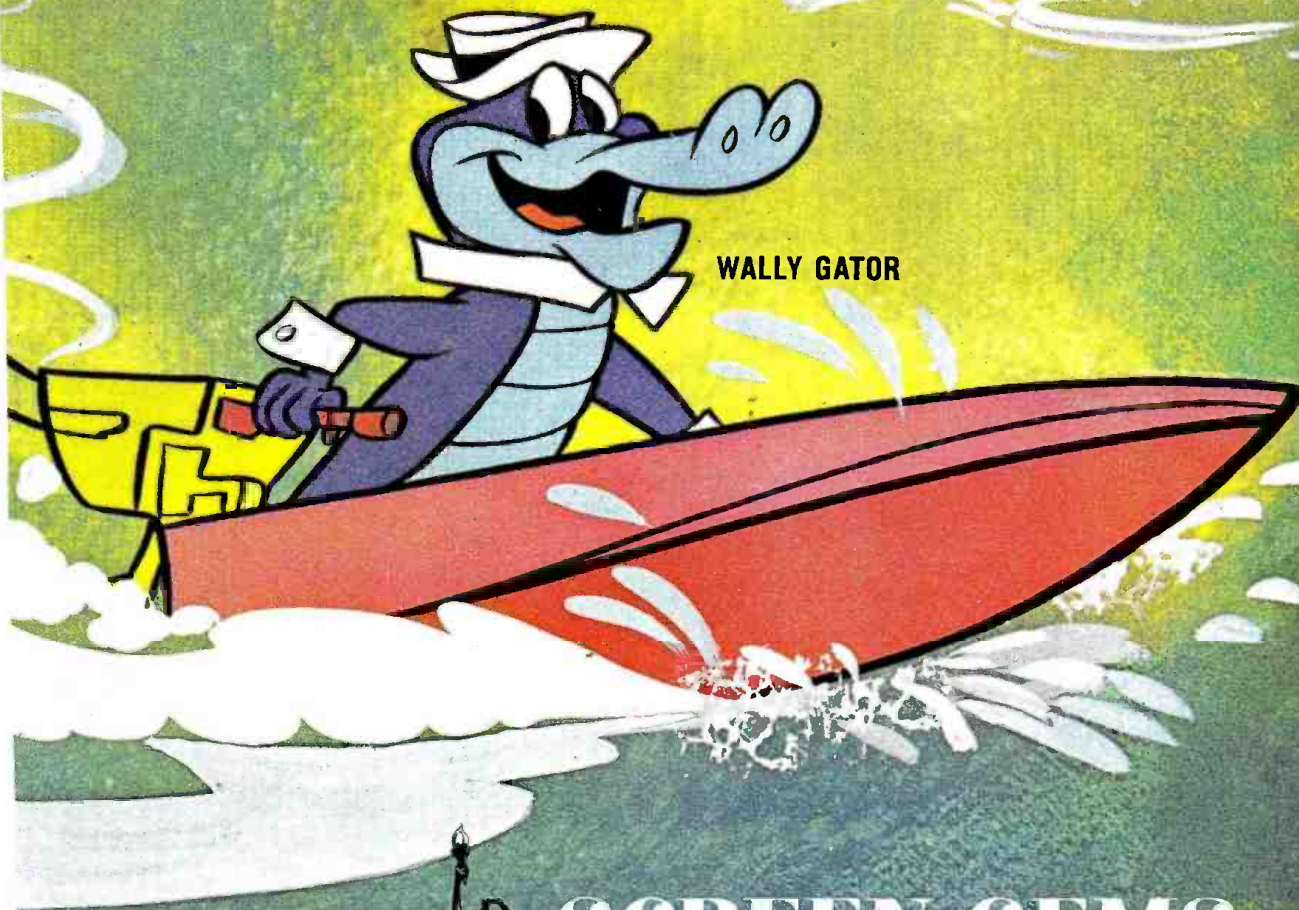
Cartoons exclusive for local TV!



TOUCHÉ TURTLE



LIPPY THE LION



WALLY GATOR



SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

*and there's a
BIG merchandising
program to promote
us characters in
your city!*

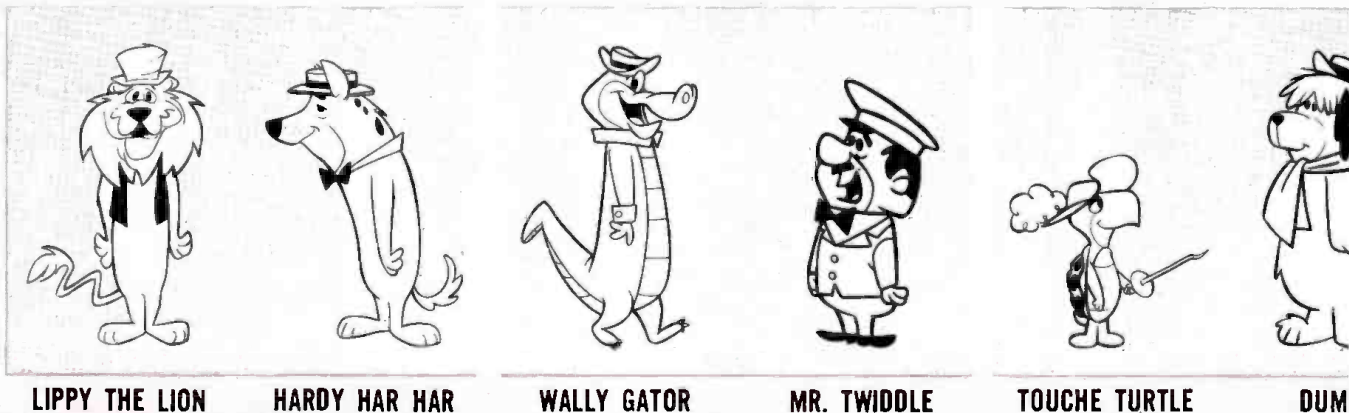


Plans are set by Screen Gems Merchandising Division to flood every city with product tie-ins that will give these cartoons a tremendous plus of **free advertising** . . . **more than you could ever afford to buy!**

To date, the unique Hanna-Barbera characters, represented in toys, dolls, games, etc., have **sold in the many millions of dollars** . . . at the same time, adding immeasurably to the popularity of their TV series. In short, "**Lippy**," "**Touché**," "**Wally**" and their wacky pals will enjoy the same nationwide merchandising support as their kinfolk from Hanna-Barbera.

We'll be happy to show you how you can share in this important extra dividend!

© HANNA-BARBERA PRODUCTIONS



LIPPY THE LION

HARDY HAR HAR

WALLY GATOR

MR. TWIDDLE

TOUCHE TURTLE

DUM



DISTRIBUTED EXCLUSIVELY BY

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

New Communications Act

EDITOR: . . . Your recent address before the Federal Communications Bar Assn. in Washington [GOVERNMENT, Dec. 25, 1961] . . . is a matter that sorely needs attention.—*Robert W. Hoebee, director, industrial division, Kelly Nason Inc. Advertising, New York.*

Fm radio analyses

EDITOR: It is my understanding that BROADCASTING ran an analysis of the fm radio industry in its issue of Feb. 9, 1959. If possible, would you be kind enough to send that issue to me, and also any follow-up which may have been reported.

Your assistance will be a great help to me in evaluating fm radio.—*Stanley G. Fullwood, media research department, D'Arcy Advertising Co., Chicago.* [Tear sheets of major articles on fm in the Feb. 9, 1959, and Feb. 20, 1961, issues have been sent to Mr. Fullwood.]

Chun King ad plans

EDITOR: . . . I want to thank you for the very nice article [BROADCAST ADVERTISING, Jan. 15] concerning our advertising plans. . . .—*Jeno F. Paulucci, president, The Chun King Corp., Duluth.*

Stauderman Monday Memo

EDITOR: We would like to order 25 reprints of your MONDAY MEMO of Jan. 8 by Bruce Stauderman of Meldrum & Fewsmith of Cleveland.—*Edward M. Desmond, operations manager, WINA Charlottesville, Va.*

Anti-communist programs

EDITOR: There is no doubt that communism poses a most serious threat to the American way of life, and therefore any broadcasting or television station is derelict in its duty if it doesn't fully expose the aims and insidious methods of this alien philosophy.

However, this does not mean that a station discharges its obligation if it does not screen the material it uses and knows nothing about its source.

It is shocking, if one accepts the figures as reported in BROADCASTING LEAD STORY, Jan. 22] on anti-communist programming, to discover that so many stations serve as outlets for propaganda prepared by "ministers" who have been preaching a gospel of hate for so many years and whose ultimate goal is the end of our democratic form of government and the establish-

ment of a dictatorship, albeit on the right.

. . . Networks and independent stations alike, before they join this "Christian" crusade, [should] first make sure that all of the crusaders actually believe in the teachings of Christ. . . .—*Walter Grimes, W. B. Grimes & Co., media broker-consultant, Washington.*

EDITOR: . . . This lead story is the most thrilling thing I've read in years . . . will do more than anything I can think of to really get production people, stations, networks and advertisers in the frame of mind they should have been in years ago. We have been hammering away at this subject for years and a handful of other stations have—the networks have touched on it sporadically—but there has been no concentration on the so-called communist menace. I believe now . . . [that] we will all get off our respective swivel chairs and come out swinging.

The only thing in this story that was a bit disappointing . . . was that it was primarily related to tv's activities in this important field. I wonder what in the world is wrong with radio stations! We know—from experience—that they too can do an effective job. . . .—*Charles H. Crutchfield, executive vice president-general manager, WBT-WBTV (TV) Charlotte, N. C.; WBTW (TV) Florence, S. C.*

EDITOR: Your lead article . . . proved to be of particular interest, since our organization is currently engaged in producing and distributing program material dealing with communism and the threat it poses to the U. S.

. . . Our 15-minute weekly discussion series, *Citizens' Council Forum*, is now in its fifth year and has been scheduled by more than 500 tv and radio stations in all 50 states.

. . . Two special interviews featuring Gen. Edwin A. Walker [have been requested] by 115 radio stations and 15 tv stations and [expected] response will be approximately double this number. Also a special 30-minute tv film containing highlights of a recent speech by Gen. Walker . . . has been booked by some two dozen tv stations.

These program services are provided free. . . . Though our efforts are supported entirely by contributions, our programs have never contained an appeal for funds. . . .—*Richard D. Morphew, executive producer, Citizens' Council Forum, Jackson, Miss.*

EDITOR: . . . Most trade journals and national magazines are reporting on the anti-communist movement as being a threat to our nation, but fail to report

**ONE
BUY!
FOUR
MARKETS!**



- Albany
- Dothan

- Tallahassee
- Panama City

EXCLUSIVE

**NB
C**

PROGRAMMING

One buy, one bill, one clearance delivers four market areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV dominate this area!

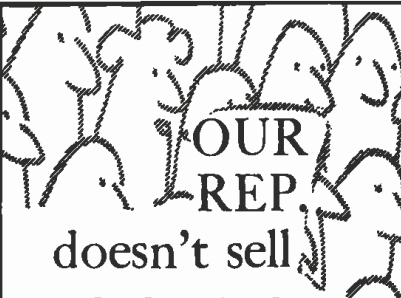
WALB-TV
Ch. 10
Albany,
Ga.

WJHG-TV
Ch. 7
Panama City,
Fla.

GRAY TELEVISION, INC.

Raymond E. Carow, General Manager

Represented nationally by Venard, Rintoul, Mc-Connell, Inc. in the South by James S. Ayers Company.



**OUR
REP.**

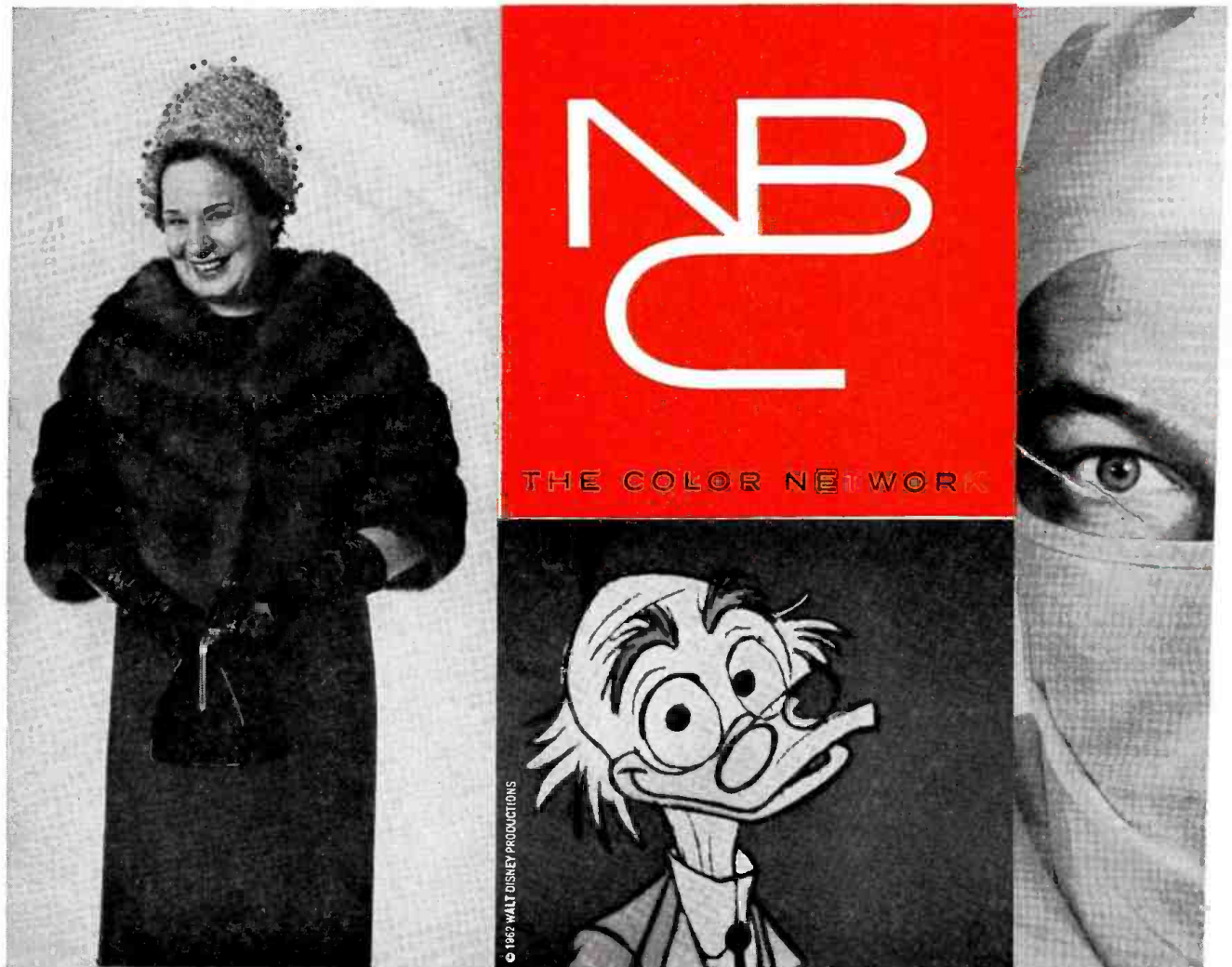
doesn't sell
everyone...

Time buyers who represent buggy whip manufacturers or wiget makers are advised by our representative not to buy radio KAYO. But progressive companies with popular products are aware that KAYO in Seattle is the best medium to reach buyers when they're in a buying mood. KAYO's representative, JOHN PEARSON COMPANY, INC. provides time buyers with statistical proof of KAYO's prime position in Seattle, and a concise evaluation of the station's programming and audience. That's why more and more smart time buyers are relying on JEPKO men when they suggest KAYO in Seattle. JEPKO offices are in New York, Chicago, Los Angeles, San Francisco, Dallas and Atlanta. When you talk to them, ask about KAYO in Seattle.

kayo

Seattle, Washington

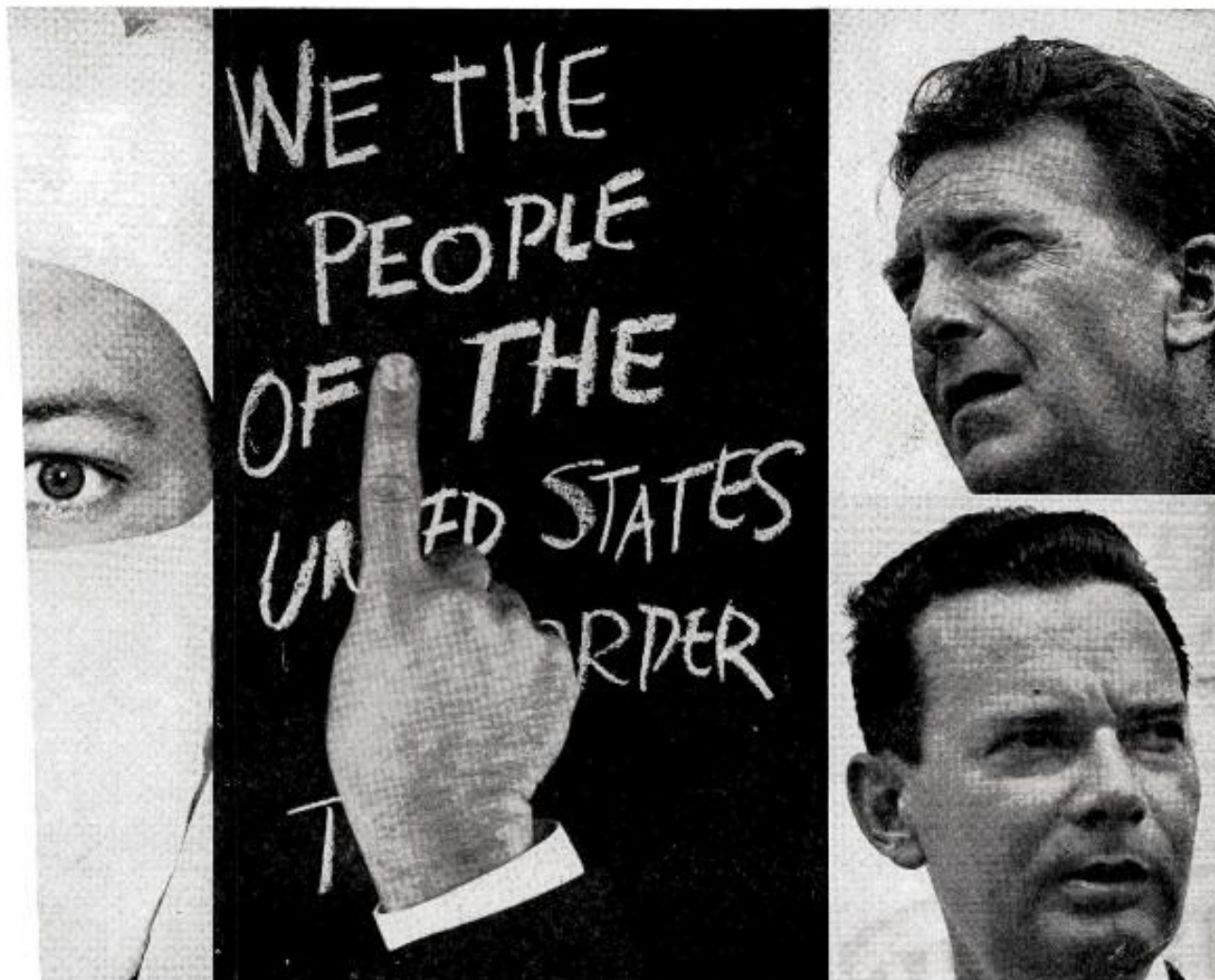
A MAID NAMED HAZEL / A DUCK NAMED LUDWIG / A DOCTOR NAMED KILDARE / A COLLEGE COURSE



THIS IS NBC

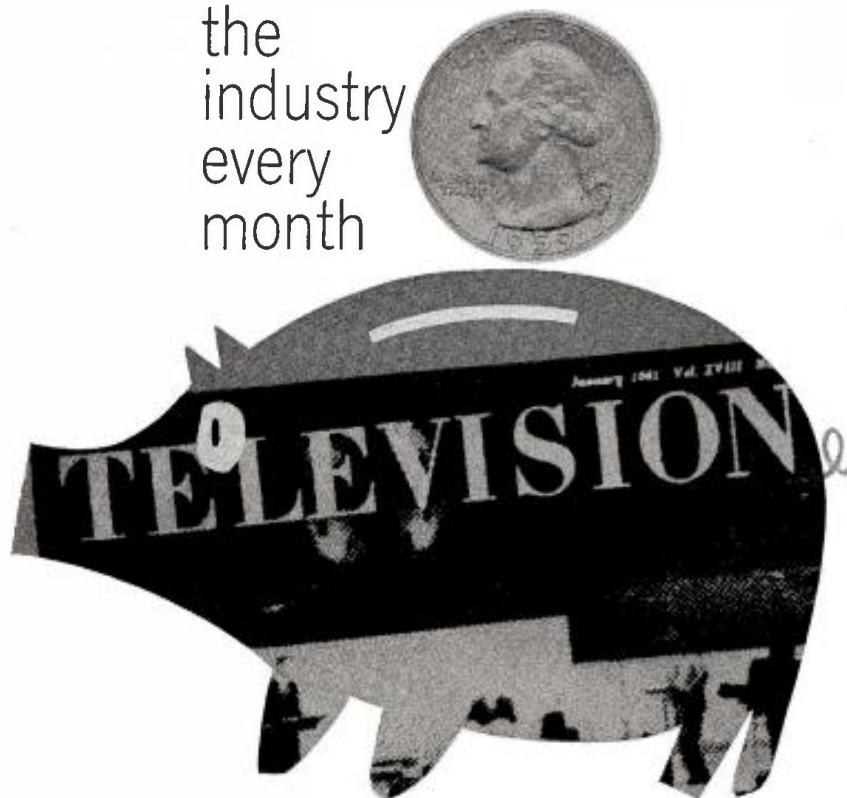
One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

WHAT MAKES DEMOCRACY TICK/AND "GOODNIGHT DAVID" AND "GOODNIGHT CHET"

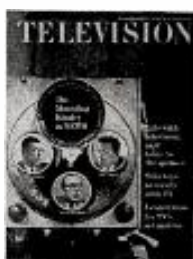


BEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD

25¢
gets you
inside
the
industry
every
month



special:
\$3 for 12 issues
of Television...
the magazine that
probes beneath
the surface of
topical news



444 MADISON AVE.
NEW YORK 22, N. Y.

SUBSCRIPTION ORDER

- ☐ Please send me a year of TELEVISION at special introductory rate of \$3.00.
☐ OR, I'll take advantage of the TWO YEAR money-saving rate of \$5.00.
☐ I enclose \$_____ ☐ Bill me later.

NAME _____ TITLE/POSITION _____
 COMPANY NAME _____
 ADDRESS _____
 CITY _____ PHONE _____ STATE _____
 PLEASE SEND TO HOME ADDRESS: _____

just how serious is the threat of a communist takeover in the U. S. and the world.

I hope your excellent coverage on this subject will interest more stations in giving coverage to this important and vital movement in the U. S. . . —*Victor A. Michael, president, WMLP Milton, Pa.*

Well-used yearbook

EDITOR: Your 1961-62 Yearbook is a beauty—and so easy to use!

Our 100-kw radio outlet here is commercial, and you've no idea how handy we find the new yearbook. Since it came, barely a day has gone by that we haven't referred to it. The advertising agencies around town have become wise to the fact that the radio station keeps a better library of reference materials in their field than does the U. S. Information Service, so when somebody wants to track down something, they generally call us. You'd be amazed how many times we turn directly to BROADCASTING Yearbook for the answer. And the new format makes life all the easier! —*George W. Hamilton, commercial operations manager, Hashemite Broadcasting Service, Amman, Jerusalem.*

Virginia market story

EDITOR: I want to compliment you on your recent article on Virginia (SPECIAL REPORT, Dec. 4).

However, in mentioning our company on page 117, you stated, in part, that "the atomic muscle that powers the new carrier *Enterprise* came from Babcock & Wilcox. . . ." Unfortunately this is not true. Though we are one of the leaders in the nuclear energy field, other U. S. companies were responsible for this vessel's atomic propulsion system. . . —*Thomas L. George, public relations, Babcock & Wilcox Co., Atomic Energy Division, Lynchburg, Va.*

[Mr. George enclosed a company report published in September 1961 indicating his company was awarded contracts for specific equipment on 42 of the 48 atomic submarines constructed or under contract as of that time.]

EDITOR: Enclosed find 20 cents for the Virginia market report. . . —*John H. Haas III, Lakewood, Ohio.*

Texas market story

EDITOR: We would like permission to use the material in your Texas market story [SPECIAL REPORT, Aug. 21, 1961] and Yearbook in a paper on broadcasting in El Paso. . . —*David Scott, director public relations, El Paso Chamber of Commerce.*

[Permission granted, with appropriate credit to BROADCASTING and BROADCASTING Yearbook.]



YOU CAN QUOTE ME...

"We choose the WLW Radio and TV Stations for advertising MY-T-FINE Puddings and SWEL Frosting Mix because the WLW call letters speak for themselves as a symbol of leadership in the broadcasting industry."

Jeanette Le Brecht

Jeanette Le Brecht
Vice President, Media
Grant Advertising, Inc.,
New York



I'LL SAY THIS...

"Yes, the Crosley Stations offer the big three—programming, audience, promotion . . . which are all-important to an advertiser and an agency in wrapping up a SWEL time package with MY-T-FINE results!"

Marion MacDonald

Marion MacDonald
Vice President, Creative
Grant Advertising, Inc.,
New York

Call your WLW Stations' Representative . . . you'll be glad you did!

WLW-D
Television
Dayton

WLW-C
Television
Columbus

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis



Crosley Broadcasting Corporation

The computer will only abet—not abolish—the media man

At BBDO's conference announcing experimentation with "linear programming" (BROADCASTING, Nov. 13, 1961), Charlie Brower (BBDO president) opened with an apocryphal but pertinent story:

When Sir Isaac Newton had enough apples fall on his head, he gathered his notes and computations from under the tree, smiled to himself and walked home. He placed the data in a drawer, left it there for 18 months, and finally announced his law of gravity.

Naturally, everyone was excited over the new concept, but one reporter asked, "Sir, why did you wait 18 months to reveal this to the world?" Newton stared back and answered, "Because I couldn't stand the utter frustration of trying to explain it."

At BBDO we feel somewhat like Sir Isaac when talking about linear programming and the use of computers in scientific media evaluation. At times it appears it's just not worth the trouble. Every explanation we make is met with counter reports on the pitfalls of "automation" in media selection.

The Critics ■ Many people have a natural suspicion of anything new, and are often quick to criticize what they've had little time to digest. A consistent criticism says linear programming is totally numbers-oriented.

The critics cry that program content becomes unimportant, commercial lengths forgotten, audiences passed over, the value of being within a program's framework discarded and the rating the only thing that counts.

These are difficult arguments to defend against, since the concept of linear programming itself is mathematical and numerical.

With this new process we are trying to make the media man's eye focus on the real advertising target rather than the illusionary one of media statistics.

Linear programming aims its primary emphasis against the marketing concept and who buys the product, instead of delivering just any kind of people at the lowest cost. It's a finite matching of media profile to marketing profile and then relating this to copy approach.

You might argue that you're already doing this in your media plans. But are you? Honestly? Are you examining every media possibility and picking those that best fit the account problems?

Many agencies purchase strictly on a rating point basis. Others, BBDO included, do not hold to the rating-point concept exclusively; they add reach and frequency. But in both cases we often

talk numbers and not the delivery of prospects for our clients' products.

Market Profile ■ Linear programming then is "zeroing in" on the marketing profile of a product, spelling it out clearly and simply, breaking it down by specific geographic and demographic groups, and trying to reach not only excellent numbers of people through ratings, reach and frequency but also the most likely prospects for our clients' products.

Too many agencies have concentrated on delivering the largest amount of rating points to a client but not really defining who makes up those rating points. It wasn't the media buyer's fault. He didn't have enough market or media data to work against. Now he can show that without this marketing direction, he'll be unable to do a proper job. It's his way of insisting that media be given a consumer profile to work against and that media supply him with audience data on the same bases. Without both the machine just won't run!

If our severest critics so examined our process, I think we would be more in agreement. For linear programming is one sure way to reorient thinking in terms of media buying, by making sure that we not only reach people, but the right people.

Linear programming also aims to reinterpret "efficiency." Audience delivery and cost efficiency are two of the most important terms the media man will ever use. But proper definition is important.

By relating marketing profiles of the consumer to the media audience we now determine through the computer's mathematical process how to maximize exposure opportunities against our best prospects. We can come out with a cost

per thousand against those people likely to buy.

But Does It Work? ■ It may be reassuring to boast we have the lowest cost per thousand for all evening programs, that our radio buy has delivered the top efficiency possible in terms of homes, or that a spot campaign on tv comes in at 80 cents per thousand. What the client deserves to know, however, is whether we are delivering true efficiency: Is it most productive against his prospects, or just talking to people? The linear process properly planned and programmed will give the answer.

Broadcast research already can better pinpoint how many people we reach. We need now the broader research to break down the numbers in terms of age, income, occupation, etc., and not only for programs but for stations and time periods within markets.

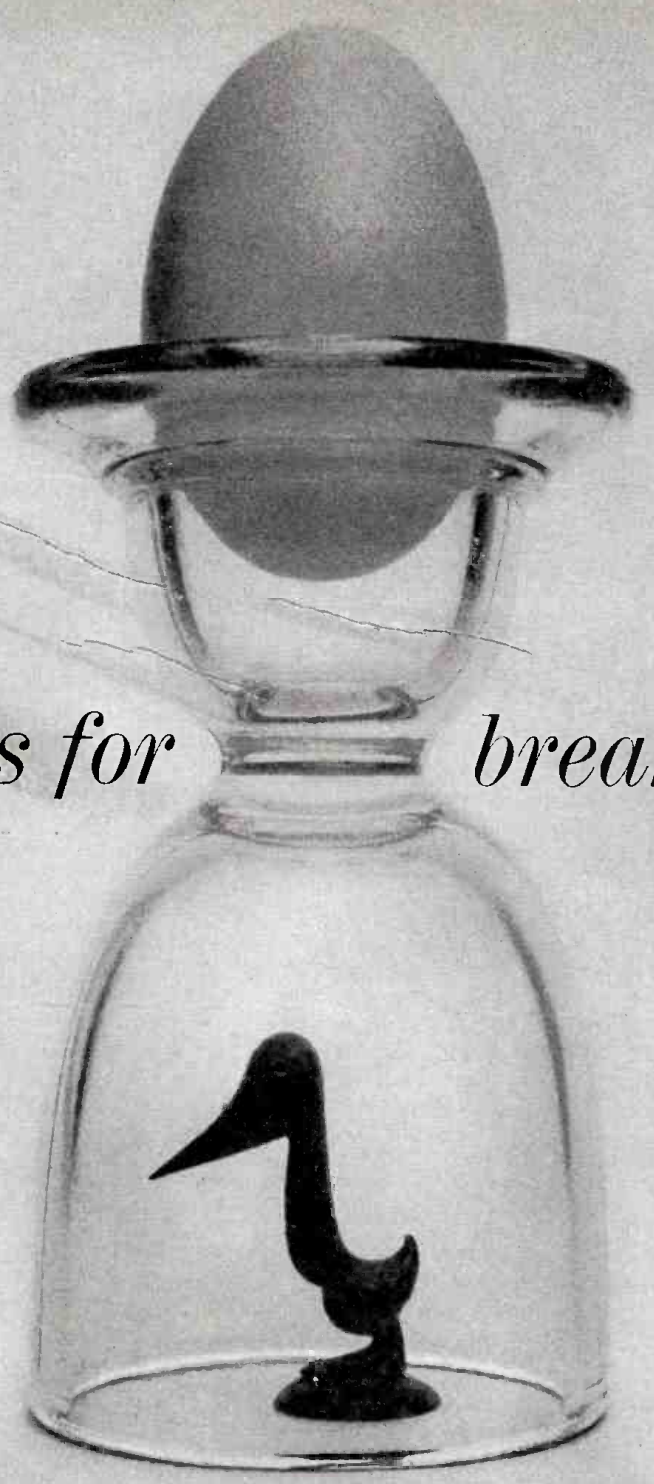
Once this is done, broadcast can do even better garnering advertising campaigns. Because then we can show that, while the medium is mass, it's also selective at times for certain groups.

This is linear programming, engineered so that we can look away from numbers only and concentrate on the market. We then ask not what is cheapest for the most, but what's the best way to reach people willing to buy.

Certainly criticism will continue. But if we can just convince a few that our No. 1 objective is to maximize exposure opportunities against a client's best prospects and not just against people and homes, our work will be of some value. Without proper marketing information, linear programming is of little value. But little else in advertising is of value without this same information: media selection becomes a game, and a mighty expensive one at that.



Herbert D. Maneloveg was elected a vice president in June, 1960, one month after his appointment as BBDO's media director. He joined the agency in New York as a media supervisor in 1954, and was made associate director in 1959 when that post was established at BBDO. His prior experience included three years in media at Benton & Bowles, and research positions with Parade Publications and WOR, all in New York. He is a graduate of the U. of Pittsburgh.



what's for breakfast?

Soft boiled egg? kippers? toasted bagels? Whatever their choice, almost everybody enjoys morning coffee with WELI's Ralph Nelson and Bud Finch, who serve up Greater New Haven's freshest news, comments, and rare good-morning fellowship from 5:30AM to 9:30AM daily! In the rich New Haven market, WELI's your Big Buy . . . with the largest audience, best salesmanship, strongest merchandising.*

National:



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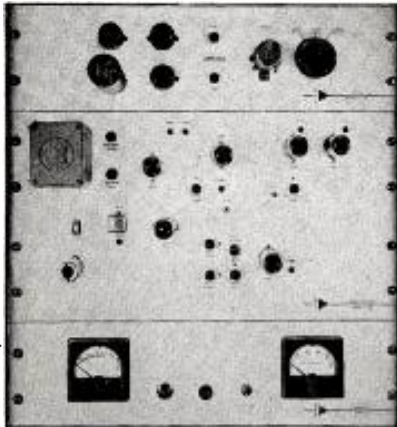
WELI

5000 watts . . . 960 kilocycles

*WELI delivers 73% more homes weekly than New Haven's second station! (Nielson Coverage Survey - '61)

GO STEREO

IT'S PROFITABLE



Go Stereo now and earn greater stereo income with a tested, ultra-reliable GEL STEREO Generator. Many stations have been quick to capitalize on the new rich area of Stereo Broadcasting. Radio KQAL-FM, on the air on November 23, 1961, — within 24 hours of receiving their GEL STEREO Generator — reports, "Within a few days we were almost completely sold out on Stereo time through Christmas."

Find out how easy it is to go Stereo with GEL. NEW STEREO DATA SHEET AVAILABLE — SEE COUPON BELOW.



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LABORATORIES, INC.

195 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.

Marketed in Canada by Canadian General Electric, Toronto 4, Ontario

TO: 15
Mr. Sal Fulchino
Broadcast Sales Manager
General Electronic
Laboratories, Inc.
195 Massachusetts Ave.
Cambridge 39, Mass.

Please send me your new Data Sheet containing complete product description, specifications and block diagram on the GEL STEREO Sub-Channel Generator, Model SCX-B.

Name _____ Title _____

Station _____

Address _____

City _____ State _____

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BROADCASTING, January 29, 1962



IN RADIO

it's the sales climate that counts



MATURE PERSONALITIES

create a friendly sales climate



EXCLUSIVE FEATURES

Helicopter Reports • Editorials • 25 Vignettes Daily



BALANCED PROGRAMMING

assures a diversified audience





The Embassy of Panama

His Excellency Augusto Arango,
Ambassador of Panama
to the United States,
on the patio of the Embassy . . .
another in the WTOP-TV series
of the Washington diplomatic scene.

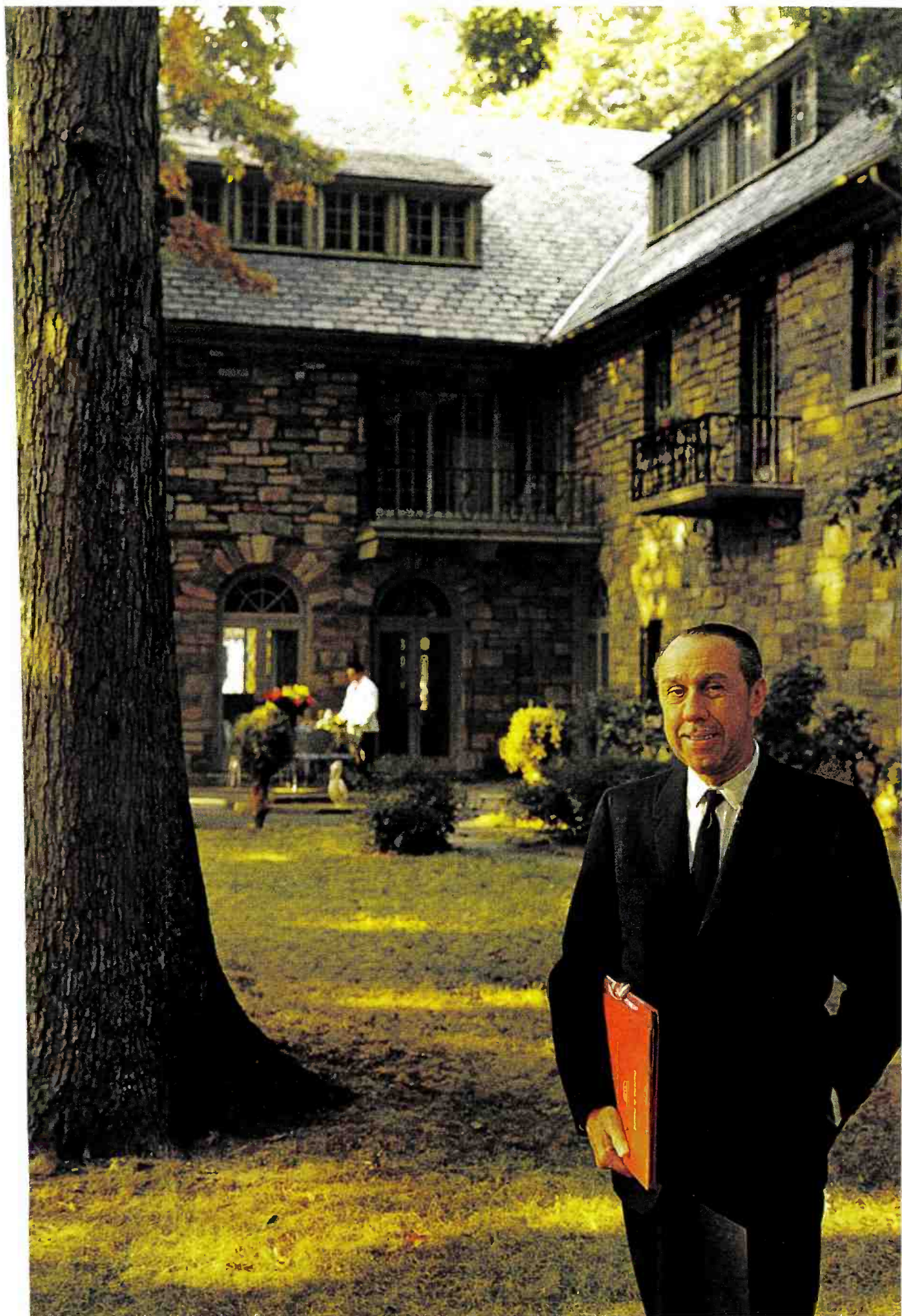
WTOP-TV
WASHINGTON, D.C.



Represented by Tvar

**POST-NEWSWEEK
STATIONS** A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Marc



Close...

ABC-TV	19.9
Net Y	19.5
Net Z	19.3

Source: Nielsen 24 Market TV Report—week ending Jan. 7, 1962. Average Audience, all commercial programs, Mon. thru Sun., 7:30-11 PM.

Still close...

ABC-TV	19.6
Net Y	18.3
Net Z	19.9

Source: Nielsen 24 Market TV Report—week ending Jan. 14, 1962. Average Audience, all commercial programs, Mon. thru Sun., 7:30-11 PM.

What will happen next?

Watch this space.

ABC Television

PROGRAM HEARINGS FAIL TO ORBIT

- Daily attendance dwindles as promised fireworks fizzle
- CBS-TV executives successfully counter commission charges
- Stanton, Aubrey, Salant point to FCC censorship trend

A chastisement of television networks begun 6 years and 6 months ago drew toward a close last week with testimony by 11 top CBS-TV executives before the FCC en banc.

Led by CBS Inc. President Frank Stanton, the network officials presented a powerful counterattack against various charges, primarily in the field of programming and operating practices, leveled against all three networks in the commission's lengthy network inquiry.

The present round of hearings is the last phase, preceding a final report and recommendations, of the FCC's investigation of network practices that began in June 1955 with an appropriation from Congress which eventually totaled \$221,000. CBS-TV was on the firing line last week, with NBC-TV scheduled to defend its honor beginning today (Monday). ABC-TV executives will testify next week.

In last week's testimony, Dr. Stanton, CBS-TV President James T. Aubrey Jr. and CBS News President Richard S. Salant vehemently maintained in prepared statements that the network alone controls the final content of its programming. In their statements and later questioning, they also stoutly de-

fended the balance and quality of the program schedules; attacked increasing FCC inclinations toward "censorship," and proclaimed that they are doing a good job in public affairs.

Standards for the improvement of television must come from the public without government dictation or interference, Dr. Stanton said. He again attacked proposals for direct regulation of the networks and the magazine concept of tv advertising.

Fireworks Not There ■ A full house attended the opening session of the hearing Tuesday (Jan. 23), many expecting sparks to develop between FCC Chairman Newton Minow and the network spokesmen. The hearing immediately, however, settled into a dull routine which was to continue through Thursday. The first witness was an FCC economist who spent an hour explaining financial tables which the audience and most newsmen did not have at the time.

By afternoon, much of the crowd had left and had dissipated almost entirely by Thursday, except for interested industry and government personnel. Tv, radio and newsreels were taping the entire proceedings with live ra-

dio broadcasts in New York, Philadelphia and Washington. Attendance by print media dispensers, too, had fallen off considerably late in the week from opening.

After presentation of the prepared statements, Ashbrook Bryant, chief of the FCC's network study staff, took over questioning of the bank of 11 CBS-TV witnesses. The commissioners themselves were generally silent through Thursday's session, interjecting questions rarely—except those of a clarifying nature.

At one point, Dr. Stanton objected to a Bryant question on the grounds it sought information on programming content which was of no concern to the FCC—thus bordered on censorship. Commissioner Robert T. Bartley was unhappy with a Stanton answer to the former's question whether programming would benefit if all advertisers adopted guidelines similar to those of Procter & Gamble (see below). Dr. Stanton replied that it would not be practical and "just couldn't happen" which disturbed the commissioner since CBS had admitted that it did not know of the existence of the P&G standards until last fall's advertiser hearings (BROADCAST-



A panel of top CBS-TV executives lined up to answer questions of the FCC in the agency's network programming inquiry. The lineup (l to r): W. Spencer Harrison, vice president and business manager, talent and contract properties; Thomas K. Fisher, vice president-general counsel (seated behind table); William H. Hylan, vice president, sales administration; William B. Lodge, vice president, affiliate relations; Richard S. Salant, president,

CBS News; CBS Inc., President Frank Stanton; CBS-TV President James T. Aubrey; Oscar Katz, vice president, network programs; Michael H. Dann, vice president, network programs, New York; Guy della-Cioppa, vice president, network programs, West Coast, and Joseph H. Ream, vice president, program practices. Jay Eliasberg, whose nameplate appears at left, research director, is not shown.

For the networks: 8 years of steady scrutiny

The FCC-network hearings that began last week are billed by the commission as the closing phase of a special network study begun in 1955. Actually the study of network operations began in the Senate in 1954.

In that year special counsel for the Senate Commerce Committee issued reports dealing at length with networking. One report came from Harry Plotkin, one-time assistant general counsel of the FCC who was special Democratic counsel to the Senate committee, and the other from Robert F. Jones, one-time FCC commissioner, the committee's special Republican counsel. Mr. Plotkin made proposals for sweeping changes in network operation. Mr. Jones urged further study of the whole tv system. Messrs. Plotkin and Jones are now in communications law practice in Washington.

In June 1955 the Congress voted the FCC a special fund of \$80,000 to study networking. Roscoe L. Barrow, dean of the law school of



Here's the man who started it all, Dean Roscoe Barrow, U. of Cincinnati Law School, a spectator at the FCC hearings.

the U. of Cincinnati, was named director of a special FCC staff. Before the first year of the special study ended, the FCC asked Congress for more funds and was granted an ad-

ditional \$141,000.

Moore's Indictments ■ In March 1956 Richard A. Moore, president of the independent KTTV (TV) Los Angeles, appeared before the Senate Commerce Committee to argue that option time and must-buy procedures of the networks violated the antitrust laws. Three months later another special counsel hired by the Senate Commerce Committee—Kenneth Cox who was to become chief of the FCC's Broadcast Bureau in the Newton Minow administration beginning last year—issued a strong report urging revisions in network practices. Mr. Cox did not go as far as his principal witness, Mr. Moore, had gone, but he raised serious doubts about the effects of option time, must-buys and network ownership of stations.

Only a few weeks before the issuance of the Cox report, the House Antitrust Subcommittee headed by Rep. Emanuel Celler (D-N.Y.) published a report based on network investigations it had conducted some-

ING, Oct. 9, 1961).

Slow Pace ■ The pace of the hearing was exceedingly slow which elicited criticism and comment privately from FCC officials and other government as well as industry observers.

In addition to Messrs. Stanton, Aubrey and Salant, CBS-TV executives on hand to answer questions included: Oscar Katz, vice president, programs; Michael H. Dann, New York program vice president; Guy della-Cioppa, vice president Hollywood programs; William H. Hylan, vice president, sales administration; W. Spencer Harrison, vice president-business manager for talent and contract properties; William B. Lodge, vice president, affiliate relations; Joseph H. Ream, vice president, program practices, and Jay Eliasberg, research director.

Minow Opening ■ FCC Chairman Newton N. Minow opened the hearing with a statement outlining the scope and purpose of the extended inquiry. "Networking is a vital key to modern television broadcasting and the object of this inquiry has been to provide the public, the Congress, the commission and the industry with a broad, objective and factual study from which to discern the dimensions of network television," he said.

The broadcaster is a trustee for the public who cannot under the law transfer his obligation, Mr. Minow stated.

But as a practical matter his ability to serve the public is greatly affected by the programs the networks make available and the licensee has little part in the creation, production, selection and control of network programming.

Prior to the present inquiry, Chairman Minow said, no attempt has ever been made in public to isolate and describe the multiple factors affecting the selection of network programs. The investigation, he said, does not con-



Frank Stanton, president of CBS Inc., was the leadoff witness for his company in the final phase of the long-drawn-out FCC hearings on network practices.

template any invasion in programming content and offerings which would constitute censorship.

On the other hand, the commission is determined that every licensee shall make "an honest, sincere effort to serve the public interest—and in these hearings we seek ways to assure that every broadcaster shall be able to fulfill this grave responsibility," the chairman said.

Stanton Keys CBS ■ In his opening statement Dr. Stanton said that public taste must dictate tv programming without government interference and urged a "massive technical offensive on several fronts" directed toward increasing competition through the establishment of more stations.

Dr. Stanton called the sharp criticism of tv and its defense by the industry in recent years "unique in the history of communications." All involved in this discussion, he said, agreed on one dominant fact: "Everybody wants this miraculous medium become stronger, more serviceable, better."

The question is what direction must take to reach its enormous potential and from what source the standards of improvement shall come. Dr. Stanton told the commission: "What we have been seriously concerned about is a drift towards incorrect, but nevertheless effective, program control by the government,"

months earlier. The Celler report questioned the legality of option time and must-buys, said network ownership of stations could lead to undue concentration of power and recommended that the FCC make network affiliation contracts public to prevent networks from favoring big-market, group-owned stations at the expense of weaker affiliates.

The Barrow Report ■ In October 1957 Dean Barrow produced a 1,327-page report of his special FCC study. He recommended, among other things, that networks be placed under the direct regulation of the FCC, that option time and must-buys be outlawed, that networks be prevented from acting as spot sales representatives for stations other than those they own and that the FCC be given power to levy fines for infractions of its rules.

