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THE BUSINESS OF TELEVISION AND RADIO

FEBRUARY 12, 1962

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

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

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

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

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ALREADY BOUGHT BY:

WAST-TV Albany, N.Y.	KLZ-TV Denver, Colo.	WOR-TV New York, N.Y.
ISB-TV Atlanta, Ga.	WSAZ-TV Huntington, W. Va.	WEAR-TV Pensacola, Fla.
GHL-TV Billings, Mont.	WFBM-TV Indianapolis, Ind.	KTVK-TV Phoenix, Ariz.
BOI-TV Boise, Idaho	WJAC-TV Johnstown, Pa.	KATU-TV Portland, Ore.
TVN-TV Columbus, Ohio	WHAS-TV Louisville, Ky.	WAVY-TV Portsmouth, Va.
CCA-TV Columbia, S.C.	WTOK-TV Meridian, Miss.	WTOG-TV Savannah, Ga.
LW-D-TV Dayton, Ohio	WCCB-TV Montgomery, Ala.	KOMO-TV Seattle, Wash.
	WDSU-TV New Orleans, La.	WFMY-TV Youngstown, Ohio

... and others

TV'S FIRST "DOCUMENTATIC"

DRAMATIZES THE DOCUMENTARY!
DOCUMENTS THE DRAMATIC!

"KEYHOLE"



A NEW
CATEGORY OF
PROGRAMMING
TO MEET TODAY'S
INDUSTRY TRENDS!

BY AND WITH
**JACK
DOUGLAS**

A
CANDID
photographic view of
real people in true situations
and authentic locales!



ZIV-UNITED ARTISTS INC.
488 Madison Avenue
New York 22, N. Y.



MORE THAN FIFTY

IN SIOUX CITY . . . AWARDS FOLLOW THE LEADER

KVTv has received more than 50 awards for outstanding community service in Sioux City. These awards solemnly testify to KVTv's solid contribution to community leadership. At the same time, client's sales results testify

to KVTv's overall leadership in this booming metropolitan market. These sales results prove that in Sioux City, PEOPLE follow the leader, too . . . that's KVTv, Channel 9, in Sioux City.



KVTv

CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



PEOPLES BROADCASTING CORPORATION

- | | | |
|------|-------|----------------------------|
| KVTv | • • • | Sioux City, Iowa |
| WNAX | • • • | Yankton, South Dakota |
| WGAR | • • • | Cleveland, Ohio |
| WRFD | • • • | Columbus-Worthington, Ohio |
| WTTM | • • • | Trenton, New Jersey |
| WMMN | • • • | Fairmont, West Virginia |



This station identification slide is seen adjacent to South Florida's outstanding news and local programs, according to the Nielsen Report for November, 1961.

For instance...

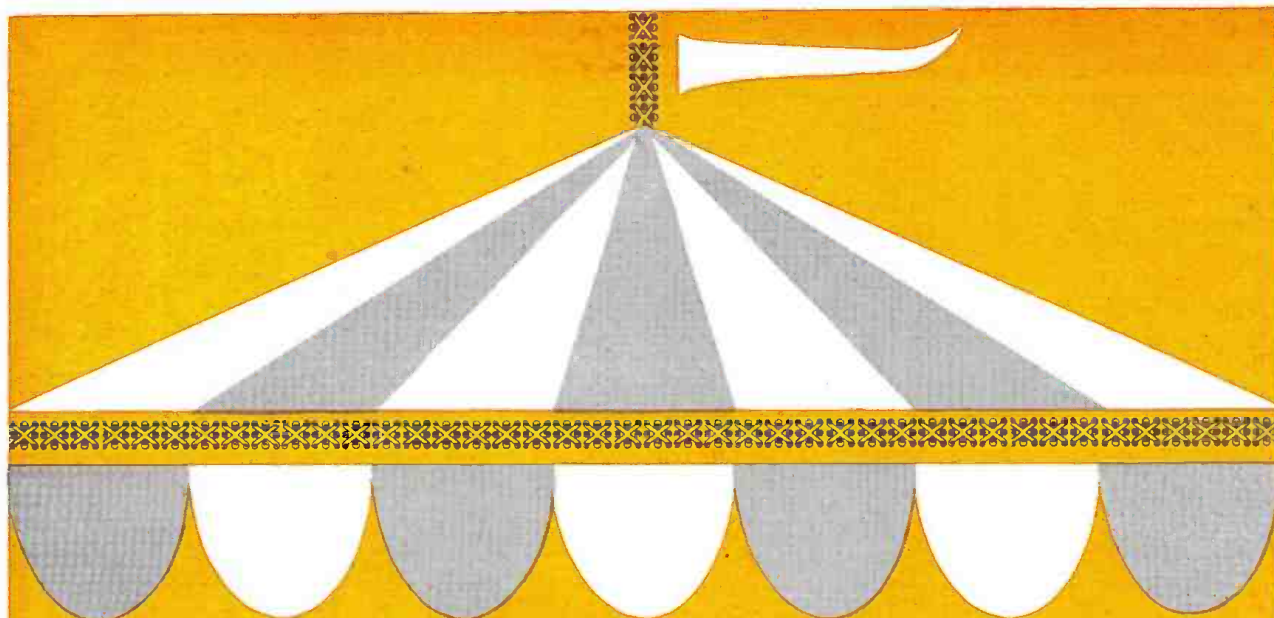
WCKT NEWS, 6:00-6:10 PM, Monday through Friday . . . LEADS NEAREST COMPETITOR BY 79%

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

BISCAYNE TELEVISION CORPORATION

WCKT - Channel 7 • Miami • WCKR - Radio 610





1880 Audience Limited

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



Courtesy of The Belmann Archive



P. T. BARNUM

TOM THUMB

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

Stewart in again?

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

Anti-Semitic complaint

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

Appointments in news

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

Four bagger

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

This week at FCC

On FCC agenda for this week's meeting (which does not necessarily mean action) are two top priority

items: Filing fees for applications petitions and other paper work, and so-called three-year rule which would preclude sale, without hearing, of any broadcast property during three-year license period unless there are extenuating circumstances. Filing fees would not involve assessment based on percentage of income and would not undertake to recover entire cost of FCC operation, which runs approximately \$13 million annually.

NAB face-lifting

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

Defense pressure fizzles

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

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

Sponsored nurses

New series highly-touted by CBS-TV for next season, *The Nurses*, is reported to have obtained half-sponsorship. Word is that Whitehall Labs. Div. of American Home Products Corp., and Brown & Williamson, both through Ted Bates & Co., will pick up one-quarter each of hour show, tentatively scheduled for Thursday, 9-10

p.m. Dramatic series, focusing on romance and adventures of nurses in city hospital, will be produced by Herbert Brodtkin, who is responsible for *The Defenders*, highly-rated among CBS-TV's 1961-62 entries.