All of those Barrow proposals resulted in subsequent action.

Last year bills to give the FCC direct regulatory power over networks were introduced in both the Senate and House, at the FCC's request. The FCC is expected to press for action at this session of Congress.

Option time was reduced by an FCC rule from three hours to two and a half hours per broadcast segment. Last year the U. S. appellate court, to which the networks had appealed the rule, remanded the case to the FCC at the FCC's request. No official reason has been given, but the FCC has had option time under reconsideration since then.

Must-buys, the practice of requiring advertisers to purchase a stated minimum number of affiliated stations, were voluntarily discontinued by CBS-TV and NBC-TV. ABC-TV had stated its minimums in dollars instead of numbers of stations.

The FCC adopted a rule, which became effective the first of this year, prohibiting networks from acting as spot sales representatives for stations other than those they own.

In 1960 the Congress amended the Communications Act to give the FCC power to levy fines against licensees who violate FCC rules.

And Now Programs ■ The Barrow report was issued before the special network study staff completed its investigation of network programming, and Dean Barrow urged that pro-

gramming explorations be continued. They were, with finances provided out of the FCC's regular budget.

Extensive public hearings have been held—with network witnesses in May 1959; advertising agency witnesses in July 1959; witnesses from professional, religious, civic, educational and broadcasting groups between December 1959 and March 1960 when the subject was broadened to encompass all kinds of programming on both radio and television; film producers in October 1960 and again in May 1961; writers, directors, producers and performers in June 1961, and national advertisers in September 1961.

Based on the general program hearings of December 1959-March 1960, the FCC special staff issued an interim report on June 15, 1961, calling for tighter surveillance over radio and tv programming. The next month the commission issued a statement of policy announcing its determination to match performance of stations against promises made at the time of licensing and suggesting 14 areas of programming that it implied were required of any licensee.

said. The "unhappy results" of such control would not become immediately apparent, he said, but would come through the processes of history.

Testimony during the long hearings as to what types of programming should be offered by the networks demonstrates the strong human trait which impels an individual to attempt to lead others to the height he has attained, through some form of coercion or cultural speed-up, the CBS Inc. president said. "The more sophisticated, who are restless with the

type of entertainment that appeals to others, may need a rededication of faith in that hopeful experiment that is our democracy, he said.

A broadcaster who offers only those program types which he personally likes—and for that reason thinks they are the best for everyone else—risks immediate and total disaster and negates the very essence of democracy, he said. Real progress in tv programming is responsive to a continuing demand from the public, which is always in a process of continuing change, Dr. Stan-

ton stated. And, he continued, the industry must not only keep pace with this progressive change but anticipate it.

Public Decides ■ Demand from the public "is the only force that can have validity and lasting authority," he said. "True change and progress in this demand can result only from the gradual elevation of the educational level of the American people." He said that less than 32% of American adults have more than a high school education and that the same percentage have no more



As the hearing progressed here is a view of the seven FCC commissioners on the dais—Ford, Lee, Hyde, Minow,

Bartley, Craven and Cross with James T. Aubrey, president of CBS-TV on the stand.



Some CBS-TV executives were pensive as they waited at the FCC hearings. Here are (l to r) James T. Aubrey, president of CBS-TV; Thomas K. Fisher, vice president

and general counsel; Michael H. Dann, vice president, network programs, New York; Guy della-Cioppa, vice president, network programs, West Coast.

than an eighth-grade education.

However, he said, 50% more Americans had college degrees in 1959 than in 1940, and the level with only an eighth-grade background decreased from 47% to 32%. Tv has participated in this process and for this reason has been able to move ahead of its audiences at

times. "The dramatic and constant rise in educational background is the force that is going to make television better, if only because the medium cannot survive unless it responds to this force," Dr. Stanton said.

Recognition of demands from the public and the competitive aspects of

broadcasting have brought about outstanding television programming, Dr. Stanton said. He pointed out that the industry has moved ahead on its own initiative at great costs. For example, CBS spent \$53 million of private capital before it realized one cent of profit in tv operations.

The CBS Inc. president said that he is disturbed by the failure of affiliates to carry many of the network's serious programs. "But I would be as much against anyone, by threats of punitive action or by raising doubts about their right to survival, forcing affiliates to take such programs as I would be against forcing them not to take the programs," he said.

Dr. Stanton stressed that television cannot have the freedom to progress without having the freedom to choose—and to make mistakes. "If they are mistakes that really matter, we may be absolutely sure that the public will make itself heard and will exact satisfaction," he said.

No emergency There is no public uprising against the general content of tv programming, Dr. Stanton maintained, and there is no national emergency or wholesale abandonment by broadcasters of their responsibilities. "The day-to-day competition of the networks has brought each season no dozens, not scores, but hundreds of programs of distinction," he pointed out.

A "serious mistake" would be made "if we assume that after these brief and incredibly crowded years of growth this medium is locked into its present situation—creatively, technically or economically," Dr. Stanton said. "We tend to forget that it is an infant medium of communication and that it must be allowed its growing pains."

The major direction improvement in tv can take is a better use of the spectrum space to make possible new stations and networks, he said. CBS has

CBS-TV counters Susskind accusations

"Inaccurate." "Highly misleading." "Fraught with error." "Incomplete and incorrect."

CBS-TV last week thus countered examples cited last June by producer David Susskind in charging that the networks hold a "death grip on programming." Mr. Susskind, vice president of Talent Assoc.-Paramount Ltd., made the charges in testimony before the FCC program hearings in New York (BROADCASTING, June 26, 1961). The network's reply was submitted as an exhibit in last week's FCC program hearing.

For example, CBS-TV said that Mr. Susskind's suggested replacement for *GE Theatre* was finally rejected because it became evident he "would not be able to produce the type of program which he had originally conceived and proposed." Mr. Susskind had said the network refused the program, after the sponsor and its agency had accepted the idea, because it wanted something "more glamorous" to meet the Sunday night competition of *Bus Stop* and *Bonanza*.

The producer also had charged that CBS canceled *Family Classics*, sponsored by Breck shampoo, because of poor ratings and the "bother" of producing specials. "Incomplete and incorrect," said CBS. The network, sponsor and agency agreed that more mature programming was needed and as a result Breck became half-sponsor of *Golden Showcase*.

Way Out Which Way? • CBS also denied a Susskind accusation that *Way Out* was produced and packaged by Talent Assoc. and that the network demanded 50% ownership before it would put the program on the air. These are the facts, CBS said: Mr. Susskind's original idea for a supernatural program was rejected six months before *Way Out* was born. Following the rejection, CBS wanted a series of original ghost stories to be slotted adjacent to *Twilight Zone* and asked Mr. Susskind to produce the show in return for 50% of the profits.

Mr. Susskind's original idea and *Way Out* are two completely different program concepts. The rejected idea was subsequently sold to Ford Motor Co. and received network exposure at the same time *Way Out* was on CBS.

The producer had charged that *Mrs. G. Goes to College*, starring Gertrude Berg, was forced on the network, which had a low opinion of the show, by sponsor General Foods which threatened to cancel its other CBS programs if *Mrs. G.* was not put into the schedule. CBS admitted that opinions about the quality of the program were divided but it was considered a good risk because of the name qualities of Miss Berg. At no time did the sponsor "even suggest the possibility" of canceling other shows, the network said.

WSB-TV is proud of its awards...



Pictured above are a few of the awards received during 1961.

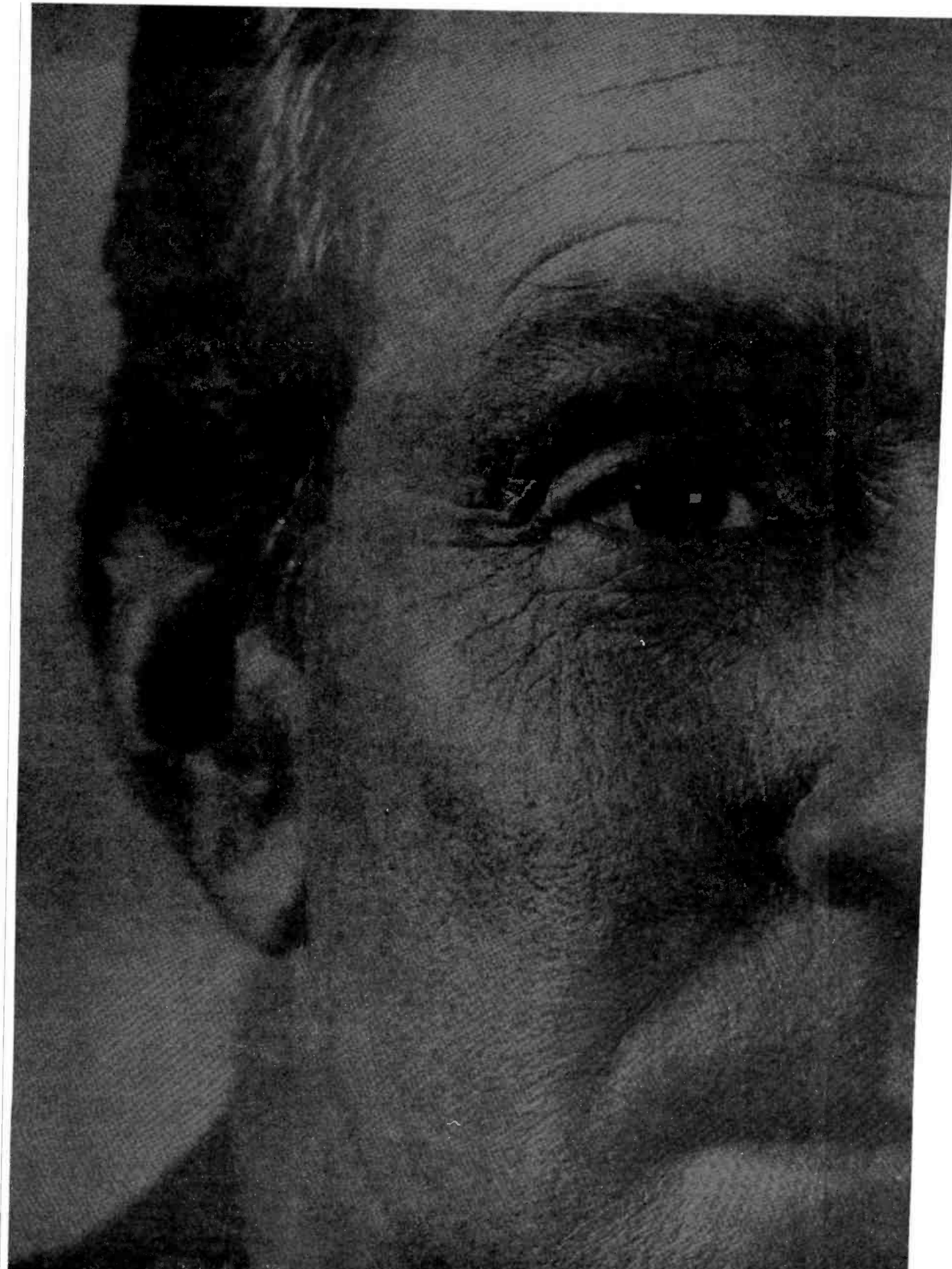
For every award denotes service by the station to its community. In this respect local citations are as important to us as those we win in national competition. The honors pictured above are representative of service in the fields of health, education, safety, news, and citizenship during 1961. We shall try and merit more such awards in 1962 ... and thus keep faith with Atlantans and Georgians whose loyalty to WSB-TV has maintained the station's number one position in the market since October, 1957 (ARB Metropolitan area reports).



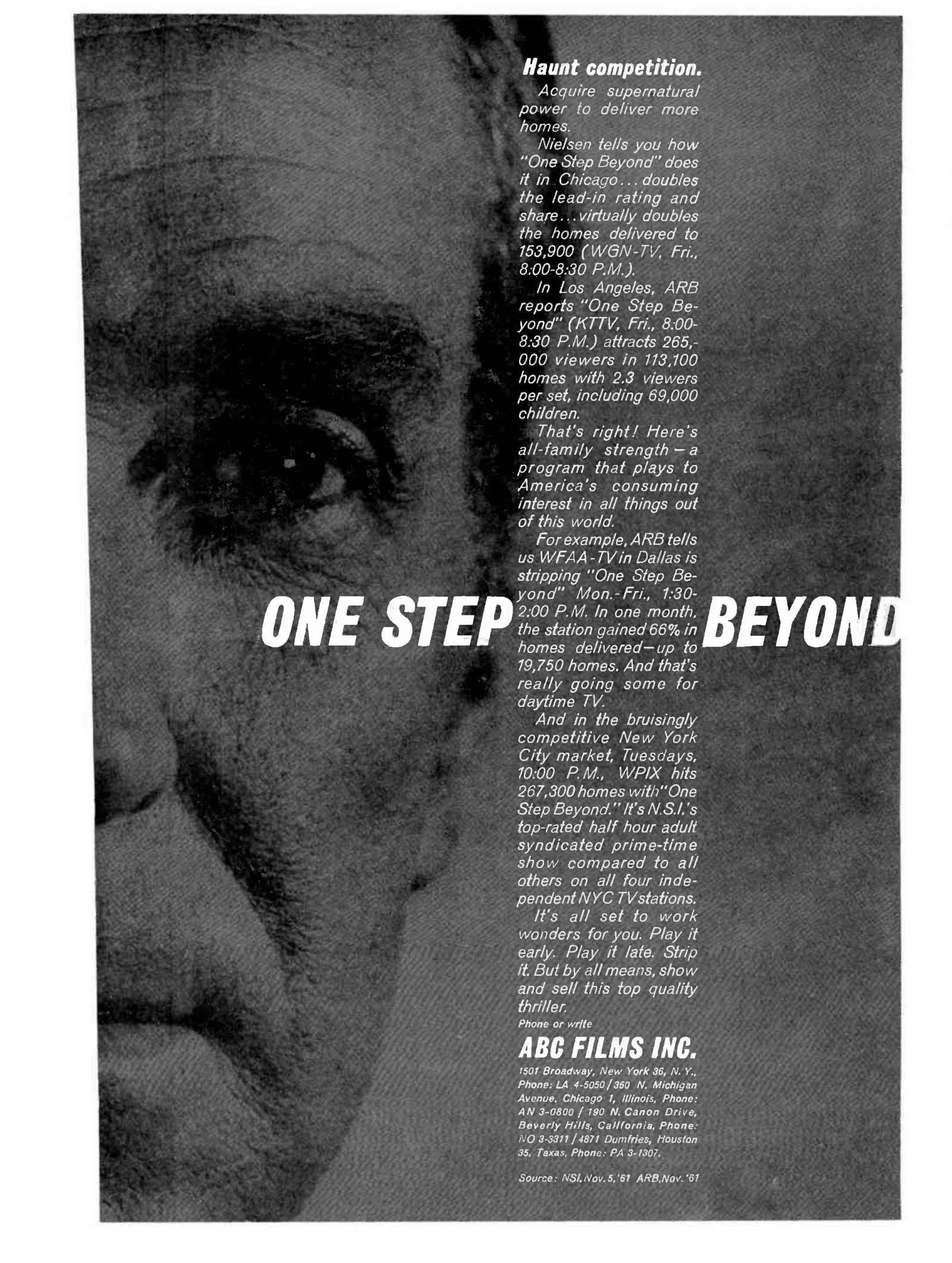
Represented by



Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.



John Newland hosts 94 half hour episodes, as top names star in incredible stories of true life experiences beyond man's ken.



Haunt competition.

Acquire supernatural power to deliver more homes.

Nielsen tells you how "One Step Beyond" does it in Chicago... doubles the lead-in rating and share... virtually doubles the homes delivered to 153,900 (WGN-TV, Fri., 8:00-8:30 P.M.).

In Los Angeles, ARB reports "One Step Beyond" (KTTV, Fri., 8:00-8:30 P.M.) attracts 265,000 viewers in 113,100 homes with 2.3 viewers per set, including 69,000 children.

That's right! Here's all-family strength — a program that plays to America's consuming interest in all things out of this world.

For example, ARB tells us WFAA-TV in Dallas is stripping "One Step Beyond" Mon.-Fri., 1:30-2:00 P.M. In one month, the station gained 66% in homes delivered—up to 19,750 homes. And that's really going some for daytime TV.

And in the bruisingly competitive New York City market, Tuesdays, 10:00 P.M., WPIX hits 267,300 homes with "One Step Beyond." It's N.S.I.'s top-rated half hour adult syndicated prime-time show compared to all others on all four independent NYC TV stations.

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Avenue, Chicago 1, Illinois, Phone:
AN 3-0800 / 190 N. Canon Drive,
Beverly Hills, California, Phone:
NO 3-3311 / 4871 Dumfries, Houston
35, Texas, Phone: PA 3-1307.*

Source: NSI, Nov. 5, '61 ARB, Nov. '61

ONE STEP BEYOND

always held that increased competition is the most promising road for tv to follow and this can be attained through the use of both uhf and vhf, Dr. Stanton said.

"All of us concerned with television must bring new force, new concentration, new ingenuity to bear on a technical breakthrough [for uhf] opening the doors to more competition," he said. A step in the right direction is the FCC's quest for legislation to require the manufacture of all-channel tv receivers, he said.

"But we must not delude ourselves that the full utilization of this system [uhf] will result solely as a chain-reaction from any one step," he warned. "We need to undertake a massive technical offensive on several fronts. It should involve the commission, the broadcasters, the laboratories and the manufacturers—an offensive directed at increasing competition both in stations and networks by increasing the availability of more outlets without sacrificing service to any important segment of the public.

Aubrey Replies ■ In a 100-page prepared statement, CBS-TV President James T. Aubrey Jr. detailed the organizational structure of the network and answered questions the commission posed last fall (BROADCASTING, Nov. 20, 1961).

The function of a network is to serve the public, affiliated stations and its advertisers, Mr. Aubrey said. "Through network programming, the American public . . . receives a richness and diversity of entertainment and culture and information unavailable to even the wealthiest . . . a few short years ago," he told the commission.

"There is diversity and balance in our schedule," Mr. Aubrey said. He said the critics always minimize the number of programs which suit their taste and maximize the number which do not. CBS now has 24 new programs in the final stages of development, 9 one-hour, 15 half-hour. Out-of-pocket expenses for new program development runs \$2 million annually, Mr. Aubrey said, and CBS feels that if only one or two of the 24 are successful the money will have been well spent.

"We believe that the most important dollars we spend are those devoted to the development of programs," he said.

The basic objective of CBS in formulating its program schedule is not to impose a choice upon the viewers but to let them make their own, he said. The network has no rigid program formula but its schedule is a result of development from trial and error, Mr. Aubrey said.

Diversity Among Networks ■ Mr. Aubrey maintained that all three tv networks offer a wide choice to viewers. For example, he said, during last week's



Ashbrook Bryant, who conducted the FCC hearings, in a typical pose.

programming, there was only one half-hour when all three networks offered the same type of program (a situation comedy).

At the height of the western trend, he said, CBS-TV's schedule included eight such shows weekly during prime time; yet "to hear our critics tell it, we were presenting 88 and there was nothing but westerns on the air." He cited the following percentages of last week's CBS programming to substantiate the network's diversity of offerings:

Adventure, 7%; cartoons, 1.3%; general drama, 3.8%; mystery, 2.5%; panels, 2.5%; audience participation, 11.5%; serials, 18.5%; situation comedies, 11.4%; talks, 3.2%; children's variety, 8.3%; other variety, 4.4%; westerns, 5.7%; sports, 3.2%; and news and public affairs, 16.7%.

The network department heads meet frequently on specific problems of program scheduling and a formal meeting is held every other week with Messrs. Stanton and William Paley (CBS Inc. board chairman), both of whom participate actively in program matters, Mr. Aubrey said.

Mr. Aubrey said he's grateful sponsors are showing more interest in news and public affairs shows, but such sponsorship has not kept pace with costs. Unrecovered net costs to the network for these show types increased from \$900,000 in 1951 to \$10.5 million in 1961, he said.

Fewer affiliates carry the sustaining public affairs programs than those which are paid for or shows in the entertainment category, he said, and public affairs shows reach a substantially smaller audience than other programs. He cited last fall's "Eisenhower on the Presidency," three episodes on *CBS Reports*, with its heavy (\$294,000) promotion as an example. The program attracted only 11% of the total

audience (2.4 million homes). (Chairman Minow said this constitutes a substantial audience "by any terms" and that he couldn't understand CBS's disappointment.)

Use of Ratings ■ CBS uses rating in determining audience interest for a specific program, Mr. Aubrey said, but "it is not our policy to program each period with that program which we think will appeal to the largest audience." He said the network is "fully aware" of the limitations of ratings as an estimate for audience size and that ratings are observed continuously once a program is on the air.

Because revenue from advertisers is the sole economic support of tv, "there is no doubt" that advertisers and their agencies play a role in network programming, Mr. Aubrey said. The ultimate responsibility belongs to and remains with the network, he said, but advertisers do influence both entire shows and elements within a program. He told the FCC that it would not be a "wise course" to exclude advertisers from such participation.

The CBS-TV president said an advertiser rarely presents a list of "dos and don'ts" but frequently contract provisions give the sponsor the right to disapprove the proposed program. And, he said, as long as the wishes of the advertiser do not limit creativity, they will be followed to a degree that is consistent with network practices.

A magazine concept for tv advertising would not be good for the industry or the advertiser, Mr. Aubrey said. Critics of the program sponsorship system do not understand the magazine system and it is misleading to compare print media with run-of-schedule tv advertising, he said. A single network program encompasses the appeals of many types of magazines, he said, and to force an advertiser to buy tv time without regard to program adjacency would be analogous to insisting that an advertiser who buys a page in *Fortune* also run an ad in the other Time Inc. publications.

Program quality and balance would suffer under the magazine concept, Mr. Aubrey said, because if program association is eliminated pure circulation would become the only criterion for the purchase of tv time. As a result, public affairs and other programs offering a contrast to entertainment would be forced off the air, he said.

What's Acceptable ■ The Program Practices Department has the responsibility to see that all programs and commercials live up to the standard of CBS-TV and the NAB code, Mr. Aubrey said. Constantly changing problems make it impossible to establish a formal list of program dos and don'ts, he said. Though the department does have general principles to follow, "no

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one, in our view, is smart enough to spell out in advance specific rules for the guidance of artistic creativity."

CBS suggested that a special office be established under the jurisdiction of the NAB code director to investigate the claims, demonstrations and validity of commercials.

Clearing the Record ■ "I want the record to be quite clear. . . . We have not sought to obtain a participation [interest] in a program as a condition of that program's acceptance in our network schedule," Mr. Aubrey said in answer to charges that such a condition is placed on network schedules. He said CBS does not seek ownership participation in a program on the network schedule unless it has a substantial sum of money invested.

Through ownership participation, he said, financial risk can be minimized by receiving a share of income from the shows, either in first network runs or residual rights. Nevertheless, CBS's unrecovered program costs continue to rise, he said. The network has no objections—and in fact welcomes—programs brought to CBS as a package by the advertiser, he stated.

The change in sponsorship patterns (from single sponsors to alternate and participating) and an increase in the number of one-hour shows has resulted in the network producing or licensing more of the programs it offers, he said. Following is a table of ownership of CBS programs from 1957-61:

Percentages of CBS television network programs produced by CBS, produced by independent producers and licensed to CBS and produced by independent producers and licensed directly to advertisers.

Nighttime program schedule 6-11 p.m., excluding news and public affairs and excluding special programs, based on November of each year.

	CBS	Licensed to CBS	Licensed to Advertisers
1957	35%	28%	37%
1958	30%	33%	37%
1959	25%	29%	46%
1960	15%	51%	34%
1961	17%	56.5%	26.5%

Salant Gives Criteria ■ Integrity, balance and objectivity are the criteria upon which CBS formulates its news policies, Mr. Salant told the hearing in a prepared statement. Some of the policies include the following prohibitions: against news personnel delivering commercials or narrating industrial films or appearing in entertainment broadcasts ("in order that there be no confusion between the world of fiction and the world of fact"); against any advertiser control of program content (one exception—Prudential Insurance Co.'s *Twentieth Century* contract—is an oversight which will be remedied, Mr. Salant said); against accepting any financial contributions (other than the sponsors' program charges); against

outside production of any CBS news or public affairs programs (with limited exceptions in technical fields after full investigation of the producer).

Mr. Salant denounced the "tendency in some quarters" to program by the numbers, by percentages of the broadcast day or certain hours, and then to look to the news department to fill the gaps. Instead, CBS News examines "the world of reality," makes decisions on what needs to be done and does it as interestingly and accurately as possible, he said.

To criticism that there should be more public information programming, Mr. Salant said he, personally, is strongly in favor of more, "but we can only help the public to develop an appetite—and then satisfy that appetite." He said CBS News is working on informational programming for children and on programs to increase general knowledge in addition to "hard news" programs.

Children's programming, Mr. Salant said, presents one of the division's "most frustrating and perplexing prob-



Lined up, ready for reference, is the docket for case 12782.

lems." He said CBS News now has three such pilots in production, one on American history, one in literature and one on "the contemporary world of reality."

The increase in public affairs programming was emphasized by Mr. Salant. He said CBS has increased the number of such programs 40% over last season. This category of programming now totals 690 hours annually or about 17% of the total network schedule, he said.

At Mr. Salant's request, a film called "Eye on the World," was shown; it gave excerpts of CBS News programming—current, past and future.

Surprise Beginning ■ FCC Network Study Chief Ashbrook Bryant opened the hearing with a surprise witness, Dr. Hyman H. Goldin, the FCC's chief economist, who submitted several financial tables to show the networks' "tremendous" impact on tv.

Dr. Goldin said that 90% of all tv programming during prime evening hours is supplied by the networks. Most of the financial figures he cited, except those dealing with network-owned sta-

tions and other outlets in the same cities (see below), are a matter of public record.

The economist credited three tv networks and their 15 owned stations were credited with 50.5% of the total tv revenues for 1960. The 15 network-operated stations in eight markets received 25.2% of the total tv income for 1960 while the 21 other stations in those cities totaled 9.1%, according to the FCC figures. In New York and Los Angeles, the six network stations garnered \$38.6 million (94%) in income (before taxes) in those two cities while the eight independent stations' income was \$2.4 million for 1960, Dr. Goldin said.

Following are two pertinent financial tables submitted for the record:

Comparison of revenues and income of network-owned stations with other stations located in 8 markets¹, 1960

	8 Markets: Revenues Income	
15 Network-Owned Stations	59.2%	73.7%
9 Affiliated Stations	18.1	22.4
12 Non-Affiliated Stations	22.7	3.9
	100.0%	100.0%

¹Markets in which networks own 1 or more stations: New York, Los Angeles, Chicago, Philadelphia, Detroit, San Francisco, St. Louis and Washington.

Note: Excludes 1 uhf station in Philadelphia.

New York and Los Angeles: Comparison of revenues and income of network-owned and independent stations 1956-1960

	A. Revenues (\$ Millions)		% Owned and Operated to Total
	Network Owned and Operated Stations	Independent Stations	
1960	\$79.2	\$41.6	65.6%
1959	75.0	40.1	65.1
1958	63.9	31.3	67.1
1957	55.8	32.7	63.0
1956	53.9	31.2	63.3

	B. Income (\$ Millions) (Before Federal Income Tax)		% Owned and Operated to Total
	Network Owned and Operated Stations	Independent Stations	
1960	\$38.6	\$2.4	94.0%
1959	37.2	1.7	95.6
1958	30.8	(2.9)	—
1957	27.3	.1	99.6
1956	27.5	(.3)	—

() Denotes loss.

Note: 6 network owned stations and 8 independent stations in each year.

The CBS network does program serious drama for minority tastes and intends to do more along these lines, Dr. Stanton told the FCC Wednesday afternoon as the network hearing moved into the question and answer period.

There are six original dramas scheduled for the next season, Mr. Stanton announced, and they have all been bought by Westinghouse.

In addition, some CBS program series have included individual programs of quality proportions, the CBS president stated. Included in these, he listed, *The Defenders*, *Route 66*, *Tw-*



WDAY-TV makes the ladies PANT!

10,320 women in and around Fargo are greatly exercised about what Bill Weaver says and does on his daily "Party Line" program every late afternoon.

For example: Bill had "Miss Exercise" appear on the show daily for two weeks to demonstrate a group of thinning and stretching exercises. A mimeographed instruction sheet was offered

(not pushed) every day. In two weeks, 10,320 requests were received.

"Party Line" is doing a *magnificent* job for well-known brands of coffee, appliances, soft drinks, cake mixes, soaps, cleaners, etc. If you buy into it, you'll have better proof-of-listenership than ever came out of any ratings book. Ask Peters, Griffin, Woodward!

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The discussion on serious drama came after the better part of the afternoon wore away in an exchange between FCC Counsel Ashbrook Bryant and Dr. Stanton on whether there is a pressing need for a change in television programming.

Mr. Bryant quoted extensively from eminent educators and cultural leaders that there is an urgent need to upgrade tv programming. This was in reply to Dr. Stanton's remark that there is no emergency in tv programming.

Dr. Stanton adhered to his statement; he disagreed in some parts with many of the authorities quoted by Mr. Bryant. These included the President's Commission on Human Goals, Dr. William E. Hocking, Prof. S. I. Hayakawa and others.

Writers Gripes ■ The stage was set for the discourse on drama tv programs when Mr. Bryant referred to remarks of writers and producers at the New York hearing last fall. There, he recalled, a general complaint was that there was no more live drama on tv similiar to the "golden years" in the early 1950s when tv was replete with such programs as *Studio One*, *Playhouse 90*, *Climax*, and others of this nature.

CBS, and he personally, Dr. Stanton replied, always regretted the demise of this type of programming but the audience just fell away. When CBS took *Playhouse 90* off, Dr. Stanton said, its audience had fallen precipitously. The CBS president recounted the attempts to keep *Playhouse 90* on the air; its schedule was changed, it was turned into a program special, some of its best plays were rerun this summer. Even then its audience was not significantly large, Dr. Stanton reported; it was a substantial audience but not overly large.

In referring to tv's "good old days," Dr. Stanton emphasized that not every *Playhouse 90* program was a high quality successful attempt. "There were many turkeys in the good old days of live drama," Dr. Stanton said. "If these programs were to be put on the air today," he said, "we would be shocked at what we considered good programming 10 or 15 years ago."

Creative Troubles ■ Mr. Dann explained the difficulties CBS was having in getting writers to work on the Westinghouse specials. Of the first 12 writers contacted, only three were available, he reported. And, he explained, he has an excellent budget and the assignments offered full freedom to the writers. "One of the great crises facing producers today," he said, "is the lack of writers who have something to say."

Sponsor Interference ■ Charges that sponsors objected to such things as a

picture of the Chrysler Bldg. in a scene or took out the words "This is the American way," because the programs were being sponsored by another automobile company or another tobacco company are "flyspecks" in the picture, Mr. Aubrey told the commissioners. Mr. Aubrey emphasized that the Westinghouse specials for the coming year are unique; it is the first time a sponsor had signed for a series of programs which the network had decided to produce without regard to whether or not they could be sold.

Dr. Stanton returned again and again to his main theme; that the public holds the final say on whether they like a program—or format. When there are too many programs of the same kind, the CBS president noted, the public gets satiated, and turns to another type.

In answering implications that tv is falling down in not providing sufficient education and culture to the public, Dr. Stanton replied:

"Our job is to provide the public with a ramification of programs and let them make their choices. Not to ram education down their throats. It's as simple as that."

FCC Interference ■ Thursday's morning session was highlighted by questions about sponsor interference with program content and an objection from Dr. Stanton that the FCC counsel entered an area of questioning in which the government had no authority.

The CBS Inc. president protested when Mr. Bryant asked a question which implied that show titles, storyboards and credit lines interfere extensively with the entertainment allotment of a program. This gets into creative functions, which is program content and of no concern to the commission, Dr. Stanton said. He cited this as one of the areas of concern for broadcasters of a drift by the FCC to-

ward control of and interference in programming.

Mr. Bryant queried Messrs. Stanton and Aubrey at length (and at one point objected when Dr. Stanton attempted to answer a question the FCC counsel had directed toward Mr. Aubrey) on advertiser influence and censorship of programming content. He cited the policy guides of Procter & Gamble and Brown & Williamson Tobacco Co. (BROADCASTING, Oct. 9, 1961) as proof that advertisers censor.

The network spokesmen repeatedly maintained that CBS is the sole judge of what is broadcast by the network. Mr. Aubrey said that advertiser taboos are not permitted to change the story line or interfere with creativity. They are designed, he said, to protect the sponsors in the marketplace and not to offend any substantial segment of the audience. Additionally, he stated, many sponsor taboos are the same adopted by the network.

An advertiser policy the network agrees with is B&W's stipulation that the principal characters on the *Defenders* smoke Viceroy's, a B&W cigarette. Commissioner Ford asked how important it would be if the hero pulled out a pack of Camels. Dr. Stanton replied that it would be very important to the sponsor. The importance is "largely a matter of whose ox is being gored," he said.

For example, Dr. Stanton said that he would be "very edgy" to appear before a camera all day with "NBC right under my chin." He said that this is just human nature and pointed out that his prepared statement referred to the "nationwide" audience rather than "national."

Difficult Road ■ Mr. Bryant wanted to know what control CBS has over programs independently produced and telecast on the network. The witnesses agreed that they have no knowledge of

MCA ordered to produce records

A California judge last week ordered MCA Inc. and its vice president, Taft B. Schreiber, to appear before the FCC with MCA's records. The FCC in its hearing on network program sources in California in the fall of 1960 ordered MCA to submit a list of all tv programs in which MCA has acted as packager. Mr. Schreiber, the MCA witness, refused on grounds the records were confidential and because Chief Hearing Examiner James D. Cunningham refused to permit MCA's attorney to conduct cross-examination. Mr. Schreiber walked out of the hearing (AT DEADLINE, Oct. 24, 1960 *et seq.*).

Judge Leon R. Yankwich of U. S. District Court, southern district of California, ruled that the FCC has the

right to demand information in an investigatory hearing, even from parties not under the agency's regulatory jurisdiction. He also found that Mr. Cunningham was within his discretion in not permitting cross-examination by MCA counsel because the proceeding was of an investigatory rather than adjudicatory nature.

But the judge suggested that "in view of the well-founded fears [of MCA] that the testimony to be given might result in disclosure of trade secrets," the examiner confine attendance at the MCA disclosure session to persons directly involved in the proceeding and exclude the general public. Judge Yankwich denied requests for further oral argument.

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For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

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the polices followed by the producers of such shows but repeated that they, not the producers, make the final decision on broadcast. "It's a difficult road we have to travel," Dr. Stanton said in pointing out that the network is attacked for producing and controlling too many of the shows it airs and, on the other hand, is criticized because it cannot know content at time of filming of independent programs.

CBS emphasized that advertisers do not "control" with a filmed sequence for future telecast on the *Defenders* to which all three of the show's sponsors have objected (B&W, Lever Bros. and Kimberly-Clark). The program deals with abortion and the advertisers objected on the grounds it places undue emphasis on the alleged unfairness of abortion laws.

Dr. Stanton said the program is "very fine, realistic and honest dramatization" and definitely will be telecast with or without sponsors.

No. 1 Question ■ What is the affiliate's part in network programming? That was the key question explored at the FCC hearings Thursday afternoon, Dr. Stanton maintaining that affiliates play a strong role and Mr. Bryant implying they have little if anything to do with the "program processes."

Dr. Stanton acknowledged the individual station has no more hand in the creation of a network program than in that of a syndicated show—but it does exert leverage: "He can take it or refuse it," Dr. Stanton said.

In addition, the network has taken a number of steps to keep the affiliate informed of programs and formats. He gets announcements of new programs and of plans for programs; he receives condensations of programs and of individual segments of a series. Above all, Dr. Stanton said, "they make strong suggestions about what our program department should do."

Where a serious question of taste or morals is raised, Mr. Lodge stated, the entire program is previewed for affiliates.

The CBS president said he is trying to increase this give and take between the networks and affiliates.

In answer to a suggestion by FCC Commissioner Robert E. Lee that the FCC regulate networks, Dr. Stanton demurred. He said he doesn't see the reason for it. The FCC already has jurisdiction over stations, he pointed out, and all the networks own stations. And anyway, he said, "I don't like the responsibility for 200-odd stations. I would like to have them join in the responsibility for programming."

Running the Gamut ■ The question of affiliate responsibility in the network programming scheme was one of almost a dozen areas explored at the Thursday afternoon sessions. Others

touched on residuals and foreign markets, crime and violence in children's programs, advertiser control or supervision over programs, influence of talent agencies, ratings, film shows.

A long session, explored the use of film shows and Mr. Bryant implied that these are used because they are easier to handle for returns, syndication and sale in foreign markets.

Mr. Aubrey estimated that there might be 50% of CBS' programming in prime time on film; the remainder is either live or on tape. He explained that at one time film had certain advantages, in that the program could be reused, but that this is no long true. Live shows in the earlier days of tv were cheaper, he said, but with the increasing use of video tape recording, this no longer holds. He said that it is now possible to transfer taped shows to film with no loss of quality.

This exchange prompted Mr. Lee to suggest that perhaps the FCC rules might be amended to identify tape in the same manner as film, since both can be edited. This observation was not pursued.

Residual Rights ■ From this line of questioning Mr. Bryant went to residual rights. He quoted testimony during the Hollywood hearings last year that the networks insisted on a financial participation in programs submitted to them.

Mr. Aubrey flatly denied any truth to such an inference.

Mr. Harrison explained that the network normally attempts to obtain residual rights in a pilot or in programs in which it has a financial interest. In other cases, Mr. Aubrey explained, the network normally acquires network rights.

This led to a discussion of talent agencies and package representatives. It was explained that programs today come to the network completely packaged. Very few of the major entertainment stars can be secured solely as talent; they come in complete programs.

The decline in syndicated shows on networks was explained by Mr. Aubrey as being due solely to the increased cost of production. The cost of syndicating a series today is so large, he stated, that the return from an initial investment is just not big enough. Dr. Stanton added that CBS gave up the production end of its syndication division because it could not pay out.

Crime and Violence ■ Mr. Aubrey sounded a flat denial to implications that the network added crime and violence to children's shows to make them more attractive to the juvenile set. "We absolutely do not put crime and violence into programs to attract children and teenagers," he insisted.

Both Mr. Aubrey and Mr. Ream contended that there is no direct re-

lationship between action on tv and the actions of children viewing the programs. Mr. Ream mentioned a number of studies which indicate there is no causal relationship between tv and juvenile delinquency.

This rejoinder caused Commissioner John S. Cross to shake his head in bewilderment. "How can you say tv has no effect on children," he asked. "Why just a few years ago every kid was wearing a coonskin cap. And every five-year old is a two-gun kid today."

In a discussion of so-called advertiser and agency control over programs, Mr. Aubrey reported there are fewer agency-bought shows on tv today than when the advertisers and agencies testified in New York last year.

Mr. Aubrey also emphasized that program ratings are only one element in the network's decision on whether to keep a program on the air. Some programs are designed for mass circulation he pointed out, but these are not 100% of all the programs on tv.

NBC-TV Up Next ■ The hearings continue today (Monday) with NBC-TV called to explain its alleged transgressions. Robert W. Sarnoff, NBC board chairman, will head a list of nine witnesses for that network. Others are David C. Adams, senior executive vice president; Walter D. Scott, executive vice president, Hugh M. Beville, vice president, planning and research; Mort Werner, vice president, programs; James A. Stabile, staff vice president; William R. McAndrews, executive vice president, NBC News; Thomas E. Knodel, vice president, station relations, and Carl Watson, director of standards.

Prepared statements for all except Mr. Adams already have been submitted to the commission.

The hearing will recess Wednesday for a regular weekly commission meeting and will resume Thursday. The FCC did not meet last week during the CBS testimony.

Radio-tv included in anti-obscenity bill

An anti-obscenity bill aimed at Washington, D. C., radio and television stations has been introduced in the House by Rep. John Dowdy (D-Tex.), a member of the House District of Columbia Committee.

The bill would prohibit the broadcasting by Washington, D. C. stations of "obscene, indecent or profane language," or "any matter the predominant characteristic of which is sex" or "the representation of morality in crime, horror or violence."

Anyone violating these prohibitions would be subject to fines of between \$50 and \$100 or a year's imprisonment, or both.

The broadcasting sections were

tacked onto a provision dealing with obscenity in District plays, shows or other public exhibitions, which is identical to measures Mr. Dowdy has introduced in several past Congresses. The Texas Democrat said he added the broadcasting section at the suggestion of Rep. Carroll Kearns (R-Pa.), another member of the District Committee, who plans to introduce a similar bill.

Rep. Kearns last year introduced a bill (HR 8435) which would outlaw obscenity and "undue exploitation" of crime, sex and violence on radio or television. That bill, which would affect all radio and television stations in the country, however, is still in the Judiciary Committee.

Dodd to 'help' FCC with tv legislation

The Senate Juvenile Delinquency Subcommittee, which has been investigating the effect of televised sex and violence on children, is preparing legislation to "help" the FCC assure "programming in the public interest."

Sen. Thomas J. Dodd (D-Conn.), subcommittee chairman, so reported in requesting \$178,000 for all of the subcommittee's activities during the new congressional session. The Senate Rules Committee approved the request last week, and made Sen. Dodd's comments part of its report to the Senate.

Sen. Dodd said that the testimony of the subcommittee has convinced him of the harm done with the saturation of television with objectionable shows.

"Millions of children watch a steady diet of crime every night," he said. "And in the words of the outstanding researcher in this field, 'the amount of violence on television is too dangerous to go on.'" This was a reference to Dr. Wilbur Schramm, of Stanford U., who testified before the subcommittee on June 9 (BROADCASTING, June 12, 1961).

Sen. Dodd indicated that his subcommittee's current hearing, involving heads of the three television networks (see story, page 60), would wind up the investigation which opened with a public hearing last June 8. But the staff, Sen. Dodd added, "is working on legislation that would help the FCC in its efforts to insure programming in the public interest."

He didn't indicate the type of legislation being drafted. But in the past he has talked of both network regulation bills and appropriations measures that would provide funds for research into the effects of television on youngsters.

Besides television, the subcommittee is investigating narcotics traffic among youngsters, mail-order weapons and federal laws affecting juveniles.

CBS-TV NEWS AND PUBLIC AFFAIRS STATION ACCEPTANCES AND HOMES REACHED

Occasional programs
1961-1962 Season

Date	Day	Time	Program	Number of station acceptances comm. sust.	Homes reached (000)	Homes reached by av. CTN prgm. in comparable NTI rept. period (000)
9/18	M	11:15-11:45 PM	Death of a Hope: Tragedy of Dag Hammarskjold	138	3,377	8,074
9/20	W	8:30- 9:00 PM	Project Hope	131	4,596	8,074
9/20	W	9:55-10:00 PM	President Kennedy United Community and Council Appeal	139	6,472	8,074
9/25	M	11:18 12:09 PM	President Kennedy's address to United Nations	159	2,626	2,913
9/27	W	8:30- 9:00 PM	American Musical Theatre	95	2,673	8,074
10/5	Th	10:00-11:00 PM	Where we stand: War or Peace?	120	3,283	8,641
10/11	W	4:30- 5:02 PM	President's News Conference	159	2,580	2,835
10/27	F	11:00-11:15 AM	Special Report re Saturn blast-off	102	1,173	2,862
11/8	W	5:00- 5:30 PM	President's news conference	104	2,580	3,216
11/11	Sa	11:00-11:30 AM	President Kennedy's address from Arlington Cemetery	163	3,283	3,216
11/16	Th	10:00-10:30 PM	Mr. Sam: A Personal & Political Biography	134	2,814	9,125
11/18	Sa	2:30- 3:15 PM	Funeral of Sam Rayburn	93	1,454	3,216
11/23	Th	10:30-11:53 AM	Thanksgiving Day parade jubilee and news	161	6,238	3,505
11/29	W	5:00- 5:30 PM	President's news conference	95	2,157	3,505
12/1	F	5:00- 5:30 PM	A. Stevenson's speech to United Nations—Red China	52	1,501	3,505
12/18	M	8:00- 8:30 PM	CBS news special President Kennedy's trip to South Amer.	*	*	
12/20	W	5:00- 5:30 PM	Vice President L. Johnson lighting Nation's Christmas tree	*	*	
12/24	Su	10:00-11:00 AM	Cantata for St. Nicholas	*	*	
12/24	Su	3:00- 4:00 PM	And on Earth, Peace	*	*	
12/24	Su	4:00- 5:00 PM	Christmas in The Holy Land	*	*	
12/24	Su	11:15-11:30 PM	In Sweet Joy	*	*	
12/24	Su	11:30-12:30 AM	Protestant service	*	*	
12/24	Su	12:30- 1:00 AM	Coventry Christmas	*	*	
12/28	Th	10:00-11:00 PM	Years of Crisis	*	*	
12/31	Su	3:00- 4:00 PM	Let Freedom Ring	*	*	
12/31	Su	4:00- 5:00 PM	An Act of Faith	*	*	

*Data Not Available. No standard of comparison is given.

Program series
1961-1962 Season**

Date	Day	Time	Program	Number of station acceptances comm. sust.	Homes reached (000)	Homes reached by av. CTN prgm. in comparable NTI rept. period (000)
***11/11 & 11/18	Sa	1:30- 2:00 PM	Accent	73	1,032	3,216
11/19	Su	12:30-12:55 PM	At The Source	78	844	3,216
9/21	Th	10:00-10:30 PM	At The Source	117	2,017	8,074
***11/6-10 & 11/13-17	M-F	10:00-10:30 AM	Calendar	127	1,195	3,216
11/12 & 19	Su	11:00-11:30 AM	Camera Three	101	750	3,216
11/23	Th	10:00-11:00 PM	CBS Reports	142	2,626	9,543
***11/6-10 & 11/13-17	M-F	1:00- 1:30 PM	College of the Air	165	328	3,216
11/13-17	M-F	6:45- 7:00 PM	Douglas Edwards News	171	8,028	9,125
11/17	F	7:15- 7:30 PM	Eyewitness	149	5,065	9,125
12/7	Th	10:00-11:00 PM	The Great Challenge	148	2,111	8,915
***11/12 & 11/19	Su	10:00-10:30 AM	Lamp Unto My Feet	93	750	3,216
***11/12 & 11/19	Su	10:30-11:00 AM	Look Up and Live	99	750	3,216
11/13-17	M-F	11:55-12:00 N	News	139	2,251	3,216
11/13-17	M-F	3:55- 4:00 PM	News	148	3,283	3,216
***11/12 & 11/19	Su	12:55- 1:00 PM	News	80	938	3,216
***11/11 & 11/18	Sa	1:00- 1:30 PM	Saturday News	77	1,407	3,216
11/12	Su	11:00-11:15 PM	Sunday News Special	91	3,940	9,125
11/12	Su	6:00- 6:30 PM	Twentieth Century	168	8,442	9,125
11/12	Su	12:30-12:55 PM	Wash. Conversation	76	938	3,216

**Information is for week of November 12-18, 1961, except where otherwise indicated.

***Information is available only on two-week average basis.

Eye size new measure of ad interest

EXPANSION OF PUPILS INVOLUNTARY, INTERPUBLIC TESTS PROVE

A new system that may enable ad men to pre-test advertising by looking into people's eyes has been evolved at Interpublic Inc.

It all started when a scientist discovered that a cat's eyes got bigger on spotting a dish of food. The principle may be roughly described in this way: the pupils of a viewer's eyes involuntarily dilate in proportion to the viewer's interest in the subject viewed (See pictures).

The principle has been undergoing scientific tests at Interpublic for more than a year, but until last week agency officials declined to talk about it. Interpublic Chairman Marion Harper Jr. gave the first official version in what amounted to a footnote to his speech to the Newspaper Advertising Executives Assn. in Chicago last Monday (See this page).

Although Mr. Harper did not go into detail on potential applications of the pupil principle, it is known that Interpublic officials have foreseen far-reaching possibilities both in and outside advertising.

In advertising, some of the obvious uses would be to get objective reactions to television commercials or print advertisements before they are used in campaigns. The appeal of different package designs might be evaluated in the same way.

Camera Reporter ■ Because the eyes are photographed by a hidden, rapid-sequence camera, it is also possible in this way to determine not only the relative degree of interest in a picture, but the points in the picture which attract first and most frequent attention. Thus if a product commercial tends to draw the eye to the announcer more than to the product, for example, the camera will show this fact—and presumably the commercial will be redone to focus primary attention on the product.

The concept is also believed to hold major potential for use in medical as well as other fields.

Dr. Eckhardt Hess, a U. of Chicago psychologist who also serves at Interpublic's Perception Research Center in New York, is credited with originating the concept. Mr. Harper explained the genesis this way:

"Dr. Hess in studies of animals found that the pupils of cats' eyes dilated in response to various stimuli, under the same source and strength of light. He found, for example, that two seconds after exposure to a dish of food, the

area of the pupils dilated by 500%

"The question was: could the same phenomenon be found and analyzed in people? The individual tends to give self-conscious answers to direct questions about his relative interest in different things he sees; but the dilation phenomenon suggested an objective way to measure people's reactions.

Tried Theory ■ "Using a 16mm camera, Dr. Hess and his colleagues photographed the eyes of both men and women as they observed a series of photographs. They discovered a considerable variation in pupil-dilation from picture to picture, and a significant variation in the response of men and women.

"For example, a picture of a woman and child stimulated a high dilation of the pupil for women and somewhat less for men. A picture of an everyday landscape brought little pupil dilation for either men or women.

"And—in perhaps one of the most unnecessary experiments in history—a picture of a semi-nude woman brought high response among men and less in women, and a picture of a male athlete brought a reciprocal response: high for women and moderate for men."

How do these experiments correlate with other known measurements? Mr. Harper said "we made these tests with advertisements and found that for one series after another, the perception tests

gave the same ranking as Starch ratings."

Mr. Harper said that "Interpublic entered into these studies to support research in perception, but it appears from a considerable volume of results the technique may have practical use in predicting people's relative reactions to different subject matter. This is only one example of the kind of project that may help uncover more than we know today about the printed page or other media of communications."

NEWSPAPERS' FUTURE

Harper sees good prospects for print, no help from tv

Newspapers in this decade face both opportunities and hazards—with some of both related directly to television, especially the "hazards"—but "on balance" their prospects "seem favorable," Marion Harper Jr., board chairman of Interpublic Inc., said last week.

Mr. Harper, who also is chairman of the American Assn. of Advertising Agencies, said that if newspapers could reach the upper rather than the lower limits of current lineage forecasts for 1970, they might qualify as a "growth industry."

The "upper limits" of the forecasts are \$1.6 billion in national and \$5.2 billion in local newspaper advertising in 1970; the "lower limits" are \$1 billion in national and \$4.2 billion in local. The totals for 1961 were estimated at \$815 million in national and \$2.7 billion in local.

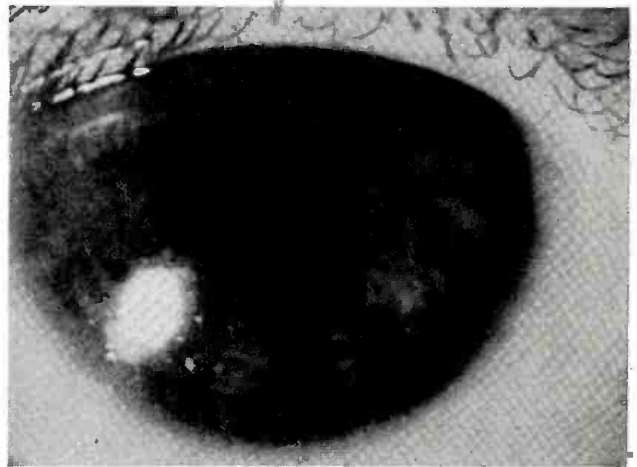
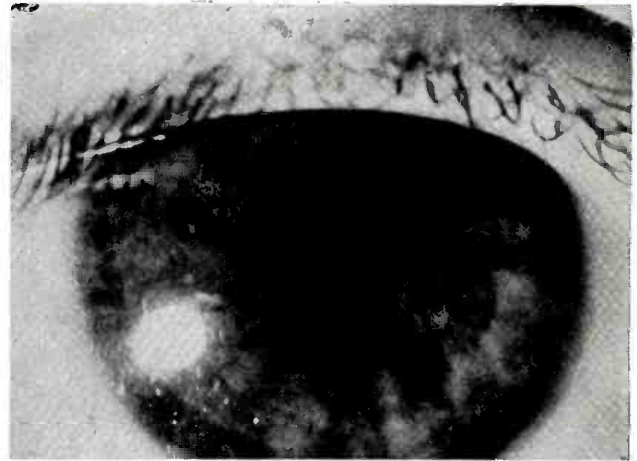
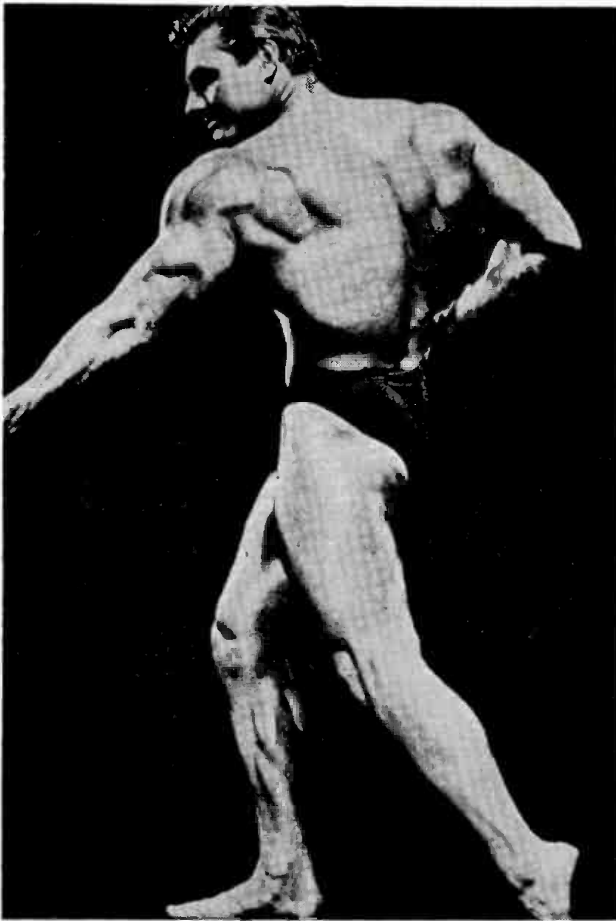
Addressing the annual convention of the Newspaper Advertising Executives Assn. in Chicago last Monday, Mr. Harper saw several trends which he said should work to the advantage of newspapers including:

"It would seem likely that before long we'll have additional television channels—certainly, if the present mood of the FCC is translated into action. The effect would be to fragment the audience and reduce television's competitive cost efficiency."

Time Factor ■ "Another factor—time, so many hours in the day—may favor print rather than time-bound television, especially as more advertising is directed to the American people. The number of commercials now seen on the air under sold-out conditions is probably maximum. On the other hand it is apparently possible to add adver-

Radio gets blood donors

Geyer, Morey, Madden & Ballard, an agency which describes itself as "always a strong believer in radio," says its faith has been reaffirmed by the instant action taken recently by a group of radio stations in metropolitan New York. The stations aired announcements requesting donors of a rare blood type to save the life of an agency employe, who was undergoing a delicate heart operation. The agency said it had turned to radio after exhausting the usual donor sources. More than 130 people answered the radio appeals, and the hospital had more donors than were necessary. The hospitalized employe had a full recovery.



What happens to the eye of a viewer who is shown a picture of a subject which interests him is demonstrated by these pictures. Shots of female viewer's eye at right show pupil (top) at normal size before viewing photo of male athletic figure at left and (bottom) at dilated size (widened 21%) after viewing figure. Male viewer's pupil dilated only

7% upon seeing same picture (not shown). In same tests (not shown), woman's pupil dilated 30% upon viewing picture of mother and child, while man's pupil widened only 5%. By contrast, male viewer's pupil dilated 13% after seeing photo of nearly nude female, while woman viewer's pupil failed to dilate at all.

tisements up to the thickness of Sunday newspapers at Christmas-time and still have an efficient medium.

"Another advantage—a higher educational level should presumably favor print over electronic media.

"And also . . . technical innovations [including newspaper color] should help newspapers to new versatility and greater economies."

Among the "hazards in newspapers' future" Mr. Harper singled out these:

"Color television should be in a sizable proportion of U. S. homes by 1970 and offer a highly attractive showcase for many products.

"With a greater scarcity of prime evening time, rate increases, along with higher production costs may consume more of advertisers' available funds.

"Television circulation can rise along with population without increases in operating expense. Added newspaper circulation requires so much more paper and ink.

"Finally, a certain volume of retail

advertising may be attracted to television."

Mr. Harper "assumed" that newspaper developments during the rest of this decade would include "special editorial sections to serve the particular local interests of suburban or outlying coverage"; split-run insertions in high coverage markets"; "the segmenting of newspapers' circulation after the fashion of the zonal plans of magazine"; "further revision and innovations in discount structures"; "further improvement in the representation of newspaper values"; "data-processing system for a central order and billing service for newspaper space around the country," and "alert awareness to the trend of fewer multi-paper cities and its implications."

If newspapers expect to make gains in ad dollars over competing media such as television and radio, they will have to stop competing among themselves and fight the competing media, the NAEA meet was told by Fred W.

Pitzer, vice president and national sales director of Jann & Kelley Inc. and national president of the American Assn. of Newspaper Representatives.

Mr. Pitzer said newspaper advertising believability "is mounting higher in inverse ratio to tv advertising's lack of believability. The reason is that some television advertisers have used deceptive tv demonstrations and have been caught." He cited tv advertising deception complaints currently before the FTC.

National advertising placed in newspapers will jump 50% in the next four years to a possible high of \$1.2 billion, according to Charles T. Lipscomb Jr., president of The Bureau of Advertising of the American Newspaper Publishers Assn. More than 30% of the special presentations that currently are being made to prospective national "target accounts" are producing new advertising for newspapers, John P. Kauffman, executive vice president of the bureau, reported.



AFA slaps 'subpoena' on FTC head

Paul Rand Dixon, Federal Trade Commission chairman, was on the other end of a "subpoena service" last week. Mr. Dixon was served with a mock document directing him to appear Feb. 7 on the platform of the Advertising Federation of America's mid-winter legislative conference in Washington.

The subpoena was served on Chairman Dixon (center) by R. H. Coffin (left), RCA advertising-sales promotion president and conference chairman. Watching was C. James Proud, AFA president-general manager.

A conference feature will be a broadcasting panel discussion at which Donald H. McGannon, Westinghouse Broadcasting Co., will preside (BROADCASTING, Jan. 1). Panel members include FCC Chairman Newton N. Minow, Rep. W. H.

Avery (R-Kan.); John S. Hayes, Post-Newsweek stations; William R. Hesse, Benton & Bowles; Edwin H. Ebel, General Foods and Victor Ratner, Grey Advertising.

Chairman Dixon will take part in a panel discussion dealing with the FTC. Secretary of Commerce Luther Hodges will be luncheon speaker. A panel on advertising's role in the economy will include Rep. Bob Wilson (R-Calif.).

Members of Congress and federal officials will be guests at a reception that will wind up the program. A pre-conference briefing the night of Feb. 6 will include Undersecretary of State George W. Ball; Lowell Mason, ex-FTC member; John Ryan, AFA counsel, and Guy Mercer, Needham, Louis & Brorby. Jack Cunningham, Cunningham & Walsh, will preside.

broadcast Tue., May 22 (10-11:30 p.m. EST), and all of "Yves Montand on Broadway," (Fri., May 11, 8:30-9:30 p.m. EST). Agency: Warwick & Legler Inc., New York.

A \$20-million move to help the ad image

A \$20 million face-lifting of advertising's public image will begin next month. That's the value of time and space major media are being asked to donate for a 12-month campaign sponsored by the Advertising Federation of America and the Advertising Assn. of The West.

The AFA-AAW plan was presented Jan. 16 to major media leaders at a meeting in New York. Full details will be revealed at the AFA's Midwinter Legislative Conference in Washington, Feb. 6-7 (see adjacent story).

Network tv has been asked to give three one-minute spots a week for 52 weeks. Network radio was urged to contribute eight one-minute spots a week, and spot radio and tv two minutes weekly for the next year.

The radio segment will begin in early February, and tv participation will start about Feb. 20.

The new image effort has two main objectives: Educating the consumer to a better understanding of advertising and the role it plays in lowering prices and improving products, and impressing thought leaders who will be called upon to show how the economy is strengthened through advertising.

Needham, Louis & Brorby is the agency preparing the campaign. Benton & Bowles is handling public relations.

Agency appointments...

■ Lyon Van & Storage Co. and Lyon Van Lines have appointed the McCarty Co., Los Angeles, as their advertising agency. Campaign plans and media selections are now being studied. Company's budget for 1962 is more than \$250,000. William H. Atwell is account supervisor; Norman Hall, account executive. West Coast service will be handled by Richard Strain of the McCarty office in San Francisco and Bryon A. Eklund in Seattle.

■ White Front Stores, retail chain, has appointed Recht & Co., Beverly Hills, Calif., to handle its \$2 million advertising account. Media plans call for use of radio, television, newspaper, outdoor and direct mail, plus promotional tie-ups with motion picture studios.

■ Kraft Foods Div., National Dairy Products Corp., Chicago, for dinner and paste goods product lines which bill an estimated \$3 million in all media, to Foote, Cone & Belding, Chicago, ef-

WMGM appoints Katz

Appointment of The Katz Agency Inc. as national representative for WMGM New York was announced last week by Lionel F. Baxter, vice president, radio division, Storer Broadcasting Co., owner and operator of the station. WMGM, soon to be renamed WHN, had been represented by the Daren H. McGavren Co., which reported that its contract was scheduled to run to June but had been terminated "amicably."

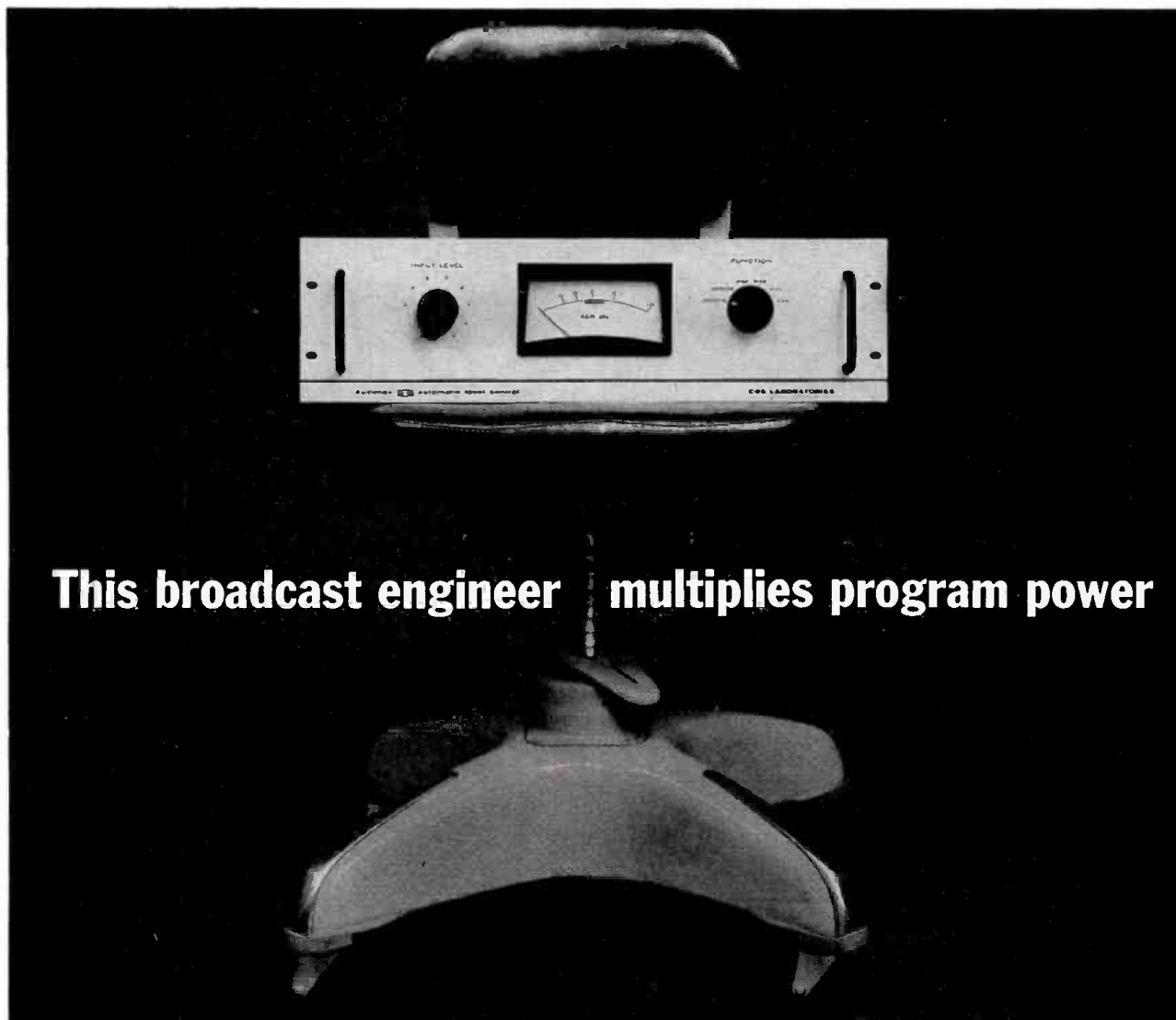
Katz also represents the Storer stations: WIBG Philadelphia, WJW Cleveland, WJBK Detroit, WSPD Toledo and WGBS Miami. The Storer station in Los Angeles, KGBS, is represented by Peters, Griffin, Woodward Inc. Storer's television stations are handled by Storer Television Sales Inc.

Business briefly...

State Farm Mutual Automobile Insurance Co. last week renewed for third successive year *The Jack Benny Program* on CBS-TV through Needham, Louis & Brorby, Chicago.

Bristol-Myers Co., New York, signed last week for sponsorship in *The Battle of Newburg*, presented as *NBC White Paper No. 9* on NBC-TV, yesterday (Jan. 28). Agency: Young & Rubicam Inc., New York.

U. S. Times Corp., New York, has bought sponsorship in four NBC-TV entertainment specials. Advertiser will sponsor two-thirds of *The Bob Hope Show*, (Tue., Feb. 27, 9-10 p.m. EST); one-half of Bob Hope's show on March 22 (8:30-9:30 p.m. EST); one-third of "The Emmy Awards Show," to be



This broadcast engineer multiplies program power

(without degrading program quality)

CBS Laboratories' new AUDIMAX automatic level control is already helping more than fifty stations multiply their station coverage. Extensive field tests have shown that AUDIMAX increases average modulation by 6 db with a corresponding 300% increase in radiated program power.

AUDIMAX is not just another limiter, compressor or AGC amplifier—it is an electronic device which controls gain as competently as the most alert engineer. No other device acts with such speed and intelligence. While the staff engineer pursues more important duties, AUDIMAX sits in for him, maintaining maximum modulation or recording level. With AUDIMAX there is no need to compromise signal quality for high level of modulation.

This unique sound level control device is available in two models: AUDIMAX I (\$495) for broadcasting and recording, and AUDIMAX II (\$595) for

television, motion picture and video tape production. A special Gated Gain Stabilizer in AUDIMAX II automatically determines whether gain should be turned up during prolonged lapses in the program. This eliminates the need for continuous manual monitoring of TV films and prevents noticeable level changes during pauses in live telecasts. A stereophonic adapter (\$150) is also available to enable two AUDIMAX units to adjust gain on both channels simultaneously, thus assuring perfect balance in stereo broadcasts.

For complete information on how AUDIMAX can improve your broadcast efficiency write or call our Audio Products Department.



LABORATORIES

STAMFORD, CONNECTICUT
A DIVISION OF COLUMBIA BROADCASTING SYSTEM, INC.

For export sales, write CBS International, 46 East 52nd St., N.Y. 22, N.Y., Cable address "Columbine".

fective July 1 switching from J. Walter Thompson Co., there. FC&B already handles some other portions of Kraft account.

■ Bohack Co., Brooklyn, N.Y., eastern food chain, to Powell, Schoenbrod & Hall Adv., Chicago, effective immediately. Carberry & Murray was former agency.

■ Hydra-Lube Oil Co. (manufacturer of motor additives), Tampa, Fla., has appointed Wesco Adv., Clearwater, Fla., as its advertising and public relations agency. The company plans a heavy use of radio and television.

Retailer praises tv as basic ad medium

An Indiana retailer's endorsement of tv as a basic medium for a local retailer was a feature last week of the 10th annual Retail Advertising Conference in Chicago.

Norman Tatman, advertising manager of Patterson Fletcher Co., men's and boy's wear specialty store, Fort Wayne, cited four major benefits which

Patterson Fletcher has obtained from tv: store image for the present and the future, down-to-earth results, advertising flexibility and the opportunity to select audiences.

He called tv a "very exciting tool" and one that requires constructive thinking and good planning. He reasoned: "If television is such a tremendous medium for large national advertisers, it must have a proportionate value for us smaller local organizations. We feel we are just beginning to find the answers to support that philosophy and we like what we are finding out."

Patterson Fletcher has been using tv for several years under a program prepared by the Television Bureau of Advertising.

Speaking in behalf of radio advertising at the conference was Miles David, vice president, Radio Advertising Bureau, who drew upon the experience of RAB during its continuing study of advertising effectiveness at The Higbee Co., Cleveland department store.

Mr. David stated that there is "no such thing as effective image selling—

all by itself. The items you sell in your radio advertising reflect the kind of image you want to create." He recommended use of a "logo-in-sound," stressing the importance of a "bright, catchy commercial followed by carefully planned and written copy selling a few merchandise items specifically."

The Retail Advertising Conference was started in 1952 to foster the exchange of advertising ideas and information among retail advertising executives.

TvB total to show network breakdown

Estimated tv network gross billings will provide for horizontal contiguity rates starting with the month of January 1962, Television Bureau of Advertising, which releases the monthly billing estimates, is announcing today (Jan. 29).

Compilations are made by Leading National Advertisers-Broadcast Advertisers Reports and are computed on the one-time, or gross, rate. But, it's pointed out, under the horizontal contiguity rate structure employed by the networks, an advertiser can obtain a lower basic rate through purchase of time across the board.

To show like comparisons, the bureau will revise all its 1961 figures but at a later date. This will permit the 1961 and the 1962 computations to be compared on a similar basis. The October 1961 gross billings just released (see adjoining table) are not revised as yet. TvB believes the revised estimates, when published, will reduce network tv billings as now reported about 5%.

Also in advertising...

Discounters on radio ■ Speaking at the annual publicity directors meeting of the Associated Merchandising Corp., Miles David, RAB vice president, cited case histories of a number of discounters, and analyzed their various approaches to the medium. He noted an RAB survey that showed proportionately more discounters were using radio than conventional department stores.

Equipped for tv ■ N. W. Ayer & Son Inc., Chicago, moved Jan. 8 into new and larger quarters at the same address it has had since 1935. The branch office of the Philadelphia-based agency moved from the 16th floor into over 14,000 square feet of space on the fourth floor of the Field Bldg., 135 S. LaSalle St. The new offices include new facilities for handling broadcast advertising with coaxial cable for closed-circuit tv, projection room, theatre-conference room and tv workshop. Telephone: Andover 3-7111.

Spending at the tv networks

Spending at Networks

	October			January-October		
	1960	1961	% Change	1960	1961	% Change
ABC	\$15,239,570	\$17,646,030	+15.8	\$127,960,980	\$156,322,350	+22.2
CBS	23,024,149	27,489,132	+19.4	227,370,174	226,400,194	- 0.4
NBC	25,086,325	25,468,372	+ 1.5	202,373,336	226,525,355	+11.9
Total	\$63,350,044	\$70,603,534	+11.4	\$557,704,490	\$609,247,899	+ 9.2

Month by Month 1961

	ABC	CBS	NBC	Total
January	\$15,898,310	\$22,894,855	\$23,031,118	\$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,003,383	59,784,516
May	16,197,190	22,253,355	23,229,565	61,680,110
June	15,233,000	21,787,201	22,845,630	59,865,831
July	14,296,970	21,988,688	21,860,668	58,146,326
August	14,484,650	21,446,651	22,472,613	58,403,914
September*	15,258,660	22,536,196	20,458,493	58,253,349
October	17,646,030	27,489,132	25,468,372	70,603,534

*September 1961 figures revised as of Jan. 8, 1962.

Source: TvB/LNA-BAR

The top brand advertisers in October

October 1961	
1. Anacin Tablets	\$919,905
2. Mercury & Comet—Cars	874,862
3. Camel Cigarettes	821,859
4. Winston Cigarettes	800,336
5. Mobilgas Gasoline	771,500
6. Chevrolet Passenger Cars	695,714
7. Prestone Anti-Freeze	674,099
8. Gillette Razors & Blades	633,283
9. Kent Cigarettes	606,590
10. Salem Cigarettes	604,690
11. Chesterfield Cigarettes	568,938
12. Campbell Soups	529,221
13. Ford Passenger Cars	520,761
14. Dristan Tablets	498,213
15. Alka-Seltzer	481,115

Source: TvB/LNA-BAR

The top clients in October

October 1961	
1. Procter & Gamble	\$3,740,969
2. American Home Products	2,950,585
3. General Motors	2,437,495
4. R. J. Reynolds Tobacco	2,236,205
5. General Foods	2,130,501
6. Lever Brothers	1,920,540
7. Colgate-Palmolive	1,873,136
8. Ford Motor	1,754,278
9. Gillette Co.	1,490,121
10. General Mills	1,480,055
11. Miles Labs.	1,190,503
12. J. B. Williams Co.	1,086,247
13. Bristol-Myers	1,076,940
14. P. Lorillard	1,067,623
15. S. C. Johnson & Son	1,051,917

Source: TvB/LNA-BAR



"And there I was, big as life, on TV"
(and in one of the top-40* markets, too!)

Flint-Saginaw-Bay City, that is . . . where Jim Snell runs a print shop for a living and studies wild life for a lark. Jim has appeared frequently over WJRT in the past few months to talk about his hobby—and drum up interest in the Genesee County Zoological Society's proposed Children's Zoo, as well.

Which may be why an overwhelming number of recently polled area residents not only knew about the project, but were solidly in favor of it. And why, in only 18 months, 64 choice wooded acres and \$75,000 in architectural work have been donated to the Zoo.

Unique? Maybe. But, in the past 2½ years, some 25,000 area residents—representing 545 various interest groups

—have appeared, big as life, on Channel 12 programs.

You see, we figure if we get their interests in front of the camera, we'll keep their interest in front of the set. That kind of figuring pays off for advertisers, too, because householders in this top-40 market rank well within the top-thirty group of the nation's metropolitan wage earners. They take home an average of \$138 a week—over \$9 more than the national average.

And that's an extra \$487** a year to spend on cosmetics and beer and cereal and whatever you sell.

Details? Call Harrington, Righter and Parsons. *They're* big as life in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

WJRT

*Based on ARB and SRDS Reports
**Sales Management's "1960 Survey of Buying Power"

WJRT • CHANNEL 12 • FLINT-SAGINAW-BAY-CITY / ABC PRIMARY AFFILIATE

Advertiser-financed shows on the rise

NEW FIRMS FOLLOW PIONEER P&G INTO DO-IT-YOURSELF PROGRAMMING

There's increased advertiser financing of pilot programs or story ideas for possible entries in the tv networks' schedules next season. And though the rise in this form of program preparation is modest compared to the welter of proposed series financed in whole or in part by networks or producers, it is increasingly becoming a factor in network programming.

Procter & Gamble and General Foods have been in past years, and may continue to be active backers. Program financing takes an advertiser with available money, programming know-how and negotiating power—and a P&G or a GF has these requirements. Others are said, however, to be either already in the field or on its fringes.

P&G now is financing a pilot produced by Peter Tewksbury, and another by Gardner and Levy (creators of *Riflemen*). Benton & Bowles is P&G's agency on these pilots.

Lever Bros. is reported to be financing—in whole or in part—a pilot for a new series that would star Loretta Young. She would portray a mother of five daughters. At one time, the series was considered a possibility for NBC-TV. J. Walter Thompson is said to be the agency involved for Lever.

Scripts and Cast ■ Kraft Foods, on behalf of its confectionery products, is

financing four scripts and the casting of a projected *Tom Sawyer* half-hour tv series that also is proposed for NBC-TV (possibly as a Sunday, 7 p.m. entry). Screen Gems is producing the series, and Foote, Cone & Belding (Chicago) is the agency. Kraft most likely would underwrite a pilot film if necessary, though the advertiser primarily seeks a time slot on the basis of current preparation.

Kaiser Industries has been reported considering some financing for a new series to replace *Follow the Sun* on ABC-TV which apparently isn't coming back next season. Early reports claimed the new series might be one written by William Lederer and Eugene Burdick who wrote *The Ugly American*. The new program, however, would present the favorable qualities of Americans working abroad. Y&R is Kaiser's agency. Four Star Productions would film the series.

Bristol-Myers, through BBDO had considered part or full financing of a pilot—"The Human Comedy" at Metro-Goldwyn-Mayer—but instead brought the property to ABC-TV as a half-hour series possibility next season. In exchange, Bristol-Myers has first option for sponsorship should the network schedule the program.

R. J. Reynolds for Camel cigarettes

reportedly also has a pilot under consideration but details are not available. At one time, General Foods had a series in mind to star comedian Alan King, but this reportedly has been dropped.

Two programs, *Car 54, Where Are You?* on NBC-TV and *Father of The Bride* on CBS-TV, which were advertiser-financed in pilot form, made the network lineups this (1961-62) season. *Car 54* is a P&G show through Benton & Bowles, and *Father* a General Mills series through BBDO.

Tough Row to Hoe ■ BBDO, once hot on the idea of financing pilots, apparently found the going too tough for the 1961-62 season, both in finding a slot for *Father*, and in failing to place still another advertiser-financed show (*Jane Powell* for Pepsi-Cola). The *Powell* series reportedly involved a \$70,000 investment. In this arrangement, Pepsi wanted to sponsor half the program and have the network sell the other half to another advertiser.

The failure of the *Powell* series points up the pitfall of advertiser-financed series. It takes more than advertiser faith in a series to assure it a place on the schedule, and even full or part sponsorship may not be enough for acceptance.

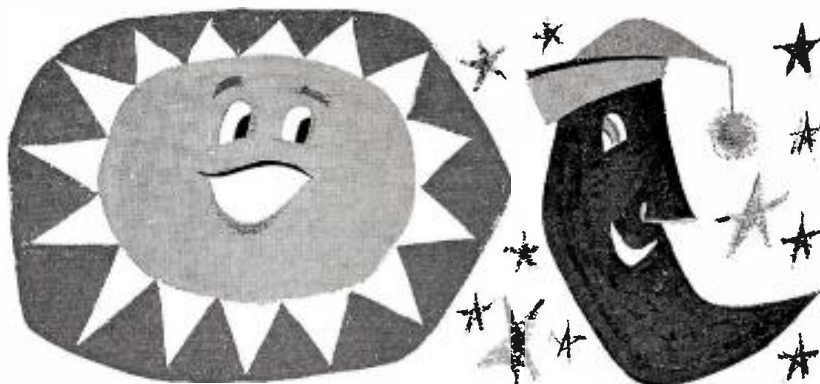
The advantage to a major advertiser,

National Nielsen Radio Index

Network radio's leading advertisers
Based on four weeks ending December 3, 1961
Home Broadcasts

Rank	Advertiser	No. of b'dcasts	Total home b'dcasts del'd (000)	Rank	Advertiser	No. comm'l mins. aired	Total comm'l min. del'd (000)
1	Campbell Soup	328	161,865	1	Chevrolet-Gen. Motors	200	116,769
2	Liggett & Myers	312	152,010	2	Liggett & Myers	238	106,696
3	Chevrolet-Gen. Motors	218	138,609	3	Pharmaco	221	81,914
4	Pharmaco	298	118,987	4	Campbell Soup	169	78,603
5	R. J. Reynolds	266	108,004	5	Mogen David Wine	159	71,635
6	Mogen David Wine	218	104,449	6	Minnesota Mining & Mfg.	267	69,538
7	Sylvania Electric Prods.	166	98,609	7	Sylvania Electric Prods.	122	68,518
8	Mennen	259	91,142	8	Mennen	199	66,918
9	United Motors-Gen. Motors	169	86,644	9	Metropolitan Life Ins.	114	64,897
10	Minnesota Mining & Mfg.	282	84,799	10	R. J. Reynolds	163	63,383
11	Metropolitan Life Ins.	134	82,336	11	Sterling Drug	145	59,571
12	General Foods	150	76,210	12	United Motors-Gen. Motors	127	58,506
13	Sterling Drug	163	75,656	13	General Foods	120	56,181
14	Bristol-Myers	124	73,736	14	Grove Div.-Bristol-Myers	74	45,558
15	Automotive-American Motors	163	60,819	15	Bristol-Myers	81	44,609
16	Grove Div.-Bristol-Myers	87	58,895	16	Automotive-American Motors	123	42,322
17	Intl. Min. & Chem.	82	39,762	17	Intl. Min. & Chem.	61	28,769
18	Mentholatum	78	36,446	18	Oldsmobile-Gen. Motors	43	25,539
19	Sinclair Refining	82	28,784	19	Mentholatum	63	24,319
20	Rexall Drug	65	28,389	20	Foster-Milburn	33	21,491

Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.



DAY or NIGHT in Prime Time . . .

***your best
Shreveport buy is***

ktal★tv

First ARB since SHREVEPORT became a 3-STATION MARKET . . . a 4-week survey begun 8 weeks after the new Kay-Tal hit the air . . . shows:

In **PRIME NIGHTTIME hours
(6:30 - 10 P.M., Mon. - Sun.)
Tall-Tower KTAL-TV is 2nd
by only 200 homes in
average-homes-delivered!*

KTAL-TV	41,000
Station B	41,200
Station C	38,400

In **PRIME DAYTIME hours
(9 A.M. - 12 Noon, 1 - 4 P.M.,
Mon. - Fri.) Tall-Tower KTAL-TV
offers the **HIGHEST AVERAGE**
total-homes-delivered-per-quarter-hour!*

KTAL-TV	15,950
Station B	13,020
Station C	12,510

And in **SHREVEPORT METRO
RATING (6:30 - 10 P.M., Mon. - Sun.)
KTAL-TV has **MORE** 1st or 2nd
rated half-hour periods than
either other station!*

	1st or 2nd	3rd
KTAL-TV	35	14
Station B	32	17
Station C	31	18

¹Shreveport ARB-November 1961

ktal★tv
NBC Channel 6

SHREVEPORT-TEXARKANA and The Ark-La-Tex

ROADCASTING, January 29, 1962

Walter M. Windsor
Gen. Mgr.

James S. Dugan
Sales Dir.



Get the facts from
BLAIR TELEVISION ASSOCIATES
National Representatives

who through sheer size can expect a fair chance of network scheduling, can be explained easily in terms of money and in setting a climate for the client's product.

A network program executive found two sides to this advertiser coin. Advantage: Good tv program "product" is getting more difficult to find as tv becomes more competitive and the more shows "completed" (that is in pilot form) the more choice.

Disadvantages: An agency or client usually finances only one or two shows and thus loses objectivity by becoming emotionally involved and pinning hopes only on these programs, the advertiser loses sight of many offerings and/or time periods available to him. Put simply by this executive: "The client begins to look at his show through rose-colored glasses."

Pioneer agencies merge on west coast

Two pioneer west coast advertising agencies will join forces Wednesday (Feb. 1) when Evans-McClure & Assoc., San Francisco, merges with Botsford, Constantine & Gardner with offices in San Francisco, Portland, Ore., Seattle and New York.

Announcement of the merger was made jointly by David Botsford Jr., board chairman of BC&G and Barney H. McClure, executive vice president of Evans-McClure. In 1961, the agencies' combined billings exceeded \$8 million.

In the personnel reorganization, Mr. McClure becomes senior vice president of BC&G and co-manager with Mr. Botsford of the San Francisco office. David W. Evans, president of Evans-McClure will serve as a consultant to BC&G in territories where there is no competition with his independently-owned agency, David W. Evans & Assoc., which has offices in Salt Lake City, Portland and Seattle.

BC&G is expanding its headquarters at 417 Market Street to accommodate all personnel of Evans-McClure.

BBDO loses Crocker, \$8 million account

General Mills Inc., Minneapolis, is dropping BBDO, New York, as agency for Betty Crocker mixes, effective May 31. The account bills approximately \$8 million, of which about \$5.5 million is in the broadcast media, largely in network tv.

A new agency has not been selected, but it was reported General Mills is holding discussions with Needham, Louis & Brorby and N. W. Ayer & Son. Betty Crocker mixes has been at BBDO since 1953.

JUDGE TO HALTER Y&R, REPS

Interim move announced in \$16 million 'Petker Plan' suit

Judge Richard H. Levet indicated in U. S. southern District Court in New York last Wednesday that he expects to sign a temporary restraining order against Young & Rubicam and 12 of the 15 station-rep firms named as defendants in the \$16 million antitrust suit brought by A. P. Management Corp. (BROADCASTING, Jan. 22).

The order would forbid them to act in concert to boycott or circulate false and misleading information about A. P. Management's so-called "Petker Plan" pending a hearing set for Feb. 13 on the plaintiff's request for a preliminary injunction. The preliminary injunction, if issued, would remain in force until the \$16 million civil suit is decided.

The suit charges that Y&R called, and the defendant rep companies attended, a "secret meeting" last Dec. 11 to plot the destruction of the Petker Plan and that afterward, under threat of being deprived of future business from Y&R and other agencies, at least 35 radio stations canceled their participation in the plan. In addition, the suit charges that the defendants helped prepare "misleading and disparaging" information about the plan for submission to Bristol-Myers, which had used the plan to advertise its Ipana toothpaste and was then considering it for other B-M products.

No Direct Link ■ In last week's hearing Judge Levet indicated, with the agreement of counsel for A. P. Management, that the restraining order should not apply to The Bolling Co., John E. Pearson Co. and Adam Young Inc., on grounds that they were not linked directly with the Y&R meeting or subsequent Petker-plan cancellations by stations.

Their names were retained among the defendants, however, although A. P. Management counsel indicated he might move to withdraw them from the list.

The court refused to eliminate Peters, Griffin, Woodward from the list of those bound by the temporary restraining order, although PGW lawyers contended the company was not represented at the Y&R meeting and not connected with the case. Counsel for A. P. Management claimed PGW correspondence figured in the case.

Lawyers for Y&R acknowledged that a meeting was held at Y&R on Dec. 11, and attorneys for a number of defendant reps acknowledged that their clients were represented there. But they said they had no information about what happened and that, because last week's hearing followed so quickly

after the filing of the suit—the papers were served the preceding Thursday—there had been no time for a full investigation.

Granville Whittlesey Jr. of the New York law firm of Donovan, Leisure, Newton & Irvine, counsel for Y&R, told the court that his preliminary investigation led him to believe that A. P. Management's complaint "overstated the situation." Referring to the report submitted to Bristol-Myers, whose Bufferin is handled by Y&R, Mr. Whittlesey also noted that agencies frequently are called upon to give their opinions to their clients.

Martin Kleinbard of the law firm of Paul, Weiss, Rifkind, Wharton & Garrison, appearing for Avery-Knodel, John Blair & Co., Katz Agency and H-R Representatives, contended that the Petker Plan contains "undesirable" features and won Judge Levet's agreement that the restraining order should not bar defendants individually from opposing the plan—so long as they do not act in concert.

Friend in Court ■ Mr. Kleinbard also argued that the plaintiff's exhibits make it clear that A. P. Management has "a friend in court" at Bristol-Myers through whom it could have gained access to B-M management to answer any misleading information in the Y&R report, but said there is nothing in the court documents to indicate that it did so. "Friend in court" apparently referred to Roger C. Whitman, B-M radio-print advertising coordinator, whose lengthy intra-company memo recommending use of the Petker Plan was attached to the complaint.

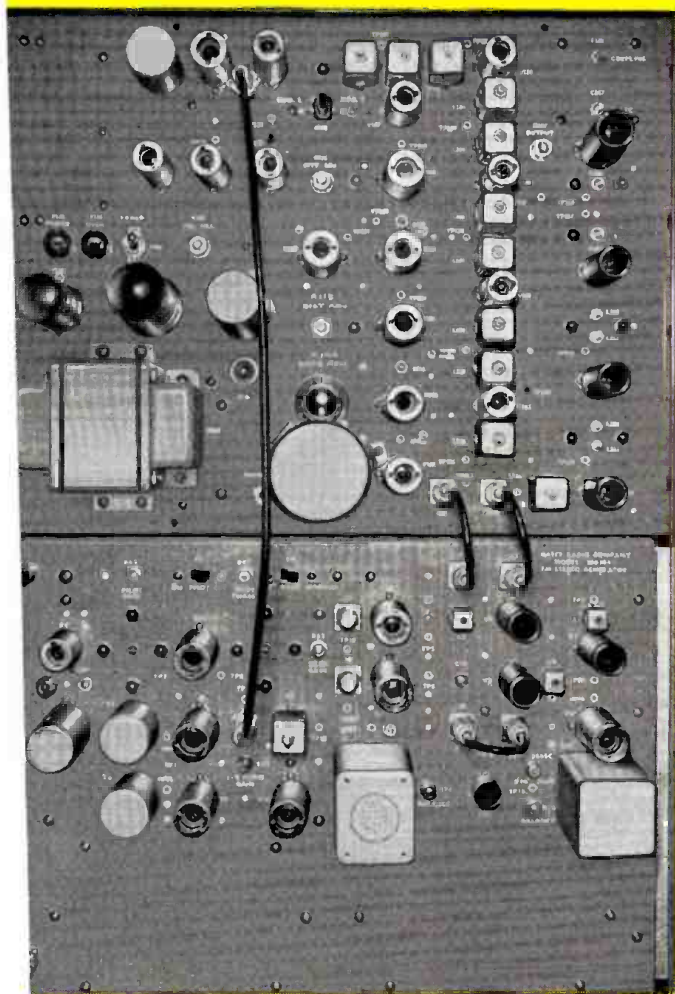
Irving Parker of the law firm of Jacobs, Persinger & Parker, counsel for A. P. Management, contended the defendants have "enormous power" over stations and forced stations to subvert their own interests and cancel their participation in the Petker Plan even though they liked it. The defendants, he said, "compelled stations at the risk of losing business to write letters that were untrue."

Mr. Kleinbard contended that although the complaint claimed at least 35 stations canceled, it alleged details on only three.

The defendants, in addition to Y&R, Bolling, Pearson and Young, are Vennard, Rintoul & McConnell; Robert E. Eastman Co.; John Blair & Co.; Paul H. Raymer Co.; Select Station Representatives; Avery-Knodel; Devney-O'Connell; Spot Time Sales; Katz; Forjoe; H-R, and Peters, Griffin, Woodward.

CREATING A WHOLE NEW WORLD OF with the NEW GATES SMX-1 STEREO GENERATING SYSTEM

STEREO



■ This entirely new Gates system was *built for stereo* — not just adapted to stereo. Here you have three dimensional quality . . . genuine stereo performance, reliability and serviceability unmatched in the FM radio industry.

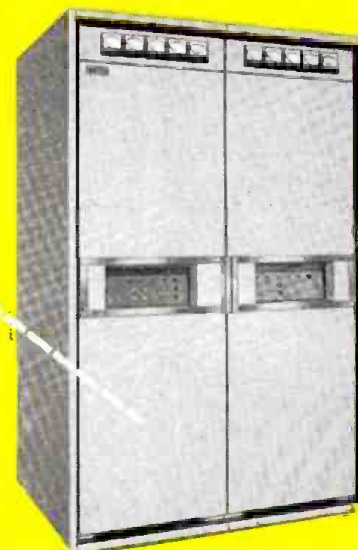
■ The basic equipment, which meets or exceeds all FCC requirements, includes an entirely new FM exciter and stereo generator.

■ FM exciters developed by Gates were selected by several manufacturers for original stereo research, with this equipment used in one of the two stereo systems initially approved by the FCC. Now, with this completely *new* FM exciter—included as standard equipment on all Gates FM transmitters from 10 watts to 40,000 watts — a whole new world of stereo has been created.

■ The stereo generator features built-in matrix and silicon power supply, and was designed along vertical construction lines for instant accessibility. Space is also provided for the optional sub-channel generators with automatic muting.

■ Gates stereo design objective, in addition to delivering the finest stereo performance, is also to provide space for 2-channel SCA* in the same unit without compromising the broadcasters' SCA multiplex performance requirements. This is a Gates performance exclusive and permits broadcasting FM stereo and 67Kc SCA simultaneously.

Let us tell you more about the technological advances of this new stereo generating system. Write today for Bulletin No. 95 — yours for the asking.



NEW GATES FM-5C 5 KW FM TRANSMITTER

Secondary Communication
Authorization

GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS
INTERTYPE
CORPORATION

Offices in: HOUSTON, WASHINGTON, D.C. In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

Dodd's sex-violence bomb fizzles

TREYZ SIMPLY TELLS THAT HE CALLED GREEN LIGHT FOR 'BUS STOP'

Sen. Thomas J. Dodd (D-Conn.), in a surprise move last week, abruptly resumed hearings of his Senate Juvenile Delinquency Subcommittee into television sex and violence. But the fireworks anticipated as a result of his statement announcing the hearings failed to go off—at least in the first of what will be several open sessions involving top network officials.

"We have on file," said Sen. Dodd, "documents which show that direct instructions have been given at various times by network officers to inject more sex and violence into television shows to boost or maintain ratings." Sen. Dodd feels there is a causal relationship between juvenile delinquency and television crime.

But with Oliver Treyz, president of ABC-TV, at the witness table for almost two hours on Wednesday, no such documents were introduced. The burden of the senator's concern was with the network's *Bus Stop* series—particularly the controversial "A Lion Walks Among Us" episode, starring Fabian, and ABC's refusal to comply with a NAB Code Authority request to see the program before its Dec. 3 broadcast.

The hearing also served as a forum in which David Levy, former vice president for programming at NBC, sought to remove the "cloud" he felt previous testimony had placed on his reputation as a television executive. NBC terminated his contract last summer after a Ziv-UA producer, Ivan Tors, said Mr. Levy and other NBC executives had demanded more sex and violence in a program Mr. Tors was producing.

Mr. Levy, who was not questioned by the subcommittee, said documents on file at NBC demonstrate that he has always opposed sex and violence on television—"a fact which NBC and this committee have acknowledged." He also said that the network never told him why he had been removed as head of programming and added that he had been the "chief architect" of the network's 1961-62 schedule, which he said has been praised by NBC officials, the network's affiliates and critics.

More Sessions Coming ■ The "documents" referred to by Sen. Dodd, presumably including the records subpoenaed last month from west coast production companies and producers (BROADCASTING, Jan. 18) may be introduced early in February. Top CBS and NBC officials are expected to be

called by the subcommittee at that time.

It is understood that James Aubrey, president of CBS-TV, will be asked to discuss the network's *Route 66* series. Either Robert E. Kintner, president of NBC, or Walter D. Scott, executive vice president for NBC-TV, will be questioned on "several" of that network's shows. All, including Mr. Treyz, have testified previously—Messrs. Treyz, Aubrey and Scott, in public sessions last summer; Mr. Kintner, in executive session last fall.

In questioning Mr. Treyz, Dr. Ralph Gary, a Boston College sociologist serving as a consultant to the subcommittee, introduced a sheaf of letters and memos documenting ABC's rejection of the NAB Code Authority's request to see the Fabian *Bus Stop* episode before broadcast.

Sexual Psychotic ■ The episode dealt with a delinquent teenager—"a sexual psychotic," as he was described in an ABC outline of the plot—who kills an old grocery storekeeper and later murders the attorney who successfully defends him. The teenager is also involved with a married woman, who kills him and herself by driving off a cliff.

All of the program's sponsors pulled their commercials from the episode and some 25 affiliates refused to carry it after seeing a screening. In light of these developments, NAB Code Authority Director Robert D. Swezey on Dec. 1 appealed to Mr. Treyz for a reversal

of an earlier ABC decision not to permit Code Authority representatives to see the film. He said the episode apparently did not conform to the NAB Code standards—an assessment Code Authority officials concurred in after seeing the program on the air.