B&H report next

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

RAB test contest

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

FCC's own home

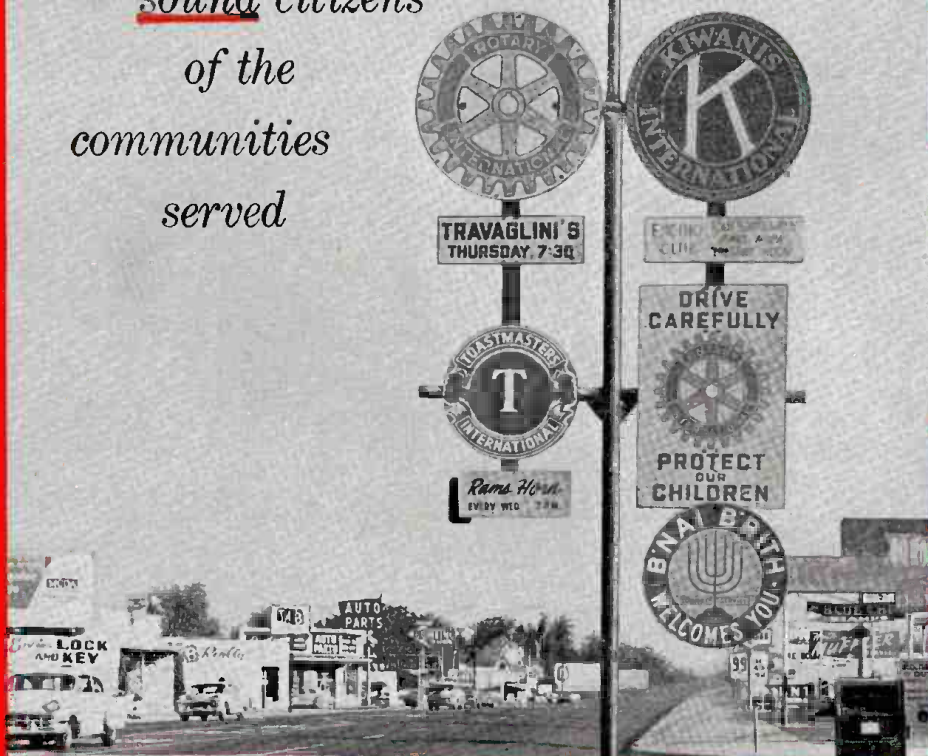
Procurement for FCC of own headquarters building in Washington is purpose of committee representing lawyers, engineers, trade associations and all classes of licensees under FCC's jurisdiction to be held Thursday at Washington's Broadcasters Club. Committee meets at call of Federal Communications Bar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

Since its formation in 1934, FCC has occupied "borrowed" space from other governmental agencies. Headquarters are in new Post Office Building but its employes are scattered in parts of four other buildings. Chairman Mott advised group that FCC is only known permanent independent agency in Washington without its own headquarters.

CROWELL-COLLIER STATIONS...



*sound citizens
of the
communities
served*



PUBLIC SERVICE ANNOUNCEMENTS IN PRIME TIME? That's the policy at Crowell-Collier stations... and still at the TOP of the rating surveys! Through creative programming... Crowell-Collier listeners are both entertained and informed... become responsive audiences through the climate of fun, excitement, music and information with which Crowell-Collier stations fill their lives.

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

KDWB/63 MINNEAPOLIS ★ **KEWB/91** OAKLAND-SAN FRANCISCO ★ **KFVB/98** LOS ANGELES
national rep.: Daren F. McGavren Co., Inc. national rep.: Katz Agency, Inc. national rep.: John Blair & Co.



CROWELL-COLLIER BROADCASTING CORPORATION

WEEK IN BRIEF

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

TV'S IMAGE UNTARNISHED . . . 27

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

DIFFERING WITH MINOW . . . 32

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

ABC DENIES VIOLENCE CHARGE . . . 42

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

JFK OFFERS SPACE PLAN . . . 50

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

SHIFT OF PERRY MASON? . . . 60

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

CANON 35 HEARING . . . 71

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

CYANAMID BENEFITS BY TV . . . 38

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

PASTORE COMMITTEE PLANS . . . 52

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

AGENCY FEE A KICKBACK . . . 29

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

UHF COVERAGE NEEDS . . . 54

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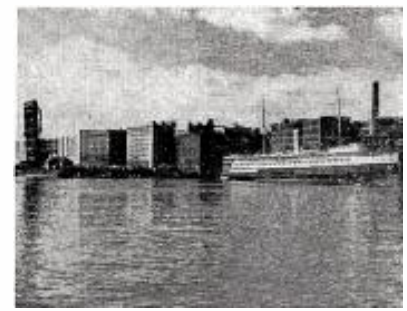
BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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



Birmingham is no exception.

The Success Story of WBRC-TV, Birmingham, after its switch to ABC, continues happily ever after. First 4 weeks showed healthy gains. Latest word,* after 8 weeks, shows WBRC-TV with 58% of the average audience per ¼ hour, or 39% more than WAPI (which

carries the best of CBS and NBC). It shows WBRC-TV ahead 6 nights of the week. It also shows WBRC-TV with 80% of the half hour wins and 13 of the top 15 shows.

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

ABC Television

*Nielsen Station Index, November 6th-December 3, 1961, Average Homes, Mon. thru Sun., 6:30-10 PM.

Pastore sets hearing on all-channel sets

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

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

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

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

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

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

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

Rep. Wilson alarmed over anti-ad trend

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

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

Rep. Wilson observed that anti-advertising trend in Washington in recent

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

K&E, D&C to split Bishop's \$5 million

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

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

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

Wider JFK coverage wanted by Salinger

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

More radio than tv stations carry conferences in full after recording

Debates to stay?

Debates by principal political candidates in election campaigns have become permanent fixture in nation, Richard M. Nixon said on Jack Paar program late Feb. 8 (NBC-TV).

Former vice president offered this view after m.c. asked him if he still favors debates despite oft-voiced view that 1960 radio-tv appearances with John F. Kennedy had been important factor in campaign result.

Mr. Nixon kept 1960 commitment to Mr. Paar by making his first tv appearance in long time on Paar program.

them, he said, adding that only six newspapers carry printed text.

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

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

Transogram commercials feature Roger Maris

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

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

Bartell-Macfadden union okayed by stockholders

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

Picture sound?

When normal sound circuit failed on NBC-TV's *Price Is Right* Jan. 8, network reported later it successfully maintained audio with experimental interleaved sound system for 3 minutes and 16 seconds—until normal service was restored.

FCC-authorized experiment is NBC-developed method of transmitting sound within tv picture. Tests of single audio-video circuit, to lead in future to uninterrupted sound continuity, are being conducted jointly by NBC and AT&T.

WEEK'S HEADLINERS



Mr. Houwick

FM-TV Harrisonburg, Va.). He succeeds **Benjamin M. McKelway**, editor, *The Evening Star*, as vp. Mr. McKelway continues as member of board of directors. Mr. Houwick was associated with Shell Oil Co. for 27 years before joining management consultant firm of

Frederick S. Houwick, general manager, WMAL - AM - FM-TV Washington, since 1954 elected vp, The Evening Star Broadcasting Co. (WMAL - AM - FM-TV and WWSA - AM -

Booz, Allen & Hamilton, from which he joined Star Broadcasting Co.

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



Mr. Butler

For other personnel changes of the week see **FATES & FORTUNES**

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

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

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

Thurmond accuses CBS, NBC

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

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

Uni-Serv appoints C&W

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

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

Justice calls it crime to monitor police radio

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

Latest move in case, brought last April, was denial of motion by Mr. Fuller to dismiss. Federal Judge Oliver Carter ruled against Fuller contention that proceeding is violation of First Amendment and that police and fire

calls on radio are not closed to public. Mr. Fuller has said he will appeal this decision.

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

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

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

Business briefly ...

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

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

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

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

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

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

ETMA gets program advisor

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

Audience profile study

Prototype study that may point way to qualitative market rankings is obtaining exposure at agency offices. Study was jointly sponsored by KSL-TV, KUTV (TV) and KCPX-TV in Salt Lake City, and conducted last autumn by American Research Bureau. It's described as new concept in local audience analysis (BROADCASTING, June 19, 1961) and techniques used will be explored further by Advertising Research Foundation, which also counseled ARB on project. Result is said to be probably "first complete audience profile report ever to have been prepared for an individual television market." It's reported that additional and similar studies in top 25 markets have become decided possibility.

another market...another record for a COLUMBIA POST-48!



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

AVERAGE
RATING

31.1

WCAU-TV PHILADELPHIA
SATURDAY, JANUARY 20, 1962
11:15 P.M.-1:15 A.M.
SPECIAL TRENDX

AVERAGE
AUDIENCE
SHARE

71.6%

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

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

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

For availabilities in your market, contact

SCREEN GEMS, INC.



WIBC The Friendly Voice of Indiana

*Desire—
serve a big
community!*



LEADS IN SERVICE

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



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

LEADS IN AUDIENCE

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

*Pulse 46-County Area Survey, April, 1961

*Pulse Metropolitan Area Survey, October, 1961

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000
WATTS

WIBC

1070
KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative



WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN

DATEBOOK

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

*Indicates first or revised listing.

FEBRUARY

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

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

*Feb. 14-16—British Columbia Assn. of Broadcasters, convention. Georgia Towers, Vancouver.

*Feb. 17-18—Sigma Delta Chi, Region 6 convention. Minnesota Press Club, Radisson Hotel, Minneapolis.

*Feb. 19—Hollywood Ad Club, luncheon meeting at Hollywood Roosevelt. Charles Sparks Thomas, president, The Irvine Co., will report on transforming a 92,000 acre ranch into the world's largest planned development for industry, homes and culture and its significance to advertising. Robert P. Sutton, general manager, KNX Los Angeles, will be chairman of the day. Hollywood Roosevelt Hotel.

Feb. 19—Deadline for comments on FCC's proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 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, Wis. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240). (Rescheduled from Feb. 5).

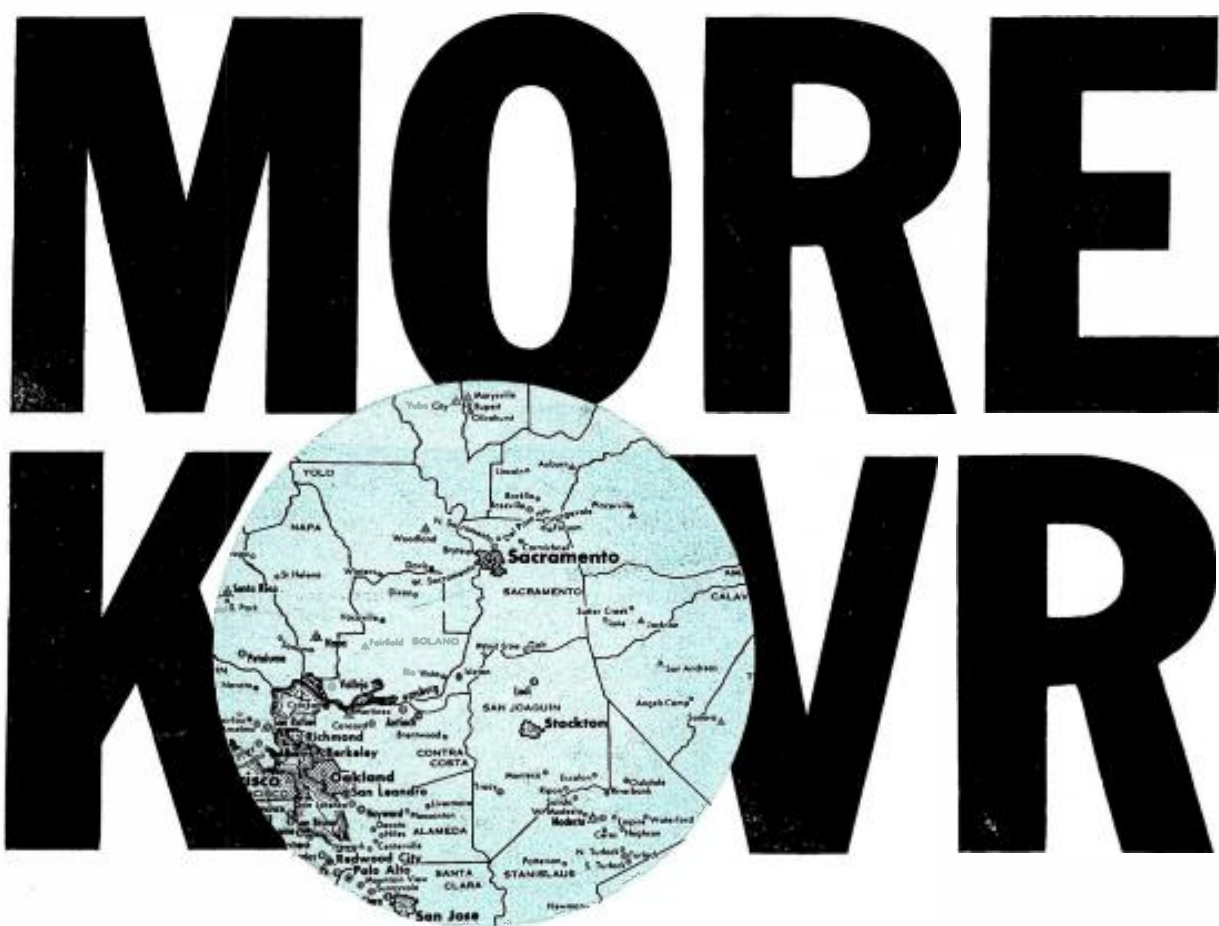
Feb. 20—American Women in Radio & Television, Philadelphia chapter, Mardi Gras dinner meeting. Speaker will be Donald Huff, customer relations manager, Delta Airlines. Hotel Sheraton, Philadelphia.