Mr. Treyz said the request could not be honored because that might open the door to prior censorship. He also said the network could not delegate its authority to any outside source and insisted, under questioning, that the episode had been approved by ABC's Continuity Acceptance Dept.

Sen. Dodd, however, recalled that Mr. Treyz and other network officials had said the industry could be relied on to police itself, and that all had mentioned their adherence to the NAB Code. "Here's a first-class case where you don't even allow your own association to view a program," said Sen. Dodd. "How do you square this with your protestations of last year?"

Let Affiliates Decide ■ Mr. Treyz answered that the network felt the best way to handle the situation was to let the affiliates view a screening and decide for themselves whether to carry it. Twenty-five stations cancelled the show, but "90 to 100 or more" decided to carry it, Mr. Treyz said.

In this connection, the ABC-TV president took full responsibility for the decision to broadcast the episode. He said the decision "was one of the most difficult" he ever made. "I was very sensitive to the feelings of the advertising agencies," who were opposed to the show, and to the programs effect on advertisers and affiliates, Mr. Treyz said.

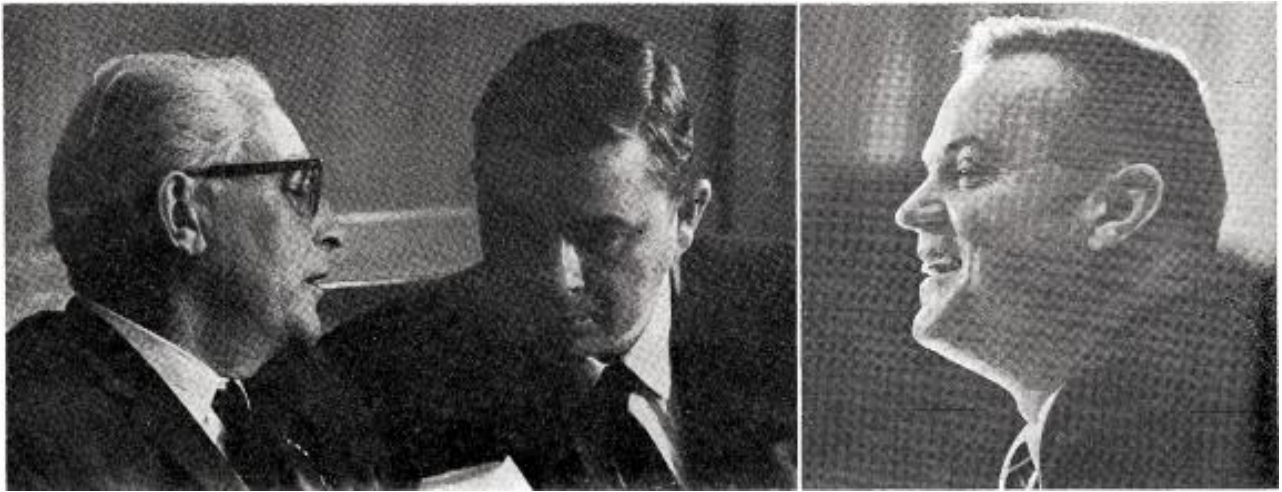
But he was also afraid of the impact a cancellation might have had on the "creative people" in television. "We felt television needed new creative blood," he said. "I wanted to be very careful and not capriciously use a blue pencil that could discourage creative people."

He said he gave the green light on the basis of Continuity Dept. acceptance of the script and after changes requested by the legal department had been made, and after a majority of affiliates elected to carry the program.

Did Continuity Clear It? ■ The question of whether ABC's Continuity Dept. did approve the episode was in some doubt, at least so far as Dr. Gary was concerned. He read an Aug. 11 memo from Dorothy Brown, of ABC's W.



David Levy, former NBC vice president for programming.



On left, Senator Thomas J. Dodd, subcommittee chairman, and Eugene Gleason, staff investigator. On right,

Oliver Treyz, ABC-TV president, recounts events in the showing of controversial "Bus Stop" episode.

Coast Continuity Acceptance Dept., stating that the script was not satisfactory. A later one said the episode could be cleared if certain changes were made.

The hearing room was then plunged into darkness, as the subcommittee showed the opening and closing episodes of "A Lion Walks Among Us." The scenes—viewed by a half-dozen young teenagers who were in the crowded hearing room—indicated that most of the requested changes had not been made.

Despite Miss Brown's apparent uneasiness about the program, it was later defended by Miss Grace Johnson, ABC Continuity Acceptance director, in a letter to Edward H. Bronson, NAB Television Code Affairs director.

"Granted this was a powerful drama," she said on Dec. 15, "and granted that introducing reality into certain situations would be found controversial by some and not by others . . . However, this does not mean that I can agree that we violated the Code in spirit or otherwise."

Warning To Industry ■ Mr. Levy, besides seeking to clarify the record about his departure from NBC, warned the industry that it must exercise great imagination and daring if it is to avoid government interference. "Sensitized voices from Washington, from New York and Hollywood," he said, "have alerted many conscientious men working in television. If the television industry cannot adjust itself to the challenge of irrigating the desert patches on others will be obliged to do it for them."

A reliance on ratings as a barometer of public tastes is not enough, he said. "Television decision makers must assume the initiative."

Another witness was William Capitman, president of the Center for Re-

search in Marketing Inc., Peekskill, N.Y. He said his organization, after years of testing audience reaction, is convinced that the American public couldn't tell specifically what it considers good television fare. Viewers haven't seen enough good programming to make such a creative judgment, he said.

But he said a study could be made to determine what needs viewers feel are unfulfilled by present programming. The networks, however, are not interested in that kind of research, he explained.

Mr. Capitman, in fact, was concerned about the lack of research in a number of fields bearing on television—including that of television's effect on juvenile delinquency. He said such studies should be made.

KWK WINDS UP DEFENSE

Examiner refuses to dismiss; Hamel blames Jones for lies

KWK St. Louis completed its defense case in that city last Tuesday and contended that the FCC Broadcast Bureau had failed to prove its allegations of contest fraud and other charges which would merit revocation of license.

Examiner Forest L. McClenning turned down KWK's plea for an oral order to dismiss the case on those grounds, indicating the proceeding should continue in the normal manner to a written decision. Proposed findings by the parties are to be filed Feb. 27 and replies 10 days thereafter.

KWK's defense opened the week of Jan. 15 with testimony taken in Milwaukee, Chicago and St. Louis (BROADCASTING, Sept. 25, 18, 1961).

Don E. Hamel, KWK sales manager, returned to the stand Monday to deny that he "volunteered" to former

KWK general manager William L. Jones Jr. to lie to FCC investigators and KWK owners about details of the disputed 1960 treasure hunts, especially about when the prizes actually were hidden.

Mr. Hamel reaffirmed his original testimony that he hid the prizes the last day in each of the two treasure hunts under "orders" from Mr. Jones and that he lied about it under orders, too. Knowing Mr. Jones, he recalled, he knew he would be fired if he didn't obey. When he realized the seriousness of the matter later, he said, he confessed to KWK President Andrew M. Spheeris and to the FCC.

Mr. Spheeris also testified in detail again last week about his knowledge of the treasure hunt events and the FCC's investigation. After Mr. Hamel's confession early last year, Mr. Spheeris said, he didn't know who to believe and this was why he had the KWK attorneys go to St. Louis for a fresh examination of the whole case.

Mr. Spheeris denied the correctness of various recollections by Mr. Jones about several occasions in which Mr. Jones had said the two had met in Chicago and New York. These involved circumstances that—Mr. Jones had testified earlier—supported his charge that Mr. Spheeris was the guiding hand in the conduct of the treasure hunts and had encouraged him (Jones) to lie to the FCC investigators and in a deposition in a civil damage suit arising out of the second treasure hunt.

Esther Zuckerman, secretary to the KWK general manager, testified briefly about the KWK Bonus Club prize winners, especially those who had won airplane trips on Trans-Continental Airlines. She said that of a total of 23 plane trip winners, she recalled only one complaint and she had understood this was adequately taken care of.

Arkansas Court backs wired pay tv firm

A Circuit Court on Jan. 20 affirmed the unanimous decision of the state's public service commission ordering Southwestern Bell Telephone Co. to provide Midwest Video, holder of an International Telemeter franchise agreement, with the necessary facilities for a wired pay tv system in Little Rock.

Philip F. Harling, chairman of the Joint Committee Against Pay Tv, announced last week that appeals will be carried "all the way to the U.S. Supreme Court, if necessary." He said his committee, the Theatre Owners of America, and Arkansas exhibitors are convinced pay tv is in interstate commerce, is not a utility, and therefore is a matter for federal control.

Mr. Harling is also chairman of the Anti-Pay Tv Committee of the TOA, which has assisted in financing the joint committee's fight in the Arkansas court.

International Telemeter, a division of Paramount Pictures Corp., announced that the Pulaski County Circuit Court ruling provides the legal go-ahead for the start of wired pay tv in the U.S.

Appeals Discounted ■ Paramount officials called the court decision a "major legal breakthrough." They said it is also the "strong" conviction of their counsel that further appeals are wholly without merit. They believe the Arkansas decisions "constitute a resounding re-affirmation of free enterprise."

Mr. Harling's statement countered "that Paramount's Telemeter will use the Arkansas decision to try to convince the people of Arkansas and the public in general, that Telemeter is now a *fait accompli*. If they do, I would cite to them their unsupported reports of the 'great success' of their Telemeter test in Etobicoke, Canada. The matter has a long way to go through the courts before we obtain a final adjudication."

Etobicoke, a Toronto suburb, is the site of the pilot Telemeter operation. A nearly completed cable extension to two adjoining suburbs will bring the Telemeter programming into more than 6,000 homes.

Two Syracuse applicants merge, seek interim grant

Two applicants for the ch. 9 recently assigned to Syracuse, N.Y., have formed a corporation and asked the FCC for permission to operate the facility pending a final grant to one of the 10 applicants.

Valley Interim Tv Corp. was founded, according to the application, "because of the inability of the 10 Syracuse applicants to reach an agree-

JFK 'regrets'

The Washington Radio-Television Correspondents' Assn. members will have to get along without President Kennedy at their annual banquet, Feb. 24. The Chief Executive, who spoke at the dinner last year, is cutting down on the number of invitations he is accepting to affairs related to the news industry in Washington.

Robert Fleming, chief of ABC's Washington news bureau and chairman of the radio-tv association's dinner, is president-elect of the association.

ment" on formation of an interim group. Valley has invited any or all of the other eight to join in its corporation within 30 days.

Valley is composed of principals of W. R. G. Baker Radio & Tv Corp. and Salt City Broadcasting Corp. Its board chairman, Edmund G. Eagan, is an officer of Salt City; its president, T. Frank Dolan Jr., is an officer of the Baker group.

J. Joseph Bernard, former general manager of WGR-TV Buffalo and KTVI (TV) St. Louis, would manage the station during the interim operation.

Further hearing asked by WLOF-TV on ch. 9

Mid-Florida Tv Corp. (WLOF-TV Orlando, Fla.) asked the FCC last week for further hearing, protesting an initial decision by Chief Hearing Examiner James D. Cunningham which recommended that its grant for a new station be voided for *ex parte* activities (BROADCASTING, Sept. 25, 1961).

Mr. Cunningham's conclusions were based "on supposition and conjecture," WLOF-TV said, charging that he also cast doubt on the reliability and integrity of the company's principals and on the character of William H. Dial, Orlando attorney who allegedly made *ex parte* contacts with former FCC Commissioner Richard A. Mack. WLOF-TV asked that the record be reopened for further testimony in Orlando on the reputation of Mr. Dial and the Mid-Florida principals and on the public service record of the station in the five years since the grant. Testimonials from Orlando officials and civic leaders on the integrity of the station and its management, particularly Joseph L. Brechner, president and 43% owner, were attached to the petition.

The FCC general counsel agreed with Mr. Cunningham that Mid-Florida principals were aware of improper pres-

entations made on their behalf. The general counsel held the examiner should have found further that Mid-Florida officers sought and aided the *ex parte* approaches.

The general counsel suggested that the FCC carefully weigh whether it wishes to grant the channel to the only remaining applicant, WORZ Inc., or to seek authorization from the Court of Appeals to reopen the record and accept new applications for ch. 9 Orlando. The Broadcast Bureau concurred in this recommendation.

WLOF-TV held that Mr. Cunningham's conclusions cannot be sustained because they are not based on the strict measure of proof required in cases of this kind and termed as unjustified the examiner's finding that WLOF-TV principals knew of Mr. Dial's conversations with Commissioner Mack. But, said WLOF-TV, even if its principals knew of the contacts and approved them, their conduct would not be absolutely disqualifying.

High Court to review film sale practices

The U. S. Supreme Court last week agreed to review a lower court's order barring six tv film distributors from selling theatrical film to tv stations in packages. The high court accepted requests for a review of a 1960 U. S. district court decision which prohibited the "block-booking" of old movie features to tv stations from both the movie distributors and the government.

The movie distributors claimed the final injunction was too severe; the Dept. of Justice claimed the edict was too lenient.

New York Federal Judge Archie O. Dawson in his order two years ago prohibited the forced sale of feature film in packages (BROADCASTING, Dec. 12, 1960). But he did not forbid the offer of film packages; his order forbade only the requirement that, to buy one film other films must be purchased. He turned down a government request to require renegotiation of all existing contracts. He did find that the practice of block-booking films for tv sales was in existence and that this violated the Sherman Antitrust Act.

The outcome of the litigation is expected to mark a major step in feature film distribution to tv stations—similar to the impact of the 1948 Supreme Court decision in the block-booking of films to movie theatres.

Involved in the appeal are Loew Inc. (MGM), Screen Gems Inc. (Columbia), Associated Artists Productions Inc. (Warner Bros.), United Artists Corp. (independents), C&C Super Cor. (RKO) and National Telefilm Assoc. Inc. (20th Century-Fox).

OK, camera 2,
hold that.
Adjust your beam, 2.
Pan left, 2.
Hold it. Camera 2,
adjust your shading.
A wide angle, 2.
Pull back.
Re-set your target,
camera 2!

Give me another pair of hands —
get me an EMI/US 203 camera — or
just quit rattling my cage, Sam!



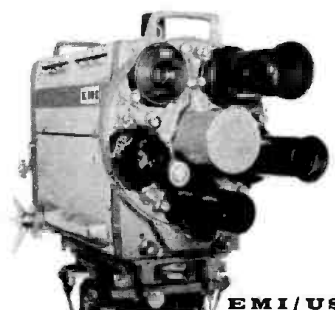
This TV camera has no electrical operating controls. EMI/US puts these where they belong: in the control room. So, the operator is free to concentrate on just one thing — picture composition. This operating concept, proven by almost two hundred 203s in daily use the world over, is just the first reason the 203 by EMI/US delivers the finest TV pictures you've ever seen—or sold.

Others: Smooth-operating, positive-positioning 5-position turret permits easy, through-turret pick-up tube removal. Built-in test sawtooth generator facilitates setting-up and checking circuits. Extensive use of rugged magnesium castings keep camera weight to a minimum, while plug-in printed

circuit modules ease maintenance. Remote servo control of all lens apertures can be readily disengaged. Geometric distortion is less than 1%. Separate camera control has no tubes. Power supply has built-in meters.

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EMI/US

FCC pre-sunrise proposal raises the roof

BROADCAST GROUPS, STATIONS FIGHT RULES CHANGE

Such a crescendo of protest has been reached about an FCC proposal to adjust its rules concerning pre-sunrise operation of Class III daytime stations that the agency is sending a letter to state broadcaster associations and members of Congress clarifying what the change proposes and what it does not (BROADCASTING, Dec. 18, 1961 *et seq.*).

The rulemaking was instituted by a request of Storer Broadcasting Co. that daytime stations be required to notify the FCC what hours they operate prior to sunrise and to submit their daytime horizontal pattern. Storer further requested that interference be determined by application of the standard broadcast technical standards (on paper) rather than by listening and monitoring tests as is presently done.

Storer maintained the proliferation of Class III daytimers since the original rule concerning pre-sunrise operation was passed has made accurate identification of an interfering station by listening test an "impossible burden." The amendments sought would not eliminate any existing pre-sunrise operation nor would they eliminate the unlimited-time stations' burden of determining objectionable interference and filing complaints to correct the situation, Storer said.

The FCC proposal would provide a "grandfather clause" for existing pre-

sunrise operation by Class III stations to continue, provided they notify the commission of such operation. They would have up to 30 days after adoption of the rule to file notice with the FCC. Under the rule, paper proof by an unlimited time station that a daytimer was providing objectionable interference would be considered conclusive. New stations or stations shifting to another regional channel would be prohibited to operate before sunrise.

Station Alert ■ The Texas Assn. of Broadcasters alerted members to the FCC notice provision and vigorously opposed the change on grounds that dominant stations would search for possible interference that could be proved by use of FCC skywave propagation curves on paper but not in actuality—prohibiting pre-sunrise operation by all Class III stations. TAB said there is sufficient authority under existing rules for unlimited time stations to discontinue pre-sunrise operation by "unduly interfering Class III stations."

Some 25 New England regional stations have formed the Committee to Preserve Radio Service. Sherwood J. Tarlow, WHIL Medford, Mass., is temporary chairman. The group has invited any stations affected by the proposed FCC rule shift to meet in Boston at the Madison Hotel, Feb. 1 at 10 a.m. Mr. Tarlow expressed the hope that

similar groups would be formed in other parts of the country to mount a nationwide campaign against the proposal.

Among individual stations protesting the rule change were WPRE Prairie du Chien, Wis., KBMO Benson, Minn., and WTAW College Station, Tex. All agreed that valuable public services to rural and industrial communities are rendered prior to sunrise and that revenue derived from this time period helps finance other public affairs programs and projects offered by the stations. Farm news, emergency warnings and notification of road conditions and school closings in the winter were among the services cited.

N.Y. congressmen split on satellite ownership

Two Democratic members of the House Science & Astronautics Committee, both from New York, wound up poles apart last week in the developing controversy over whether the proposed U.S. communications satellite system should be privately or publicly owned. Rep. Victor L. Anfuso came out for private ownership; Rep. William Fitts Ryan, for public.

Rep. Anfuso, in a letter to President Kennedy, said private international common carriers have "the know-how, the will and most important have pledged the money to develop a space communications system." He said private enterprise has given the U.S. the "finest" communications system in the world and warned that "a move toward govern-

Magnuson-Minow letters on fair worry broadcasters

A double-barreled message received last week by broadcasters all over the nation has brought the charge that two top federal agencies are trying to force radio and television into free promotion of the Seattle World's Fair.

The weight of Chairman Warren G. Magnuson (D-Wash.), of the Senate Commerce Committee, and FCC Chairman Newton N. Minow are combined in a frank letter sent by the Senator on Commerce Committee stationery to radio and tv stations.

Chairman Magnuson denied he was trying to bully stations into publicizing the fair for free, saying he was merely calling attention to the event. But a number of broadcasters who received his letter with the Minow letter attached to it (BROADCASTING, Jan. 22) wondered if official Washington were using its regulatory shotgun to get promotion for

the Seattle exposition.

The Magnuson-Minow combination, recipients said, placed emphasis on the public service aspects of fair promotion. One broadcaster said it was the same weapon used by local organizations that demand station time, citing the Communications Act and its public interest requirements.

Free Radio-Tv ■ A fortnight ago broadcasters had charged the Seattle World's Fair was using Chairman Minow as a way to get free publicity, while buying advertising in other media. A check by BROADCASTING showed that radio-tv had been allotted \$188,000 out of a \$641,000 total that includes magazines, newspapers and other media. The Minow letter pointed out that announcements and programs promoting the fair could properly be classified on station logs as public service.

Sen. Magnuson's letter to stations concludes with a paragraph that has disturbed some broadcasters. It reads, "I hope you can include the Seattle World's Fair in your plans. Its coverage is in the nature of public service."

Carl Downing, aide to Chairman Magnuson, said there was absolutely no intent in the Magnuson letter to use the committee's powerful regulatory role as a weapon to induce stations to carry free publicity for the fair. The circular letter, addressed personally to station operators, was sent to radio and tv stations all over the nation. The letter was not sent to any of the newspapers.

Sen. Magnuson's letter opens with a reminder of the "tremendous activity" in Washington state as construction progresses at the fair. After describing the plans, he said the fair "certainly deserves a place in

ment ownership [of the satellite system] would amount to a severe blow to the American free enterprise system in the eyes of the world."

Rep. Ryan, meanwhile, introduced a bill to create a Communications Satellite Authority, which would be financed by bonds and would establish, operate and administer the space communications system. In view of the billions taxpayers have spent in developing a space technology, he said, creation by the government of a privately owned system would be "the greatest giveaway of the nuclear age."

Rep. Ryan said the private-ownership proposal being considered by the FCC would be dominated by AT&T, one of the five international common carriers that have expressed a willingness to finance the proposed system. He noted that AT&T already controls 80% to 90% of all international communications traffic.

Rep. Anfusio, however, contends the private-ownership plan, submitted to the FCC by nine international common carriers last fall (BROADCASTING, Oct. 16, 1961), contains adequate safeguards against domination by any single company.

Rep. Ryan's concern about the possibility of AT&T control of a private system has long been shared by Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee and its Antitrust Subcommittee. And in a New York speech last week, he said he would continue his efforts "to prevent AT&T from securing monopoly control" of the proposed system.

ABA TO REVIEW CANON 35

Special study committee will take presentations from media groups; NAB, RTNDA opinions solicited

A new opportunity was announced Thursday by the American Bar Assn. for broadcasters and other news media groups to present their appeals for relaxation of Judicial Canon 35 which forbids broadcasting or photography in courtrooms during trials.

Oral or written presentations will be received beginning at 11 a.m. Feb. 18 at the Edgewater Beach Hotel in Chicago by a special ABA study committee headed by John H. Yauch Sr. of Newark. The committee has been investigating possible modification of Canon 35 and its effect upon the right of fair trial.

Although the Canon 35 hearing will precede the winter meeting of the ABA House of Delegates there Feb. 19-20, Chairman Yauch said no final recommendations would be reported to the policy body at this time. But he does anticipate that a report of findings and recommendations on Canon 35 will be made to the ABA's 85th annual meeting Aug. 6-10 in San Francisco. Final authority for any change in Canon 35 rests with the House of Delegates.

ABA said invitations for participation in the Feb. 18 hearing have been sent to the NAB, Radio-Television News Directors Assn., Radio-Television Working Press Assn., American Newspaper Publishers Assn., American Society of

Newspaper Editors and the National Press Photographers Assn.

Chairman Yauch said his study committee also intends to explore the most practical means of obtaining objective details of the Colorado and Texas courtroom experiments. In recent years, at the discretion of state court judges in those states, both broadcasting and photographing of court trials have been allowed.

The study committee chairman said the Feb. 18 hearing will have to be limited to the designated representatives of the media organizations so far as the oral presentation is concerned, but he indicated the committee welcomes written communication "from any media source that would aid the committee in the 'objective consideration' of the Canon 35 question."

Chairman Yauch said he considers the assignment of his committee to be "of major importance" and that he feels the group's fundamental objective in making its report is "to preserve the right of fair trial and at the same time fairly consider the contentions of the media that televising court proceedings is but a normal development of the present right of the press to report on court proceedings and to publish the same."

your station's public service programming." He added that film and other material would be received from time to time "which I hope you will find room for in your busy schedule. Even more, I hope that you will consider undertaking some public service projects on your own initiative."

Likes Letter — Mr. Downing said anyone who reads pressure tactics into the Magnuson letter "is taking it the wrong way." He added, "The senator didn't know the letter had been sent out on Senate Commerce Committee stationery. After reviewing its contents, however, he endorsed the purpose and theme of the letter enthusiastically," Mr. Downing said.

The senator's staff had anticipated the letter would be sent out on World's Fair stationery by Ewen Dingwall, general manager of the fair, according to Mr. Downing. He

pointed out that the letter was signed "Warren G. Magnuson, U.S.S." and not "Warren G. Magnuson, Chairman," a detail he described as highly significant in Capitol Hill procedure. With this signature, he said, the letter fell within the normal role of a senator.

Mr. Downing said the senator's office has received many favorable replies from broadcasters who are anxious to cooperate in the fair. He said not a single complaint had been received.

One broadcaster who asked not to be named told BROADCASTING he had been highly agitated by the Magnuson-Minow letters but on reflection had decided someone in Washington "was just plain stupid." He said his radio and tv stations already had given perhaps \$1,000 in free fair promotion because he considered the exposition a laudable project.

LICENSE FEES AGAIN

NAB opposes bill to exact 1% from station's annual gross

A bill to require television and radio stations to pay an annual license fee was introduced in the House last week—and immediately encountered NAB's traditional opposition to such proposals.

The bill (HR 9881), proposed by Rep. Charles S. Joelson (D-N.J.), would require television and radio stations to pay 1% of the gross revenues they received in the previous year. A station failing to pay its fee would be subject to license revocation.

Vincent Wasilewski, executive vice president of NAB, said the association has always opposed such proposals and sees no reason it shouldn't oppose this one. "It would be neither in the public interest nor in the stations' interest," he said.

The FCC has considered charging fees for a number of years, and its staff has recently concluded work on a new proposal which is yet to be placed on the commission's agenda. The suggestion is to charge all successful appli-

cants, not only those in commercial broadcasting, an application processing fee. The fee schedule would presumably bring in about half the commission's annual budget of \$13 million.

Rep. Joelson, who said he didn't discuss his bill with the commission, estimated his proposal would provide the federal government with \$20 million annually.

He said the government now "gives away absolutely free of charge the valuable right to use the people's airways."

Willamette-Land wins examiner nod for ch. 3

Willamette-Land Television Inc., the last remaining applicant for ch. 3 in Salem, Ore., last week won a favorable initial decision from FCC Hearing Examiner Charles J. Frederick.

The one remaining point at issue, after withdrawal of competing applicant Oregon Television Inc., was the financial qualifications of Willamette-Land. Still pending, however, is a Broadcast Bureau petition to add an issue as to the character qualifications of majority stockholder W. Gordon Allen (BROADCASTING, Oct. 30, 1961). In the petition the bureau questioned, among other things, representations made by Mr. Allen in connection with his sale of KBAM Longview, Wash., and certain of his financial reports.

Mr. Allen's other broadcast interests include holdings in KGAY Salem and KGAL Albany-Lebanon, both Oregon, and KMAR Winnsboro, Iowa.

HEARING ON CLEARS STARTS

Ruffled by FCC decision on channel breakdown, House subcommittee weighs four bills to block it

One of the FCC's most controversial decisions of 1961—to break down 13 of the remaining 25 clear channels—will be aired at a Capitol Hill hearing starting this week.

The House Commerce Committee's Communications Subcommittee will hold the hearing, which has been called to consider four bills aimed at blocking implementation of the FCC's clear-channel decision (BROADCASTING, Sept. 18, 1961).

Public witnesses will be heard Wednesday, Thursday and Friday. The FCC, currently busy with its own inquiry (see story, page 35) hasn't yet been scheduled on the witness list, but the commissioners will probably be called during the week of Feb. 12.

The four bills under consideration (HR 8210, HR 8211, HR 8228 and HR 8274) would bar the FCC from licensing more than one station to operate at night on any of the present 25 Class 1-A clear-channel frequencies. Two of the bills (HR 8211 and HR 8288) would do more—require the commission to authorize clear-channel stations to operate on power in excess of the 50 kw presently permitted by FCC rules.

Request Ignored ■ All four, along with a similar Senate clear-channel bill

(S 2290), were introduced after the FCC announced its intention to duplicate the 13 clears (BROADCASTING, June 19, 1961). The House Commerce Committee then asked the commission to delay a final decision until Congress acted. But the FCC disregarded this request and concluded the case in September.

The commissioners noted that the case had been pending for 16 years. They added that, in any event, Congress would have time to reverse the decision through legislation since it would be many months before a station could begin operating on one of the newly available frequencies.

This explanation, however, failed to placate Commerce Committee members whose feelings had been ruffled. Rep. John Dingell (D-Mich.), author of one of the bills, called the FCC decision to proceed "rather brazen."

Another hearing being prepared by the Communications Subcommittee involved the request of daytime-only broadcasters for permission to operate from at least 6 a.m. to at least 6 p.m. The hearing, which will mark a resumption of proceedings begun last year, hasn't been scheduled yet, but it is expected to be held early in February.

PROGRAMMING

Tv networks roughing in fall programs

FCC HEARING SLOWS NEW PROGRAM SCREENINGS; BIG SPENDERS BUSY

The tv networks this week are still busy installing the underpinning of next season's nighttime schedule. The whole structure should be roughed in within the next few weeks.

As of now, next season's "schedule" is rather spotty. The current status of activity:

■ The networks and agencies have screened few new program pilots. This process, which is part of the pre-selling activity, has been slowed by the current FCC hearing on network practices in Washington (see story, page 35). But as the hearing progresses, a pick-up in pilot screening and series scheduling is expected.

■ Such big-spending network advertisers as Procter & Gamble, General Foods, Lever Bros., Colgate-Palmolive and the cigarette firms are aligning their

program thinking and choices. In some instances, the networks are building on a time period or program decision or both made by one or more of such advertisers.

■ There's an apparent modest rise in advertiser-financed pilots, though there is reticence or lack of knowledge among advertising agency and network executives who ordinarily could be expected to supply a detailed run-down. For a roundup on advertiser activity in this area, see story page 56.

This is the "report" on some of next season's schedule as gathered from various sources:

Sunday: This night is up for grabs at ABC-TV, a fact of life that the network has accepted by scheduling motion pictures starting this spring. *Lawman*, however, may be retained next

year. CBS-TV is said to be considering standing pat with *Lassie* at 7, *Dennis the Menace* at 7:30, *Ed Sullivan* at 8, an hour show at 9 (moving out the *General Electric Theatre*, which may go to another network in one-hour form, and moving out *Jack Benny*), *Candid Camera* at 10, and *What's My Line?* at 10:30. NBC-TV so far is said to be sticking to this season's lineup, the only current exception being *DuPont Show of the Week* at 10, which may not survive.

Monday: ABC-TV continues with *Cheyenne*, *Rifleman* and *Ben Casey* in that order from 7:30 to 10, leaving the hour following to be filled. Talked about for the open period is a show with a World War II theme. CBS-TV has lightly penciled in *To Tell the Truth* and *I've Got a Secret* in the 7:30 and

what's in a shadow?

WWJ

... and what is Total Radio?

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Bob Maxwell	Sonny Eliot
Bob Allison	Faye Elizabeth
John Lynker	Fran Harris

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U of M Football Detroit Tiger Baseball
Don Kremer's Sportscasts

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Melody Parade Good Music Fine Music
Detroit Symphony Orchestra

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NBC News on the Hour
Seven 15-Minute Newscasts Daily

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business buy in Detroit.*

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8 p.m. spots respectively, followed by an 8:30-9 period in which the new Lucille Ball series (tentatively titled *Life Without George*) might be placed, and *Danny Thomas* at 9 and *Andy Griffith* at 9:30, leaving a full hour to be filled at 10. NBC-TV would appear to be a big question mark for Mondays. A one-hour program may open the night, 7:30-8:30, with *87th Precinct* at 8:30 in doubt, a 9:30-10 period to be satisfied and a possibility of *Bell Telephone Hour/Dinah Shore* filling 10-11.

Tuesday: ABC-TV seems to be wide open, except for a strong possibility that its new one-hour *Going My Way*, starring Gene Kelly, will be placed at 8:30. CBS-TV may retain *Marshal Dillon* (*Gunsmoke* reruns) at 7:30, follow with *Dobie Gillis* at 8, a new show starring Red Skelton for an hour at 8:30, and perhaps *Jack Benny* or some other light comedy show at 9:30. *Garry Moore* is said to be certain for the 10-11 period. NBC-TV would appear to be thinking of *Laramie* to open the night at 7:30, followed by Dick Powell's hour at 8:30 and a new series, *Empire*, at 9:30-10:30, and a news-public affairs show at 10:30.

Wednesday: *Wagon Train* is in at 7:30 for ABC-TV next season, followed by *Naked City* and *Hawaiian Eye* in that order, with a question mark at 10:30. CBS-TV is toying with an earlier hour for *CBS Reports*, starting it perhaps at 7:30, and following with a half-hour stanza and the new Alfred Hitchcock hour series at 9, though *Checkmate* (one-hour show) may be scheduled that night. The *U. S. Steel/Armstrong* hour at 10 appears certain. NBC-TV, which is repeatedly mentioned as having an eye open for a 90-minute series next season, is said by some to have this in mind for 7:30, picking up at 9 with *Perry Como* followed by a half-hour *Bob Newhart* or other Sealtest-sponsored show at 10. The 10:30-11 period apparently is open.

Thursday: At ABC-TV talk is of *Ozzie & Harriet*, *Donna Reed*, *The*

Real McCoys and *My Three Sons*, each a half-hour series and slotted in that order from 7:30 to 9:30. The rest of the night is open. CBS-TV that night appears maneuverable, with an hour series treating World War II adventures (*A.P.O. 293*) under discussion for 8:30. NBC-TV has not committed itself up to 8:30, where it's said *Dr. Kildare* will be slotted, followed at 9:30 by *Hazel* and an hour show after that.

Friday: The big news here is the report that NBC-TV of the three networks has a full night locked in. At NBC-TV it's *International Showtime* at 7:30, *Mitch Miller* at 8:30, a new series, *Vive*, *Judson McKay*, at 9:30 and Jack Paar in at 10-11. ABC-TV may place *Target: the Corruptors* in at 7:30, though this is quite conjectural; *Flintstones* at 8:30; *77 Sunset Strip* at 9-10, and the next hour unknown. CBS-TV talks about *Rawhide* at 7:30, *Route 66* in the next hour, *Diary of a Nurse*, a new hour series, at 9:30, and *Eyewitness* at 10:30.

Saturday: ABC-TV may return with *Leave It To Beaver* and apparently will have the fights back. But firm programming and time slots are not reported. CBS-TV appears to be betting again on *Perry Mason* at 7:30, *The Defenders* at 8:30, *Twilight Zone* at

9:30 (though here again there's talk of the series not returning next fall), and *Gunsmoke* at 10-10:30. If NBC-TV continues its movies at 9-11, the speculation is that a half-hour series, such as the new cartoon *Laurel & Hardy*, will take the 7:30 period followed by a variety show at 8-9, and possibly starring Joey Bishop.

There are many new titles or program themes talked about for each of the networks. Mentioned among many are *Archie*, *Roberta Sherwood Show*, the Franklin Delano Roosevelt series, a continuance of *Room for One More* (it's just gone on the air and if it looks good, may be considered), all at ABC-TV; *Little Amy*, *Wake Up, Stupid!*, *Acres and Pains* and *Tv Tonight* for CBS-TV; *Eleventh Hour*, *Search*, *330 Independence*, *Andy Hardy*, *Tom Sawyer* and *McKeever and the Colonel* for NBC-TV. Also to be considered are the advertiser-financed pilot series (see story, page 56).

CBS-TV just last week for this season announced that on Feb. 1 it will move *Frontier Circus* from Thursday, 7:30-8:30, to 8-9 that same night, and *The New Bob Cummings Show*, now at 8:30-9, to 7:30-8. Vick Chemical Co. picks up the weekly tab on *Cummings* that date.

TRANS-LUX LAUNCHES NEW TV SERIES

Sustains its brisk pace in medium with films, TAC plan

Trans-Lux Television Corp., New York, is investing about \$1.75 million to produce two new television film series, *The Mighty Hercules* and *Guest Shot*. Richard Carlton, vice president and sales manager of Trans-Lux-TV, announced the 1962-63 film plans at a news conference in New York Thursday (Jan. 25).

Mr. Carlton described *Hercules* as an important contribution in the field of children's programming. The series will consist of 130 cartoons in color,

each episode running 5½ minutes. He said a pilot film has been completed and storyboards laid out for the first dozen programs. The series is being produced for Trans-Lux-TV by Adventure Cartoons for Television Inc. and will be in general release in 1963. WPIX (TV) New York has already signed for the show.

The second company project, *Guest Shot*, will comprise 26 half-hours of programs dealing with the lives of well-known entertainment personalities, presenting accounts of their hobbies and avocations. Among the programs completed are those featuring Keenan Wynn and Lee Marvin, who race motorcycles for fun, and Jayne Mansfield and her husband, Mickey Hargitay, who are physical culture advocates. Other stars scheduled to appear on *Guest Shot* are Jerry Lewis, Dan Daily, Jeff Hunter and Fabian. The series, which will be offered by Trans-Lux-TV as a network presentation for 1962-63, is being produced in Hollywood by Rick Spalla, a west coast newsreel cameraman.

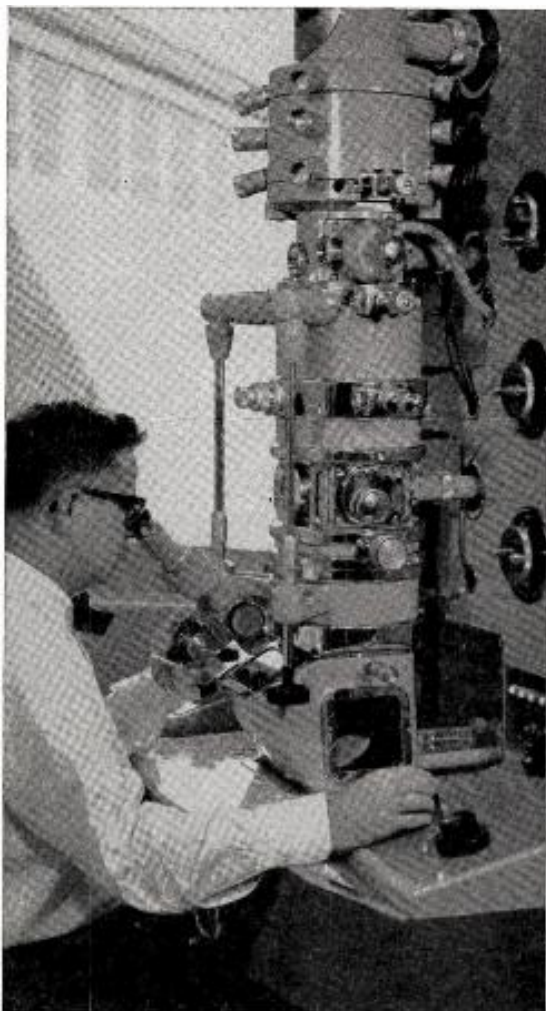
Tv Expansion ■ Mr. Carlton observed that this move into production accentuates Trans-Lux-TV's steady expansion in television. During 1962, he said, the company added two properties:

TvQ's top ten for December by age

(Percentage of viewers familiar with a show who consider it "one of my favorites.")

Rank	Program	Total Audience TvQ	6-11 TvQ	12-17 TvQ	18-34 TvQ	35-49 TvQ	50+ TvQ
1	Ben Casey	50	51	61	51	45	46
2	Bonanza	49	52	59	52	47	42
3	Red Skelton	48	67	54	46	42	44
4	Andy Griffith	47	67	49	45	39	45
4	Saturday Night Movies	47	63	64	49	40	29
6	Disney World of Color	46	75	57	36	31	35
7	Dr. Kildare	44	57	61	47	34	40
8	Sing Along With Mitch	43	43	24	38	42	56
9	Gunsmoke	42	51	39	40	38	45
9	Hazel	42	70	47	36	26	44

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Magnifications of up to 250,000X are possible with this electron microscope, enabling scientists to probe more deeply into the basic nature of copper and its alloys.

At the new Research and Technical Center of Anaconda American Brass Company in Waterbury, Conn., laboratory equipment shown here is providing new knowledge about copper and copper metals. This is the basis for the development of new products and for new and more effective uses of present products—bright new horizons for copper.

This new laboratory is yet another sign of the greatly stepped-up research and development which is broadening the base of all Anaconda operations. Anaconda Aluminum Company people have during the year created a new concept in containers, for example. It is a spiral-wound foil-to-fiber can which does a better job and reduces the cost of packaging such things as frozen orange juice, coffee, oil, paint. And Anaconda Wire and Cable Company research and development people have made significant progress in the development of extra-high-voltage cable needed to bring electric power to our growing metropolitan areas.

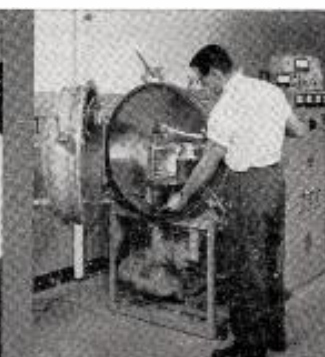
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As gases in metals affect their physical properties and working qualities, studies of metal gas content, shown being conducted above, can have important results.

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to its list, *It's A Wonderful World*, 39 half-hours with John Cameron Swayze as host, and *Frontiers of Knowledge*, a half-hour program produced monthly by Triangle Publications.

Trans-Lux-TV began 1962 with various "lucrative properties," Mr. Carlton reported, pointing out that its *Felix The Cat* cartoon series has been sold in 100 markets and films from the Encyclopedia Britannica Film Library have passed the \$1 million mark in gross sales since 1957 when Trans-Lux-TV assumed distribution.

Robert Weisberg, vice president of Television Affiliates Corp., a Trans-Lux subsidiary, provided a progress report on TAC's operations to date and its plans for 1962. He told the news conference that 23 stations have signed as member stations and more than 40 outlets have had programs accepted by TAC (BROADCASTING, Jan. 15).

TAC, he explained, was set up to provide stations throughout the country with quality informational programs produced by local tv outlets. Stations

pay an annual fee, based on the size of their markets. Producer stations earn revenue, depending on the number of times their production is played and the markets in which they are shown. TAC receives a minimal distribution fee for its efforts.

Prime Time ■ TAC member stations already have begun to schedule programs, Mr. Weisberg reported, and a sampling shows that TAC shows are being scheduled mostly in prime time or in the 10:30-11 p.m. slot. Among the stations that have scheduled shows are KFRE-TV Fresno, KTTV (TV) Los Angeles, WTCN-TV Minneapolis, WTAR-TV Norfolk, KCPX-TV Salt Lake City, KOMO-TV Seattle, WFLA-TV Tampa, WTAR-TV Norfolk and KOGO-TV San Diego.

Among the titles in the TAC library, according to Mr. Weisberg, are "Inside the Congo," produced by WXYZ-TV Detroit; "The Great Shake," KRON-TV San Francisco; "Pony Express," KBTv (TV) Denver; "Birth by Appointment," WNBS-TV Columbus; "Dan Pasquale,"

WRAL-TV Raleigh and "Walk Through the Valley," WGN-TV Chicago.

TAC will be involved in two new programming projects in 1962, Mr. Weisberg reported. With financing provided by Encyclopedia Britannica Inc., a 13-week, half-hour program, *Great Voices From the Great Books*, is being taped at WBKB (TV) Chicago. Television and motion picture star Hans Conreid will serve as host, interviewing prominent guests on great books of the western world. The series will be offered to TAC subscribers later this year. The second undertaking is a TAC plan to provide programs for the agricultural and farm audience. Additional details on this project will be announced later.

TAC's broadcast advisory committee consists of Richard Borel, WBNS-TV Columbus; Eldon Campbell, WFBM-TV Indianapolis; Roger Clipp, Triangle Publications; Jack Harris, KPRC-TV Houston; Norman Louvau, KCPX-TV Salt Lake City; David C. Moore, Transcontinent Television Corp. and A. Louis Read, WDSU-TV New Orleans.

Judge doubts he'll find against ASCAP

TV STATIONS' GROUP READY FOR APPEAL ON CLEARANCE-AT-SOURCE

Television stations' efforts to establish at-the-source clearance of rights for the use of ASCAP music played in syndicated tv programs received an apparent setback in court last Thursday.

The extent of the setback—if it proves to be that—may be measured by ASCAP counsel's estimate that a decision favoring the stations would deprive ASCAP of three-fourths of its income. Its income from tv stations and networks amounted to about \$19.3 million in 1960.

The prospect that the stations may encounter a serious snag arose when Chief Judge S. J. Ryan of the U.S. Southern District Court in New York told counsel for both sides that he does not think he has the power to require ASCAP to grant the type of license the stations are seeking.

This license, sought by the All-Industry Television Station Music License Committee, would require stations to pay ASCAP for its music when used in locally originated programs but not in syndicated programs produced in the future (BROADCASTING, Oct. 23, 1961, *et seq.*). The committee's contention is that syndication producers should clear music performance rights along with recording rights when the programs are being produced. Network music is covered in separate ASCAP-network agreements.

Informal Observation ■ Judge Ryan offered his observation—informal and

not final—as he prepared to hear arguments on whether ASCAP's 1950 consent decree, which governs the society's operations, requires it to grant the sort of license the committee is seeking.

Most of the three-hour session Thursday morning was spent in arguing that legal question.

Counsel for the All-Industry Committee contended the consent decree clearly requires ASCAP to grant the license sought by the committee. The U.S. Justice Dept., appearing as "the representative of the public interest" because it was a party to the ASCAP consent decree, took the same position, arguing that the consent decree requires ASCAP to grant any "reasonable" request.

ASCAP argued that the decree contains no such requirement.

Judge Ryan indicated—both in his direct statements at the outset and in questioning during argument—that he is inclined to side with ASCAP's interpretation of the consent decree. But he added: "I may decide you're [the committee] entitled to some relief, perhaps of another nature."

He made it clear that he not only would hear the arguments on both sides but would give the parties time to file briefs on the question before making a final decision.

A spokesman for the All-Industry committee said afterward that if the

Judge's ruling on this question goes against the committee, it would appeal to the U.S. Supreme Court.

Whether that appeal would be taken immediately or whether additional court proceedings would intervene remained a matter for the All-Industry group to decide. It was in that connection that Judge Ryan first disclosed his disposition to rule that he could not require ASCAP to grant the requested form of license.

Procedure ■ He said he feels he should let the committee know his current inclination, so it can decide how it wants to proceed from that point if the ruling should go against it. If the committee wanted to appeal to the Supreme Court immediately, it should not ask Judge Ryan for "alternative relief" in case his first ruling is again source clearance. A request for "alternative relief" would require a hearing and delay the appeal.

The situation was left this way: after Judge Ryan hands down his ruling on the fundamental question—whether ASCAP is required to grant license involving at-the-source clearance—the committee will decide whether it wants to appeal.

If the ruling is adverse to the committee and it decides to appeal immediately, further proceedings at the district court level will not be necessary. If the committee decides that static need and are entitled to protect

COLORCASTING

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

NBC-TV:

Jan. 29-Feb. 2, 5-7 (6-6:30 a.m.) *Continental Classroom*, contemporary mathematics (until 2/1, then probability and statistics).

Jan. 29-Feb. 2, 5-7 (6:30-7 a.m.) *Continental Classroom*, American government.

Jan. 29-Feb. 2, 5-7 (10:30-11 a.m.) *Play Your Hunch*, part.

Jan. 29-Feb. 2, 5-7 (11-11:30 a.m.) *The Price Is Right*, part.

Jan. 29-Feb. 2, 5-7 (12-12:30 p.m.) *Your First Impression*, part.

Jan. 29-Feb. 2, 5-7 (2-2:30 p.m.) *Jan Murray Show*, part.

Jan. 29-Feb. 2, 5-7 (11:15 p.m.-1 a.m.) *Jack Paar Show*, part.

Jan. 29 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Jan. 30, Feb. 6 (7:30-8:30 p.m.) *Laramie*, part.

Jan. 31, Feb. 7 (9-10 p.m.) *Perry Como's Kraft Music Hall*, Kraft through J. Walter Thompson.

Jan. 31, Feb. 7 (10-10:30 p.m.) *Bob Newhart Show*, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

Jan. 31, Feb. 7 (10:30-11 p.m.) *David*

Brinkley's Journal, Douglas Fir Plywood Assn. through Cunningham & Walsh; Mead-Johnson through Kenyon & Eckhardt.

Feb. 1 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

Feb. 2, 5, 7 (10-10:30 a.m.) *Say When*, part.

Feb. 2 (9:30-10:30 p.m.) *Bell Telephone Hour*, AT&T through N. W. Ayer.

Feb. 3 (9:30-10 a.m.) *Pip The Piper*, General Mills through Dancer-Fitzgerald-Sample.