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

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

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

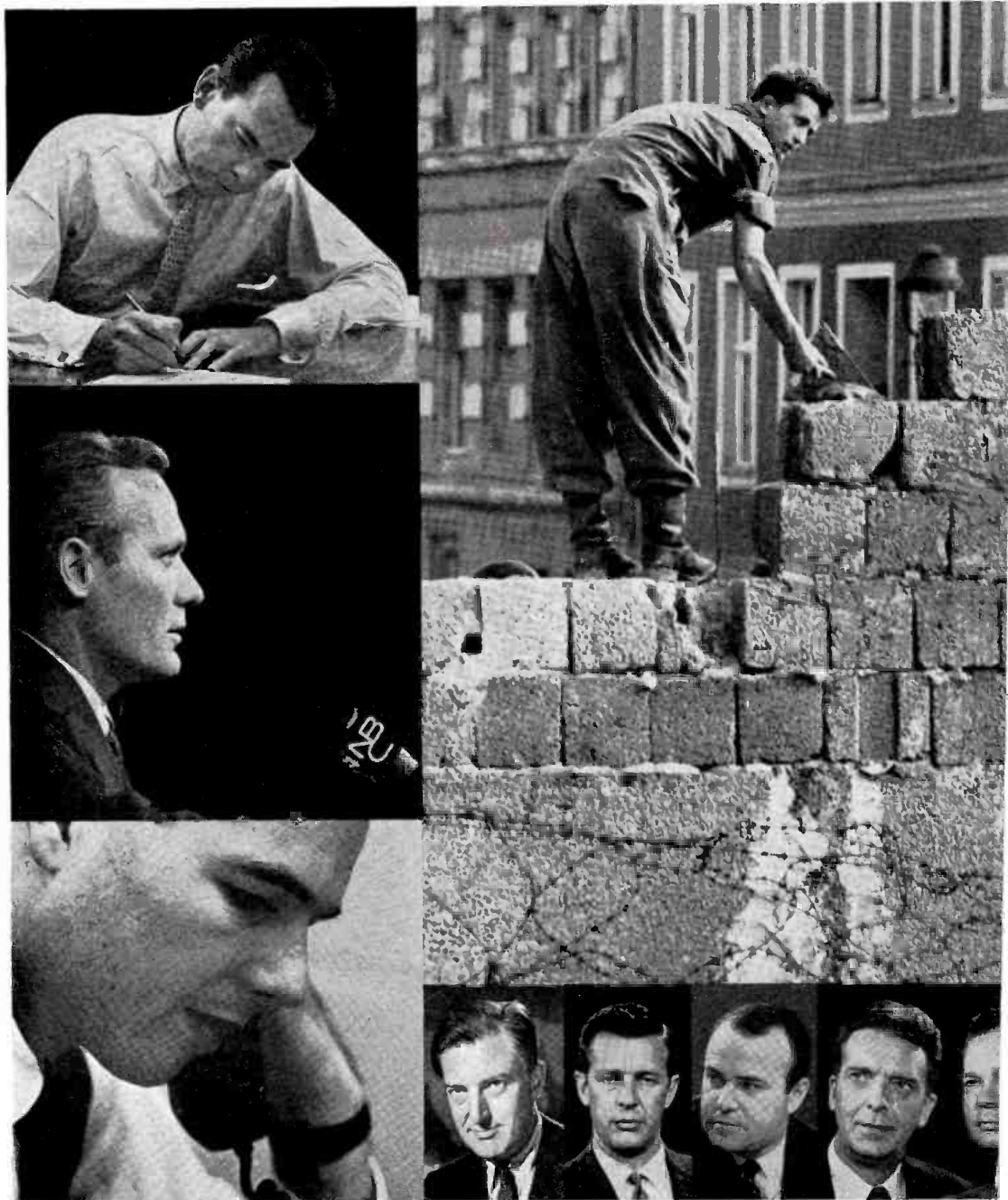
Feb. 25—Broadcast Pioneers, New York chapter, second annual "Mike Award" din-



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

A METROPOLITAN BROADCASTING STATION • 1141 L ST. • SACRAMENTO, CALIF. 95806 • TELEPHONE 453300

WHY MORE PEOPLE WATCH THE NEWS!



DAVID BRINKLEY'S JOURNAL

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

INSTANT SPECIALS

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

UPDATE

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

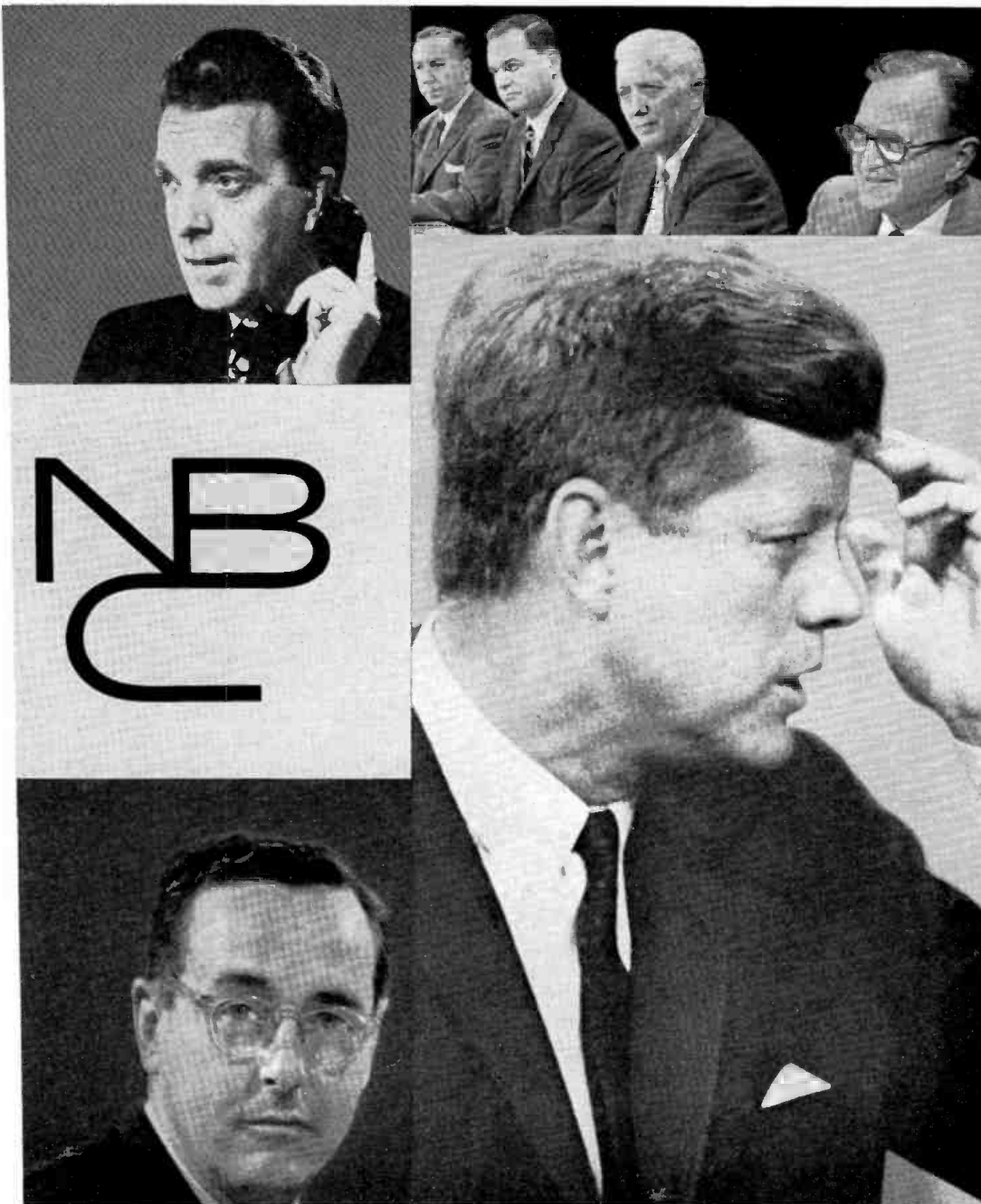
NBC WHITE PAPER

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

DAILY NEWS REPORTS

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

ON NBC THAN ANY OTHER NETWORK



HUNTLEY REPORTING

Huntley's weekly series includes both documentary and spot reporting of such diverse and significant events as crisis in Katanga and the Famine in Red China. Sundays 10:30 P.M.

Y

unique morning show — a lively roundup of the latest news and interviews with some of the world's best-known personalities, Monday through Friday. John Chancellor, host. Sundays 7:00-9:00 A.M.

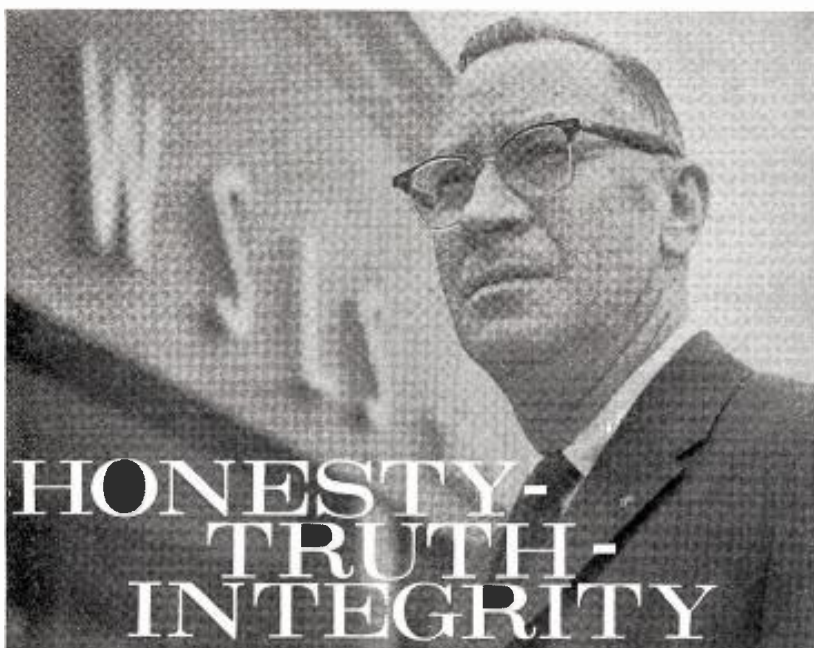
MEET THE PRESS

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

JFK REPORT

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

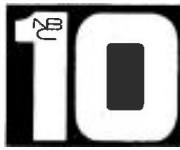
IN, WEEK OUT, YEAR 'ROUND—NBC ORIGINATES MORE HOURS OF REGULARLY SCHEDULED NEWS AND OF SPECIALS, THAN ANY OTHER NETWORK. DURING THE MONTH OF JANUARY ALONE, NBC PRESENTED OVER 100 HOURS OF NEWS AND PUBLIC AFFAIRS PROGRAMMING—AND WEEK IN, WEEK OUT NBC REGULARLY ATTRACTS THE LARGEST NEWS AUDIENCE IN TELEVISION. THIS IS NBC'S LARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD.



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

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

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

WSLS-TV 
 AM 610 • FM 99.1
 ROANOKE, VIRGINIA

REPRESENTED BY AVERY-KNODL, INC.



ner, honoring WGN Chicago. Latin Quarter, 5 p.m., New York City.

*Feb. 27—Start of eight-week course, Radio & Tv Executives Society Time Buying & Selling Seminar. New York.

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 5-9—School of Journalism & Communications, U. of Florida, Communications week. Gainesville.

March 6—New York State Broadcasters Assn., annual meeting. Gov. Rockefeller and members of the legislature will be guests for the dinner following the afternoon meeting. Ten Eyck Hotel, Albany.

March 7—Academy of Television Arts & Sciences, New York chapter forum on sponsors and ratings. Overseas Press Club, New York.

*March 7-9—Western Assn. of Broadcasters, engineers convention. Hotel Saskatchewan, Regina.

*March 10—Sigma Delta Chi, Region 7 convention. Muehlbach Hotel, Kansas City, Mo.

March 12-16—American Management Assn., "Effective Advertising" course for management, 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—Louisiana Assn. of Broadcasters spring meeting. Washington-Youree and Captain Shreve Hotels, Shreveport.

*March 16—Indiana Broadcasters Assn. spring meeting. Feature speaker will be C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp. Site in Indiana polis to be announced.

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 21-23—Audio Engineering Society spring convention. Ambassador Hotel, Los Angeles.

March 22—Assn. of National Advertiser

Herb Oscar Anderson
6-10 AM

Dan Ingram
3-6:15 PM

Fred Hall
10 AM-6 PM Sun.

Sam Holman
11 AM-1 PM

Charlie Greer
1-3 PM

Scott Muni
7:15-10 PM

Bruce Morrow
10 PM-12 Mid.



Recipe for Results: Take One Herb and Six Spices

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

*The Nov-Dec '61 Nielsen indicates an increase of 137% over the preceding rating period (6-10 AM, Mon-Fri)

BROADCASTING, February 12, 1962


WABC
RADIO 77
on your sound dial

An ABC owned and operated station


BLAIR
GROUP
PLAN
MEMBER

THE COMMUNITY DEPENDS ON WOC FOR LEADERSHIP



Now in its 47th season, the Tri-City Symphony Orchestra Association appreciates the co-operation and support given by WOC.

WOC's management and personnel — along with other community-conscious businesses — aid in assuring continuing success of this important cultural activity that makes the Quint-Cities an outstanding place to live.

H. T. BATES
President

Tri-City Symphony Orchestra Association



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

DAVENPORT, IOWA

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

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



United Gas Corporation headquarters
Libby-Owens-Ford Glass Plant



Piggly Wiggly operators' warehouse
Sears new department store

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 26-29—Institute of Radio Engineers, international convention. Waldorf-Astoria Hotel and New York Coliseum, New York.

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

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

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

*March 31-April 1—National Assn. of Fm Broadcasters. Program and business meeting March 31; joint NAB-NAFMB "Fm Day" April 1. Conrad Hilton Hotel, Chicago.