Feb. 3 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

Feb. 3 (10:30-11 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

Feb. 3 (5-6 p.m.) *All-Star Golf*, Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

Feb. 3 (7:30-8:30 p.m.) *Tales of Wells Fargo*, part.

Feb. 4 (6-6:30 p.m.) *Meet the Press*, co-op.

Feb. 4 (7-7:30 p.m.) *The Bullwinkle Show*, part.

Feb. 4 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, RCA and Eastman Kodak through J. Walter Thompson.

Feb. 4 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.

Feb. 4 (10-11 p.m.) *DuPont Show of the Week*, DuPont through BBD0.

Feb. 5, 7 (11:30-12 noon) *Concentration*, part.

Feb. 5, 7 (12:30-12:55 p.m.) *Truth or Consequences*, part.

Feb. 5, 7 (3-3:30 p.m.) *Young Doctor Malone*, part.

Feb. 5, 7 (3:30-4 p.m.) *Our Five Daughters*, part.

Feb. 5, 7 (4:30-4:55 p.m.) *Here's Hollywood*, part.

Feb. 5 (8-8:30 p.m.) *National Velvet*, General Mills through BBD0; Beech-Nut through Young & Rubicam.

Feb. 5 (8:30-9:30 p.m.) *Bell Science Series*, AT&T through N. W. Ayer.

Feb. 5 (9:30-11 p.m.) *Hallmark Hall of Fame*, Hallmark through Foote, Cone & Belding.

Feb. 7 (7:30-8:30 p.m.) *Wagon Train*, Ford through J. Walter Thompson; National Biscuit through McCann-Erickson; R. J. Reynolds through Esty.

Feb. 7 (8:30-9 p.m.) *The Joey Bishop Show*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles; Procter & Gamble through Benton & Bowles.

against damage while the appeal is pending, it may ask the court for "alternative relief." This request would require further hearings—of the sort originally set to begin Feb. 14.

That was to have been the starting date for the full-scale trial of the case, taken to court by the All-Industry Committee last December after it was unable to come to terms with ASCAP in private negotiations. But after last week's developments it was considered improbable that the trial—assuming one is held—could get under way by Feb. 14 in any event.

The All-Industry Committee, headed by Hamilton Shea of WSWA-TV Har-

risonburg, Va., represents some 325 tv stations which contribute to its support. Tv stations' ASCAP licenses expired Dec. 31, 1961, but were continued in effect by court order pending the outcome of the litigation. Network licenses for ASCAP music also expired Dec. 31 but have been extended for 60 days to permit negotiations to continue for new licenses. Those negotiations are conducted separately from the local-station negotiations and have not—yet, at least—moved into court.

Arguments in Thursday's pre-trial sessions on local-license issues were presented by Walter R. Mansfield of the law firm of Donovan, Leisure, Newton

& Irvine, counsel for the All-Industry group; Arthur H. Dean of Sullivan & Cromwell, ASCAP counsel, and John L. Wilson, Justice Dept. attorney.

CBS Films offers 'Tom'

CBS Films is offering for sale on a syndicated basis the "Tom Terrific" cartoon feature from CBS-TV's *Captain Kangaroo* series.

The 130 cartoons which tell 26 stories in the form of five cartoons each will be available for scheduling by stations starting Feb. 19. Cartoons may be programmed as a five-minute Monday-Friday strip, a *Tom Terrific* half-hour show or as inserts in existing kiddie shows.

EQUIPMENT & ENGINEERING

TV BY SATELLITE RELAY SEEN IN '62

AT&T vp predicts live European shows on U.S. sets

Television programs from Europe will reach American receivers via satellite relay before the end of the year, while programs from the U.S. will also be sent to Europe by the same route, Richard R. Hough, engineering vice president of American Telephone & Telegraph Co., told the Hollywood chapter of the Academy of Television Arts & Sciences on Jan. 18.

The next 18 months will be the "busiest period yet in satellite communications," Mr. Hough stated, with six experiments announced so far, in contrast to only three in the last three years. Four of the six will be active satellites, receiving and retransmitting signals rather than merely reflecting

them as was done with the Echo-type satellites launched in 1960, and at least two will experimentally transmit tv program material as well as telephone and telegraph messages across the ocean.

One of the two tv satellite projects is Telstar, which AT&T is conducting in cooperation with the National Aeronautics & Space Administration, with a pair of satellites, original and standby, to be launched in the spring and fall, Mr. Hough stated.

NASA's Relay Project, for which RCA is building the satellites, will conduct experiments similar to those of Telstar, with two Relay launches scheduled to be made between June and December, Mr. Hough said.

Satellites Are Cheaper — "A satellite is a much more economical means of supporting a microwave repeater. The launching of a satellite by a rocket is just a cheap way of getting a repeater up where it is needed. If you wince when I describe a rocket as cheap, just consider the following arithmetic:

"If a \$2 million rocket can replace a 475-mile tower, the rocket costs only 80 cents per foot. Anyone in the broadcast business knows that 80 cents a foot for a tall tower is a very low price. Of course, it takes rockets and satellites to have a complete substitute for a tower in the sky. Even so, the rockets still look cheap in comparison to a tower. A rough calculation shows that a 475-mile tower would have a cost equal to the value of our entire gross national product for 70,000 years."

Because of presently impossible pow-

er requirements of a synchronous satellite and the impracticability of mounting a tracking antenna on the rooftop of an ordinary dwelling, "the only presently practical method of employing satellites for television is to utilize them for point-to-point transmission to feed networks of broadcast stations," Hr. Hough stated. "Uniting the world by tv is one thing, but in many areas there is something that must come first—basic communications and basic services, telephone and electricity."

EIA unit plans move to promote am stereo

A move to promote stereophonic broadcasting in am got underway with the appointment of a committee last week to study the question. This committee, headed by C. J. Votava of Delco Radio Division of General Motors, was announced by the Electronic Industries Assn.

The purpose of the EIA committee's study, James D. Secrest, EIA executive vice president, said last week, is to lay the basis for determining whether a formal request should be made to the FCC to authorize am stereo. Manufacturers, broadcasters and other companies which have an interest in am stereo were invited to submit the names of their representatives to Mr. Votava.

During the FCC's consideration of stereo for fm last year, several attempts were made to broaden the consideration to include am. One such was a

Seattle fair shortwave

An application for a commercial shortwave broadcast station to be located on the site of the Seattle World's Fair and operated during the exposition's six-month schedule is to be filed by International Communications Inc. The station will beam its signals to Latin America. The filing group is headed by Marvin R. Steffins Jr., formerly vice president-general manager of KGEI, General Electric's Latin-beamed shortwave station in San Francisco. He is a resident of Eugene, Ore. The applicant firm includes A. W. Morton, John F. Biehl and George J. Martinson.

petition by Kahn Labs Inc., New York, but it was turned down by the commission. The FCC authorized fm stereo last spring. More than 50 fm stations are now on the air with stereophonic broadcasts. The stereo standards adopted by the FCC are based on studies by the EIA-financed National Stereophonic Radio Committee.

Bell reports optical device

An advance in optical maser research was reported last week by two Bell Telephone Labs. physicists.

Dr. Willard S. Boyle and Dr. Donald

F. Nelson described a solid-state ruby maser, or laser, system capable of continuous operation to members of the American Physical Society, New York. They said it is the first solid-state optical maser to emit continuous coherent visible light.

Scientists have predicted that the light beam will be used to carry information, in both ground and space communications.

Sony plans color tv with Paramount tube

Paramount Pictures Corp. last week confirmed reports it has awarded a technical assistance and license agreement to the Sony Corp. covering Paramount's Chromatron television color tube and associated apparatus.

Under the agreement, Sony will cooperate with Paramount by adding engineering, production and sales support to produce and market Chromatron-equipped tv receivers. A spokesman for Sony said the company had studied and evaluated all available methods of producing color tv sets. He said Sony had concluded that the one-gun Chromatron color tube has "inherent qualities which will enable Sony to make a color television set available to the public which will be brighter, less bulky, have fewer service problems and cost less than color sets presently available."

Sony has applied to the Japanese government for approval of its agreement with Paramount Pictures.

THE MEDIA

Oppose censors, Mundt advises D.C. meet

RELIGIOUS BROADCASTERS ARE ALSO ALERTED BY HYDE

Religious broadcasters should guard against censorship, Sen. Karl Mundt (R-S.D.) said Jan. 25 in an address to National Religious Broadcasters, meeting in Washington.

"If you grant to a body the right to decide what is to be heard on the air you move into the dangerous swamps of censorship," he warned, adding that this is "an uncharted area for Americans."

Sen. Mundt spoke specifically of the responsibilities of station broadcasting in the religious field. "No station owner should accept this quasi-monopoly (license) and then close off the use of his facilities for religious broadcasting." Many NRB broadcasters buy radio-tv time for religious broadcasts, maintaining station management should not exclude religious broadcasters who are willing to pay their way even if the station carries sustaining religious programs.

Any system of censorship will even-

tually react "upon those who proclaim the truth," Sen. Mundt said. "I plead with you in your work that you continue to adhere to the right to be heard and to the right of your listeners to decide what programs they want to hear."

Dr. Eugene R. Bertermann, St. Louis, executive director of the Lutheran Church-Missouri Synod Foundation, was re-elected NRB president. Others elected were Dr. Thomas F. Zimmerman, Springfield, Mo., first vice president; Dr. Earl P. Paulik, Cleveland, Tenn., second vice president; Dr. T. W. Willingham, Kansas City, treasurer, and Dr. Bartlett Peterson, Springfield, Mo., secretary.

Dr. and Mrs. Myron F. Boyd, Winona Lake, Ind., were given NRB's award of merit for their broadcast, *The Light and Life Hour*. Dr. Boyd also was presented a plaque for religious broadcasting leadership. The program is heard on over 200 radio stations.

Judgment Danger ■ Commissioner

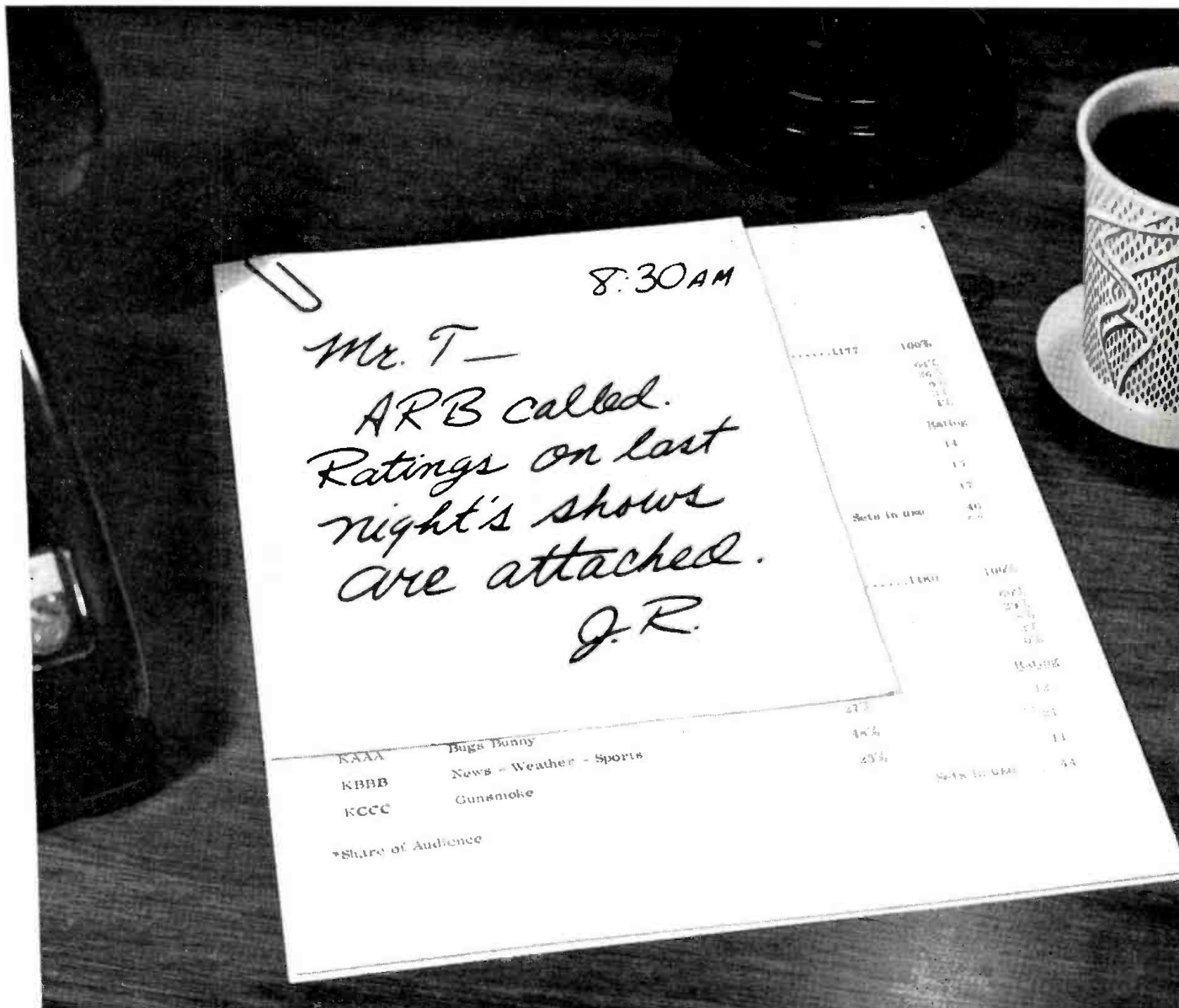
Rosel H. Hyde of the FCC pointed to a hazard in program judgments by the Commission—the danger that members will state their own preference in attempting to interpret the public interest. He contended pressures for better programs must come from the public.

As to the networks' problem of getting station clearance for programs, he said experience has shown that the best way to get station acceptance is to provide good programming.

Religious broadcasters should appreciate that the free system of expression is paramount, he said, in view of the fact that religious and press freedom are linked in the First Amendment. "Let us not let differences in taste lead us to abandon freedoms," he urged, saying that the results of monopoly of communications is demonstrated in Cuba.

LeRoy Collins, NAB president, said in answer to a question that many broadcasters show favoritism to programs of the National Council of Churches because they figure these broadcasts will be relatively free from criticism. He suggested that religious broadcasters talk with station managers.

Asked about ratings, Gov. Collin:



Yesterday, a question... today, a fact

Ask today's businessman *when* he needs an item of important information. He'll probably say, "Yesterday!" If such dreams could come true, ARB might well trade its computers for a supply of magic wands!

Yet, with ARB's Telephone Coincidental service at your command, you possess a 'magic wand' of your own—a service which provides overnight measurement of TV audiences *in any market in the U.S.* ARB Coincidental Reports are complete and confidential. They furnish program ratings, even audience composition and station shares on request, to provide the facts on questions such as . . . the size of audience to a new or special program . . . the audience effect of new program competition . . . a change in program popularity since the last ARB Survey.

Overnight, you can have the facts where *and* when you need them—on the desk with your morning coffee!

Preparing today for the television industry of tomorrow.



**AMERICAN
RESEARCH
BUREAU**

DIVISION OF C-E-I-R INC.

said more effort must be made to assure their validity. He conceded they are "mostly conducted in good faith" but questioned the size of samples and methodology. He criticized the recent House Commerce Committee study of ratings on the ground it generally acclaimed ratings without getting into the soundness of methodology. He called for surveys to gauge public acceptance of programs and said it is the responsibility of the broadcasting industry to insure that these reports are based on sound procedures.

Few Are Mad ■ Gov. Collins said he doubts if many broadcasters take offense at FCC Chairman Newton N. Minow's position that every licensee should determine the program needs of the audience and program to meet these needs.

Dr. Bertermann warned against the danger of interpreting ratings beyond their intended use, especially to the disadvantage and detriment of religious programming. He called for further development of program excellence and audience promotion to insure the largest and most representative type of audience.

He said recent FCC policies "present unprecedented opportunities for the religious broadcaster." New attention is being given local religious program-

ming, along with improved program quality, he said.

Dr. Bertermann paid tribute to radio's continued growth in importance as a medium and cited Politz studies which show nearly 10% higher radio home saturation than the 1960 U. S. Census indicated. He lauded radio's power "to bring the gospel to a mass audience quickly, powerfully." He called on religious broadcasters to explore and exploit tv opportunities to proclaim the gospel and urged them to make further use of foreign radio and tv facilities in their missionary work.

Others speakers included Robert F. Hurleigh, MBS president; Pamela Hott, CBS, and Ralf Brent, WRUL Boston-New York, a shortwave station.

Group owner merges with radio promoter

The merger of multiple broadcaster Franklin Broadcasting Co. and Radio Concepts Inc. was announced last week. Franklin Broadcasting, a public corporation, is principally owned by Bill Johns Jr. and family. It owns radio stations WMIN St. Paul, WEW St. Louis, WWOM New Orleans, KOME Tulsa and WLOD Fort Lauderdale. Radio Concepts, New York, distributes radio advertising and promo-

tional material. It is principally owned by Philip Meltzer and Alvin Koenig.

The transaction, subject to FCC approval, provides that 175,000 shares of Franklin Broadcasting will be paid to Messrs. Meltzer and Koenig for 100% of Radio Concepts. This is 42% of Franklin ownership. The principal ownership will be retained by the Johns family. Franklin stock is sold over the counter; it was quoted Friday at 2 7/8 bid, 3 3/8 asked.

Broker in the deal was Edwin Tornberg & Co.

NT&T plans ballot on changing name

A proposal to change the name of National Theatres & Television to National General Corp. will be proposed to stockholders at the annual meeting Feb. 20 in Beverly Hills, Calif.

NT&T plans to continue operating motion picture theatres, its principal business, and to "enlarge and diversify its scope of activities," stockholders were told. Since the company no longer is in ownership of television and radio stations, the board favors a name change to one more appropriate to its general activities.

NT&T had owned WNTA-AM-FM-

KTTV(TV) launches \$500,000 dressup to present custom news

A modernization program involving an expenditure of more than \$500,000 to provide KTTV (TV) Los Angeles with the latest engineering equipment and telecasting facilities was announced yesterday (Sunday) by Robert W. Breckner, vice president and general manager.

The plans include:

- A "satellite" camera and transmitter unit, originally developed for use in space capsules and high-performance aircraft which is now being re-engineered to KTTV (TV) specifications by Ramo Woolridge in Cleveland. With an overall weight of less than 100 pounds, the satellite unit can be packed by one man to locations inaccessible to motorized units for use in covering news, sports and special events.

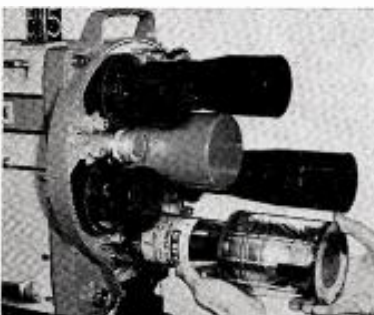
- Three new image orthicon cameras with 4 1/2 inch tubes, manufactured in England where they were developed by the broadcast equipment division of EMI. These cameras are said to make possible lighting effects heretofore beyond the scope of tv.

- KTTV's vtr facilities are being modernized with Ampex's new Amp-

tec equipment, designed to provide playbacks equal in quality to the original recording, and the latest electronic tape editing apparatus.

- Master control and individual studio control rooms, will be combined in a central location covering nearly 8,000 square feet, to which new facilities for sponsors and agency representatives will be added.

- Construction of a new communications center for use in special events coverage, providing instant short-wave communication between the station, its six mobile units and the autos of programming and engineering executives at the scene.



One of the new EMI cameras

- A compact four-wheel-drive mobile unit able to go anywhere a jeep can travel, with a self-contained power supply and a roof-mounted telescoping 24-foot microwave tower and dish.

- Enlargement of stage C on the KTTV lot to nearly 5,000 square feet of floor space with seating for almost 100 spectators, a modernized stage and new lighting equipment.

- New visual electronic equipment to update the station's film-control section, which will have eight camera chains and new special effects machines.

Improvements in KTTV's facilities follow the start (on Jan. 2) of the year-round news, sports and special events package the station has sold to Liggett & Myers (Chesterfield and L&M cigarettes) and Great Western Savings & Loan Assn., through J. Walter Thompson Co., New York, and Doyle Dane Bernbach, Los Angeles (BROADCASTING, Oct. 9). Each advertiser is paying KTTV an estimated \$350,000 for some 250 hours to be spent in covering a wide variety of events, and both planned and unscheduled news breaks.

TV Newark-New York, WDAF-AM-FM-TV Kansas City and KMSP-TV Minneapolis-St. Paul.

The NT&T annual meeting will also elect 7 directors, reduced from 12 by an amendment to the NT&T bylaws adopted by the board in December.

Help interpret news, McDaniel urges WBA

Broadcasters must help the American public interpret and understand the news, William K. McDaniel, executive vice president of NBC Radio, declared last week in a talk before the Wisconsin Broadcasters Assn. in Milwaukee. Mr. McDaniel, who accepted an award honoring NBC on its 35th anniversary, claimed that "never before have Americans been so eager for news—home-town news, regional news and international news."

During its business meeting, WBA unanimously approved a resolution opposing the proposed reduction in the number of members on the radio board of the NAB. WBA also approved a resolution to establish a speakers' bureau. WBA's slate of officers was re-elected for another year (see FATES AND FORTUNES, page 85).

Va. firm to distribute a packaged dj school

Broadcast Services Inc., Norfolk, Va., is announcing today (Monday) the establishment of American Broadcasting School, a plan in which stations may conduct disc jockey schools on a franchise basis.

According to Warren M. Miller, president of BSI, the idea for the "packaged" school has been in the research and development stages nearly two years at a Norfolk station (which he did not name) and a test school has been functioning there the last half of 1961. Mr. Miller said the station grossed \$11,549 in the six months and expects to gross about \$28,000 in 1962.

Mr. Miller said such schools can be conducted by all daytime and many full time stations which have facilities not being used in the evenings. Mr. Miller said BSI is able to provide a station, regardless of market size, with everything it needs to start it in the school business within hours.

Media reports...

Official voice ■ WDLA Walton, N. Y., a 1 kw daytimer on 1270 kc, has been designated as the official radio station to serve Delaware County by the county's board of supervisors. Michael J. Cuneen, member of the board of New York Broadcasters Assn., is the sta-

RTES honors Stanton

Dr. Frank Stanton, CBS Inc. president, who was on the FCC hot seat last week, (see page 35) will be in the seat of the guest of honor at the 22nd anniversary banquet of the Radio & Television Executives Society, March 8.

Dr. Stanton was the unanimous choice of the RTES board of governors to receive the society's 1962 Gold Medal for his "outstanding contribution to broadcasting and broadcast advertising."

First recipient of the RTES medal in 1960 was Brig. Gen. David Sarnoff, board chairman of RCA. Last year, the medal was given jointly to President John F. Kennedy and former Vice President Richard M. Nixon for their readiness to participate in the broadcast debates of 1960.

tion's vice president and general manager.

Dividend ■ Gross Telecasting Inc. (WJIM-TV Lansing, Mich.) has declared a quarterly dividend of 40 cents a share on common stock and 7½ cents a share on class B common stock, both

payable Feb. 10, 1962 to shareholders of record at the close of business Jan. 25.

Favorable climate ■ Advertisers seeking to buy time on KOLD-TV Tucson, Ariz., can do so at a 10% discount in all time periods when buying time on KOOL-TV Phoenix. It doesn't work the other way—KOOL-TV is sold on its regular rate card. The stations are represented by George P. Hollingbery Co., New York.

Tv program heads set CBS stations meeting

A meeting of program directors of five CBS owned tv stations will be held in New York Jan. 30-31 at St. Regis Hotel. Two-day session will include discussion of one-hour specials, feature films and educational and public-affairs programming.

CBS-TV stations division executives attending will be Merle S. Jones, president of division, Craig Lawrence, vice president, and Harvey Struthers, vice president, station services.

Program directors attending will be Dan Gallagher, WCBS-TV New York; Leon Drew, KNXT (TV) Los Angeles; Charles Hinds, WBBM-TV Chicago; John Downey, WCAU-TV Philadelphia and Don Markley, KMOX-TV St. Louis.

talk about circulation!

Only a handful of stations in the country can match WCKY's huge circulation—millions of NCS-proved homes weekly in 615 counties in 16 Mid-America states. Next time you tackle Cincinnati, before you buy that station with metro numbers give your drive *extra drive* with WCKY. No station anywhere can deliver so many homes so many times for so few dollars.

wcky•radio

50,000 WATTS • CINCINNATI

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

NAB D.C. SESSION

Civil defense put high on state presidents' agenda

Problems of civil defense will be explored along with other major industry issues during the annual conference of presidents of state broadcaster associations, Feb. 28-March 1 at the Shoreham Hotel, Washington.

The state presidents will join with the first NAB public affairs-editorializing conference at the March 1 luncheon. At that point the public affairs agenda will get under way, winding up March 2.

Two key Washington figures were added last week to the programming: Edward R. Murrow, director of U. S. Information Agency, and Pierre J. Salinger, President Kennedy's news secretary. Howard H. Bell, NAB industry affairs vice chairman, is in charge of planning for the two conferences.

NAB President LeRoy Collins will open the state program. Robert D. Swezey, NAB code authority director, will discuss the radio and tv codes, followed by a panel discussion, "Broadcasting and the New Frontier."

Clair R. McCollough, Steinman Stations, NAB board chairman, will preside at the Feb. 28 luncheon at which Sen. John O. Pastore, chairman of the

communications subcommittee, will speak. Four state association presidents will head a discussion of common state problems in the afternoon. They are H. Randolph Holder, WGAU Athens, Ga.; N. Wilbur Kidd, WAYB Waynesboro, Va.; Joseph S. Sinclair, WJAR-TV Providence, R. I.; Ray VanHooser, KNED McAlester, Okla. Dr. Leo A. Martin, Michigan State U., will review educational-broadcaster problems.

Mr. Salinger will speak the morning of Feb. 28 after a discussion of civil defense. John S. Hayes, Post-Newsweek Stations, is chairman of a special civil defense committee studying this problem in cooperation with government officials.

Minow-Murrow Appearances ■ FCC Chairman Newton N. Minow will speak at the March 1 joint luncheon. Mr. Murrow will be the March 2 luncheon speaker.

Others on the public affairs-editorializing agenda are Dean Rusk, Secretary of State; George W. Ball, Undersecretary of State; Marion B. Folsom, Eastman Kodak Co. and Secretary of Health, Education & Welfare under President Eisenhower, who will talk about the problem of selecting fund drives worthy of station support; William L. Slayton, U. S. Commissioner of Urban Renewal; Richard Charles Lee, mayor of New Haven.

Daniel W. Kops, WAVZ New Haven, Conn., is chairman of the NAB Editorializing Committee in charge of the program. He said over 200 have registered in advance, with attendance limited to 400.

A reception in honor of government officials, state presidents and public affairs-editorializing conference guests will be given March 1 by NAB.

Taft net income up for two '61 periods

Taft Broadcasting Co. had net revenues of \$3,079,328 for the three months ended Dec. 31, 1961, and net income amounted to \$635,624 (41 cents per share), the company announced last week. This compares to the same three months' period in 1960 of net revenues of \$3,082,588 and net income of \$498,466 (32 cents per share).

For the nine months ending Dec. 31, 1961, TBC had net revenues of \$7,973,358 and net income of \$1,379,812 (90 cents per share), compared to the same 1960 period's net revenues of \$8,432,809 and net income of \$1,204,300 (78 cents per share).

The earnings per share are based on 1,540,804 shares outstanding as of the end of 1961. The 1960 figures were restated to reflect year-end audit adjustments. The 1961 figures reflect the operations of Cincinnati Bowl Inc., acquired by TBC June 22, 1961. The 1960 figures reflect the operations of WBIR-AM-FM-TV Knoxville, sold on Jan. 3, 1961.

The TBC board voted a double dividend equal to 20 cents a share plus a 2½% stock dividend; both are payable March 14 to stockholders of record Feb. 15 (BROADCASTING, Jan. 22).

TBC stations are WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, WBRC-AM-FM-TV Birmingham and WKYT (TV) Lexington, Ky.

Changing hands

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

■ KWKW Pasadena, Calif.: Sold by Les Malloy and Stanley Breyer to Lotus Theatres Corp. for \$1 million. Lotus Theatres is headed by Howard A. Kalmenson, general manager of KLAS-TV Las Vegas, Nev. KWKW, broadcasting exclusively in Spanish, operates with 5 kw day, 1 kw night on 1300 kc. Broker was Jack L. Stoll & Assoc.

■ KBHS Hot Springs, Ark.: Sold by A. M. McGregor and associates to B. P. Timothy, Hot Springs businessman, for \$145,000. KBHS is a 5 kw

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daytimer on 590 kc. Broker was Blackburn & Co.

APPROVED ■ The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 89).

■ WHBO Tampa, Fla.: Sold by John A. Boling to Floradio Inc. for \$260,000 plus consultancy for 13 years aggregating \$77,600 and agreement not to compete within 50 miles of Tampa. Floradio includes Mr. Boling, 40%; and the following employees of the station, each with 12% each: Bob A. Martin, James M. Holland, Bonita Fishback, Robert Ross Jr., Billy R. Polk.

■ WSRC Durham, N. C.: Sold by Carolina Radio Inc. to Carolina Radio of Durham Inc. for \$175,000. Seller is headed by Robert A. Munroe who owns 50% of WRGM Richmond, Va. Buying group comprises George F. Kirkland Jr., 33⅓%; James H. Mayes Jr., Morris L. Cherry, Howard X. Bowling and Guy R. Willis, 16⅓% each. Mr. Mayes is general manager and 5.26% owner of Carolina Radio Inc.; others are dentists.

Avco Corp. announces 30% earnings increase

Avco Corp. net earnings in 1961 increased 30% over 1960, the company announced last week. All divisions and subsidiaries (which includes Crosley Broadcasting Corp.) operated profitably in 1961, it was reported.

Avco's consolidated net revenues for the fiscal year ending Nov. 30, 1961, amounted to \$324,130,915, with net earnings after U. S. and Canadian income taxes of \$12,982,052. This is the equivalent of \$1.24 per share on 10,511,500 shares. In 1960, total revenues reached \$323,463,596 and net earnings after taxes were \$10,021,501 (97 cents per share on 10,301,956 shares).

Although 63% of sales were in government business, the remaining 37% in industrial and commercial operations produced more than half the profits.

Crosley Broadcasting is the licensee of WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, all Ohio; WLWA (TV) Atlanta, Ga., and WLWI (TV) Indianapolis, Ind. The FCC, on reconsideration of the Indianapolis case, has voted to rescind the grant to Crosley and give it to WIBC Indianapolis, one of the original applicants.

New Wometco dividend

Wometco Enterprises, broadcast-amusement business company, declared a regularly quarterly dividend of 17½ cents per share on Class A common

stock at a board meeting Jan. 19. A regular quarterly dividend of 6½ cents on Class B common was also voted. Both dividends will be paid March 15 to stockholders of record March 1. Earlier this month Wometco stockholders received a 10% stock dividend.

Wometco, whose stock is traded over the counter, owns WTVJ (TV) Miami, Fla.; WLOS-AM-FM-TV Asheville, N.C.; KVOS-TV Bellingham, Wash.; 47.5% of WFGA-TV Jacksonville, Fla.; movie theatres in the greater Miami, West Palm Beach and Tampa areas; the Miami Seaguarium; the Jeff-Fun indoor playland in Fort Lauderdale, Fla.; Pepsi-Cola and Canada Dry franchises in the Bahamas and a full line of vending operations in southern and central Florida, Jacksonville and the Bahamas.

Media figures lunch with JFK

Twelve publishers and news representatives were luncheon guests of President John F. Kennedy Jan. 23. The off-record discussions dealt with local, national and world affairs, according to Pierre Salinger, news secretary to the President.

The luncheon guests were Otis Chandler, *Los Angeles Times*; Marshall Field Jr., *Chicago Sun-Times*; John S. Knight, *Detroit Free Press* and other Knight interests; Sol Taishoff, *BROADCASTING* and *Television* magazines;

Barney Kilgore, *Wall Street Journal*; Don Maxwell, *Chicago Tribune*; Ben McKelway, *Washington Evening Star*; Walker Stone, Scripps-Howard; Paul Miller, Gannett Co.; Eugene Pulliam Sr., *Indianapolis Star*; Lyle Wilson, United Press International; Robert U. Brown, *Editor & Publisher*.

NABET pickets network for affiliate's strike

Pickets from the National Assn. of Broadcast Employees & Technicians and the American Federation of Television & Radio Artists have distributed leaflets to passersby in front of CBS headquarters in New York, charging that the network "allies itself with the union-busting campaign of KXTV (TV) Sacramento" by furnishing network programs to the station.

The leaflet stated that 40 employees of the CBS-TV affiliate have been on strike for 14 months, and protested "the financial assistance of CBS" to KXTV.

The NLRB issued a ruling recently holding that union pressures designed to scare away advertisers from KXTV were not violations of the labor law (*BROADCASTING*, Jan. 1). Corinthian Broadcasting Corp., operator of the station, has filed an action in the U. S. Court of Appeals, San Francisco, to test the NLRB stand on secondary boycotts (*BROADCASTING*, Jan. 8).

MIDWEST—Full time radio station grossing \$90,000.00—plus annually with excellent cash flow. Priced for quick sale at \$105,000.00—all cash. Owner might consider terms at a total price of \$130,000.00. **Another H&L Exclusive.**

WEST—Full time non-directional radio station with good power providing excellent area coverage. Fixed assets of over \$145,000.00 include transmitter land and building and complete apartment. Grossed approximately \$105,000.00 in 1961 and had a cash flow of \$30,000.00—plus, which includes officer's salary. Priced at \$200,000.00 with 29% down and terms to be negotiated. **Another H&L Exclusive.**

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COLLINS' RECORD PRAISED

McCollough lauds NAB president's first year; Pepsi's Hinerfeld also speaks to Georgia session

A ringing defense of LeRoy Collins' presidency of the NAB during his first year in office was offered by Clair R. McCollough, president of the Steinman stations, Lancaster, Pa., and chairman of the NAB Board, in Athens, Ga., last Wednesday.

On the eve of the NAB's winter meeting in Sarasota, Fla., this week, Mr. McCollough told the Georgia Radio & Television Institute that the former Florida governor "has come a long way in the past year toward understanding our problems" and that his "influence will be increasingly felt throughout the industry."

Mr. McCollough described Gov. Collins as "potentially the greatest advocate we have ever had—with the FCC, Congress, the public, the educators and the churchmen. He is at home with any of these people and believe me when I tell you you need a counsellor of this type."

The institute, sponsored jointly by the Georgia Assn. of Broadcasters and the School of Journalism of the U. of Georgia, heard an array of public officials and broadcast and advertising executives in a fast-moving three-day meeting.

After meeting with Mr. McCollough,

the GAB board authorized H. Randolph Holder, WGAU Athens, its president, to wire Gov. Collins that it would encourage its members to support the NAB and its code. Georgia, along with other southern states, had expressed concern over Governor Collins's philosophy.

Advice from Pepsi ■ Philip B. Hinerfeld, vice president-director of Pepsi-Cola, New York, criticized both agency buying and station selling procedures in a lecture on broadcast advertising.

Stations were advised to get to know the distributors in their areas if they want to entice national spot. Cost per thousand "and other figures pouring out of competitors" are only guidelines, with the essential ingredients "thinking and selling."

Few stations really know how to follow through with the local distributor—the bottler in the case of Pepsi-Cola.

Edgar Kobak, business consultant and former agency and network executive, urged a change in agency-media relations. "Media should stop paying agency commissions," he said. "The agency works for the advertiser and should be paid by the advertiser." He predicted one day this will happen.

Other speakers included Rep. John

Flynt (D-Ga.), now a member of the House Appropriations Committee but formerly a member of the Commerce Committee and its subcommittees on communications and legislative oversight; Tom Matthews, associate director of the Peace Corps; Dick Mendenhall, director of news and public affairs at WSAC Fort Knox, Ky.; Henry Sullivan, manager of WSOC Charlotte, N. C.; Roger W. Tubby, assistant secretary of state for public affairs; Ann Corrick, Washington correspondent of Westinghouse Broadcasting Co. and president of the Radio & Television Correspondents Assn.; Herb Kaplow, NBC newsman, and W. E. Odom, chief of the news branch of the Dept. of Defense.

Message from JFK ■ Broadcasters' responsibility to keep the public informed in the continuing cold war crises was underscored by President Kennedy in a message to the institute at Athens.

Addressed to J. Leonard Reinsch, executive director of the Cox Stations and institute chairman, the message read:

"Our great need in these critical times, when history is recorded 365 days each year, is to keep the public informed of events as they happen. This responsibility is in the hands of our mass communications media—newspapers, magazines, radio and television.

"Men and women of vision and talent have found journalism in all its facets an interesting, challenging and rewarding pursuit, affected with the public interest."

Pierre Salinger, news secretary to the President, in a separate message to the combined assemblage of broadcasters and students of the School of Journalism, U. of Georgia, stressed the "importance of radio and television in our modern way of life and its status as an essential and now indispensable part of journalism." He added that the President "has demonstrated his active and avid interest through his news conferences, available on occasion for live radio and television broadcast and available to radio and television on equal footing with the printed page press."

Mr. Reinsch, who serves as a member of the U. S. Advisory Commission on Information and was executive director of both the 1956 and 1960 Democratic National conventions, addressed the opening session of the Institute last Tuesday. He gave an inside report on the Presidential campaign of 1960, the Great Debates and his appraisal of the President "as a boss." Describing Mr. Kennedy as a perfectionist, he said, "You don't make many mistakes if you work for him. He expects you to be wise and correct. He's a great man to work for if you produce."



Among participants in the Georgia Radio & Television Institute last week were, seated: Paul Hinerfeld (left), vice president and advertising director of Pepsi-Cola Co.; and Clair McCollough, president and general manager of the Steinman stations, and

chairman of the NAB advisory boards. Standing were: J. Leonard Reinsch (l), executive director of Cox Stations, who was chairman of the Institute; and Edgar Kobak, former MBS head, and now a New York business consultant.



NEW ORLEANS stations simulcast discussion-debate

Seven candidates for mayor argued campaign issues Jan. 21 in an "Open End" type show simulcast on all four New Orleans television stations.

The three and a quarter hour program, carried by WLW-TV, WDSU-TV, WVUE (TV) and WYES-TV (the city's etv station), was shown six days before last week's Democratic mayoralty primary, and followed by one week a similar program in which candidates for district attorney appeared.

The program was moderated by a representative of the Bureau of Gov-

ernmental Research, a local, non-partisan civic group, and featured the news directors of the three commercial stations who fired questions at the candidates. The contenders answered the questions and commented on each other's answers.

Results of the show (and the earlier one for district attorney) were almost immediate, according to officials of WDSU-TV whose studios were used for the telecast.

One independent candidate for district attorney, Jim Garrison, reported he got so many calls from well-

wishers the day after the show that he had to hire an answering service to handle them all.

The mayoralty candidates provided fireworks of their own as hopefuls disputed in loud outbursts that had the moderator pounding his gavel for order.

Shown above are the seven candidates for mayor as they appeared on the live telecast: (l to r): Frank Ber, Paul Burke, James Comiskey, Adrian Duplantier, Allen Lacombe, Victor Schiro (incumbent) and Roswell Thompson.

NAB board in Florida; Latin tour to start

NAB joint boards open weeklong series of meetings today (Jan. 29) in Sarasota, Fla. Several directors will be members of Latin American goodwill tour leaving Saturday by Pan American from Miami.

President LeRoy Collins will make his address to joint boards Jan. 30. Radio directors meet Jan. 31-Feb. 1; tv directors Feb. 1. Joint boards wind up sessions Feb. 2. Several board committees will meet today.

Reorganization of NAB districts, Gov. Collins' proposed research project, legislation, regulatory problems radio-tv codes and a radio financial study head the list of agenda items (BROADCASTING, Jan. 8, 15).

The NAB directors will act on a budget for the coming year. This runs around \$1½ million, part of which is offset by income from code subscribers. Tv directors will review plans for Television Information Committee.

Heading the Latin American tour is Herbert E. Evans, Peoples Broadcasting Corp., Columbus, Ohio, NAB representative to Inter-American Assn. of

Broadcasters (BROADCASTING, Jan. 22). Howard H. Bell, NAB industry affairs vice president, will represent the association. Jose Ramon Quinones, WAPA San Juan, P. R., was added last week to the group.

The itinerary of the NAB touring party follows: Feb. 3-6 Mexico City; Feb. 7-9 Lima, Peru; Feb. 10-12, Santiago, Chile; Feb. 13-15, Buenos Aires, Argentina; Feb. 16-18, Montevideo, Uruguay; Feb. 19-24, Rio de Janeiro and Brasilia, Brazil.

Besides Mr. Evans and Howard H. Bell (NAB vice president) and wife, the party will include: Mr. & Mrs. George C. Hatch, KALL Salt Lake City (Mr. Hatch is NAB Radio Board Chairman); Willard Schroeder, WOOD Grand Rapids, Mich.; Robert T. Mason, WMRN Marion, Ohio; Mr. & Mrs. Daniel W. Kops, WAVZ New Haven, Conn.; Mr. and Mrs. Worth Kramer, WJR Detroit; Mr. & Mrs. Philip G. Lasky, KPIX (TV) San Francisco; Mr. & Mrs. Thad M. Sandstrom, WIBW Topeka, Kan.; Mr. & Mrs. John E. Fetzer, Fetzer Stations; Mr. & Mrs. Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Mr. & Mrs. D. L. Provost, Hearst Stations; Mr.

& Mrs. N. Wilbur Kidd, WAYB Waynesboro, Va.; Mr. & Mrs. Rex G. Howell, KREX-AM-TV Grand Junction, Colo.; Mrs. Helen S. Duhamel, KOTA Rapid City, S. D.; Mr. & Mrs. Kenneth R. Giddens, WKRG-AM-TV Mobile, Ala. Representing the NAB board besides Mr. Hatch are Mr. Schroeder and Mr. Mason.

Stations aid anti-red drive

Three Columbus, Ohio, commercial television stations and the educational tv outlet in that city pooled their resources to promote "Project Alert," an undertaking sponsored by the Navy League and described by one of the stations, WBNS-TV, as one "of community education to revitalize American character and to repudiate world communism."

WBNS-TV and the other stations—commercial outlets WLWC (TV) and WTVN-TV and educational WOSU-TV—joined to present a series of programs, spot announcements and interviews on communism and democracy, including anti-communist films approved by a Navy League screening committee.

CBC TO START TORONTO EXPANSION

Montreal construction also to begin this year—Ouimet

Canadian Broadcasting Corp. will invite bids in June for construction of a new broadcasting center in the north-east suburban area of the city to consolidate all its activities in one area. At present Toronto programming and commercial activities for the national radio and television networks are spread over 12 locations.

Announcement of the early start on the new broadcasting center at Toronto was made by J. Al Ouimet, CBC president, at the annual meeting of the Toronto branch of the Engineering Institute of Canada. He said CBLT (TV) Toronto will be moved to the new location and a 1,000-foot self-supporting tower built on the new site to replace the present 402-foot antenna in downtown Toronto. An application for this move is being submitted at the Feb. 6 meeting of the Board of Broadcast Governors at Quebec City, Que.

CBS expects to be in its new Toronto broadcasting center by 1966. At Montreal, where CBC operations in both English and French are spread over 22 locations, construction of a new center is proposed to start later this year. Similar consolidations of programming centers at Vancouver, Winnipeg and Halifax will take place after the Toronto and Montreal projects are well under way, Mr. Ouimet said. CBC has a staff of 84 engineers and 31 architects, in addition to draftsmen and clerical help, at Montreal.

Mr. Ouimet said CBC is awaiting

further color television developments in the U.S. before embarking on color tv in Canada. He said receivers are more costly in Canada, \$700 to \$1,000 as against \$500 and up in the U.S. The average family income also is less in Canada, he said.

Too Costly ■ If CBC started color transmissions, relying only on the weekly three hours of color it would receive on network shows from the U.S., the pressure for Canadian color programs would cost a lot of money, Mr. Ouimet said, estimating that full conversion of CBC production facilities would cost \$25-\$35 million and that production costs for color programs would be about 15% above those for black-and-white.

CBC is keeping in close touch with color developments in the U.S., Mr. Ouimet said. He thinks CBC will move into color telecasting on a national basis when there is more momentum in the U.S., plus what he feels is the necessary chain reaction between receiver prices, sales and availability of color programs.

On pay tv, Mr. Ouimet said the Toronto Telemeter experiment "has shown that people will not pay much more than 80 or 90 cents a week for first- and second-run movies in competition with ordinary tv programs. This amount does not seem to be sufficient to cover the cost of running the system, he said.

"My personal opinion is that wired pay-tv will eventually develop in certain areas of concentrated population, but that it will be a supplement to ordinary broadcasting and will never displace it. There are too few homes in Canada that can afford to spend \$2 or even \$1 a week for special program service. A large-scale expansion of the system does not appear probable under present economic conditions."

"The rate of fm development in Canada will be determined to some extent by what happens to color television," Mr. Ouimet forecast. "Should color television enjoy a sudden surge in popularity it is likely that the development of fm would be slowed down correspondingly. On the other hand, if the development of color is relatively slow, it may well be that fm with its great possibilities for high fidelity and stereo may enjoy an unprecedented popularity. . . . It seems that the industry, as well as the public, cannot give adequate attention to more than one major development at a time."

On continental and world television



Dentsu's Videometer

Dentsu Adv. Ltd., Tokyo, which is getting ready to start a regular tv audience rating service in Japan, installs its new Videometer device (BROADCASTING, Jan. 8) in a special wood cabinet that also serves as a stand for table model tv sets in the sample homes (see picture). Viewing time and channel are recorded on a paper tape that can be seen inside the open cabinet. Dentsu started its Videometer system on an experimental basis in Tokyo last September, but the agency recently reported it is ready to start national viewing samples of Japan's 10 million sets that currently are in use.

developments he said that from a programming standpoint he hopes competition between the various tv nations will result in raising the program standards. "World tv must not be left to the exigencies of commercial arithmetic and governed solely by the market place."

BBG may alter beer, wine ads

An amendment to its regulations on the length of beer and wine commercials will be presented by the Board of Broadcast Governors on Feb. 6. At present, beer and wine sponsored programs must last ten minutes to be open

Canadian billings survey

National advertising on Canadian radio stations is estimated at \$14,813,927 in the first ten months of 1961, according to a survey made by Elliott-Haynes Ltd., a Toronto market research firm. National television advertising expenditures in the same period totalled \$35,697,790. The largest national advertising expenditure was for foods and food products with \$4,559,527 in radio and \$8,838,594 in television. Runner up was the drug and toilet goods group with \$2,065,181 in radio and \$7,802,657 in television. Laundry soaps and supplies advertisers were the third largest television group with \$5,964,250, while automotive advertisers were the third largest radio group.

for sponsorship in those provinces which allow such advertising. The amendment to the regulations would change the program length to five minutes with an announcement of the name of the sponsor only at the beginning and end of the program. The BBG will hold public hearings on this amendment at its meeting, which will also hear applications for new radio and television stations. The meeting will be held at the Court of the Queen's Bench, Quebec City, Que.

88% of Canada's homes have tv, survey finds

Eighty-eight per cent of Canadian households now have television receivers, according to the fall 1961 estimates of the Bureau of Broadcast Measurement, Toronto. The co-operative industry research organization's survey was made in November with projections based on the 1956 Canadian census.

The BBM survey projects Canada's population to 18,308,000 contained in 4,565,500 households. Tv households for the nation are estimated at 4,026,500. Quebec province is shown as having highest ratio of tv households, 1,111,500 or 94%; Ontario follows with 92% and 1,506,900 tv households; Nova Scotia has the national average of 88% with 153,400 tv homes; New Brunswick has 86% or 115,500 tv homes; Prince Edward Island, the smallest province, has 84% or 20,500 tv homes; British Columbia with 81% has 388,900 tv homes; Manitoba with 185,500, Saskatchewan with 198,900, and Alberta with 283,600 tv homes have 79% of all households in these provinces; and Newfoundland with 65% has 61,800 tv homes.