APRIL

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

April 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

BROADCASTING, February 12, 1962

VOL. 3—"FILMS OF THE 50's"—NOW FOR TV

**FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES
PRODUCED BY WARNER BROS. FROM SEVEN ARTS**



**SEVEN ARTS
ASSOCIATED
CORP.**

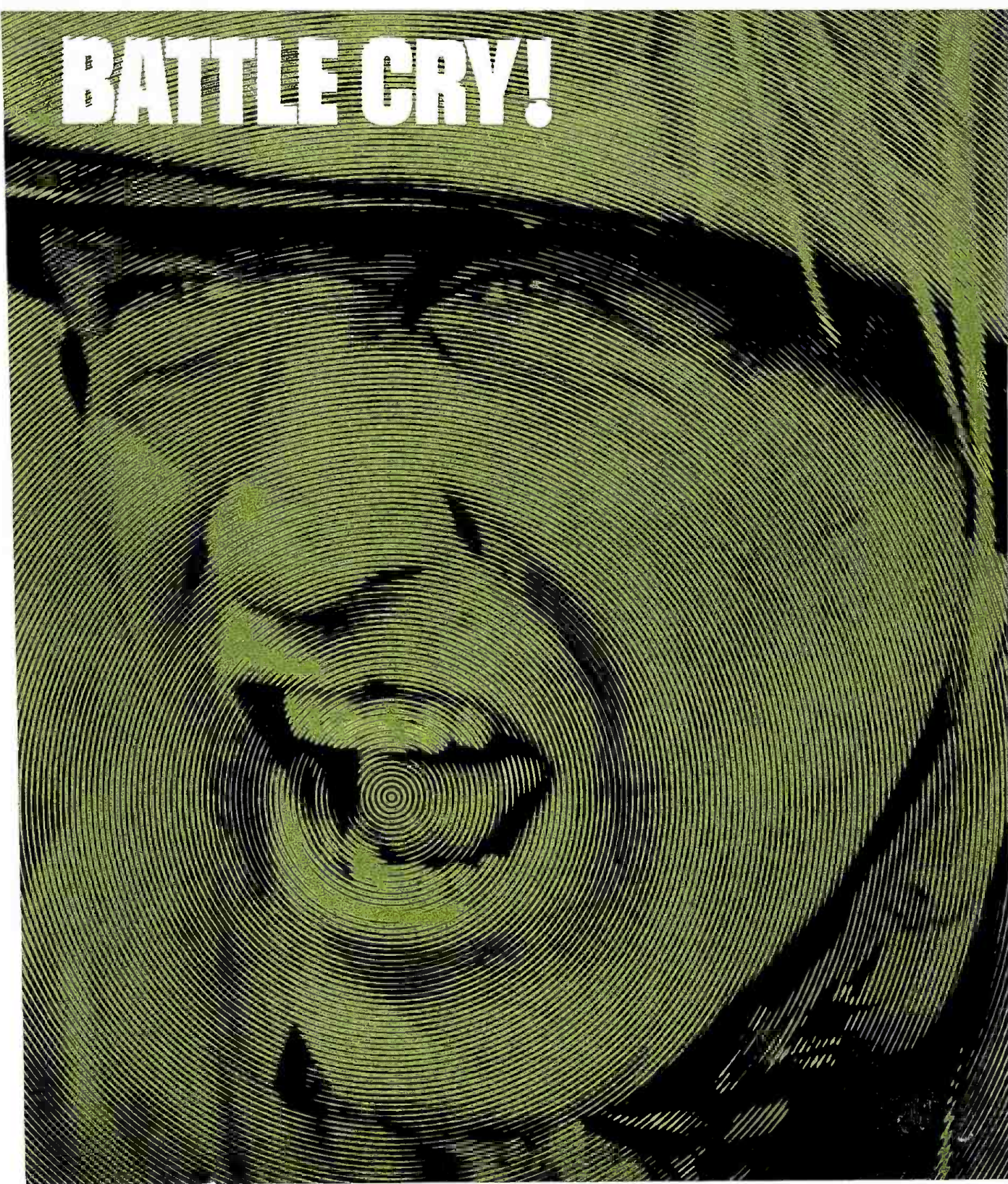
**JAMES WHITMORE TAB HUNTER VAN HEFLIN
RAYMOND MASSEY ALDO RAY MONA FREEMAN
NANCY OLSON DOROTHY MALONE ANNE FRANCIS**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUlkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L.A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

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

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

BATTLE CRY!



POLITZ KNOWS

WHEN PEOPLE LISTEN

**IN WGY'S 25-COUNTY
COVERAGE AREA**

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

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

982-24

WGY 810 KC
50 KW

**A GENERAL ELECTRIC STATION
ALBANY - SCHENECTADY - TROY**

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

- ☐ 52 weekly issues of BROADCASTING \$ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name _____ title/position* _____
company name _____
address _____
city _____ zone _____ state _____

Send to home address—

* Occupation Required

Television, board of directors meeting. Sheraton-Chicago Hotel, Chicago.

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

MAY

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

May 3-6, 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 4-6—Sigma Delta Chi Region 2 convention. Williamsburg, Va.

*May 5—Sigma Delta Chi Region 9 convention. Grand Junction, Colo.

May 9-12—Western States Advertising Agencies Assn., 12th annual conference. Theme of this year's conference is: "Advertising Achievements—West." Oasis Hotel, Palm Springs, Calif.

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

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

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

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

*May 12—Sigma Delta Chi Region 11 convention. San Jose, Calif.

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

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

May 15-16—Council on Medical Television, fourth annual meeting. 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 2-3—Oklahoma AP Radio-Tv Assn. Tulsa.

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

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

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

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

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

BROADCASTING, February 12, 1962

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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 TELECASTING* was introduced in 1946.

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BROADCASTING, February 12, 1962

ARE YOU A SUNDAY MORNING CHRISTIAN? Or do you express your faith
 seven days a week? Are you one person in church, and quite another at home
 and at work?

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

FRONTIERS OF FAITH

*produced by the National Broadcasting Company
 in cooperation with the National Council of the
 Churches of Christ in the U. S. A. as a part of*
THE YEAR-LONG NBC RELIGIOUS PROGRAM
Sundays 1:30-2:00 PM NYT

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

A PEABODY AWARD WINNER

NBC

WLW-C

most important
medium in
COLUMBUS

Test Market of the U. S. A.

Columbus, Ohio, has become known as the test market of America—because of the wealth of product testing campaigns placed in this capital city . . . and for these half-dozen reasons:

1. Self-contained market
2. Typical and diversified population
3. Close to average income level
4. Stable market
5. Good distribution facilities
6. Good record as an indicator

And WLW-C TV serves as the most important Columbus medium in testing the new products and also attesting to the established products . . . with its big three of top programs, top coverage, top audience!

You'll see . . . WLW-C . . . best by test!

wlw-c

Columbus
NBC TELEVISION

The other dynamic WLW Stations

WLW WLW-I WLW-D WLW-T WLW-A
Radio Television Television Television
Indianapolis Dayton Cincinnati Atlanta
Crosley Broadcasting Corporation



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—Michigan Assn. of Broadcasters, first district meeting. Cape Cod area.

OPEN MIKE®

Heart campaign help

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

Stauderman 'Monday Memo'

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

Texas census figures

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

I hope that I did not miss the similar article on the set count for the state of Texas. . . —John Lenox, commercial manager, KLTV (TV) Tyler, Tex. [The Census Bureau has not yet released the Texas figures; when released, they will appear in the magazine.]

Hong Kong inquiry

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

We would appreciate . . . further details . . . so we will be able to con-

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.

OCTOBER

Oct. 14-17—CCBA Managing and Engineering convention. Royal York Hotel, Toronto, Ont.

Oct. 16—Public hearings by the Canadian Board of Broadcast Governors. Ottawa.

Oct. 21-25—National Assn. of Educational Broadcasters, 1962 annual convention. Hotel Benjamin Franklin, Philadelphia.

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.

tact them [for] more information. . . —George Ho, managing director, Hong Kong Commercial Broadcasting Co. Ltd., Hong Kong.

[Mr. Ho has been notified that the Bob & Ray series is available from Graybar Theatrical Production Co., Room 2545, 420 Lexington Ave., New York 17; the IBS service from International Broadcasting System, 3 West 57th St., New York.]