CBC, stations reap laurels

While Canadian Broadcasting Corp. network personalities, programs and producers won all the individual categories prizes in the *Liberty Magazine*, Toronto, annual television talent awards, nine independent stations won awards for showmanship. The winners were picked by television writers and critics from all parts of Canada, and the ballots were audited by certified public accountants. Showmanship awards went to CHCT-TV Calgary, Alta., for local programming; CJCH-TV Halifax, N. S., for news; CFC-TV Montreal, Que., for interviews; CKCK-TV Regina, Sask., for sports; CHSJ-TV St. John, N. B., for children's shows; CKVR-TV Barrie, Ont., for women's shows; CJLH-TV Lethbridge, Alta., for music; CFCJ-TV Port Arthur, Ont., for public service; and CJAY-TV Winnipeg, for promotion showmanship.

U.K. relieves ITA of \$1.26 million

Britain's Postmaster General has ordered the Independent Television Authority to hand over to the government \$1,260,000 of its \$3,640,000 surplus for the 1960-61 financial year. This is the first time he has used his powers under the Independent Television Act of 1954 for this purpose.

This action follows several months of hard negotiations over the disposal of the profit which the ITA made during the period in question from the ownership and operation of transmission facilities for the television companies. It is the first time the government ever took a direct cut of the money made by Britain's commercial television network.

The ITA wanted to hold onto the surplus as a reserve for the future development of color and/or a switch to the 625 line standard used in most European countries from Britain's present 405 lines.

The government also ordered that \$1,260,000 be placed in the ITA's reserve fund, bringing the total to \$5,376,000. This leaves \$1,134,000 to pay for the five tv transmitting stations being built by the ITA this year.

Applications to keep BBG busy at Feb. 6 meet

The Canadian Board of Broadcast Governors will have a busy week of public hearings starting Feb. 6 at Quebec City, with numerous applications for new radio, fm and television stations, and renewals of 65 broadcasting licenses for independent and Canadian Broadcasting Corp. stations on the agenda.

Although most stations whose licenses are up for five year renewal will not have to attend the sessions, CKOY Ottawa, Ont., and CKWS-TV Kingston, Ont., have been asked to have executives at the hearings. The licenses of

these two stations were renewed earlier for a shorter period because the BBG was not satisfied with their programming operations. BBG will review the stations' operations.

Seven stations broadcasting in more than one language have been asked to appear before the BBG to discuss programming and other matters. CHNS-AM-FM Halifax, N.S., and CHNX Halifax, short wave station affiliate; CHWO Oakville, Ont.; CHRC-AM-FM Quebec City, Que.; and CFCJ-TV Port Arthur, Ont., are the stations involved which program in English and French and other languages.

Among other things on the agenda:

- CHVC Niagara Falls, Ont., asks authority to form a network with WKMH Dearborn, Mich., to broadcast Detroit Tigers baseball games. CHFI-FM Toronto, Ont., wants authority to form an fm network.

- Corporate and share transfer authority is being requested by CHAB-AM-FM Moose Jaw, Sask.; CHED Edmonton, Alta.; CKAC Montreal, Que.; CFCO Chatham, Ont.; and CKPT Peterborough, Ont.

Abroad in brief...

USSR relay ■ The Soviet government is planning a television relay line from Moscow to middle Asia with a total length approximating 3,000 miles. When the cable has been completed—estimated now by 1965—it will be used to pipe Moscow tv to remote areas of the USSR. Preliminary sections of the line have already been laid, and transmission from Moscow to Sverdlovsk has been established.

Japanese in ■ Under a new trade agreement concluded between the French and Japanese governments, France has doubled its import figures on Japanese transistors, radios, and other electronic components and equipment. No immediate effect upon the European set market is expected by the larger Japanese import quotas, but receiver manufacturers expect the Japanese to press the French for further import increases.

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Edward Trahan, director, radio-tv department, W. B. Doner & Co., Baltimore, elected vp of company. He will continue to direct broadcast activities on all commercial and show production. Mr. Trahan joined agency's Detroit headquarters in 1955 in present capacity. He was transferred to Baltimore branch that year.



Mr. Trahan

Brereton Hall, account executive, Young & Rubicam Inc., New York, on General Electric portable appliances, and **William M. Richardson Jr.**, account supervisor on A. G. Spalding, Royal McBee Corp. and Henredon Furniture Industries, elected vps.

Paul Walsh, copy group head, creative department, Compton Adv., New York, elected vp of agency.

Beverly Smith, director of radio-tv services, McCann-Marschalk Co., New York, and **Harry Thompson**, account supervisor at agency, elected vps.

R. A. McDowell, vp, Stockton, West, Burkhart Inc., Cincinnati advertising agency, elected senior vp with added duties in account management. He has been with agency for 14 years. **Leo F. McMullin**, SWB's media and research departments manager, elected vp in charge of administration, media and research.

John L. Southard, vp and management supervisor, Benton & Bowles, New York, joins Papert, Koenig, Lois, that city, as account supervisor. **Pauline Lybeck**, formerly with Television Bureau of Advertising, New York, joins PKL as manager of research information services.

Philip S. Beach, account supervisor, J. Walter Thompson Co., New York, joins Fletcher Richards, Calkins & Holden, San Francisco, in similar capacity.



Mr. Dunnell

Ransom P. Dunnell, formerly with programming department, WBKB (TV) Chicago, appointed broadcast supervisor, Clinton E. Frank Inc., that city. Mr. Dunnell, who previously served as vp for radio-tv activities, Potts-Woodbury Inc., Kansas City advertising agency, earlier held similar post at Humphrey, Alley & Richards Inc., New York, which in

1959 merged with Reach, McClinton & Co.

James W. Packer, vp, Arthur Meyerhoff & Assoc., Chicago, to John W. Shaw Adv., that city, as vp and account supervisor.

J. Brooks Emory Jr., in charge of drug division, BBDO, New York, joins executive staff of Donahue & Coe Inc., that city, in account analysis and development.

Emmet J. O'Connell, western manager, *Machinery Magazine*, joins Howard H. Monk & Assoc., Rockford, Ill., as account executive in metalworking and industrial field.

Richard A. Winternheimer, account executive, Potts-Woodbury Inc., Denver advertising agency, joins William Kostka & Assoc., that city, advertising and pr firm, in similar capacity.

Ray Robinson, director of research, Hixson & Jorgensen Adv., Los Angeles, and earlier, vp of marketing research, Foote, Cone & Belding, that city, named research director at Research Inc., Sherman Oaks, Calif. Mr. Robinson will continue in present capacity at Hixson & Jorgensen.

Mary R. Wilson and **Daniel Tamkus** join N. W. Ayer & Son Inc., Philadelphia, as copywriters. Mrs. Wilson is former divisional advertising manager, Macy's, New York. Mr. Tamkus is former technical writer and editor for U. S. Army Ordnance Corps.

Mary Clare Spelic, continuity director, WOW-AM-FM-TV Omaha, joins copy department, Allen & Reynolds, advertising agency, that city.

Albert Van Hooren joins Zimmer, Keller & Calvert Inc., Detroit advertising agency, as assistant treasurer, succeeding **M. J. Denomme**, retired.

Robert W. Rawson, manager, radio-tv advertising for tires, U. S. Rubber Co., elected vp, with responsibility for special projects in advertiser services, Advertising Radio & Television Services Inc., New York.

Sam Tarricone, group supervisor, Doherty, Clifford, Steers & Shenfield Inc., New York, appointed assistant media director.

Hal O'Halloran, former vp and general manager, KOME Tulsa, joins White Adv., that city, as account executive.

Daniel R. Schein, account executive, radio-tv department, Hal Phillips & Assoc., Los Angeles pr firm, promoted to director of communications. Before joining Phillips, Mr. Schein was account executive with Dave Herman & Assoc., Washington pr firm.



Mr. David

Miles David, vp and director of promotion, Radio Advertising Bureau, New York, promoted to vp for administration. Mr. David, who now supervises activities of RAB's member service department, retail selling unit and development services unit, will also continue overall supervision of promotion and research. Mr. David joined RAB in March 1958.

Robert P. Ames, vp in charge of marketing, W. D. Lyon Adv., Cedar Rapids, Iowa, named marketing director, Bozell & Jacobs Inc., Omaha.

Norman Fitzgerald, production manager, Aves, Shaw & Ring, Chicago, joins Olian & Bronner, advertising agency, that city, in similar capacity.

James J. Angarola to **Waldie & Briggs Inc.**, Chicago as assistant production manager.

Walter C. Fay, for two years manager of marketing, research and advertising for Wrisley Co. division of Purex Corp., Chicago, and before that on marketing staff of Toni Co., to Clinton E. Frank Inc., Chicago, as research supervisor.

Robert W. Bartlett Jr., analyst in media planning department of North Adv., Chicago, promoted to agency's account group as account director.

THE MEDIA



Mr. Campbell



Mr. Moler

Wendell B. Campbell, general manager, KGBS Los Angeles, and vp, Standard Broadcasting Co., wholly owned subsidiary of Storer Broadcasting Co., elected vp of parent company. He will continue to manage Los Angeles station. **John C. Moler**, general manager, WMGM New York, elected president of Storer Radio Inc., also wholly owned subsidiary of Storer Broadcasting Co. He will continue to manage WMGM. Mr. Campbell joined Storer organization in 1959 when it acquired KGBS. Formerly he was vp in charge of Pacific Coast sales for RKO owned and operated radio and television stations. Mr. Moler joined Storer in August, 1959, when he accepted appointment as general manager of WIBG Philadelphia. Previously he

was director of WKY Oklahoma City. Storer Broadcasting Stations: WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KGBS Los Angeles; WIBG-AM-FM Philadelphia; WITI-TV Milwaukee, and WMGM New York.

Daniel B. Burke, general manager, WTEN (TV) Albany-Schenectady - Troy, N. Y., has been elected vp of Capital Cities Broadcasting Corp. Before joining Capital Cities in July 1961, Mr. Burke was manager of new products department, Jell-O Div., General Foods. Other Capital Cities' stations are WROW-AM-FM Albany; WKBW-AM-TV Buffalo; WCDC (TV) Adams, Mass.; WTVD (TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R. I., and WPAT-AM-FM Paterson, N. J.



Mr. Burke

Leonard J. Patricelli, vp for tv programs, and **Bernard L. Mullins**, vp for radio programs, Travelers Broadcasting Service Corp. (WTIC-AM-FM-TV Hartford, Conn.), elected to corporation's board of directors. **Robert S. Tyrol**, vp for radio sales, elected assistant secretary of corporation. Both Messrs. Patricelli and Mullins have been associated with WTIC for more than 25 years; Mr. Patricelli joining station as continuity writer in 1929, and Mr. Mullins joining station as announcer in 1935. Both have been vps since 1957. Mr. Tyrol, who joined WTIC in 1941 as announcer, was elected vp for radio sales in 1959.

Luke Wilson, vp and commercial manager, WDXB Chattanooga, Tenn., elected executive vp and general manager.

Frank A. Burkard, formerly with WTRL Bradenton, Fla., named general manager of Citadel Broadcasting Co. (WEAD College Park, Ga., WELG [FM] Elgin and WELF [FM] Glen Ellyn, both Illinois).

Howard M. Shultis named general

manager, WKNY Kingston, N. Y., succeeding **Arthur E. Jost**. Mr. Shultis has been with station for past 10 years.

Kent Burkhart, operations manager, WQXI Atlanta, promoted to general manager. He is succeeded by **Red Jones** who will also continue as air personality. **Pat Hughes**, KBOX Dallas, and **Mike Holliday**, WJJD Chicago, join WQXI as air personalities.

W. O. Edholm, former general sales manager, KOIL Omaha, named general manager, KICU (TV) Fresno, Calif., which began broadcasting on ch. 43 on Dec. 23, 1961. Other staff members: **Don Webster**, operations manager; **Jim Ayres**, chief engineer; **Curt Peterson**, studio supervisor; **Trace Thrumston**, local sales manager; **Maynard Vogel**, salesman; **Bruce Comer**, artist; **Jim Flynn** and **Jim Butters**, announcer-directors; **Al Trousdale**, transmitter engineer; **Ed Cunningham**, cameraman-operator; **John Parkhurst**, film-editor sales; **E. P. Cornwall**, cameraman-operator, and **Peg Berglund**, secretary-traffic manager.

Sumner Pearl, sales manager, WFYI Garden City, N. Y., named station manager. He succeeds **Wallace Dunlap**, who resigned to enter broadcast consultant work.

Raymond Hurlbert, general manager, Alabama Educational Television Commission, elected tv board chairman, National Assn. of Educational Broadcasters.

Deane D. Osborne Jr., account executive, WSPD-TV Toledo, appointed general manager, WMGS Bowling Green-Toledo, Ohio.

Roy A. Mapel, salesman and announcer, KIML Gillette, Wyo., appointed station manager, succeeding **Robert H. Larson**, who moves to KPEG Spokane, Wash.



Mr. McAndrews

Robert J. McAndrews, vp and station manager, KBIG and KBIQ (FM) Avalon (Catalina), Calif., promoted to vp and general manager. **William A. Sawyers**, account executive, KPOL Los Angeles, and former manager of KBIQ, returns as vp and station manager, KBIG-KBIQ. **Wayne Muller**, vp and sales manager, KBIG-KBIQ, joins sales staff, KPOL, and **Alan Lissner**, vp and assistant station manager, is also leaving KBIG-KBIQ, which has eliminated both of these positions.

Beverly Higgs, formerly with KLIF Dallas and San Francisco Radio Broadcasters Assn., has joined advertising-publicity staff of KGO-TV San Francisco.

Robert L. Williams, manager, San Francisco office, Daren F. McGavren Co., appointed director of sales development, with headquarters in New York office.

Herb Weber, local sales manager, WJBK-TV Detroit, named general sales manager, WMGM New York.



Mr. Krolik

Richard Krolik, consultant to Time-Life Broadcast for past 18 months, joins Time-Life Broadcast as general executive with duties in sales promotion, public relations and program development. Mr.

Krolik, who operated own pr firm since 1957, is former producer-director of *March of Time* and head of tv promotion for *Life*, and former associate producer of NBC-TV's *Today*. Time-Life Broadcasting Stations: KLZ-AM-TV Denver; WTCN-AM-TV Minneapolis; WFBM-AM-TV Indianapolis, and WOOD-AM-TV Grand Rapids, Mich.

William B. Hansen, manager, KIMA Yakima, joins KOMO Seattle, both Washington, as account executive.

Lawrence T. Whitney appointed sales manager, St. Petersburg office, WFLA-TV Tampa, Fla. For past three years he has been president of own outdoor

"INSURED AGAINST EVERYTHING."

YES? Check on the chance that somebody "out there" will accuse you of

LIBEL

SLANDER

INVASION OF PRIVACY

PIRACY, VIOLATION OF COPYRIGHT.

For these and related hazards you need our **EXCESS POLICY** to hold your loss upon any claim to whatever figure you choose to carry yourself — **INSURANCE** to cover the excess.

WE ORIGINATED THIS SPECIAL COVER AND IT IS USED NATION-WIDE and is SATISFACTORY AND INEXPENSIVE.

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In the Radio-TV Publishing Field only **BROADCASTING** qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

advertising firm in Tampa.

John J. McSweeney, sales manager, WMCA New York, resigns, effective Feb. 1.

John Croft appointed local sales manager, WFBM-TV Indianapolis, effective Feb. 1. He has been member of local sales staff since joining station in 1955.

Thomas J. Tilson, account executive, TvAR, New York, named midwest tv sales manager, Metropolitan Broadcasting's National Sales office, Chicago.

William Allyn, director and program consultant, WMBR-TV Jacksonville, Fla., and **Joe Caldwell**, reporter, *Jacksonville Journal*, join executive sales staff and news department, WFGA-TV, that city, respectively.

H. William Smutzer and **Ken Nelson** join WJJD Chicago as sales development manager and account executive, respectively. Mr. Smutzer was midwest sales manager with Bernard Howard & Co. Mr. Nelson was formerly associated with WMAQ Chicago programming and sales for 19 years.

Mike Tully, KSON San Diego, joins sales staff, KOGO, that city.

Bernard W. Schnapp, assistant auditor and assistant business manager, WJZ-TV Baltimore, to WIND Chicago as business manager, succeeding **Charles Woodward**, resigned.



Mr. Foote



Mr. Lundy

Richard L. Foote, executive vp and general manager, Blair Television Assoc., New York, since 1956, has resigned to devote full time to marine and motor boat distributorship business in Fort Lauderdale, Fla., area. **David**

BCW elects Goodfellow



Mr. Goodfellow

Joseph Goodfellow, vp and general manager, WRC-AM-FM-TV Washington, elected president, Broadcasters Club of Washington, succeeding

Ben Strouse, president and general manager, WWDC-AM-FM Washington. Other officers elected: **Howard Head**, A. D. Ring & Co., vp; **Arthur Scharfeld**, Washington attorney, board chairman, succeeding **Robert K. Richards**, public relations; **Joseph Sitrick**, Blackburn & Co., secretary; **Richard Stakes**, WMAL-AM-FM-TV Washington, treasurer, and **Larry Richardson**, WTOP-AM-FM-TV Washington, assistant secretary.

Others elected to board, in addition to Messrs. Sitrick and Richardson: **Frank Boucher**, *TV Guide*; **Harry Plotkin**, Washington attorney; **Al Beckman**, vp, ABC; **Leon Brooks**, resident counsel, CBS, and **Joseph McDonald**, Washington attorney, who fills unexpired term of **Edmund C. Bunker**, formerly with CBS, resigned.

Elected to board representing non-resident members: **Robert J. Burton**, vp, Broadcast Music Inc., New York; **Roger Clipp**, vp and general manager, radio-tv division, Triangle Publications Inc., Philadelphia, and **G. Richard Shafto**, executive vp, WIS-AM-TV Columbia, S. C.

Lundy, manager, Blair Television companies in Los Angeles will succeed Mr. Foote. **Robert Klein**, with Blair-TV

sales in Los Angeles for several years, replaces Mr. Lundy. **Ralph W. Abell**, account executive with Heintz & Co., Los Angeles, joins Blair-TV, that city, as salesman. Before joining Blair Television Assoc. in 1946, Mr. Lundy had served in various sales executive capacities for KLAC-AM-TV Los Angeles, KCOP (TV) Los Angeles and KGO-TV San Francisco.

Mrs. Jessie O. Burke named sales service manager, WVMC Mt. Carmel, Ill. Other staff appointments: **Robert A. Clark**, program and news director; **Mrs. Nancy W. Sechrest**, traffic manager, and **Mrs. Emmy Lou Hurlbut**, business manager.

Bruce Seratti, formerly with KSDO San Diego, named merchandising director, KOGO, that city.

Roderick M. Vandivert joins WABC-AM-FM New York as director of marketing and sales development. He had been with *Coronet* magazine for past four years.

John J. McCrory, account executive, CBS-TV Stations National Sales, New York, joins KMOX-TV St. Louis as assistant sales manager.

Robert M. Storer, research director, KGBS Los Angeles, named sales promotion manager. He will continue his research activities in addition to his new promotion duties.

William J. Wheatley, program manager, KGBS Los Angeles, moves to WIBG Philadelphia, in similar capacity, succeeding **Roy M. Schwartz** (BROADCASTING, Jan. 22). Both are Storer Broadcasting Co. stations. Mr. Wheatley joined Storer in Los Angeles in 1959. Previously he was program manager for WKY Oklahoma City.

Paul Girard, time-buyer and assistant radio-tv director for seven years, Tracy-Locke Co., Dallas advertising agency, appointed commercial manager, KVIL Dallas. Previously, Mr. Girard was executive producer for Associated Press in New York, and earlier served as general program manager for Hearst radio properties. Mr. Girard is co-founder and first president of Assn. of Broadcast Executives of Texas.



Mr. Girard

Larry Knight, announcer-copy chief, WTWN St. Johnsbury, to WIKI New-
port, both Vermont, as assistant manager-program director.

Len Schlosser, director of public affairs, CBS-owned WBBM Chicago, named program director, effective Feb. 1, succeeding **Art Thorsen**, resigned. Before joining station in 1953, Mr.

BROADCASTING

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 company name _____
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 city _____ zone _____ state _____
 Send to home address—

* Occupation Required

Schlosser served as assistant for network operations with CBS in New York.

Dave Williams and **Jack Manning** join KGLA (FM) Los Angeles as program director and publicity director, respectively.

Frank Sacks joins KCIN Victorville, Calif., as program director and air personality.

Ron Thompson, program director, KFJZ Fort Worth, Tex., joins WCOP Boston, in similar capacity.

Norman Spiegel, WNEW-TV New York, named director. **Russ Segal**, with station's film department, named assistant director in program department. **Don Horan** and **Arthur Spitzer**, both formerly with WNTA-TV New York, join station as staff director and assistant director, respectively.

Frank D. Slingland, tv director, and **Max Schindler**, operations director, NBC-owned WRC-TV Washington, join NBC News, that city, as director and associate director, respectively. **David Brinkley's Journal**. **John Johnson**, senior film editor; **Marcia Siena**, film editor, and **James Barber**, multilith operator, WRC-TV, promoted to operations director, senior film editor, and film editor, respectively. **F. L. Slaughter** and **James Marrow**, engineering and building services staffs, respectively.

Robert Petrie, supervising producer-director, WTMJ-TV Milwaukee, promoted to operations director. **Budd Reth**, director, named production services director.

Johnny Wilcox, program consultant and director of operations, KARA Albuquerque, N. M., and **CHIQ** Hamilton, Ontario, appointed operations manager, WXUR-AM-FM Media, Pa.

James Sullivan, announcer, WBRY Waterbury, Conn., to WATR, that city, as program director.

Bill Hayes appointed assistant commercial traffic manager, KTLA (TV) Los Angeles.

William Geither joins WJW-AM-FM Cleveland as account executive.

Joe Kronovich, formerly with KEWB Oakland, Calif., joins KDWB St. Paul, Minn., as account manager.

Herb Kramlich, account executive, KIXI Seattle, joins KAYO, that city, in similar capacity.

Michael J. Faherty, salesman, WPAC Patchogue, N. Y., joins KYW Cleveland as account executive.

Dudley Hagen, former newscaster, WTAR-TV Norfolk, joins WDMS Lynchburg, both Virginia, as account executive and announcer.

Aaron L. Osipow, for past four years commercial manager, WPAC Patch-

WBA re-elects officers

Don C. Wirth, vp and general manager, WNAM Neenah, re-elected president of Wisconsin Broadcasters Assn. **Bruce Wallace**, WTMJ-AM-TV Milwaukee, vp; **Richard Dudley**, WSAU Wausau, treasurer, and **Carl Kolata**, WTTN Watertown, secretary, were also re-elected to their WBA posts. Elected to board: **Berry Smith**, WFRV (TV) Green Bay (one-year term), and **Howard Dahl**, WKBT (TV) La Crosse (two-years).

ogue, N. Y., named account executive, WAAT Trenton, N. J.

Paul Coughlin, newscaster, WIND Chicago, joins news staff, WVIP Mt. Kisco, N. Y.

Nick Gearhart, formerly with KFMB-TV San Diego, and **WWL-TV** New Orleans, appointed news editor, effective March 1, KHOU-TV Houston-Galveston, Tex., succeeding **Dan Rather** who joins CBS News.

Sam Hamilton, air personality, WWCW Waterbury, Conn., appointed news director. He is succeeded by **Jim Greer**, formerly with WLIR (FM) Garden City, N. Y.

Murray P. Havens appointed art director, WFBC-TV Greenville, S. C.

Pete Retzlaff, Philadelphia Eagles football team, joins WIP Philadelphia as sports commentator.

Samuel R. Herrick appointed manager, public affairs department, KATU (TV) Portland, Ore. **Isabell Hoyt** to KATU (TV) as promotion-merchandising manager.

John Norman joins WGN Inc., Chicago as presentations supervisor, promotion and research department, succeeding **Charles Stroud**, resigned.

Phil Harrison, editor, *LaGrange* (Ga.) *Daily News* appointed pr director, WSB Atlanta. **Phyllis Grollman**, continuity acceptance editor, KADC Los Angeles, joins WSB's sales department as script writer. **Kermit Hamby** and **Sandra Alley** to station as engineer and music librarian, respectively.

Joe Martin, announcer, WOW-AM-FM-TV Omaha, joins announcing staff, KGO-AM-FM-TV San Francisco. **Pat Weiner**, secretary at ABC-TV Sales, named assistant in KGO's promotion department.

Bernard Frizell, chief, NBC News bureau at Leopoldville since May 1961, appointed acting chief of its Paris bureau, replacing **John Rich** who has been barred by French government from re-

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... One of our Agency's account executives just signed a new account. This morning he said to me, "Jack baby, come up with some sharp copy that'll get action from the busy, aggressive broadcaster. This is a cream account ... nothing schlock ... and I've worked months to land it. Get me action or you're through!"

Well, I've been at it all day ... everybody's gone home ... the last commuter leaves in 25 minutes and I'm at wits end! Aside from the basic facts, what more can I say about a proven success story from America's foremost, progressive, nationally advertised broadcast school which will enable you to add an additional \$5,000 to \$50,000 annual net income to your station through an exclusive franchise with the American Broadcasting School. Here are the facts ... see for yourself:

- No alteration needed to present facilities or broadcast operation.
- Small franchise investment based on market size on a pay-as-you-profit basis ... total expenses (including franchise) not to exceed 15% of annual net.
- About 10 hours administrative time per week by you or staff member.
- American Broadcasting School furnishes everything! Three hours and you're ready to begin operations. Profit picture ideal for small or large station.
- Complete information kit including rates, total expenses, samples of material and proven, documented examples of the franchise in operation yours free with no obligation.

Well gentlemen, those are the basics. As an aggressive broadcaster, if the above facts and \$5,000 to \$50,000 additional net interest you, please write on your letterhead: AMERICAN BROADCASTING SCHOOL, SUITE 600, HELENA BUILDING, NORFOLK, VIRGINIA ... for the highly profitable story that can be your story. We'll prove it!

JACK THOMPSEN
Copy Writer

P.S. Thanks for reading. You'll thank me even more when you get full details from the American Broadcasting School!

turning to his post (BROADCASTING, Jan. 22). Mr. Rich will now be roving correspondent for NBC News, based in London.

Larry Butler, formerly with WRJN Racine, and **Bob Knutzen**, formerly with WMTV (TV) Madison, both Wisconsin, join WTMJ-AM-FM-TV Milwaukee announcing staff.

Bob Leonard, station manager, WKNB New Britain, Conn., to WNJR Newark, N. J., as operations manager.

Kelvin Keech, radio announcer since 1929, retires from ABC Radio. Mr. Keech, who began at NBC, joined ABC in early '40's. While at ABC he also served as night program manager and executive producer in both radio and tv.

Ed Kemp, program director, KCPX-AM-FM Salt Lake City, Utah, joins WOOD-AM-FM Grand Rapids, Mich., as air personality.

Perry Marshall, d.j., WEEP Pittsburgh, and earlier, program manager, WEDO McKeesport, Pa., joins WIND Chicago as d.j., succeeding **Joel Sebastian** who moves to WXYZ Detroit.

Edward F. Ryan, general manager, WTOP News, Washington, D. C., named chairman, national wire-study committee, Associate Press Radio-Television Assn.

Lionel Van Deerlin, news director, XETV Tijuana, Mexico, resigns to seek Democratic nomination for Congress in California's 37th District.

Chuck Cell, formerly with KAUS Austin, Minn., joins KQAG, that city, as d.j. and production manager. **Pat Geraghty** and **Jim Nagle** appointed sales director and operations director, respectively.

Cecil Webb, account executive, KRON-TV San Francisco, awarded Golden Pick given by station management to account executive at KRON-TV or with Peters, Griffin, Woodward, station's national rep, for performance "above and beyond the call of duty" in creating new business. Mr. Webb is first KRON-TV man to win golden pick, all previous awards having gone to PGW executives.

Chet Casselman, news director, KSFO San Francisco, expands responsibilities to director of news and public affairs.

Jack Fascinato named musical director of new ABC-TV *Tennessee Ernie Ford Show*.

Charles E. Cofield, former radio-tv personality, and **Samuel R. Shepard**, journalist, establish pr firm of Cofield & Shepard Assoc. in Portage Hotel, Akron, Ohio, specializing in Negro market.

Gayer vice chairman

John H. Gayer, U. S. consulting engineer before joining International Frequency Registration Board, Geneva, in 1953, elected vice chairman of IFRB for 1962. Under normal procedure, Mr. Gayer will become chairman in 1963. This will mark Mr. Gayer's second term as chairman. He was top executive of IFRB in 1956. Mr. Gayer is also honorary chairman of Second International Television Symposium scheduled to be held at Montreux, Switzerland, April 30-May 4. **Nikolai I. Krasnosselski**, Soviet member of IFRB, elected chairman for 1962.

PROGRAMMING

Joseph Schackner, Television Affiliates Corp., New York, appointed assistant to vp. He will also act as program consultant to TAC subscriber stations. Prior to joining TAC in August 1961, Mr. Schackner was assistant time buyer with Grey Adv.

Ken Rowsell, Ziv-United Artists, joins Flamingo Telefilm Sales Inc., New York, as national sales manager.

C. P. Jaeger, executive vp, Flamingo Films, appointed director of national programming for Allied Artists Television Corp. and director of eastern syndication sales. Mr. Jaeger formerly was eastern sales manager of MGM-TV and executive vp of Trans American Broadcasting Co.

Tony Ford, formerly with Music Corp. of America and Television Artists Corp., appointed director of talent, television division, General Artists Corp., New York.

Dick Colbert, **Joseph (Red) Moscato**, **Stanley Florsheim** and **Hal Winther** join sales staff of Ziv-United Artists. Mr. Colbert, formerly with Screen Gems and Universal Pictures, will handle San Francisco-Sacramento area. Mr. Moscato, formerly with WIKK Erie, Pa., and Westinghouse Broadcasting Co., will handle Pittsburgh territory. Messrs. Winther and Florsheim, who are rejoining Ziv-UA sales force, will serve in Minneapolis and as account executive-at-large, respectively. In addition, six salesmen have been reassigned to new territories: **Buddy Brooks** (spot salesman in southeastern division); **Ray Watson** (San Antonio and West Texas); **Bill Glenn** (St. Louis-Kansas City); **Ed Davis** (Atlanta); **Jerry Thompson** (Carolina's); and **Andy Jaeger** (Boston).

James Holt, d.j., KLAC Los Angeles,

forms Preview Productions Inc., 1741 Ivar Ave., Hollywood. Firm is currently producing short radio feature entitled "Find a Star."

Armand Cardea, assistant director of advertising, publicity and promotion, Paramount International Films, promoted to director, succeeding **Charles Juroe**, resigned. Mr. Cardea will be located at PIF headquarters in New York.

Daniel J. Kornfield, formerly with WNEW-TV New York, named director of production, Television Affiliates Corp., New York.

Beth Hollinger Ferro, associate producer, daytime version, *The Price Is Right* (NBC-TV, 11-11:30 a.m. EST), named producer. **Bob Stewart**, producer of show, named executive producer. **Edythe Chan** and **Don Scott** named co-associate producers.

Julian Ludwig and **Alan Landsburg** join Wolper Productions' "Biography" documentary tv series as associate producers. **Nick Noxon** named as series' research director.

Lyn Murray has been signed by MGM-TV to compose and conduct musical score for initial episode of new half-hour series, *Hercule Poirot*.

Louise Allbritton, stage, screen and tv actress, replaces Betsy Palmer on board of governors of New York chapter of Academy of Television Arts & Sciences. Miss Palmer resigned because of "conflicting professional commitments."

ALLIED FIELDS

Richard M. Allerton, director, research activities, National Assn. of Broadcasters, Washington, until his retirement in October 1961 (*WEEK'S HEADLINES*, Nov. 6, 1961), announces his availability as consultant for management, sales and research at 20 Arkendale Rd., Alexandria, Va. Telephone: South 8-4949. He joined NAB in February 1952. Mr. Allerton was previously with William Esty & Co. and Abbott Kimball & Co., in advertising field, and with Crossley Inc. and Free & Peters in broadcasting side of research. He spent 14 years on Wall Street as research statistician, economic and financial researcher and bond salesman.

Janet Kern resigns, Jan. 31, as radio-tv editor of *Chicago American* to devote full time to writing and lecturing. She will be succeeded by **Bill Irvin**, who previously served for 18 years as radio-tv editor of *Chicago Sun-Times*.



Mr. Allerton

Andre F. Rhoads, associated with Radio Free Europe for past nine years, appointed account director, communications affiliates division, Communications Counselors Inc., New York.

James P. O'Neill, motion-picture publicist and tv writer, has been appointed director of publicity for 1962 Seattle World's Fair.

INTERNATIONAL

R. E. Redmond, managing director, CHOW Welland, Ont., elected executive vp of CHOW and CFUN Vancouver, B. C. **Douglas Greig**, formerly with CKWX Vancouver, B. C., named CFUN's general manager.

Copel Marcus appointed radio-tv programming director, Kenyon & Eckhardt Ltd., Toronto.

Phyllis Sivell, radio-tv timebuyer, J. Walter Thompson Ltd., Toronto, joins Heggie Adv. Ltd., that city, as media director.

Maurice Bedard, formerly with F. H. Hayhurst & Co. Ltd., Toronto, joins James Lovick & Co. Ltd., Toronto advertising agency, as senior radio-tv producer.

Nissen Davis, who joined Wynn Oil Co., Azusa, Calif., last year after arriving in U. S. from Cape Town, South Africa, where he had been account executive with African Amalgamated Advertising Contractors, appointed international advertising manager for Wynn's Friction Proofing.

EQUIPMENT & ENGINEERING

Ralph H. G. Mathews, director of marketing, Blonder-Tongue Labs Inc., Newark, N. J., retired Jan. 26 after 40 years in electronics industry. Mr. Mathews' career dates to early experiments with Dr. Lee De Forest. He was co-founder of company that is now Zenith Radio Corp., and has held executive marketing positions with Magnavox and Westinghouse Electric Corp.

Hugh W. Luhr, southwest district sales manager, Sylvania Electric Products Inc., named southern regional manager for distributor sales, electronic tube division. **Robert D. Carlson**, sales representative in western district assumes duties of southwest district sales manager.

Leroy E. Kilpatrick, vp and operations manager, WSAZ Inc., joins technical sales staff, Visual Electronics Corp., New York.

DEATHS

Sen. Andrew F. Schoeppel (R-Kan.), 67, member of Senate Commerce Committee, died of stomach cancer Sunday (Jan. 21) at Naval Medical Center in Bethesda, Md. He had been a patient there since Dec. 4, 1961. Sen. Schoeppel was one of leading conservatives in Senate, where he was beginning his 14th year. Before coming to Washington, Sen. Schoeppel served two terms as governor of Kan-

sas. His successor on Commerce Committee, which has jurisdiction over FCC, is expected to be named this week by Senate Republican Conference.

Robert V. Letterly, 38, chief engineer, KHOL-TV Kearney-Holdrege, Neb., since 1957, died in Holdrege Hospital from injuries received in an automobile accident Jan. 19. Mr. Letterly, who had been in electronics field for 25 years, helped build, test, and put KTIV (TV) Sioux City, Iowa, on the air.

Andrew Pickens Maloney, 69, known professionally as Pick Malone of Pick 'n' Pat radio team, died Jan. 20 in New York Veterans Administration Hospital. He was partner of Patrick Padgett for 25 years. Their minstrel humor show started on WOR New York in early 1930's.

Jess M. Pugh, 82, one-time radio voice of *Scattergood Baines*, died Jan. 22 at his home in Rochester, Minn. Mr. Pugh began his radio serial in 1930's and later played bit parts in television and in educational films.

Elwood C. (Bill) Hoffman, 43, playwright and former CBS script editor, died Jan. 22 of heart attack at his home in New York.

Ted Anderson, 37, promotion and pr director, Jack La Lanne Inc., Hollywood, died Jan. 21 of uremic poisoning in Denver. Mr. Anderson formerly was advertising and promotion manager for KCPX-AM-FM-TV Salt Lake City.

FANFARE

20,000 knew the secret of disc jockey's shift

An air personality's shift in time slots triggered a contest that netted KCBS San Francisco over 20,000 mail responses in one week.

On New Year's Day, Dave McElhatton, KCBS disc jockey, began his new morning program, and announced the start of a "secret" word contest designed to familiarize listeners with his program's new time. Each day during the first week of the *McElhatton in the Morning* show, a different secret word was broadcast. Listeners were asked to write the word on a postcard and mail it in before midnight that day.

The first program, despite its Jan. 1, 10-11 a.m. positioning, pulled 760 responses; the second, 3,250; then, on succeeding days, 4,125; 5,560, and finally, 6,781—or a total of 20,476 in five days.

Twenty transistor radios were awarded listeners whose cards were drawn from the total of those submitted.



WLBW-TV reviews regatta on Biscayne Bay

WLBW-TV Miami launched a houseboat as the staple in a promotion that really covered the waterfront. The fully equipped house on the waves, modelled after the ship used in ABC-TV's *Surfside 6* adventure series, was tied up for the two days of the Orange Bowl regatta next to the officials' barge, and provided

press, ABC network, and station personnel with the best seats in the house.

The station's promotion was designed to spotlight the outlet's network (ABC-TV), one of its programs (*Surfside 6*), and the fact that the station was televising the Orange Bowl parade and regatta.

NBC-TV presentation shows daytime tv gains

Agencies in Los Angeles, New York and Chicago this month are hearing a special NBC-TV sales presentation designed to show how and why both audiences and advertisers are turning to daytime network tv in increasing numbers. While tv business is up generally, NBC-TV claims new records of its own.

James Hergen, director of daytime sales for NBC-TV, called a news conference Tuesday (Jan. 16) to report a record sales volume of \$19 million in new and renewed daytime sales during the last six weeks of 1961. He said the momentum is being maintained in 1962. He listed 38 national advertisers which had purchased sponsorship during the winter (1961-62) season.

Mr. Hergen added that for the first time in the industry's history, daytime audiences number over 10 million per average minute, or two million more than watched four seasons ago. More

than four out of five tv families now watch daytime network tv each week, and average about 10 hours of viewing per family.

The emergence of daytime network tv as a product showcase has come about, Mr. Hergen said, through an intensified three-network competition resulting in greater "flexibility, economy and impact." He cited total 1961 daytime billings of more than a quarter billion dollars as evidence of the "medium's new dimensions."

The network's new daytime presentation includes the distribution of new brochures prepared by the audience measurement division of NBC Research. One, called "Daytime Tv Primer," is a summary of the advertising values of daytime tv for both large and small advertisers. The second brochure, entitled "Personality Plus," reports on a 20-market survey of homemakers which investigated the advertising impact of daytime program personalities.

KGO-TV airs TvB film as prime time show

KGO-TV San Francisco last week devoted a half hour of evening time (10:30-11 p.m.) to broadcast the TvB film, "The Sales Machine," in an on-the-air sales pitch to company and advertising agency executives throughout the Bay areas.

"We feel that this film is so vital and important to our economic community that we wanted all industry heads and chief executives of our Bay area commercial firms to see it," David M. Sacks, KGO-TV vice president and general manager explained. "This is why we scheduled it in prime time evening—so that the people who should see it could see it."

The presentation, usually made to groups assembled for sales conferences, shows the success of tv in providing advertisers with a better means of communicating with their prospective customers than even the in-person salesman.

Church honors KRLA

Lake Avenue Congregational Church of Pasadena, Calif., held a unique Thanksgiving service yesterday (Jan. 28) to honor KRLA, that city. Rev. Raymond C. Ortlund led the congregation in thanking KRLA, whose broadcasts of the 11 a.m. Sunday morning services of the church were credited with extending its ministry from Santa Barbara to the Mexican border and increasing actual attendance by some 400. Mr. Ortlund presented a plaque symbolizing the church's appreciation to Donald Cooke, president of KRLA, and John Barrett, general manager, during the 11 o'clock service which was broadcast by KRLA as usual as a public service.

Drumbeats...

Earresistible ■ To inform advertising agency timebuyers that WHK Cleveland is "earresistible" to Cleveland listeners the station has sent buyers portfolios of sketches especially created for the promotion and soon to be seen in station print advertisements. The six humorous sketches were done by Tomi expressly for WHK, according to the station.

Skydiving display ■ The U. S. Army recruiting service and WNBC-TV New York are co-sponsoring a display on skydiving at the Army's Times Square recruiting station to promote increased enlistment in the Army's parachute arm and increased viewing of WNBC-TV's *Ripcord*, a Ziv-United Artists' syndicated program. The display, which opened Jan. 23 and continues through Feb. 5, consists of mannikins floatin in various skydiving attitudes and ap



KXTV(TV)'s 'Birnam Wood' comes to buyers

Fifteen hundred potentially giant California redwood trees have been mailed out by KXTV (TV) Sacramento through Allen, De St. Maurice & Spitz, San Francisco, the station's agency. The mailer, sent to national advertisers and their agencies, is in commemoration of the channel 10 outlet's new 1,549 foot transmitter tower.

Each giant sequoia arrives at its destination in seedling size, complete with full instructions for the care and proper feeding of small redwoods. The tree-mailer tells the story of KXTV (TV)'s expanded coverage available through the tower, and compares the transmitter with the sequoia as "two towering California natives."

parel on the recruiting station's roof. Signs identify the activities on display, which range from parascuba to paramedic divers.

Sliderule ■ KYW-TV Cleveland has mailed a time saver to several thousand timebuyers throughout the U. S.—a sliderule rate card. The new rate card permits timebuyers to determine all spot rates, discounts, units per announcements and other information at a moment's glance.

Sponsor contest ■ To boost local sales, KGLA (FM) Hollywood, Calif., staged an on-the-air sales promotion in which advertisers took part by finishing the statement, "I like KGLA because. . ."

The winners were awarded several free spots for one week. Four of the nine winners eventually bought spots following results from their free ones.

Late Christmas gift ■ Because of a heavy snowstorm in late December, KMTV (TV) Cedar Rapids, Iowa, was forced to postpone its Christmas gift to its viewers—free tickets to an International League hockey game in that city. The station announced it has repurchased all seats, except for those of season ticket holders, for the Feb. 6 match between Indianapolis and Omaha to be given away free. As part of the festivities, the station also has promised appearances by Yogi Bear, Huckleberry Hound and Quick Draw McGraw, a

community sing and a pee wee hockey game.

Auto ad meet ■ In launching a new 26-week advertising campaign on WNOX Knoxville, the Monroe Auto Equipment Co. invited more than 650 of its local Tennessee wholesale and retail distributors to dinner in the station's auditorium studio. Before dinner, the dealers held their annual jobber-distributor meeting, and after supper, they were entertained by m.c. Lowell Blanchard, a 27 year veteran at WNOX.

Keystone map ■ Keystone Broadcasting System, Chicago, has mailed to advertisers and agencies a new map locating its 1,125 stations and the markets they serve.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 18 through Jan. 24, 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. 3H—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Walker, Minn.—Central Minnesota Tv Co. /hf ch. 12 (204-210 mc); ERP 31 kw vis., 5.5 kw aur. Ant. height above average terrain 933 ft., above ground 996 ft. P. O. address box 25, Alexandria, Minn. Estimated construction cost \$278,200; first year operating cost \$170,000; revenue \$200,000. Studio nd trans. location Hackensack, Minn. Geographic coordinates 46° 56' 03" N. lat., 4° 27' 25" W. long. Trans. RCA TT-2-AH; nt. RCA TW-18A-P. Legal counsel Marmet Schneider, Washington, D. C.; consulting engineer Julius Hetland, technical director f applicant. Principals include Thomas K. Earnstuble (26%), Julius Hetland (15%), Earl C. Reineke (10%) and others. Messrs. Earnstuble, Hetland and Reineke own 19%, 1% and 10%, respectively, of KSOO-AM-V Sioux Falls, S. D.; proposed station is to be semi-satellite of KMCT(TV) Alexandria, Minn., of which applicant is licensee. Ann. Jan. 23.

Syracuse, N. Y.—Valley Interim Tv. Corp. hf ch. 9. (186-192 mc); ERP 316 kw; ant. height above average terrain 500 ft. P. O. address 1426 Valley Drive, Syracuse 7. Estimated construction cost \$1,152,000; first year operating cost \$1,200,000; revenue \$380,000. Applicant is composed of W.R.G. Aker Radio & Tv Corp. and Salt City cstg. Corp., two of ten applicants competing for ch. 9; requests STA to operate station using proposed transmitting facilities. Aker. Ann. Jan. 23.

ew am stations

ACTION BY FCC

Pontotoc, Miss.—Pontotoc Bcstg. Co. ranted 1440 kc; 1 kw D. P. O. address pontotoc. Estimated construction cost \$25,

154; first year operating cost \$24,000; revenue \$30,000. Lee H. Thompson, sole owner, is county agent of Quitman County, Miss. Action Jan. 23.

APPLICATIONS

Milford, Conn.—Milford Bcstg. Inc. 1500 kc; 250 w D. P. O. address 1322 Boston Post Rd., Milford. Estimated construction cost \$29,038; first year operating cost \$55,000; revenue \$75,000. Principals: Edward M. Hawie, Stephen Sorak (each 45%), Frank C. Suto (10%). Mr. Hawie is employee and minority stockholder of metal specialties manufacturing firm; Mr. Suto is account executive for advertising agency in Milford; Mr. Sorak owns 50% of restaurant, 25% of two realty companies, 25% of home freezer food plan business, 25% of supermarket and 25% each of two food stores. Ann. Jan. 22.

Chattahoochee, Fla.—Chattahoochee Bcstg. Co. 1580 kc; 1 kw D. P. O. address c/o Emory L. Pope, box 582, Moultrie, Ga. Estimated construction cost \$14,315; first year operating cost \$24,000; revenue \$36,000. Principals: Emory L. Pope, Ralph D. Waits Jr. (each 45%), W. F. Johnson, E. W. Scarborough (each 5%). Mr. Pope owns 40% of WMES Ashburn, Ga.; Mr. Waits is district circulation manager for Atlanta Journal; Messrs. Johnson and Scarborough own 50% each of general store; Mr. Johnson is postmaster of Chattahoochee. Ann. Jan. 24.

Bayamon, P. R.—Alfredo Beauchamp Diaz. 1600 kc; 5 kw unl. P. O. address box 245 Bayamon. Estimated construction cost \$36,444; first year operating cost \$30,000; revenue \$45,000. Mr. Diaz, sole owner, is proprietor of furniture business and jewelry business. Ann. Jan. 24.

Existing am stations

APPLICATIONS

KOBY Tucson, Ariz.—Mod. of cp. which authorized new am station, to change from

DA-1 to DA-2. Ann. Jan. 12.

KREX Grand Junction, Colo.—Cp to change frequency from 920 kc to 1100 kc, increase power from 500 w to 5 kw-LS, to 50 kw; install DA-CH and DA-N; change ant.-trans. location, install new trans. and operate trans. by remote control daytime only. Ann. Jan. 24.

WMPO Middleport-Pomeroy, Ohio.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. Jan. 24.

KPDN Pampa, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Jan. 24.

CALL LETTERS ASSIGNED

WMOE Mobile, Ala.—Springhill Bcstg. Inc.; changed from WEDR.

KJBS Pine Bluff, Ark.—James J. B. Scanlon.

KWHL Santa Maria, Calif.—Artistry in Radio Co.

WNEA Newnan, Ga.—Radio Newnan; changed from WANG.

WTHN Thomaston, Ga.—Alfred A. Britt. KANR Scott City, Kan.—The Bestrs. of Scott City.

WNVU Nicholasville, Ky.—Nicholasville Bcstg. Co.

WTTT Amherst, Mass.—College Radio.

WJQA Jackson, Miss.—Radio Mississippi; changed from WMOE.

WBRL Berlin, N. H.—Good Radio Inc.

WSDC Mocksville, N. C.—Will P. Erwin.

WGLD Chardon, Ohio—The Geauga Bcstg. Co.

WXUR Media, Pa.—Brandywine Bcstg. Corp.

KBGO Waco, Tex.—Audiocasting of Texas Inc.

WKDE Altavista, Va.—Theodore J. Gray Sr. & Theodore J. Gray Jr.

ACTIONS BY BROADCAST BUREAU

Danville, Ill. — Prestige Bcstrs. Inc. Granted 102.1 mc; 3.5 kw. Ant. height above average terrain 105 ft. P. O. address 214

New fm stations

EDWIN TORNBURG

& COMPANY, INC.