Anti-communist programs

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

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

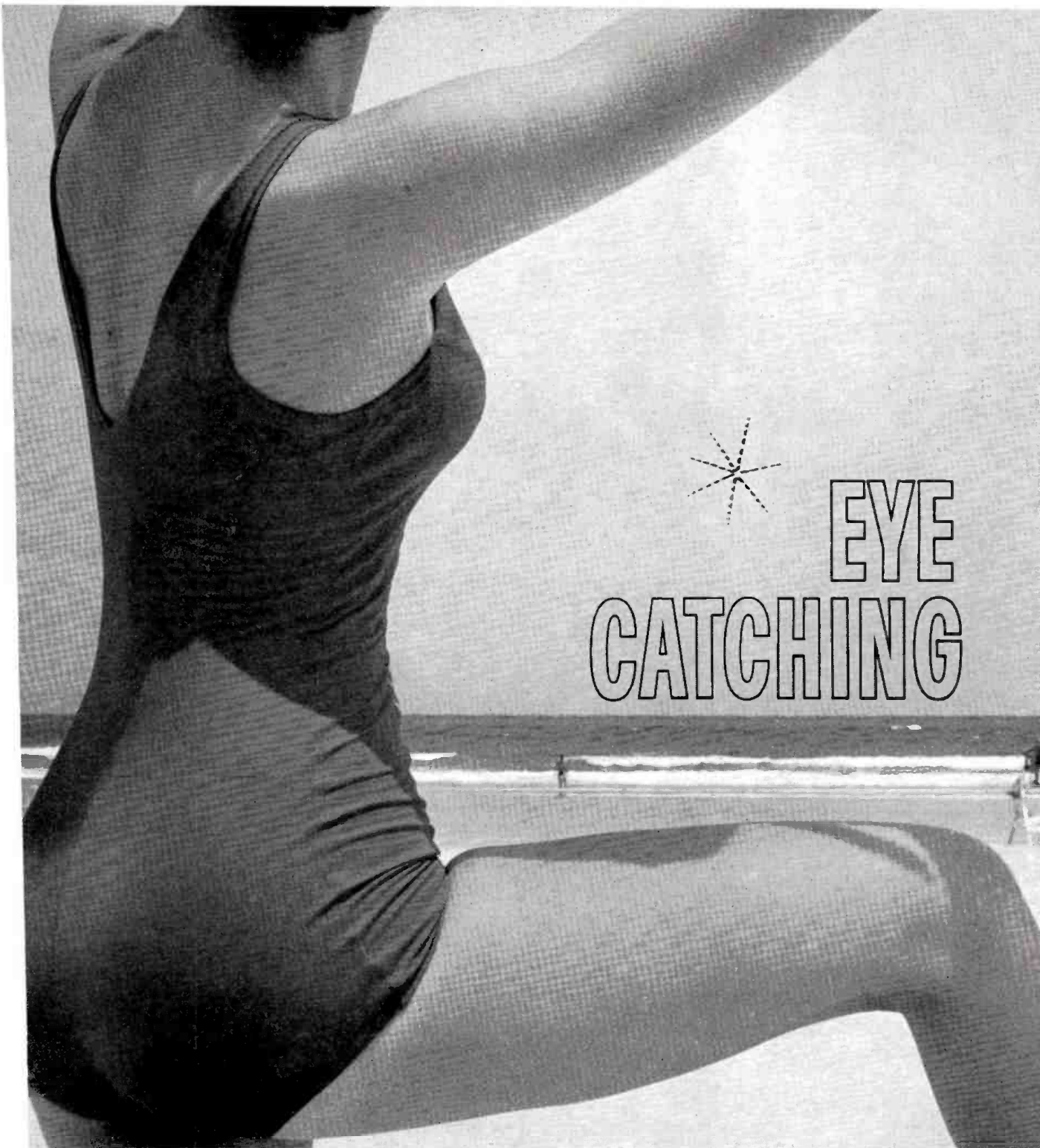
All-channel tv set

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

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

Virginia market story

EDITOR: Please send . . . 25 reprints of the . . . report on Virginia (SPECIAL REPORT, Dec. 24, 1961). . . —Robert W. Kirkpatrick, director, WRFK (FM) Richmond (Union Theological Seminary), Va.



EYE CATCHING

There's no matching the most eye-catching attraction in Jacksonville . . . **WJXT!**
Compare: 65 vs only 39 county coverage in the important North Florida/South Georgia region. *Compare:* 49% more homes per quarter hour. There's no close second, with WJXT first in coverage, first in audience, the only *efficient* way to reach the *total* regional market!



JACKSONVILLE, FLORIDA

Represented by TvAR

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

Secret of the pleasant sell: association without offense

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

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

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

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

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

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

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

ing, because, the soft sellers reason, advertising *per se* is offensive.

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

Soon after the appearance of the introductory Contac commercial, we received considerable comment along these lines: "good but too low pressure"; "commercial lacks punch"; "interesting use of the 'soft sell' approach." A consumer publication said: "Visually, Contac is showing good taste in its urging. There are no hammers, no nerve endings, janglings, no stomachs churning." We were encouraged by this, but disheartened by most of the other remarks.

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

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

At the opposite end of the spectrum, these comments also imply a certain reservation about the use of the so-called soft-sell technique in advertising

for self medications. They suggest that Contac may be pleasant advertising but is perhaps not as productive as it could be if a more traditional approach were employed. Historically, the hard-sell technique is particularly prevalent in advertising for self medications and health aids. To this "belly-and-bowel school," the very thought of soft sell is anathema.