**Negotiators For The Purchase And Sale Of
Radio And TV Stations**

Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

Boiling Springs Rd., Danville. Estimated construction cost \$7,537; first year operating cost \$12,240; revenue \$19,075. Principals: Carl E. Sunkel, George E. Hagerstrom, Louis Hussman, Henry Schroeder, Robert Hill (each 20%). Mr. Sunkel has been program director of KTOP-FM Topeka, Kan.; Mr. Hagerstrom is optometrist; Messrs. Hussman and Schroeder are co-owners of drive-in restaurant; Mr. Hill is co-owner of meat packing business. Action Jan. 19.

Holland, Mich. — Holland Bcstg. Co. Granted 96.1 mc; 2.91 kw. Ant. height above average terrain 90 ft. P. O. address 5 E. Eighth St., Holland. Estimated construction cost \$12,591; first year operating cost \$14,100; revenue \$14,500. Principals: W. A. Butler, W. C. Wichers, Nelson Bosman, I. H. Marsilje, P. T. Cheff and M. C. Westrate, (each 16.66%), who own same interests in WHTC Holland. Action Jan. 19.

Springfield, Mo. — Stereo Bcstg. Inc. Granted 101.5 mc; 6.2 kw. Ant. height above average terrain 210 ft. P. O. address 430 South Ave., Suite 807, Springfield. Estimated construction cost \$13,782; first year operating cost \$24,000; revenue \$25,000. Principals: Urso W. George (33.9%), Charles Saltgaver Jr. (41.4%) and others. Mr. George owns land mobile radio sales and service business; Mr. Saltgaver has been manager of KCJC-FM Merriam, Kan. Action Jan. 19.

APPLICATIONS

East Point, Ga. — Radio Station WTJH. 100.7 mc; 3.92 kw. Ant. height above average terrain 241.75 ft. P. O. address East Point. Estimated construction cost \$11,750; first year operating cost \$6,500; revenue \$8,500. Principals: James S. Rivers (52%), Ronald S. Rivers, Tolliver R. Rivers, Herschel M. Rivers (each 16%), who own similar interests in WTJH East Point. J. S. Rivers owns 99% of WMJM Cordele. 66.66% of WDOL Athens. 51% of WJAZ Albany and 51% of WACL Waycross, all Georgia; others own 13% each of WJAZ. Ann. Jan. 19.

*Indianapolis, Ind. — Indiana Central U. 88.7 mc; 7 w. P. O. address c/o Dean M. Ransburg, 4001 Otterbein Ave., Indianapolis 27. Estimated construction cost \$5,078; first year operating cost \$1,050. Ann. Jan. 24.

*New York, N. Y. — Wagner College. 88.1 mc; 8.8 w. Ant. height above average terrain 78 ft. P. O. address c/o Robert J. Dwyer, Wagner College, Staten Island, N. Y. Estimated construction cost \$2,266.50; first year operating cost \$500. Ann. Jan. 23.

*Wilberforce, Ohio — Central State College. 88.9 mc; 220 w. Ant. height above average terrain 178 ft. P. O. address c/o Harry G. Johns, vice president. Estimated construction cost \$11,815; first year operating cost \$12,000. Ann. Jan. 24.

Ponce, P. R. — Portorican American Bcstg. Inc. 96.5 mc; 3.7 kw. Ant. height above average terrain 7 ft. P. O. address box 786, Ponce. Estimated construction cost \$17,557; first year operating cost \$9,526; revenue none. Principals: Alfonso Gimenez-Aguayo (41.8%), Inocencia Bigay Vda. Soltero (32.7%), Juan A. Wirshing (11.5%), Rafael Gimenez-Aguayo (9.6%), Francisco Parra Torro (4.8%). Portorican American Bcstg. Inc. is licensee of WPAB Ponce. Ann. Jan. 24.

Existing fm stations

APPLICATION

WAJR-FM Morgantown, W. Va. — Cp to change frequency from 99.3 mc to 99.1 mc, increase ERP to 20 kw, increase ant. height above average terrain to 258.5 ft., change ant.-trans. location, install new trans. and delete remote control. Ann. Jan. 24.

CALL LETTERS ASSIGNED

KSOM(FM) Tucson, Ariz. — Prell Enterprises.

KDES-FM Palm Springs, Calif. — George E. Cameron Jr.

WOCH-FM North Vernon, Ind. — Dorrell Ochs.

KXEL-FM Waterloo, Iowa — KXEL Bcstg. Inc.

KPRS-FM Kansas City, Mo. — KPRS Bcstg. Corp.

KUSN-FM St. Joseph, Mo. — KUSN Corp.

WPPG-FM Atlantic City, N. J. — Eastern Bcstg. Co.

WAPC-FM Riverhead, N. Y. — Patchogue Bcstg. Inc.

WIAM-FM Williamston, N. C. — East Carolina Bcstg. Co.

WDRK(FM) Greenville, Ohio — Kennedy Bcstg. Corp.

KBMC(FM) Eugene, Ore. — Milan Corp.

WJIG-FM Tullahoma, Tenn. — Jordan Bcstg. Co.

WCMS-FM Norfolk, Va. — WCMS Radio Norfolk Inc.

Ownership changes

ACTION BY FCC

KURL, Yellowstone Bcstg. Corp., Billings, Mont. — Granted assignment of license to Christian Enterprises Inc. (Harold Erickson, president); consideration \$71,600 and agreement not to engage in broadcasting in Yellowstone County for one year. Action Jan. 17.

APPLICATIONS

WKMK Blountstown, Fla. — Seeks assignment of cp from James B. Childress to Joe F. Durham Jr., E. H. Strickland, Roy E. Thomas, Robert D. Sidwell (each 15.5%), E. Pope Leonard (9%), Roy Golden, C. L. Anders, J. A. McCaskill Jr. (each 8%), W. L. Bailey (4%), d/b as Apalachicola Valley Bcstg. Inc.; consideration \$12,274.50. Mr. Durham owns oil distribution business; Mr. Bailey is attorney; Mr. Golden owns 50% of drug store; Mr. Anders owns farm, farm equipment business and pulpwood company; Mr. McCaskill owns shoe store and insurance agency; Mr. Leonard owns 50% of farm; Mr. Thomas is employee of WTOT Blountstown; Mr. Strickland owns IGA store; Mr. Sidwell owns WJOE Ward Ridge, Fla. Ann. Jan. 22.

KGEM Boise, Idaho — Seeks transfer of all stock in Gem State Bcstg. Corp. from The Interstate Corp. to George C. Hatch and Wilda Gene Hatch as trustees for their children; Hatches to divest themselves of stock in Interstate Corp. Interstate Corp. is licensee of KLO Ogden, Utah. Ann. Jan. 18.

WBIW Bedford, Ind. — Seeks assignment of license from Bedford Bcstg. Co. to C. E. Hamilton (16.8%), H. W. Bockhoff (16%), Helene D. Frankel (11%), J. Robert Quigg, Paul R. Quigg, Mrs. C. B. Dunn (each 9%) and others, d/b as Central Bcstg. Corp.; consideration \$140,000. Central Bcstg. Corp. is licensee of WKBV-AM-FM Richmond, and WBAT Marion, both Indiana. Ann. Jan. 22.

WNGO-AM-FM Mayfield, Ky. — Seeks assignment of license from West Kentucky Bcstg. Inc. to Graves County Bcstg. Inc., of which assignor is 100% stockholder; no financial consideration involved. Ann. Jan. 18.

WRMP(FM) Detroit, Mich. — Seeks assignment of license from Triangle Bcstg. Co. to Nicholas Timko (50%), F. Hudson Haynor and Stanley Babluk (each 25%), d/b as Trinity Bcstg. Corp.; consideration \$34,087. Mr. Babluk is broadcast engineer; Mr. Haynor is employee of tool and die firm of which Mr. Timko is 95% owner. Ann. Jan. 22.

KATL Miles City, Mont. — Seeks transfer of 81.6% of stock in Star Printing Co. from Sarah M. Scanlan (deceased) to Robert J. Scanlan as executor of Mrs. Scanlan's estate; no financial consideration involved. Ann. Jan. 17.

WDPWF(FM) Depew, N. Y. — Seeks assignment of cp from De-Lan Inc. to Stewart M. Levy, Martin H. Sher and Rita Lorenz (each one-third); consideration \$1,000. Mr. Levy owns phonograph record manufacturing business, 40% of tape programming firm and 10% of wholesale phonograph record business; Mr. Sher owns 50% of finance company and 40% of retail auto accessories business; Mrs. Lorenz is housewife. Ann. Jan. 23.

WRNY Rome, N. Y. — Seeks assignment of license from Alert Radio Inc. to Richard K. Thorman, d/b as Mohawk Bcstg. Corp.; consideration \$75,000. Mr. Thorman owns 53.1% of WALY Herkimer, N. Y. Ann. Jan. 22.

WSPN Saratoga Springs, N. Y. — Seeks transfer of 73% of stock in Spa Bcstrs. Inc. from Kenneth H. Freebren and Joseph F. Donahue to John B. Lynch; consideration 50,000, less amount by which total liabilities of corporation exceed its total assets on date of approval of transfer by commission. Mr. Lynch owns WWSC Glens Falls, N. Y. Ann. Jan. 19.

WSVM Valdese, N. C. — Seeks assignment of license from Central Bcstg. Co. to Burke County Bcstg. Co., new corporation of which assignor is 51% owner; other stockholders number more than 50. Ann. Jan. 18.

KABY Albany, Ore. — Seeks assignment of license from Albany Bcstg. Corp. to Peter J. Ryan and Milton A. Viken (each 50%); consideration \$60,000. Messrs. Viken and Ryan are partners in KNND Cottage Grove, Ore. Ann. Jan. 17.

WOPI-AM-FM Bristol, Tenn. — Seeks transfer of 50% of stock in Pioneer Bcstg. Corp. from Bill B. Stone and William R. Rowland (each 25%) to Donald W. Owen,

present owner of other 50%; consideration to Mr. Stone 9,000 and position on staff of station; consideration to Mr. Rowland \$5,000 cash and \$10,000 parcel of real estate. Ann. Jan. 17.

WDYL Ashland, Va. — Seeks transfer of 4% of stock in WDYL Radio Inc. from John Laurino, present 50% owner (2%), Robert E. Cobbins and James T. Reeder, present 25% owners (each 1%) to Edward E. Willey Jr. and Edward P. McGehee Jr. (each 2%); total consideration \$250. Messrs. Willey and McGehee are attorneys. Ann. Jan. 17.

KQTY Everett, Wash. — Seeks assignment of license from Walter N. Nelskog to Ronald M. Richer (38.4%), Mae Hecht, Harley A. Kelley (each 15.4%) and others, d/b as Snohomish County Bcstg. Corp.; consideration \$125,000. Mr. Richer has real estate interests; Mrs. Hecht is housewife; Mr. Kelley is in real estate. Ann. Jan. 18.

Hearing cases

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward affirming June 28, 1961, initial decision which would grant applications of Clinton Bcstg. Corp. (KROS), Clinton, Iowa, Illinois Bcstg. Co. (WSOY), Decatur, Ill., WJOL Inc (WJOL), Joliet, Ill., and Radio Milwaukee Inc. (WRIT), Milwaukee, Wis., to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N; interference condition. Action Jan. 18.

■ 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.

Hearing cases

FINAL DECISION

■ Commission gives notice that Nov. 28, 1961, initial decision which looked toward (1) granting application of Pontotoc Bcstg. Co. for new am station to operate on 1440 kc, 1 kw, D, in Pontotoc, Miss., and (2) denying applications of Marshall C. and Sarah C. Parker and WTVW Radio for new am stations to operate with same facilities in Tupelo, Miss., became effective Jan. 17 pursuant to Sec. 1.153 of rules. Action Jan. 23.

INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Kenosha Bcstg. Inc. for new fm station to operate on 95.1 mc, ERP 4 kw, ant. height 256 ft., in Kenosha, Wis.; engineering conditions. Action Jan. 22.

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward (1) granting applications for new am stations of Richmond Bcstg. Co. (930 kc, 500 w, DA, D) in Centerville, Ind.; Citizens Bcstg. Co. (940 kc, 250 w, DA, D), Lima, Ohio, and Shelby Bcstg. Co. (940 kc, 1 kw, DA, D), Shelbyville, Ky., and (2) denying applications for new stations of Charles H. Chamberlain (940 kc, 1 kw, D), Urbana, Ohio, Lake Cumberland Bcstg. Co. (940 kc, 1 kw, D), Jamestown, Ky., W.L.K.Y. Inc. (940 kc, 1 kw, D), Lexington, Ky., and Continental Bcstg. Co. (940 kc, 5 kw, DA, D), Cincinnati, Ohio. Action Jan. 22.

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of Virginia-Kentucky Bcstg. Inc. to change facilities of WNRG Grundy Va., from 1250 kc, 1 kw, D, to 940 kc, 5 kw D. Action Jan. 22.

Routine roundup

■ By order, commission extended time from Feb. 5 to Feb. 19 to file comments and from March 9 to March 23 for reply comments in proceedings fostering expanded use of uhf-tv channels, deintermixture of eight markets and assignment of additional vhf channel in eight other markets. Comr. Le dissented. Action Jan. 19.

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

■ Granted petition by Broadcast Bureau and extended to Jan. 25 time to respond to petition for reconsideration of order cancelling oral argument and for waiver of interim procedure filed by The Bible Institute of Los Angeles Inc. (KBBI), Los Angeles, Calif., in fm proceeding. Action Jan. 19.

■ Granted petition by Newton Bcstg. Co. insofar as extending to and including five

PROFESSIONAL CARDS

JANSKY & BAILEY

Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. FEderal 3-4800
Member AFCEE

JAMES C. McNARY

Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCEE

—Established 1926— PAUL GODLEY CO.

Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCEE

GEORGE C. DAVIS CONSULTING ENGINEERS RADIO & TELEVISION

527 Munsey Bldg.
Sterling 3-0111
Washington 4, D. C.
Member AFCEE

COMMERCIAL RADIO EQUIPMENT CO.

Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
INTERNATIONAL BLDG.
DI. 7-1319
WASHINGTON 4, D. C.
Member AFCEE

A. D. Ring & Associates

30 Years' Experience in Radio
Engineering
1710 H St., N.W. Republic 7-2347
WASHINGTON 6, D. C.
Member AFCEE

GAUTNEY & JONES

CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCEE

Lohnes & Culver

Munsey Building District 7-8215
Washington 4, D. C.
Member AFCEE

RUSSELL P. MAY

711 14th St., N.W. Sheraton Bldg.
Washington 5, D. C.
REpublic 7-3984
Member AFCEE

L. H. Carr & Associates

Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCEE

KEAR & KENNEDY

1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCEE

A. EARL CULLUM, JR. CONSULTING ENGINEERS

INWOOD POST OFFICE
DALAS 9, TEXAS
MElrose 1-8360
Member AFCEE

GUY C. HUTCHESON

P.O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER

1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCEE

LYNNE C. SMEBY

CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. J. ADAIR ENG. CO. CONSULTING ENGINEERS

Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1290-Executive 3-5851
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New Orleans 23, La.
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AM—FM—TV
Microwave
P. O. Box 13287
Fort Worth 18, Texas
ATlas 4-1571

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ERNEST E. HARPER ENGINEERING CONSULTANT

AM FM TV
2414 Chuckanut Shore Rd.
Bellingham, Washington
Telephone: Regent 3-4198

PAUL DEAN FORD

Broadcast Engineering Consultant
4341 South 8th Street
Terre Haute, Indiana
Wabash 2643

Service Directory

COMMERCIAL RADIO MONITORING CO.

PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, LaClede 4-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE

SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone Trowbridge 6-2810

BARKLEY & DEXTER LABS., INC.

Donald P. Wise James M. Moran
Consulting, Research &
Development for Broadcasting,
Industry & Government
50 Frankfort St. Diamond 3-3716
Fitchburg, Massachusetts

days from release date of this order time for filing exceptions and for filing response to motion to dismiss application of Newton Bcstg. Co. in proceeding on Newton's application and Transcript Press Inc. for new am stations in Newton and Dedham, Mass. Action Jan. 18.

■ Granted petition by Seaboard Bcstg. Co. and extended to Jan. 22 time to respond to petition by Peoples Bcstg. Corp. for waiver of provisions of Sec. 1.43 of rules to permit immediate consideration of its application for new fm station in Trenton, N. J. Action Jan. 16.

■ Granted petition by Harlan Murrelle & Assoc. and extended to Jan. 22 time to file exceptions to initial decision in proceeding on its application for new am station in Lakewood, N. J., which is consolidated for hearing in Docs. 13092 et al. Action Jan. 16.

■ Granted petition by United Tv Co. of New Hampshire and extended to Feb. 21 time to file exceptions to initial decision in proceeding on its application to change existing facilities of WMUR-TV (ch. 9) Manchester, N. H. Action Jan. 16.

■ Granted petition by Broadcast Bureau and extended to Jan. 19 time to file response to petition by Putnam Bcstg. Corp. to enlarge issues in proceeding on its application and Port Chester Bcstg. Co. for new am stations in Brewster and Port Chester, N. Y. Action Jan. 16.

By Acting Chief Hearing Examiner
Jay A. Kyle

■ Scheduled prehearing conference for Feb. 23 and hearing for March 21 in proceeding on applications of Hayward F. Spinks and Greenville Bcstg. Co. for new am stations in Hartford and Greenville, Ky. Action Jan. 22.

■ Denied petition by Saul M. Miller, Kutztown, Pa., in part, as it relates to request for additional issue relating to availability of trans. site proposed in application of Chandler W. Drummond and E. Theodore Mallyck, d/b as Bi-States Bcstrs., for new am station in Annville-Cleona, Pa., which is in consolidated am proceeding in Docs. 14425 et al. Action Jan. 19.

■ Granted petition by Radio Hanover Inc. (WHVR), Hanover, Pa., for leave to intervene in consolidated am proceeding in Docs. 14425 et al., only with reference to applica-

tion of Pennland Bcstg. Inc. for new am station in McSherrystown, Pa. Action Jan. 19.

By Hearing Examiner Asher H. Ende

■ Upon request by American Bcstg.-Paramount Theatres Inc. (WABC), New York, N. Y., in which other parties concur, continued Jan. 19 hearing to Jan. 22 in proceeding on its application for renewal of license, and KSTP Inc. (KOB), Albuquerque, N. M., for mod. of cp. Action Jan. 17.

By Hearing Examiner Charles J. Frederick

■ Reopened record in proceeding on application of Willamette-Land Tv Inc. for new tv station to operate on ch. 3 in Salem, Ore., received in evidence applicant's Exhibit 2 and reclosed record. Action Jan. 22.

By Hearing Examiner Millard F. French

■ Granted petition by applicant and continued date for exchange of exhibits from Jan. 22 to Feb. 23 and for commencement of hearing from Feb. 5 to March 12 in proceeding on application of Rounsaville of Miami Beach Inc. (WFUN), South Miami, Fla. Action Jan. 22.

By Hearing Examiner Isadore A. Honig

■ Upon request of applicants WEXC Inc., DePew, N. Y., and Seaport Bcstg. Corp., Lancaster, N. Y., and with consent of other active parties in consolidated am proceeding in Docs. 14031 et al., continued Jan. 22 further hearing to Jan. 25. Action Jan. 25.

■ Pursuant to leave granted at Jan. 17 hearing session in proceeding on applications of WEXC Inc. for new am station in DePew, N. Y., et al., whereby parties may further defer filing of responsive pleadings to pending motion, further extended from Jan. 18 to Jan. 25 date for responses to motion to quash, etc., by Radio Buffalo Inc., pending continued efforts by parties to reach stipulations. Action Jan. 17.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Kent-Ravenna Bcstg. Co., Kent, Ohio, and continued date of exchange of preliminary engineering exhibits from Jan. 23 to Jan. 30, and date of informal engineering conference from Feb. 7 to Feb. 14, in consolidated am proceeding

in Docs. 14076 et al. Action Jan. 22.

■ Granted joint petition by applicants for new am stations of Speldel Bcstg. Corp. of Ohio, Kettering, and Greene County Radio, Xenia, both Ohio, and continued dates for exchange of exhibits from Feb. 1 to March 1, notification of witnesses from Feb. 12 to March 15, and scheduled March 26 for commencement of hearing for Group III in consolidated am proceeding in Docs. 14076 et al. Action Jan. 16.

■ Granted petition by Chief Pontiac Bcstg. Co., Lapeer, Mich., continued certain procedural dates for Group I of consolidated am proceeding in Docs. 14085 et al. and continued hearing from Feb. 27 to March 13 (Community Service Bcstrs. Inc., Ypsilanti, Mich., et al.). Action Jan. 16.

By Hearing Examiner H. Gifford Irion

■ Granted request of applicants and continued Jan. 26 prehearing conference to Feb. 2 in proceeding on applications of Jefferson Radio Co. for license to cover cp for new am station (WIXI) at Irondale, Ala., and Voice of the Mid South for new am station at Centreville, Ala. Action Jan. 18.

By Hearing Examiner David I. Kraushaar

■ Denied petition by Irving Schwartz, tr/as Kenton County Bcstrs., for extension of time from Jan. 26 to Feb. 9 to file proposed findings in proceeding on its application for new am station in Covington, Ky., et al., but, on own motion, extended until close of business Feb. 2 deadline for filing proposed findings of fact and conclusions and to Feb. 13 for filing reply briefs, if any. Action Jan. 22.

■ Granted petition by Six Nations Tv Corp. for leave to amend its application for new tv station to operate on ch. 9 in Syracuse, N. Y., which is in consolidated hearing in Docs. 14367 et al., to include affidavit dated Jan. 3 by its engineering consultant, and new and corrected sections V-C and V-G to FCC Form 301, to reflect minor change in trans. site and certain corrections to engineering data, and corrected to read 42°56'53" geographical coordinates of new trans. site. Action Jan. 17.

By Hearing Examiner Jay A. Kyle

■ Pursuant to request of applicant and with concurrence of Broadcast Bureau, continued Jan. 23 hearing to Feb. 6 in proceeding on application of Clay Service Corp. for new am station in Ashland, Ala. Action Jan. 17.

By Hearing Examiner Herbert Sharfman

■ Scheduled further prehearing conference for Jan. 24 in proceeding on am applications of KWTX Bcstg. Co. (KWTX), Waco, and Kerrville Bcstg. Co. (KERV), Kerrville, both Texas. Action Jan. 22.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Broadcast Bureau and extended from Jan. 25 to Feb. 9 time to file proposed findings and to Feb. 23 for replies in matter of revocation of license of KPSR Inc. for station KPSR (FM) Palm Springs, Calif. Action Jan. 23.

■ Granted motion by Radio Americana Inc. and made certain specified corrections to transcript in proceeding on its application for new am station in Baltimore, Md. Action Jan. 22.

■ Granted request by applicant and continued Jan. 22 hearing to March 5 in proceeding on application of Melody Music Inc. for renewal of license of WGMA Hollywood, Fla. Action Jan. 17.

■ Granted petition by Virginia-Kentucky Bcstg. Inc. (WNRG), Grundy, Va., and severed its am application from consolidated am proceeding in Docs. 13223 et al. (Richmond Bcstg. Co., Centerville, Ind., et al.). Action Jan. 17.

BROADCAST ACTIONS by Broadcast Bureau

Actions of Jan. 23

WSRC, Carolina Radio Inc., Durham, N. C.—Granted assignment of license to Carolina Radio of Durham Inc.; consideration \$175,000.

K78AD Ukiah, Calif.—Granted cp to change type trans. of uhf tv translator station.

Actions of Jan. 22

KVOL, Evangeline Bcstg. Inc., Lafayette La.—Granted acquisition of positive control by George H. Thomas through purchase of stock from Lafayette Advertiser-Gazette Inc.

WTCW, Folkways Bcstg. Inc., Whitesburg Ky.—Granted acquisition of positive control by Donald F. Crosthwaite through sale

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 25

	Lic.	Cps.	CPS Not on air	TOTAL APPLICATIONS For new stations
AM	3,616	69	92	857
FM	884	85	165	172
TV	487 ¹	76	80	134

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 25

	VHF	UHF	TOTAL TV
Commercial	462	90	552
Non-Commercial	41	14	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC Dec. 31

	AM	FM	TV
Licensed (all on air)	3,619	898	485 ¹
Cps on air (new stations)	74	62	77
Cps not on air (new stations)	135	168	80
Total authorized stations	3,828	1,128	654 ²
Applications for new stations (not in hearing)	479	137	56
Applications for new stations (in hearing)	192	23	71
Total applications for new stations	671	160	127
Applications for major changes (not in hearing)	478	88	41
Applications for major changes (in hearing)	85	4	13
Total applications for major changes	563	92	54
Licenses deleted	1	0	0
Cps deleted	0	1	2

¹ There are, in addition, 11 tv stations which are no longer on the air, but retain their licenses. ² Includes one STA.

of stock by Clarence (Hank) Snow to company of same name.

KGBT-TV, Harbenton Bstg. Co., Harlingen, Tex.—Granted transfer of control from McHenry, Genevieve and M. T. Tichenor, as family group, to McHenry Tichenor.

WCMA, Corinth Bstg. Inc., Corinth, Miss.—Granted involuntary transfer of control from Aaron B. Robinson to The National Bank of Commerce of Jackson, Jackson, Tenn., as trustee under will of Aaron B. Robinson.

WTPR, Paris, Tenn.—Granted involuntary transfer of control from Aaron B. Robinson to The National Bank of Commerce of Jackson, Jackson, Tenn., as trustee under will of Aaron B. Robinson.

WDXE, Lawrenceburg Bstg. Co., Lawrenceburg, Tenn.—Granted involuntary transfer of control from Aaron B. Robinson to The National Bank of Commerce of Jackson, Jackson, Tenn., as trustee under will of Aaron B. Robinson.

WENK, Union City Bstg. Inc., Union City, Tenn.—Granted involuntary transfer of control from Aaron B. Robinson to The National Bank of Commerce of Jackson, Jackson, Tenn., as trustee under will of Aaron B. Robinson.

WDXI-AM-TV, Dixie Bstg. Co., Jackson, Tenn.—Granted involuntary transfer of control from Aaron B. Robinson to The National Bank of Commerce of Jackson, Jackson, Tenn., as trustee under will of Aaron B. Robinson.

WDXN, Clarksville Bstg. Co., Clarksville, Tenn.—Granted involuntary transfer of control from Aaron B. Robinson to The National Bank of Commerce of Jackson, Jackson, Tenn., as trustee under will of Aaron B. Robinson.

WMTL, The Rough River Bstg. Co., Leitchfield, Ky.—Granted involuntary transfer of control from James W. Shacklette to Jimmie L. Shacklette, administrator of estate of James Weaver Shacklette.

WPLM, Plymouth, Mass.—Granted mod. of cp to make changes in DA pattern.

Actions of Jan. 19

WHBO, Gateway Bstg. Inc. Tampa, Fla.—Granted assignment of license to Floradio Inc.; consideration \$260,000 and agreement not to compete in broadcasting within 50 miles of Tampa for 155 months during which time assignee will pay assignor \$77,600 as consultant.

Approved specifications submitted by Transcontinent TV Corp. for operation of **WROC-TV**, Rochester, N. Y., on ch. 8 pursuant to report & order in Doc. 13858 (which substituted ch. 8 for ch. 5 and modified **WROC-TV** authorization accordingly, effective Sept. 11, 1961); ERP vis. 316 kw; aur. 158 kw; ant. height 510 ft.

WSSV, Petersburg, Va.—Granted change of remote control authority.

KS2AL, K88AW Dubuque, Iowa—Granted cps to replace expired permits for new vhf tv translator stations.

K07AL, K13AC Fort Benton, Mont.—Granted cps to change type trans. for vhf tv translator stations.

WERE-FM, Cleveland, Ohio—Granted cp to install new trans.

Following tv translator stations were granted extensions of completion dates as shown: **K13BU** Hailey, Idaho, to July 19, and **K11AF** Gardiner, Mont., to July 19.

Actions of Jan. 18

East Linn Community Telecasters Inc., Sweet Home, Ore.—Granted cp for new vhf tv translator station on ch. 4 to translate programs of **KOIN-TV** (ch. 6) Portland, Ore.

Wildhorse Farmers Tv Assn., Athens, Weston and Adams, Ore.—Granted cp for a new vhf tv translator station on ch. 5 to translate programs of **KEPR-TV** (ch. 19) Pasco, Wash.; condition.

Deadwood Tv Club, Deadwood, S. D.—Granted cps for new vhf tv translator stations on chs. 10 and 12 to translate programs of **KOTA-TV** (ch. 3) Rapid City, S. D.

Ogden Valley Tv Repeater Assn., Huntsville, Liberty and Eden, Utah—Granted cps for new vhf tv translator stations on chs. 10 and 8 to translate programs of **KCPX-TV** (ch. 4) and **KUTV (TV)** (ch. 2) both Salt Lake City; conditions.

WEZJ, Whitley County Bstg. Inc., Williamsburg, Ky.—Granted transfer of control from L. A. Buck to Leon and Keith Buck (stock transaction).

WRRN(FM), Warren, Pa.—Granted SCA on multiplex basis; condition.

KBBE(FM), Houston, Tex.—Granted cp to change ERP to 38 kw; ant. height to 220 ft.; type ant. and make changes in ant. system.

***KTOY(FM)**, Tacoma, Wash.—Granted cp to change ant. height to 280 ft., move ant.

and other make ant. changes.

Granted renewal of license for following stations: **KANS** Independence, Mo.; **KASI** Ames, Iowa; **KBZ** Ottumwa, Iowa; **KCLU** Rolla, Mo.; **KCRG** Cedar Rapids, Iowa; **KFGQ** Boone, Iowa; **KFNH** Shenandoah, Iowa; **KIRX** Kirksville, Mo.; **KLEE** Ottumwa, Iowa; **KLIK** Jefferson City, Mo.; **KODE** Joplin, Mo.; **KPIG** Cedar Rapids, Iowa; **KROS** Clinton, Iowa; **KSIM** Sikeston, Mo.; **KSMO** Salem, Mo.; **KTTS** Springfield, Mo.; **KWWL** Waterloo, Iowa; **KXIC** Iowa City, Iowa; **KYRO** Potosi, Mo.; **WDAF** Kansas City, Mo.; **WHO** Des Moines, Iowa; **WOI** Ames, Iowa; **KAYL-FM** Storm Lake, Iowa; **KBEY (FM)** Kansas City, Mo.; **KCMO-FM** Kansas City, Mo.; ***KCUR-FM** Kansas City, Mo.; ***KDPS (FM)** Des Moines, Iowa; **KDVR (FM)** Sioux City, Iowa; **KFGQ-FM** Boone, Iowa; **KSYN (FM)** Joplin, Mo.; ***KWAR (FM)** Waverly, Iowa; **WDAF-FM** Kansas City, Mo.; ***WOI-FM** Ames, Iowa; **KCMO-TV** Kansas City, Mo.; ***KDPS-TV** Des Moines, Iowa; **KRCG (TV)** Jefferson City, Mo.; ***KTVO (TV)** Kirksville, Mo.; ***KVTV (TV)** Sioux City, Iowa; **WDAF-TV** Kansas City, Mo.; **WOI-TV** Ames, Iowa.

Actions of Jan. 17

WRVC(FM), Virginia Good Music Corp., Norfolk, Va.—Granted transfer of control from Norman C. Willcox, Jean G. Rogers, Charles G. Massie Jr., and others, to Harrison W. Moore Jr., Forrest P. Clay Jr., Charles G. Massie Jr. and Mason C. Andrews (corporate reorganization).

KWBV, Scottsdale Bstg. Co., Scottsdale, Ariz.—Granted transfer of control from Morris Mindel to John C. Cox Jr.; consideration \$110,000 for 65.84%.

WILA, Baron Bstg. Corp., Danville, Va.—Granted transfer of control from Ralph J. Baron to Ralph J. Baron, individually and as trustee.

KYOS, **KYOS Inc.**, Merced, Calif.—Granted transfer of negative control from Lou C. McCormick, executrix of estate of Glenn E. McCormick, to Lou C. McCormick, trustee for Glenda Lou Kerr.

KOBY, Grabet Inc. Radio Enterprises, Tucson, Ariz.—Granted relinquishment of negative control each by Betty Ann Pettit and Richard D. Grand through sale of stock to Fred Vance.

KTRY, Bastrop, La.—Granted license covering change in ant.-trans. location and make changes in ground system.

***WNUR(FM)**, Evanston, Ill.—Granted license covering installation of new trans., increase in ERP and ant. height.

WBMD, Baltimore, Md.—Granted change of remote control authority (main trans.).

KODY, North Platte, Neb.—Granted mod. of cp to change ant.-trans. location; type trans., and make changes in ground system; remote control permitted.

KOCY, Oklahoma City, Okla.—Granted request for cancellation of instrument of authorization for operation of trans. for auxiliary purposes.

WYNK, Baton Rouge, La.—Granted extension of authority to Feb. 20 to remain silent.

Actions of Jan. 17

Granted cps for following new vhf tv translator stations: **Toketee Falls Improvement Club** on ch. 7 Toketee Falls, Ore., to translate programs of **KBES-TV** (ch. 5) Medford, Ore.; **Clifton Chamber of Commerce** on chs. 6 and 8 Clifton, Kans., **WIBW-TV** (ch. 13) Clifton and **KCKT** (ch. 2) Great Bend, Kan.; **Art Hibbs** on ch. 9 Westcliffe, Colo.; **KRDO-TV** (ch. 13) Colorado Springs, Colo.; **Sunflower Valley Tv Assn.** on chs. 9 and 7 Hoehne, Colo., **KCSJ-TV** (ch. 5) Pueblo and **KKTU-TV** (ch. 11) Colorado Springs, Colo.; **Antimony Town Inc.** on chs. 3 and 6 Antimony, Utah, **KUTV** (ch. 9) and **KCPX-TV** (ch. 11) Salt Lake City, Utah, via intermediate translators; **Victor Volunteer Fire Dept.** on chs. 4 and 2 Victor, Colo.; **KBTU** (ch. 9) and **KLZ-TV** (ch. 7) both Denver, Colo.; **Town of Alma**, Colo. on ch. 8 Alma, Colo., **KOA-TV** (ch. 4) Denver, Colo.

Actions of Jan. 16

Granted cps for following new vhf tv translator stations: **Lead Tv Co-op.** on ch. 11 Lead, S. D., to translated programs of **KOTA-TV** (ch. 3) Rapid City, S. D.; **Moffat County** on ch. 2 Craig and Maybell, Colo., **KOA-TV** (ch. 4) Denver, with provision for multiple output amplifiers; via intermediate translator, condition; **Moffat County** on chs. 6 and 8 Craig, Colo., **KOA-TV** (ch. 11) Denver, and **KFBC-TV** (ch. 5) Cheyenne, Wyo., via intermediate translators, conditions; **Yampa Valley Tv Assn.** on chs. 6 and 8 Oak Creek, Yampa, Hayden and Steamboat Springs, Colo., **KOA-TV** (ch. 4) Denver, **KFBC-TV** (ch. 5) Cheyenne, all via intermediate translators, condition; **Otter Tv Assn.** on ch. 6 Otter, Mont., **KGHL-TV** (ch. 8) Billings, Mont.; **Mora Questa Translator Co-op** on ch. 9 Mora, N.M., **KOB-TV** (ch. 4) Albuquerque, N. M.; **All-Alaska Bstg. Inc.** on ch. 9 Soldotna, Alaska, **KENI-TV** (ch. 2) Anchorage, Alaska, condition.

KCMS-FM, Manitou Springs, Colo.—Granted second remote control point.

KBFM(FM), Lubbock, Tex.—Remote control permitted.

Translator Tv Unlimited, Westport, Grayland, Capalis, Ocean Shores, Ocean City and Ocosta, Wash.—Granted cp for new vhf tv translator station on ch. 8 to translate programs of **KOMO-TV** (ch. 4) Seattle, Wash., via intermediate translator.

Actions of Jan. 15

Spearfish Tv Assn., **Spearfish, S. D.**—Granted cps for new vhf tv translator stations on chs. 12 and 10 to translate programs of **KOTA-TV** (ch. 3) Rapid City, and **KDSJ-TV** (ch. 5) Lead, both South Dakota.

The Baca Tv, Springfield, Colo.—Granted cp for new vhf tv translator station on ch. 3 to translate programs of **KCSJ-TV** (ch. 9) Pueblo, Colo., via intermediate translator.

K12BL, Holyoke, Colo.—Granted mod. of cp to change trans. location; type trans., and make changes in ant. system of vhf tv trans. station.

WCCV-FM, Charlottesville, Va.—Remote control permitted.

RADIO-TV SET COUNTS

MINNESOTA

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	3,413,864	991,981	942,627	95.0	381,607	863,052	87.0	74,757
COUNTY TOTALS								
Aitkin	12,162	3,796	3,594	94.7	669	3,194	84.1	21
Anoka	85,916	21,300	20,220	94.9	9,116	20,693	97.2	2,283
Becker	23,959	6,751	6,327	93.7	1,155	5,353	79.3	57
Beltrami	23,425	6,495	5,984	92.1	1,446	3,602	55.5	85
Benton	17,287	4,458	4,282	96.1	1,380	3,911	87.7	149
Big Stone	8,954	2,603	2,493	95.8	821	2,201	84.6	16
Blue Earth	44,385	12,608	12,150	96.4	4,801	10,773	85.4	476
Brown	27,676	7,999	7,795	97.4	2,848	6,536	81.7	172
Carlton	27,932	7,630	7,196	94.3	2,684	6,943	91.0	373
Carver	21,358	5,827	5,437	93.3	1,952	5,446	93.5	399
Cass	16,720	4,995	4,420	88.5	923	2,853	57.1	44
Chippewa	16,320	4,932	4,869	98.7	1,844	3,881	78.7	21
Chisago	13,419	4,049	3,886	96.0	1,193	3,522	87.0	167
Clay	39,080	10,546	10,202	96.7	4,079	9,901	93.9	903
Clearwater	8,864	2,585	2,320	89.7	348	1,547	59.8	—
Cook	3,377	1,035	882	85.2	237	773	74.7	43

(Continued on page 99)

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. Small market experience. Must sell and be able to direct other salesmen. Good salary plus commission. Contact Sydney E. Byrnes, President, WADS, Ansonia, Connecticut. Regent 5-4606.

Top-flight manager with proven sales and promotion record. Needed for daytime in one of Mississippi's best markets. Newspaper affiliated station—WDDT, Write John T. Gibson, P. O. Box 1018, Greenville, Mississippi.

Want to manage a 10 kw station and receive substantial equity as bonus for profitable performance? Southwest. Write giving details. William Holm, Radio WLPO, LaSalle, Illinois.

Sales

Permanent future single California market. Guarantee plus commission. Experienced salesman. Box 391J, BROADCASTING.

Central Florida 250-watter, network affiliate, 15 years old, in beautiful little city, proven and growing market. Excellent opportunity for hustler working both established and new accounts. Box 567J, BROADCASTING.

Wanted: Salesman with experience in small market—Radio sales. Salary guarantee. Box 569J, BROADCASTING.

Wanted . . . Combination first class engineer-salesman, emphasis on selling. Daytime regional small southern market. All replies answered. Box 604J, BROADCASTING.

Independent chain of five stations is looking for an experienced salesman who is a self-starter and capable of moving into position of commercial manager within the next few months . . . Station located in midwest . . . send complete information with picture, experience, past billing and references. Personal interview will be arranged at later date. Box 606J, BROADCASTING.

Growth opportunity with Eastern big city radio for aggressive sales manager who understands national & local selling. \$15,000 plus bonus. But if that's the limit of your ambition, forget it. Replies in strictest confidence. Box 610J, BROADCASTING.

Mature, experienced salesman-announcer aiming at commercial management. \$80 to start plus 15%. North Carolina good music, network operation. Immediate opening. Send tape, complete data. Box 612J, BROADCASTING.

Independent, group-affiliated station seeks sales whiz. Small town living, big time money—five figures. Easy drive to NY. Philadelphia. Baltimore. If security with real opportunity at established station appeals to you, drop us a resume and recent photo. Box 625J, BROADCASTING.

No beginner, real pro for commercial manager. Progressive modern 5 kw North Carolina independent. Present commercial manager—good one—after 5 years going home to Texas. Box 632J, BROADCASTING.

New York State small market 1 kw independent needs experienced salesman. Part of 9-unit newspaper-radio group. Salary and commission. Prove yourself and become sales manager. Rural area, college town atmosphere. Personal interview required. Only experienced person considered. Contact Ben Turnbull, General Manager, WDOS, Oneonta, New York.

Help Wanted—(Cont'd)

Sales

Salesman needed by leading station. Salary plus commission. Announcing experience desirable. KTOE, Mankato, Minn.

Salesman wanted—Must have selling experience and car. Must want to work day and night. Great opportunity for very substantial income with 5000 watt station in thriving area around city of 30,000. Will guarantee \$100 a week minimum to start. Write detailed background and ask for appointment. H. M. Thayer, WGHQ, Kingston, New York.

Salesman-announcer for new station. Single station market. Salary plus commission. Send tape, resume, salary requirements to Manager, WLKM, Three Rivers, Michigan. Personal interview required.

Salesman . . . experienced. \$150.00 guaranteed draw; high commission rate. Quality operation. WSOQ, Box 20, Syracuse 12.

Western Pennsylvania college town. Single station market. Chance for announcing. Send full information to Walter Broadhurst, Manager, WWCH, Clarion, Pennsylvania.

Good positions — professional placement. Major markets, plus midwest saturation. Contact with 650 stations. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minnesota. Now.

Top-notch dj for powerful number one 5kw in west Texas. Fastest growing market. Send tape and info to Box 103J, BROADCASTING.

Announcers

New Jersey. Experienced news-man-announcer. Salary commensurate with ability. Interview required. Send tape and resume. Box 264J, BROADCASTING.

California single market looking for announcer with 1st phone. Permanent. Box 392J, BROADCASTING.

California medium market needs experienced top 40 morning man with production savvy—first phone. Box 473J, BROADCASTING.

Morning Mayor wake-up dj for 150,000 market. Right salary and excellent working conditions for alert personality who can combine the best of the top 100 with humor, contests, clubs, etc. Write us what you think a top-flight format should sound like. You will be expected to share in civic responsibilities of the station. We are in no hurry so send complete resume and audition tape after careful thought. Right man will have excellent opportunity to grow with station which has been established over ten years. Box 483J, BROADCASTING.

Announcer with first class ticket. Outstanding opportunity. Box 551J, BROADCASTING.

Indiana. Two announcers. Run tight board. Good music operation. \$100 minimum to reliable, experienced men. Send tape, resume, references and photo. Box 590J, BROADCASTING.

New Jersey. Experienced announcer with 1st class ticket. No maintenance. Box 592J, BROADCASTING.

News man . . . Join a staff of three full-time radio reporters; report the news—write editorials—make features. Growing midwest station in metropolitan market. Box 605J, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Texas station needs announcer-news editor experienced gathering, writing local news. Box 614J, BROADCASTING.

Announcer with first phone, experienced. Northwest. Box 621J, BROADCASTING.

Young single announcer—no "personality." Good news delivery required. Immediate opening. KVWM, Show Low, Arizona.

We are waiting for your tape! You are a "personality" DJ, good on news, sharp on production. You want advancement in expanding operation, you like good music, desire chance to create and work with conscientious men like yourself. Get tape in mail with photo and resume. Vince Paul, KAGE, Winona, Minnesota.

Announcer with first phone to live in Paradise. Hawaiian station needs experienced man with production sense, adult format. Maintenance desired on 1 kw operation. \$400 salary range. Send tape, photo, background to K-L-E-I, Kailua, Hawaii.

Auditioning announcers. Mature, straight man for solid adult music morning shift. KOLJ, Box 589, Quanah, Texas.

Experienced first class licensed announcer. No maintenance. KOLK, Okmulgee, Oklahoma.

Announcer with first phone for position opening February 15. \$500 per month or more to right man. Send tape, resume, references and picture to Dan Breece, KOVE, Lander, Wyoming.

Are you qualified to head up our radio-television local news department? Send letter of application to M. N. Bostick, KWTX Broadcasting Company, P. O. Box 7128, Waco, Texas.

Wanted: Announcer with first class ticket, present announcer entering Navy. Station WAMD, Aberdeen, Maryland.

Wanted: Experienced announcer. Send all information, draft status, tape, availability. Rush to WCLW, 771 McPherson Street, Mansfield, Ohio.

Experienced farm director for pioneer top-flight adult-appeal station. Good opportunity for radio-tv farm shows. Send resume, tape, picture, salary requirements to Jack Dunn, WDAY, Fargo, North Dakota.

Experienced first class licensed announcer. Box 1056, Twin Falls, Idaho.

If you have a first phone, like and know adult music and can produce a good all night radio show, send air check, resume and salary to: WEAT, P. O. Box 70, West Palm Beach, Florida.

Needed immediately: Energetic man to work in new, fully equipped mobile unit. Must be able to recognize and report news, conduct interviews, etc. Some board work. Progressive station in a progressive community. Good pay and extra benefits to qualified man. Send tape and resume to Clair L. Meekins, Program Director, WFIN, Findlay, Ohio.

We need a mature morning man. . . . If you can talk to the housewives in a friendly, relaxed style and still run a tight board we want you. We program Music for America. Send complete resume with references and audition tape to Gene Cook, WHIY, 563 North Orange Avenue, Orlando, Florida.

Announcer, Charleston, West Virginia. \$85.00 per week. P.O. Box 3162, WHMS.

Help Wanted—(Cont'd)

Announcers

Experienced fast paced dj for metropolitan market. Send tape and resume to Jim Shay, Program Director, WHOF, Canton, Ohio.

WHYL, Carlisle-Harrisburg, Pa., is auditioning for top-flight announcer for position open in April. Must either have or be willing to study for first phone. Strictly adult type friendly style wanted. Emphasis on album and big band sound. \$110.00 to start; \$125.00 if you have or get first phone. Send full information and tape to Phil Potter, Manager. Your references will be checked. WHYL is an R. F. Lewis, Jr. station.

Good music regional, needs first phone announcer experienced or potential. Will teach. Good future. Write radio station WITY, Danville, Illinois, or call collect HI 6-1313—ext 2856.

Florida. First phone announcer. Immediate opening. Send resume, tape and salary requirements to A. G. Fernandez, WKXY, Sarasota, Florida.

Network good music station wants experienced announcer. Good pay—good working conditions. Contact Robert C. Wolfenden, WMEV, Marion, Virginia.

2 immediate openings for staff announcers. Will only consider seasoned, experienced and mature men. Must also be able to double in professional commercial production work, or have better than average ability in news, including gathering, writing and editing of same. Journalistic degree desirable. Rush resume, photo and tape. Manager, WSAC, Fort Knox, Kentucky. Or call ELgin 1-3121.

Good positions — professional placement. Major markets, plus midwest saturation. Contact with 650 stations. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minnesota. Now.

Technical

Chief engineer for am/fm station mid/west. Little announcing. Good conditions. Box 641J, BROADCASTING.

Excellent pay for first phone who can read news and run easy-listening show for small daytime in New England. Box 554J, BROADCASTING.

Engineers—1st class—some experience studio-transmitters—aligned equipment. Combo man only if strong in engineering. Car. Near N. Y. C. Box 561J, BROADCASTING.

Wanted: Combo man. Some air work, emphasis on engineering ability for chief upper midwest small market—Experience necessary. Older man preferred: Salary open. Box 568J, BROADCASTING.

Chief engineer, conscientious and hard-working. Florida. AM station, with CP for FM. New well-equipped plant, needs man to complete and maintain in A-1 shape. Not combo. Box 589J, BROADCASTING.

Preventative maintenance is our problem. Want aggressive chief engineer experienced with RCA 5000 watt transmitter—directional antennas . . . no announcing. Salary to match ability. Send pictures, resume immediately to Scott Webb, Program Director, WCOA, Pensacola, Florida.

Chief Engineer, strong on maintenance who can also handle limited air shift. Salary based on ability, plus extra benefits. Harry G. Bright, WETZ, New Martinsville, W. Va.

Transmitter engineer, for #1-5 kw regional in Illinois second market. Opportunity for mobile maintenance. R. D. Schneider, Chief Engineer, WIRL, Peoria, Illinois.

Engineer-announcer. Maintain equipment at new 500 watt daytime. Tape, resume, salary requirements to Manager, WLKM, Three Rivers, Michigan.

Engineer. Immediate opening. WVOS, Liberty, New York.

Good positions — professional placement. Major markets, plus midwest saturation. Contact with 650 stations. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minnesota. Now.

Help Wanted—(Cont'd)

Production—Programming, Others

Midwest station has immediate opening for experienced program and production director. Must be fully mature and qualified with knowledge and imagination. Seasoned administrator and good production desirable. Air work involved. Box 564J, BROADCASTING.

Experienced traffic manager for major Ohio market station. Include all information, recent photograph and salary requirements in first letter. Box 593J, BROADCASTING.

News director for Pennsylvania single station market. Send full details and salary requirement. Box 626J, BROADCASTING.

News director—Must be able to gather, write and deliver local news and handle tape recorders. If you get a thrill out of live, vital local affairs . . . if you want to head up an aggressive news operation . . . if you want to be part of an outstanding small market operation in the East, then this is for you. Not a job for recent graduates or announcers of the rip and run school. You must have several years experience and possess maturity, dignity, and discretion. This is a challenging position with long hours. The salary is \$125 per week with company insurance and profit sharing plans. Box 633J, BROADCASTING.

Girls—TV traffic girl wanted with experience in handling avals and TWX. Plush offices, many extra benefits. Write, wire or call—PL 9-6800, H-R TV, 375 Park Ave., NYC, N. Y.

Local news-coverage, good salary. Located approximately sixty miles from N.Y.C. WBNR, Beacon, New York.

Newsman—radio and television capable leg and air man with small market station experience who can gather, write and air news; journalism educational background preferred; married; veteran; stable and dependable with good references. Salary commensurate with experience and ability. Write or phone W. P. Williamson, Sr., WKBN, Youngstown, Ohio. Sterling 2-1145.

Experienced radio copy writer, male or female. This is your chance to line up an enviable position with Western Michigan's Most Powerful Independent, 5000 watts. We need a finished performer who needs no training and are willing to pay adequately for this type of talent. Be sure that you can qualify before applying. Send complete resume including photograph to the President, Radio Station WKMI, Melody Lane, Kalamazoo, Michigan. All applications held in strict confidence.

RADIO

Situations Wanted—Management

Manager—commercial manager. Heavy sales background. Presently employed in this capacity. Present employers and accounts my best references. Desire midwest location, presently located elsewhere. Family man, college, best references. Box 452J, BROADCASTING.

Manager, heavy sales. For small to medium market. Thirteen years experience, ten management. Mature, thorough knowledge all phases. Best media, personal and employer references. Box 490J, BROADCASTING.

Name it, I've done it! 27 years in broadcasting radio and tv. There's nothing stale about me: I'm creative and talented: I love this business. I'll manage, program, produce, write and promote. If you want me, I'll talk business. But you must need me! Box 520J, BROADCASTING.

30 year broadcast veteran. Family man. No booze. Bondable. Income \$10,000—plus. Florida, Hawaii, California, Oregon or Washington preferred. Box 523J, BROADCASTING.

Quarter century in broadcasting. One year earned \$200,000. Management contract with participation sought in Hawaii, West Coast. Florida. Box 524J, BROADCASTING.

Ex-manager metro market seeks smaller market after 1½ years non-radio sales. Opportunity foremost, salary secondary. Box 587J, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Radio station owners: If you can't seem to overcome the competition, don't sell, contact us. . . . Two men with 10 years experience in all phases of radio, each currently working in #1 station in large market. Will come in and turn your station into a money maker. Write Box 566J, BROADCASTING.

Station owners: Experienced announcer-salesman-engineer . . . thirty six and single . . . wants management training in small market. Moderate climate puh-lease. Box 596J, BROADCASTING.

General manager—group operations midwest—California. Doubled gross last two operations. Available interviews NAB convention. Box 600J, BROADCASTING.

Brrr! Came north for managerial experience, got it in a very competitive way. Presently employed general manager wants to practice his superstition, sun worshipping. P.S. The station I run shows a nice profit. Box 607J, BROADCASTING.

Manager for medium or metro market. Proven sales promotion and organization background. Top agency contacts. Six years management. Married, five children. Top references. Only interested in solid organization. Box 616J, BROADCASTING.

Manager—aggressive professional broadcaster familiar all phases from FCC and construction to black balance sheets. Former owner. 36, married, stable. Excellent references. Competent to direct group operation. Salary secondary to opportunity, challenge, working conditions. Reply in confidence. Box 620J, BROADCASTING.

Sales

Radio salesman. Management and public relations experience. Want earning potential \$10,000 plus. Small-medium market. Box 539J, BROADCASTING.

Top newspaper advertising producer wants in radio or tv for better profits. Seven years advertising sales experience. Prefer mid or southwest. Will send resume upon request. Box 585J, BROADCASTING.

Announcers

History of #1 ratings in personality format in markets up to 300,000. Top billing salesman in present market. Will consider sales, announcing or both. Top 25 markets only. Box 405J, BROADCASTING.

Basketball announcer available — prefer Indiana. Consider elsewhere. Box 438J, BROADCASTING.

Country western-dj: well known, top rated, seeks to relocate in southern market. 10 years experience. Box 498J, BROADCASTING.

Announcer, mature sound, tight board, experienced, veteran, not a floater. Box 505J, BROADCASTING.

Sports announcer, play-by-play. Basketball, baseball, football. Finest references. Box 506J, BROADCASTING.

Announcer/dj/Salesman. Young. Cheerful. Swinging. Tight production. References. Tape. Box 531J, BROADCASTING.

Sound creative thinking in both—operate board. Desire northeastern locale. Box 536J, BROADCASTING.

Young, alert announcer/production man seeks responsible position in major market. Minimum \$125 per week. Best references. Box 570J, BROADCASTING.

Experienced in tv production. Desire future in announcing. Prefer midwest. Excellent, mature voice, can sell. 27, college graduate, veteran. Immediate availability. Box 573J, BROADCASTING.

Twist of fate offers you experienced announcer. "Chubby" paycheck desired. DeeJay, news, copywrite. New England. Box 576J, BROADCASTING.

Have six years announcing experience plus first phone. Would like to move up to major market area. Box 579J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Top announcer can give you first-rate late or all night show. Good with commercials, news; first ticket, thorough programming knowledge all good music including classic. Box 580J, BROADCASTING.

This ad not for cowards scared being really different? Making money? I'm not friendly Horace—no hickbergs. Box 582J, BROADCASTING.

Announcer position sought by radio school graduate. Inexperienced but willing to work and learn. 29, single, veteran. Write Box 584J, BROADCASTING.

Four years experience, college. Prefer small midwest market. Box 586J, BROADCASTING.

Nine years experience . . . polished, professional personality would like permanent situation in a midwest metropolitan market. Excellent references. Box 595J, BROADCASTING.

Western states. 7 years radio. On camera experience. 32. Prefer am/tv operation with tv opportunity. Available for personal interview. Box 597J, BROADCASTING.

Combo, 1st phone, announcer, copy. Available immediately, prefer southeast. Box 598J, BROADCASTING.

Young man seeks first job. Speech trained, broadcasting school, some college. third phone. Box 599J, BROADCASTING.

Experienced news and sports announcer, play-by-play football, basketball, baseball and bowling. Local news gathering. Box 611J, BROADCASTING.

Attention, prestige stations . . . displaced, adult, experienced network quality air personality, warm, easy style. Like mild climate, fishing, good newsman. Know music, not noise. Am not cheap, but lasting. Good background. Box 617J, BROADCASTING.

Experienced dj desires top 40 position. Free and willing to travel. Box 619J, BROADCASTING.

Experienced dj, newscaster, announcer. Bright, energetic, run tight board. Air salesman first. Excellent references. Box 627J, BROADCASTING.

Announcer, d.j., experienced, married, not a prima-donna, not a floater. Box 629J, BROADCASTING.

Experienced announcer, dj—newscaster. Very bright sound, tight board. No prima-donna, dependable non floater. Box 630J, BROADCASTING.

Number one drive-time personality in top-20 market seeks larger opportunity. Box 637J, BROADCASTING.

Negro D.J., announcer, married, good voice. Some experience. Will travel—recent graduate. Box 640J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer Training Studios now has broadcast technicians and announcers with 1st class licenses available. 25 W. 43 St., New York City. OXford 5-9245.

P.D., d.j., announcer-5 years. If you want a versatile man who is looking for a good opportunity employer, knows radio, play for the listener, and wants to 'stay-put', contact me. Married, sober, play by play, remotes, all facets. Don Alexander, phone POplar 3-4374 or write 10822 Magnolia, N. Hollywood, California.

Experienced announcer—p.d., sales, married, 36, family. Have been out—want back in. . . . Gene Books, Route #1, Hortonville, Wisconsin. SPruce 9-6856.

Pleasant, relaxed style: five years experience: knowledge of quality pop, country and Gospel music; married and reliable. Resume sent on request. P. O. Box 14381, Tampa 9, Florida.

Air, staff, Degree. Dale Hall, Fort Dodge, Kansas. No tapes.

1st phone announcer, intelligent, married, will relocate. Available now. \$100 minimum. Hanson, 4615 Langdrum Lane, Bethesda, Maryland.

College grad, 2½ years experience 1 kw AM, tight board, draft exempt, desires larger station any shift dj or newsmen, no top 40, can write own copy and news, aiming for career in management. For tape and info., write, with your salary, Radio, 488 Wood St., Mansfield, Ohio.

"Combo men"—managers, you'll get your money's worth here! Three of us seeking employment. 1st phone, tight board, like news and announcing, will relocate. Eddie James, 4017 Parkside Drive, Dallas 9, Texas.

Technical

Aggressive young man with experience as record librarian and production assistant seeks employment in Florida. Plans permanent return to sunshine state. Good background, can show excellent references. Anxious to advance with adult music operation. Box 385J, BROADCASTING.

Experienced first phone seeking position in New Jersey, engineering only. Box 482J, BROADCASTING.

Now employed chief engineer, seeking employment in Nevada, Idaho or Wyoming. Box 588J, BROADCASTING.

Engineer-announcer. Four years experience, all formats. Desires warmer climate—Arizona? Family man in Great Lakes area to settle permanently. Box 608J, BROADCASTING.

Beginner-Engineer, anxious to learn. Have 1st phone and will go where you desire. Gene Randell, 1737 Rosemont, Mesquite, Texas.

Situations Wanted—(Cont'd)

Production—Programming, Others

Outstanding executive secretary with unusual background desires position offering responsibility. Experienced in hiring and supervising office staff. Capable of freeing general manager for his important duties. Box 485J, BROADCASTING.

Community minded women's director. Ten years experience. Secretarial, continuity, service, air work. Want good music station with good public relations. Box 516J, BROADCASTING.

Experienced writer—announcer seeks writing position with progressive station northeast. Salary open. Box 519J, BROADCASTING.

Need a cure for that low pulse-and-Hooper sag? Send for the D.R.P.D.* Have remedy—will travel. . . . The price is right. Successful PD with major eastern metropolitan station seeking to relocate. 13 years experience—all phases radio—last 6 years as PD piloted #6 rated station into the number one spot in an 11-station market. *For further details write D.R.P.D., Box 560J, BROADCASTING.

No screams . . . no gimmicks. Just good music, good taste . . . and soft sell. Veteran announcer with nationwide audience of college students and discriminating adults seeks relocation in eastern or midwestern city. Top honors . . . top salary . . . top ratings. Available February. Write Box 574J, BROADCASTING.

Program director—10 years experience with three of the nation's leading fine music stations as operations and program director. Network quality announcer. B.S. in radio-tv. Interested in permanent position with quality classical music or fine arts operation. Box 591J, BROADCASTING.

Standout, program director will make himself available to quality station only. 13 years radio. 10 years "good music" programming. Now PD 80,000 plus market. Want association with progressive management. Adult operation. Box 616J, BROADCASTING.

Program manager seeks investment opportunity with station that wants quality adult programming. No r&r or top 40. Brains make money—unconditional backing needed. No daytimers or 1 horse towns. Radio 14 years. Married Age 39. Currently in Cleveland-Pittsburgh area. Interested? Then make offer. Box 639J, BROADCASTING.

TELEVISION

Help Wanted—Announcers

Announcer-director. Modern television production center has opening for versatile man who is a proven professional announcer as well as capable director. Send complete resume, tape, picture. WSAV-TV, Savannah, Georgia.

TV-Radio newsmen. Northern New England, College graduate. Good reporter. Good aid man. Send resume, picture, tape, news, copy sample, salary required, references. Reply Box 615J, BROADCASTING.

Top VHF in southern New England market has opening for versatile and experienced tv announcer to handle news, weather and sports. Fine opportunity for man with drive and incentive who wants advancement in the field. If possible, send audio and video tapes. Box 631J, BROADCASTING.

Technical

TV engineer. Excellent engineering opportunity with a leading midwestern tv station. Experience required. First class license desirable. Send detailed resume and salary requirements to Box 226J, BROADCASTING.

LAND ON MARS!!! MARS BROADCASTING, INC.

America's most exciting production company is adding exceptional people for exceptional opportunities. Mars has doubled its staff and has doubled its studio plant in the last few months—we are about to do it again.

MARS needs . . . TOP FLIGHT ENGINEERS. All areas from maintenance supervision to automatic systems development. Radio studio and production background a must. Chief Engineer opportunity for man with varied experience and systems imagination. Must be free to do some traveling. WRITERS, PRODUCERS, CREATIVE TYPES. Ambitious creative people find world's best broadcasting opportunity. All experience considered from agency to disc jockey. If you are big on ideas, curiosity and hard work, there's a future for you. Hot production people, tape wizards, creative writers and voice magicians should send complete information now for the chance of a lifetime. No place for the timid. We turn you loose and you work your way to success.

Contact Bob Whitney, Executive Vice President, Mars Broadcasting
575 Hope Street Stamford, Connecticut

Situations Wanted—(Cont'd)

Technical

Field engineer—To travel within U. S. Familiar vhf propagation and wired tv distribution systems; will train in special techniques for CATV systems. Write in confidence: General Manager, Entron, Inc., Systems Construction Division, Box 287, Bladensburg, Maryland.

Transmitter operator wanted—must have first class license. Wyoming-Rocky Mountain area. Experience preferred but will consider others with good training. Box 565J, BROADCASTING.

Chief engineer for vhf station about to construct new studio and transmitter facilities. Submit resume and salary required. Box 583J, BROADCASTING.

Well qualified engineer trainee with first phone for Texas vhf. Box 601J, BROADCASTING.

Engineer, best technical qualifications, reliable character, for Texas resort city. Box 602J, BROADCASTING.

Maintenance engineer, privately owned TV Broadcast microwave system. Need experienced man who can assume responsibility and enjoy small town living midway in route. \$100-\$125 weekly, company would consider supplying house trailer as partial compensation. Send confidential reply with full particulars to Box 603J, BROADCASTING.

Experienced engineers for top tv station in mid East. Requisites include: maintenance, operation, leadership, 1st phone. Salary range \$117 to \$200 week. Send resume to Box 623J, BROADCASTING.

Experienced studio engineer, 1st phone. Ampex VTR maintenance experience desirable. 5 day, 40 hour week. Send resume with salary desired to Chief Engineer, KOAT-TV, 122 Tulane SE, Albuquerque, N. M.

Immediate openings for 2 licensed, experienced men for full power vhf University station sharing channel with commercial station. Facilities include 2 Ampex vtr's, 8 I. O. cameras, mobile unit, microwave, and 3 studios. Contact Chief Engineer, WMSB, 600 Kalamazoo St., East Lansing, Michigan.

Production—Programming, Others

Writer—Experienced man, for midwest am-fm-tv operation to write commercial copy all media. Prior television experience not a necessity. Supervisory duties an early possibility. Send personal dossier to continuity director, WOOD-TV, Grand Rapids, Michigan.

TELEVISION

Situations Wanted—Management

Proven sales manager medium market ready for general management opportunity. Box 435J, BROADCASTING.

Presently employed major market tv sales manager with fifteen years experience all phases sales and management wants to assume total sales and/or management responsibility for tv station in growth market, preferably west. Box 534J, BROADCASTING.

Growth opportunity in large northeastern market sought by veteran tv program director of eastern vhf. 14 years broadcast experience. Top reputation in operations, programming, film buying and videotape. Age 32, married, B.A. and M.S. degree in television. Box 609J, BROADCASTING.

Announcers

Nine years radio—some tv—desire permanent position in radio/tv in staff, sports, news or combination. Box 465J, BROADCASTING.

Looking for a quality TV announcer? Write for audition film immediately. Box 526J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Available—News & weatherman. . . . Public relations, promotion & publicity, sales promotion—5 years experience. Radio-tv—not free, but reasonable. 28, married—veteran. Objective: Asset to you and advancement for myself. All replies carefully considered. Box 571J, BROADCASTING.

TV staff announcer . . . Big time ability. Excellent commercials, booth, on-camera. Experienced professional. Box 613J, BROADCASTING.

Technical

TV transmitter, immediate, middle west or south-west. Jeff Rice, YMCA, Baton Rouge, La.

Graduate engineer desires responsibility as assistant to chief of television. Group or large market. 12 years am-fm-tv. Degree BSEE. 31 years of age, family. Presently chief for energetic AM broadcaster. Resume by return mail. Box 635J, BROADCASTING.

Production—Programming, Others

FYI—Employed on-camera sponsor pleaser wishes to relocate for permanent position with responsibility, challenge and professional pay with northeast megalopolis station. . . 5 years background. . . Box . . . 553J, BROADCASTING.

Let newspaper-trained tv-radio news veteran spark your news programming with stock market strip. AFTRA, WGA, SDX. Light style. Interested: N. Y., L. A., Washington, Miami. Box 563J, BROADCASTING.

Available—News & weatherman. . . . Public relations, promotion & publicity, sales promotion—5 years experience. Radio-tv—not free, but reasonable. 28, married—veteran. Objective: Asset to you and advancement for myself. All replies carefully considered. Box 572J, BROADCASTING.

Desire position in film department and/or production team of local station. Seven years experience in film production, including film editing, camera work, directing, writing; also some experience and training in radio-tv. Age 27, draft exempt. Prefer midwest or east. Write Box 594J, BROADCASTING.

Top-rated major market news director desires to relocate. Dynamic delivery coupled with administrative ability. Best of references. Kines available. Box 638J, BROADCASTING.

FOR SALE

Equipment

To move fast. RCA BTF 3B 3kw fm transmitter. \$3500. Westinghouse fm-10 10kw fm amplifier. \$5000. 4 bay Andrew antenna now tuned to 94.1 mc \$200. 11, 20 foot sections 1 5/8" Andrew teflon transmission line (in use 6 months). \$450. All above equipment in good shape and now on the air. Box 511J, BROADCASTING.

For sale or trade: Giant view tv projector, 1961 power supply having beam current indicator. Used less than 100 hours, includes 8' x 10' rear screen. Box 581J, BROADCASTING.

(3) Philco model TR-2-B portable microwave television relay units suitable for transmission temporary pick-up service and short haul fixed television service. The system operates on frequency range of 5925 to 6425 m.c. within a 25 m.c. channel. The normal modulation side band r.f. power output from transmitting klystron is one (1) watt. The system has continuous unattended operation originally purchased by the American Tel. & Tel. This equipment is practically brand new. Box 622J, BROADCASTING.

For Sale—(Cont'd)

Equipment

G.E. Five bay Helix antenna for Channel 27, G.E. 1 kilowatt UHF amplifier, used 1 year. Need vidicon film chain, 16mm projectors. Contact KICU-TV, Visalia, California, Redwood 2-6436.

3—Magnecord 814—\$225 each. 1—Ampex 450—\$225. 1—Ampex 351 portable 3 1/4" & 7 1/2" —\$600. 1—RCA limiter 86 AL—\$125. 1—RCA BA4C amplifier—\$35. 1—Seeburg LC-S1 78 rpm player—\$50. All in good condition. Box 636J, BROADCASTING.

RCA 76-B console with power supply—\$400.00. 8 20-foot lengths 1-5/8" 51 ohm rigid transmission line plus miscellaneous random lengths and fittings—\$350.00. General radio GR 731 AM modulating monitor—\$150.00. Dry-air automatic dehydrator—\$75.00. All items recently taken out of service. F.O.B. Medford. Call or write Ellis Feinstein, Chief Engineer, KMED, Medford, Oregon.

For sale: Seeburg L-200 45 RPM library unit automatic record player. White oak finish cabinet with glass door. Perfect condition. Holds 200 records. For automation or background music service. \$350.00 F.O.B. KNET, Palestine, Texas.

\$900 Berlant rack-mounting tape recorder with Berlant amplifier. Used 3 years. Perfect operating condition. Asking \$350. You pay shipping. Contact Chief Engineer, KSIQ, Crowley, Louisiana. Phone: 783-2520.

Collins announcer—excellent condition—used only couple times. Selling to the highest bidder. George J. Volger, Manager, radio station, KWPC, Muscatine, Iowa.

Multiplex monitor. Nuclear Electronics 3 mos. old. Original cost \$1200. Avail. today \$800.00. First check takes it. WEAU, Evanston, Illinois.

For sale: Two N-35 MagneCORDs, currently in use. Portable, all track heads, ideal for sports or portable usage. Will sell or trade for PT-6 transport. Harry G. Bright, WETZ, New Martinsville, W. Va.

Microwave equipment—Raytheon transmitter and rack (model-1c) and Raytheon receiver and rack (RTRR-1c), dishes, etc. Price for all, \$3,850.00. Good condition. WHUT, Anderson, Indiana. Phone 644-1255.

One RCA TP-16 projector . . . \$750.00. One Federal field intensity meter—model 101C . . . \$250.00. WHIO-TV, Dayton, Ohio.

Recording machine, GL 5593 tubes, MagneCORD parts, test equipment, MX receiver, etc. Send for list—WVTS, Box 433, Terre Haute, Indiana.

MagneCORDs. Several combinations, all in good condition. Other audio and test equipment. Send for list. Audio Specialists, Box 12203, San Antonio 12, Texas.

Am. fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Equipment

Western Electric 1 kw or 3 kw fm transmitter. Must be reasonably priced. KPEN, 1231 Market Street, San Francisco, California.

Wanted immediately—used Auricon 16 mm sound camera, also Vidicon I.O. camera chain. Joel Leonard, WXTV, Youngstown 2, Ohio.

Wanted: Audio Signal generator; also noise and distortion meter. Box 133, Blacksburg, Va.

Wanted to Buy—(Cont'd)

Stations

Sincere interest in acquiring station. Medium price market. East. Two-three hundred thousand range. Box 169J, BROADCASTING.

AM fulltime or daytime operation with proven record and expanding market located in moderate climate. Maximum \$50,000 down. Box 380J, 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 Gilham Road, Kansas City 9, Missouri.

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.

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.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting March 7, May 9, July 11. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

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 class license in 6 weeks. We are specialists. We do nothing else. Small classes. Maximum personal instruction. One low tuition covers everything until license secured. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California.

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.

MISCELLANEOUS

Turn unsold time into immediate cash! Quality item made to sell at \$4.00. You advertise at \$2.00 (with order), retain 25%. Especially suited to radio for quantity sales. Write for details—Box 232J, BROADCASTING.

Send for free sample. . . . Use open time to sell gorgeous perfume in gold capped, spill-proof bottle. Only \$2, you keep \$1. Quality, long lasting product guaranteed with money back refund. A perfume in the mystique of Paris. Managers send request for sample on station letterhead. The Perfumery—9370 Valley Blvd., Rosemead, California.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deeJay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

"DeeJay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter. . . \$5.00: Show-Biz Comedy Service, 65 Parkway Court, Brooklyn 35, N. Y.

Bingo on 9 x 12 Postal Cards. Ample advertising space. Sweetheart Mountain Productions, Box 4041, Denver 9, Colorado. Phone 744-2101.

Business Opportunity

Have new concept in low cost-tv station package. Low overhead operation. Maximum potential in top market. Complete in every phase including personnel. Ready for F.C.C. application. Need necessary capital \$7,000.00 escrowed until CP issued. . . . \$80,000 maximum cash lay-out over 8 months. Pay back in 18.55% stock offered. Box 577J, BROADCASTING.

RADIO

Help Wanted—Sales

BROADCAST SALES ENGINEER WANTED

We are looking for a sales engineer to manage broadcast equipment sales in four southeastern states, dealing with radio broadcast stations for their electronic equipment requirement. This fellow will have a broad background in broadcast operations with emphasis on the technical factors. Sales experience is extremely desirable. He must be aggressive, responsible, dynamic and stable. Travel during the week required with all travel expenses paid. Excellent salary plus most attractive commission program in the industry. This is truly a ground floor opportunity with this extremely well financed company that is "going all the way." This is a solid position with plenty of room for advancement for the right kind of man. Interviews will be conducted at your location. Send resume immediately including information necessary to contact you for interview.

BROADCAST SALES DEPARTMENT
ITA ELECTRONICS CORP.
130 East Baltimore Ave.
Lansdowne, Pennsylvania.

RADIO

Situations Wanted—Management

Looking for administrative help. 20 year veteran announcer would desert mike. Vast experience, not afraid to work. Married, educated. Now employed.

Box 634J, BROADCASTING

Announcers

ABC's OF EMPLOYMENT

Seasoned broadcaster (DJ-Anno-personality) presently on the air in one of country's top 30 markets would like to work for you —IF

- The station has adult appeal.
- The station desires a mature personality.
- The station excludes a frantic format policy.
- The station includes a five day work week.

The above mentioned IFS take precedence over salary consideration. Will travel for audition and interview. Letters, pictures, references and resume on request. Contact Box 575J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

#1 Hulsa and Pooper

JOCKEY

Metro Markets

Employed as program director
Family Man

Reply to Box 578J, BROADCASTING

TELEVISION

HELP WANTED

Production—Programming, Others

Award winning News Department Midwest TV Station needs experienced photographer. Must handle silent and sound film and darkroom work. Send resume and samples to Box 512J, BROADCASTING.

EMPLOYMENT SERVICE

APPLICANTS NEEDED

To fill openings now available. All phases of broadcasting—radio & TV.

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AGENCY
16 East 52nd Street
New York 22, N. Y.

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RADIO OR TV • MANAGEMENT
ANNOUNCERS • ENGINEERS
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All degrees of experience

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Federal 9-0961

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PROBLEMS?

STOKES GRESHAM, JR.
7525 Gypsy Hill Road
Indianapolis 40, Indiana

WANTED TO BUY

Stations

UPPER MIDWEST RADIO STATION. current station owner desires to purchase another property. Financial statement supplied on request. All replies confidential. All markets considered. Write Hart Cardozo Radio Station KATE, Albert Lee, Minnesota.

FOR SALE

Stations

AM CONSTRUCTION PERMIT

Assigned to suburb of major west coast city. 5,000 watts daytime with excellent coverage of large market. Owner desires to sell for "out of pocket" expenses of less than \$20,000.

Box 628J, BROADCASTING

Fla small daytimer \$ 20M 1/2dn
Ind small daytimer 78M \$28dn
Ky small fulltime 85M \$30dn
N Eng medium regional 200M cash
Fla metro fulltime 150M 29%dn
East major daytime 425M terms
and others; also newspaper & trade journals.

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

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HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Fla. fulltime single \$45,000 only \$10,000 down—Fla. major power \$230,000 approx. 21% down, bal. 10 yrs.—Fla. medium regional \$100,000 incl. accts. receiv. \$30,000 down, bal. 10 yrs.—Ark. medium regional \$150,000—Colo. fulltime \$75,000—Ala. medium fulltime \$42,500—N. M. med. regional \$150,000—Ind. single regional \$78,000—Tex. metro regional. 1961 cash flow profit approx. \$60,000, valuable real estate incl. \$250,000 only 20% down—Tex. major regional \$200,000 incl. real estate, 12 1/2% down, bal. 10 yrs.—Tex. single regional \$70,000—Tex. medium f.t. \$160,000—Tex. single regional \$145,000—Tex. metro regional \$265,000 with 20% down—Okla. medium \$100,000—Tenn. major f.t. regional. Billed 1/2 million annually past 4 yrs., \$350,000 incl. valuable real estate, approx. 22% down, long payout—Others \$26,950 to \$900,000. Contact: **PATT McDONALD CO.**
Box 9266—GL 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

NEW ENGLAND. Regional daytimer. Asking \$50,000. 29% down.
SOUTHWEST. Top market daytimer. \$25,000 down.
EAST SOUTH CENTRAL. Top market. Gross \$108,000. Asking \$200,000. Excellent terms to qualified buyer.

WEST NORTH CENTRAL. Profitable. Daytime. Gross \$100,000 plus. Asking \$190,000 with 29% down. Includes real estate.
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in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

RADIO-TV SET COUNTS

Continued from page 93

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
Cottonwood	16,166	4,851	4,701	96.9	2,440	3,015	62.2	22
Crow Wing	32,134	9,722	8,923	91.8	2,704	7,601	78.2	258
Dakota	78,303	20,593	19,634	95.3	8,558	19,467	94.5	2,349
Dodge	13,259	3,779	3,478	92.0	1,125	3,135	82.9	189
Douglas	21,313	6,312	6,130	97.1	1,637	5,165	81.8	170
Faribault	23,685	7,053	6,727	95.4	2,543	6,123	86.8	143
Fillmore	23,768	7,104	6,744	94.9	1,945	6,188	87.1	107
Freeborn	37,891	11,119	10,431	93.8	4,034	9,895	89.0	677
Goodhue	33,035	9,910	9,273	93.6	3,506	8,778	88.6	439
Grant	8,870	2,631	2,592	98.5	1,022	2,369	90.0	—
Hennepin	842,854	259,549	246,654	95.0	120,684	236,026	90.9	34,712
Houston	16,588	4,570	4,372	95.7	1,511	3,972	86.9	197
Hubbard	9,962	3,032	2,866	94.5	619	1,689	55.7	22
Isanti	13,530	3,461	3,279	94.7	1,165	2,936	84.8	78
Itasca	38,006	10,828	9,566	88.3	2,693	8,726	80.6	184
Jackson	15,501	4,576	4,453	97.3	1,596	3,714	81.2	—
Kanabec	9,007	2,643	2,531	95.8	717	2,133	80.7	18
Kandiyoohi	29,987	8,403	8,173	97.3	2,880	6,641	79.0	137
Kittson	8,343	2,470	2,392	96.8	798	1,630	66.0	21
Koochiching	18,190	5,084	4,798	94.4	1,399	3,353	66.0	—
Lac qui Parle	13,330	3,918	3,835	97.9	1,771	3,202	81.7	42
Lake	13,702	3,948	3,650	92.5	1,621	3,550	89.9	280
Lake of the Woods	4,304	1,269	1,238	97.6	468	352	27.7	—
Le Sueur	19,906	5,873	5,618	95.7	1,657	5,127	91.3	328
Lincoln	9,651	2,867	2,754	96.1	909	2,356	82.2	—
Lyon	22,655	6,424	6,345	98.8	2,341	5,045	78.5	80
McLeod	24,401	7,150	6,932	97.0	2,691	6,413	89.7	351
Mahnomen	6,341	1,623	1,505	92.7	348	1,276	78.6	20
Marshall	14,262	4,038	3,936	97.5	1,241	3,158	78.2	58
Martin	26,986	8,116	7,995	98.5	3,316	6,979	86.0	251
Meeker	18,887	5,460	5,308	97.2	1,658	4,596	84.2	149
Mille Lacs	14,560	4,334	4,102	94.6	1,326	3,648	84.2	105
Morrison	26,641	6,917	6,574	95.0	1,926	5,325	77.0	156
Mower	48,498	13,781	12,889	93.5	4,514	12,607	91.5	1,052
Murray	14,743	3,933	3,800	96.6	1,152	3,440	87.5	75
Nicollet	23,196	5,599	5,399	96.4	2,237	4,880	87.2	229
Nobles	23,365	6,583	6,420	97.5	2,085	5,987	90.9	134
Norman	11,253	3,419	3,256	95.2	968	2,698	78.9	75
Olmsted	65,532	18,572	17,689	95.2	6,862	16,856	90.8	1,240
Otter Trail	48,960	13,859	13,368	96.5	4,055	10,850	78.3	221
Pennington	12,468	3,679	3,641	99.0	1,293	2,699	73.4	63
Pine	17,004	4,889	4,521	92.5	1,201	3,858	78.9	42
Pipestone	13,605	4,036	3,918	97.1	1,013	3,525	87.3	58
Polk	36,182	10,335	10,113	97.9	3,310	8,677	84.0	65
Pope	11,914	3,535	3,404	96.3	1,119	2,615	74.0	112
Ramsey	422,525	125,648	118,315	94.2	52,787	115,851	92.2	14,396
Red Lake	5,830	1,546	1,478	95.6	293	1,272	82.3	—
Redwood	21,718	6,318	6,183	97.9	2,796	4,575	72.4	73
Renville	23,249	6,656	6,533	98.2	2,574	5,206	78.2	61
Rice	38,988	9,731	9,396	96.6	3,328	8,512	87.5	242
Rock	11,864	3,327	3,263	98.1	1,425	3,080	92.6	99
Roseau	12,154	3,433	3,356	97.8	1,016	1,397	40.7	—
St. Louis	231,588	71,122	66,439	93.4	26,748	63,008	88.6	5,577
Scott	21,909	5,651	5,153	91.2	1,764	5,351	94.7	314
Sherburne	12,861	3,251	3,049	93.8	1,141	2,860	88.0	131
Sibley	16,228	4,582	4,399	96.0	1,874	4,013	87.6	84
Stearns	80,345	18,997	18,403	96.9	6,477	16,093	84.7	464
Steele	25,029	7,313	6,950	95.0	2,725	6,628	90.6	505
Stevens	11,262	3,063	2,974	97.1	927	2,583	84.3	21
Swift	14,936	4,316	4,195	97.2	1,650	3,484	80.7	20
Todd	23,119	6,705	6,380	95.2	1,768	4,880	72.8	102
Traverse	7,503	2,184	2,126	97.3	604	1,849	84.7	40
Wabasha	17,007	4,859	4,507	92.8	1,413	4,281	88.1	129
Wadena	12,199	3,460	3,252	94.0	765	2,237	64.7	—
Waseca	16,041	4,750	4,602	96.9	1,614	4,197	88.4	142
Washington	52,432	13,715	12,889	94.0	5,775	12,833	93.6	1,680
Watonswan	14,460	4,238	4,186	98.8	1,972	3,406	80.4	71
Wilkin	10,650	2,874	2,784	96.9	1,057	2,589	90.1	67
Winona	40,937	11,799	11,272	95.5	4,423	9,835	83.4	120
Wright	29,935	8,340	7,958	95.4	2,625	7,228	86.7	234
Yellow Medicine	15,523	4,647	4,601	99.0	1,912	2,940	63.2	67

Metropolitan Areas

Duluth-Superior	276,596	84,809	79,475	93.7	31,892	75,572	89.1	7,069
Fargo-Moorhead	106,027	30,029	28,576	95.2	12,109	27,710	92.3	2,655
Minneapolis-St. Paul	1,482,030	440,805	417,712	94.8	196,920	404,330	91.7	55,420

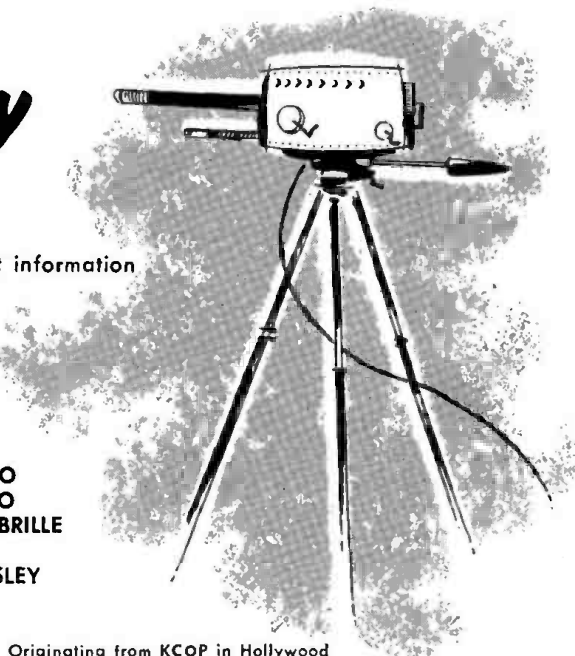


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 IN ACTION**

a 15 minute public service TV series giving important information
 on old-age, survivors, and disability insurance
 which now protects 9 out of 10 americans

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- TIM McCOY
- RICHARD COOGAN
- MINERVA URECAL
- JIMMY DURANTE
- ETHEL WATERS
- CAESAR ROMERO
- ELENA VERDUGO
- DOUGLAS DUMBRILLE
- JIM ROGERS
- MARCIA BLAKESLEY



Originating from KCOP in Hollywood

A 13 WEEK SERIES—GUEST INTERVIEW FORMAT

AVAILABLE ON VIDEOTAPE OR FILM

FOR LOCAL USE: Get in touch with the social security office in your community

FOR NETWORK USE: Phone or wire Roy L. Swift—Information Officer, Social Security Administration, Baltimore 35, Maryland

This advertisement courtesy of Broadcasting Publications Inc. in the interest of public service.

ENTERTAINMENT WITH A PURPOSE

OUR RESPECTS to George Clinton Hatch, president, KALL Salt Lake City

Broadcasting's problems, like others, can be resolved by debate

Life for George Hatch, Utah broadcaster (KALL Salt Lake City), is one argument after another. He not only loves debating, but works at it.

At the moment his topic is a broadcasting problem—reorganization of the industry's trade association into a more representative structure.

As chairman of the NAB Radio Board of Directors and member of the board's structure reorganization committee, he is hunting for the right policy-direction formula. The NAB joint boards are considering the problem this week in Sarasota, Fla.

George Hatch got into competitive debating in the latter 30s while a student at Pasadena (Calif.) Junior College. He and his partner on the two-member school debating team won the national junior college championship.

Oratory to Matrimony ■ Debating led to another involvement—a romance with Miss Gene Glasmann, member of the Stanford U. debating team. "We've been arguing ever since," he says with a chuckle as he contemplates their joint husband-and-wife business enterprises from their Salt Lake City home where parental oratory is delivered to an audience of five children ranging in age from 6 to 20.

That national debating triumph led to a scholarship at Occidental College, where he used his debating skill as a space salesman for the *Los Angeles Shopping News*. From Occidental, he went on to get a master's degree in economics at Pomona College in 1940. After receiving the degree, George married Gene and set up housekeeping in Ogden, Utah, where A. L. Glasmann, his father-in-law, owned the *Standard Examiner* and KLO. He and Gene went into the real estate business together, specializing in property management.

Matrimony to Radio ■ A year later, his friend Paul Heitmeyer, KLO manager, notified George he was going into the service, adding, "Come on up and find out what it's all about. You're to be the new manager." At that time KLO, along with two other stations, had just added Mutual network to its Blue network service. And that's how George Hatch got into radio. He held the job through World War II, interrupted by a very brief military career that was ended at its very inception by a serious flu attack.

In 1945, he started KALL in Salt Lake City, moving there from Ogden. He now owns KMON Great Falls and KOPR-AM-TV Butte, Mont., and has filed an application for an interest in KGEM Boise, Idaho. Other interests

include part ownership (14% with Mrs. Hatch) of KUTV (TV) Salt Lake City. He owns a majority of the stock of Intermountain Network and with Mrs. Hatch holds official and ownership posts in a dozen other corporations.

His latest venture is a tie-up between Intermountain and ABC Pacific to form ABC Radio West. In less than a year this regional hookup has acquired 24 sponsors. Mrs. Hatch is vice president of Intermountain and KALL as well as president of the *Standard Examiner*.

Still in his early 40s (born Dec. 16, 1919), George Hatch is deep in industry problems, concentrating at the moment on NAB reorganization. He serves NAB in three capacities—member of President LeRoy Collins' advisory committee as well as chairman of the Radio Board and member of the reorganization committee. His board term expires, after nearly six years, at the NAB convention in April. Though the two-term rule limits membership to four consecutive years of service, he has a third term to his credit, having been named to the vacancy created when Walter Wagstaff moved from the district to the King station group after serving only two weeks of a two-year term.

Radio to NAB ■ George has never lost his debating zeal. He is an earnest, ardent and eloquent advocate for a more efficient NAB structure and for protection of radio's service by avoiding the overcrowding of stations to the detriment of engineering standards.

His debating style, whether over a dinner table or from a platform, is slow-paced, deliberate and somewhat non-stop—as a listener who attempts to interrupt prematurely will quickly discover. His manner is friendly and di-

rect. His range of interests is extensive, including politics, mountain climbing (not the rope-and-cliff type) and fishing. George might have entered politics as a candidate, since he has all the talents for this type of career. Maybe he'll run for public office some day. Meanwhile, he keeps abreast of politics and government as a member of the Democratic National Finance Committee and ex-treasurer of the Utah State Democratic Committee.

Quiet and almost soothing in manner, George's decibels are apt to rise when the subject gets around to overpopulation of radio. He contends (1) there are more stations than the economic base can support and (2) the FCC, by shoehorning in an almost unlimited number of radio stations, has degraded signals. "Cluttering the spectrum hasn't improved service," he says, adding that the FCC should not grant licenses to stations whose signals will create interference.

NAB to Broadcasting ■ He is opposed to economic hearings on the number of stations a community can support and feels the FCC should encourage station mergers just as the ICC and FAA do in the case of railroads and air transport. Radio stations can no longer afford to originate good local programming, he argues.

As to NAB, George feels the board should have a better grass-roots base. The original 17 NAB districts were basic and expressive of area broadcaster opinion, he contends. Because of the cost of sending a staff around to 17 meetings, eight regions were formed and a fall conference circuit was set up. District boundaries are now meaningless, he believes, and he also opposes a federation of state associations. Last year he suggested an executive committee plan to set association policy. He wants an efficient board geographically representative of broadcasters.

George has served on NAB's tariff transmission committee and feels strongly about the high telephone line charges as well as the "horse-and-buggy 2,500 cycle service in the western states." He has served on the NAB research committee.

He and Gene and both Phi Beta Kappas and members of many civic and political groups. His memberships include the Ogden Golf and Country Club, Salt Lake Ambassadors Club and Utah Manufacturers Assn. He is past president of the Salt Lake City Council on Foreign Affairs, and is a 20-year member of Rotary.



George Clinton Hatch
Diligent service through the NAB

EDITORIALS

Make-work projects

ANYONE wishing to investigate waste in government could do no better than to start with two proceedings that were held in Washington last week.

At the FCC all members of the commission and a sizable delegation of staff employees were engaged in the first of three weeks of hearings on television network operations and program practices.

In the Senate a sudden hearing of the Juvenile Delinquency Subcommittee was called for purposes that became more obscure the longer the hearing was in progress. In advance the subcommittee chairman, Sen. Thomas J. Dodd (D-Conn.), ominously hinted that he intended to prove that network officers were engaged in a dark plot to corrupt America's youth by the deliberate injection of sex and violence into television programs. All he succeeded in showing was that Oliver Treyz, ABC-TV president, had decided to air an episode of *Bus Stop* that aroused criticism for its treatment of adultery, murder and suicide.

The Dodd hearing achieved what must be presumed to be its true objective, a flurry of newspaper stories associating television with violence and sex, but beyond that it served no purpose at all. Surely the Congress can find more useful ways to use its ever growing budget and its ever growing staff.

The FCC hearings that were begun last week were mostly concerned with subjects that have been exhaustively investigated by this or that agency of government for the past six years or more. Nobody can calculate how much time and money has been spent—by the government and by the industry—in these interminable affairs.

If important discoveries were being made, no one could object to these proceedings. But nothing is being learned that could not have been learned in a fraction of the time by a small staff of trained investigators.

As everyone knows, television has provided work for a lot of people. If things go this way, it may provide more work for bureaucrats than for its own employees.

The teaching machine

IT is a safe conjecture that more Americans today are better informed on world affairs than at any other time in history. The sons of men who had only the fuzziest awareness of the League of Nations now talk knowingly not only of the United Nations but of the Congo, Laos, China and the almost endless list of other problems besetting the UN and the world.

These giant steps in national awareness result in part from the technological progress that has brought even the most widely separated points within quick reach of one another. When one's neighbor is a potential threat to one's existence, it is prudent to know what one's neighbor is up to. But the single most important force in informing the American public—in both whetting and satisfying its appetite for news of its neighbors—is broadcasting: radio and, especially, television.

In the months ahead, as a study conducted by this magazine showed a week ago (*BROADCASTING*, Jan. 22), the already substantial body of information programming will be materially increased by a flood of new programs devoted to significant aspects of a single subject: communism. In addition to stepped-up network attention, communism will be the focus of at least five series now in production for syndication, plus innumerable programs being planned and presented by stations individually.

There probably is no single subject on which, as a matter of national interest, Americans need to know more. But

the vital importance of the subject carries with it an equally vital need for care in producing the programs. If presented factually and honestly, they can enlighten and solidify the American people. But this is no time for rabble-rousing—and television is certainly the last medium in which it should be attempted.

It is vastly encouraging that advertiser interest in this type of programming—and in public-affairs programming generally—is increasing. Obviously advertisers and broadcasters together can do more than broadcasters alone. But while we look for further gains in this area, let us not minimize the importance of programs of entertainment and diversion.

Those who rant about "mass entertainment" should remember that today's viewers are not the best-informed Americans in history merely because they watch information programs, but also because information programs are offered in a medium which millions watch. Viewers are well informed because, in large numbers, they also watch the westerns and comedies, the action and adventure and the other much-criticized forms that make television a mass medium. It could never have reached its present stature as a medium of "mass education" if it had not been first a medium of "mass entertainment."

Off limits

IT has become obvious that the long-time ban against radio and television coverage of House committee hearings was not, as had been commonly supposed, a personal whim of the late Sam Rayburn. Mr. Rayburn's successor, Speaker John W. McCormack, ruled that radio and television would continue to be barred.

At this point it appears that a revision of the rule will require House action and, preliminarily, a favorable vote in the powerful House Rules Committee. Neither will be easy to obtain.

This matter deserves the urgent and concerted action of broadcasters. As long as House committees are forbidden to let radio and tv equipment in, broadcast newsmen will be stamped as outsiders in the profession of journalism. It is a status they do not deserve, since radio and television clearly rank as first-class in the minds of the public.



Drawn for *BROADCASTING* by Bill Davey

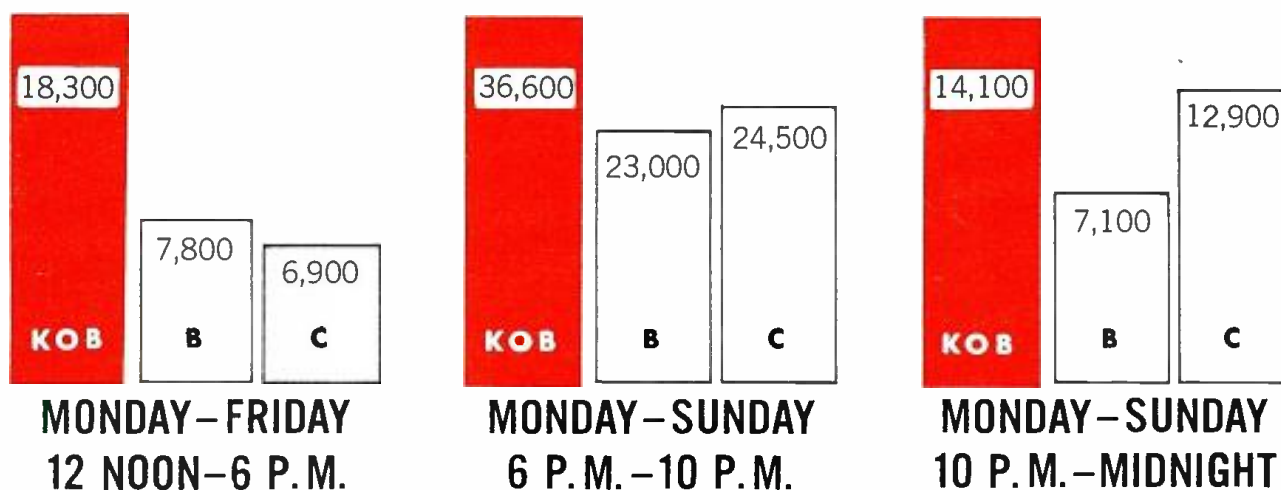
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61st market—
is growing
faster than ever—**



---and so are KOB-TV ratings!

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