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

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

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

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

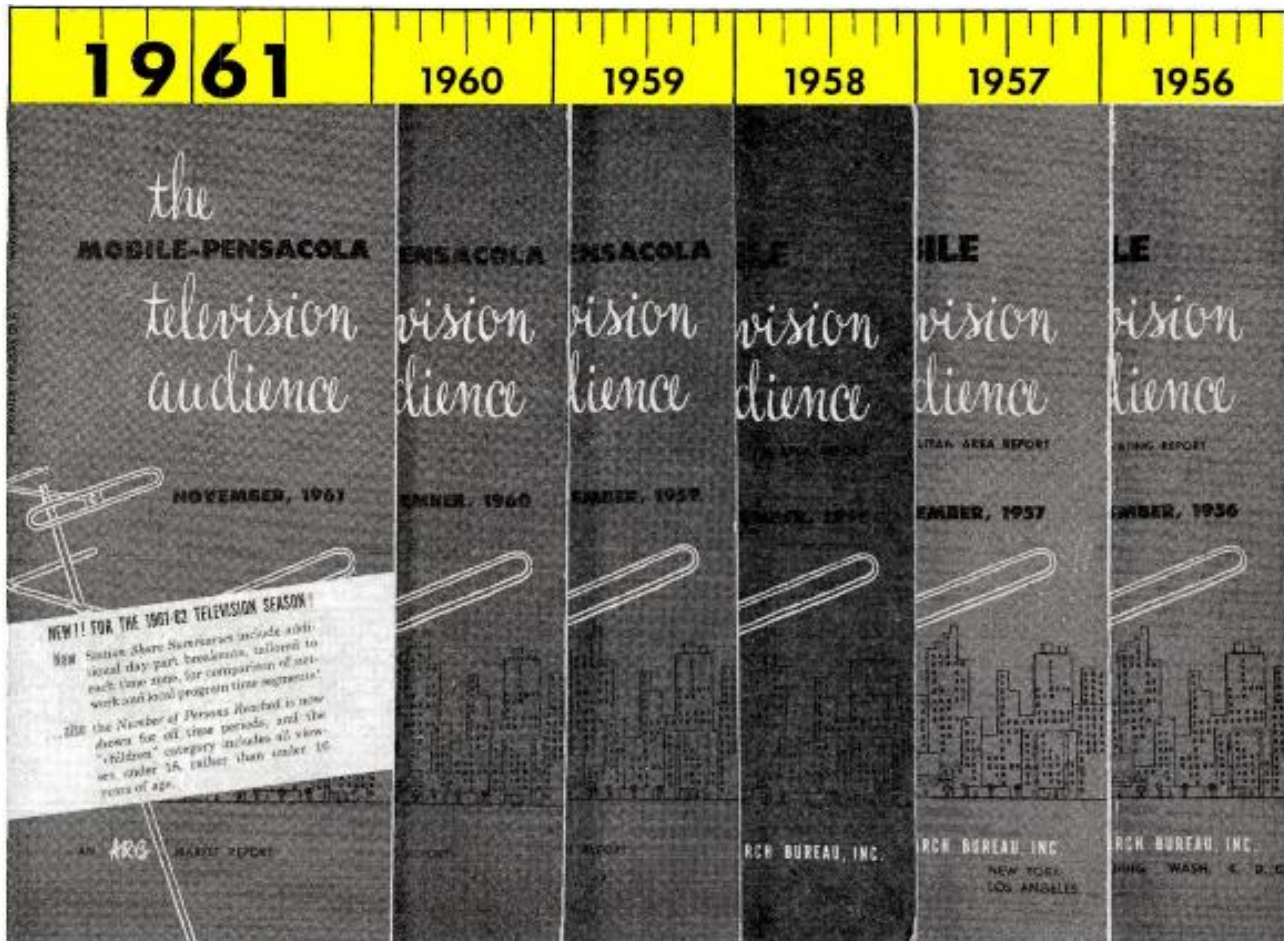


Peter Godfrey joined Smith, Klein & French Labs, Philadelphia, parent company of Menley & James Labs, as a copywriter upon his graduation from Harvard U. in 1948. He became a copywriter at N. W. Ayer & Son in 1952, but the next year rejoined SK&F. After holding key advertising and marketing positions, he was assigned in 1960 to investigate the possible entry of SK&F into the proprietary drug field. This led to the formation of M&J in 1961 and to his present appointment.

..... YEAR AFTER YEAR, AFTER YEAR, AFTER YEARS

WKRG -TV Mobile - Pensacola

Measures UP



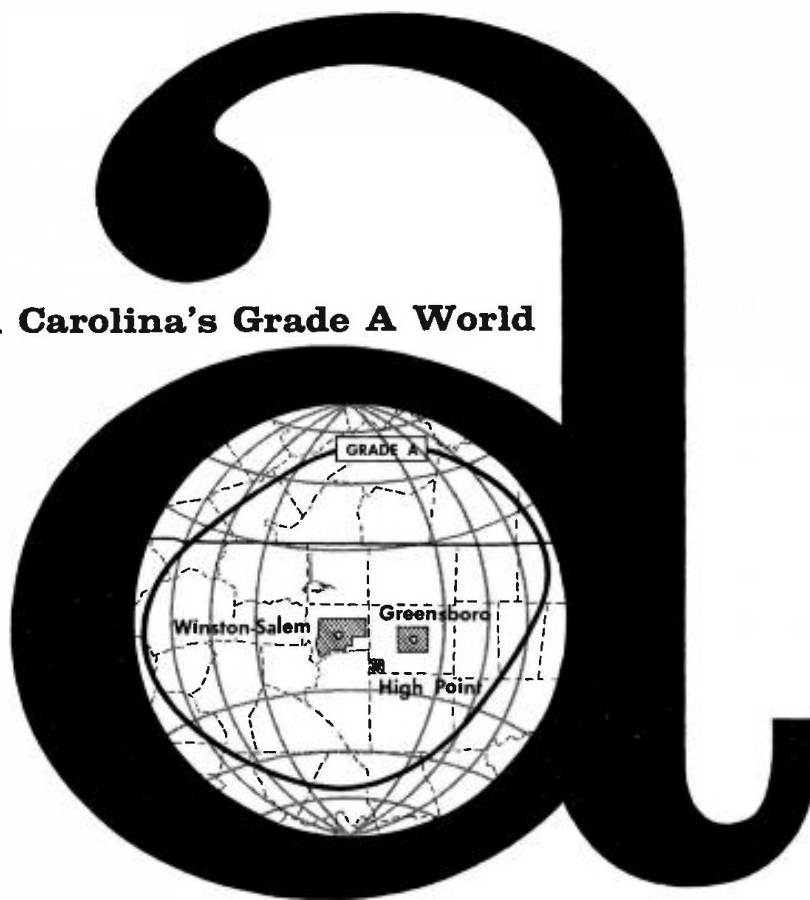
WKRG • TV

Channel 5
Mobile
Alabama

Your **MEASURE 'MINT'** on the Gulf Coast

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

North Carolina's Grade A World



CORNERS THE BIG MARKET

**WINSTON-SALEM
GREENSBORO
HIGH POINT**

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

Call Peters, Griffin, Woodward, Reps.

WSJS

TELEVISION



CHANNEL 12

WINSTON-SALEM / GREENSBORO / HIGH POINT

TV'S IMAGE SHINES UNTARNISHED

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

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

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

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

Both the survey and its findings parallel another public-opinion sampling conducted by the Roper organization for TIO a little more than two years ago (BROADCASTING, Dec. 21, 1959). Put side by side with the first, the results of the second show that while

there have been no "sharp changes" in public attitudes toward television in the intervening two years, television's position has, "if anything," improved somewhat in comparison with other media.

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

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

The findings "may not in every instance coincide with your own attitudes, or with mine," he told the broadcast

advertising executives, but they "do reflect what your viewers and your customers think."

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

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

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



ABC-TV executives denied FCC charges of too much violence in the network's programming schedule last week as the commission concluded public hearings in its network programming inquiry. ABC executives on hand included (l to r) Grace Johnsen, director of

continuity acceptance; Everett Erlick, vice president-general counsel; Oliver Treyz, ABC-TV president; Thomas Moore, programming vice president, and James Hagerty, vice president for news, special events and public affairs. For full story see page 42.

TV's IMAGE SHINES UNTARNISHED continued

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

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

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

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

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

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

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

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

Tv Up, Papers Down ■ Asked which medium they would believe if they heard conflicting reports in different media, respondents in 1961 showed sharply increased confidence in television—and a corresponding loss of confidence in newspapers (See Question 3).

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

all derby (See Question 4).

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

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

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

Said Mr. Hausman:

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

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

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

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

In view of the Roper findings regarding public confidence in newspaper reporting, Mr. Hausman added, "I would

suggest that if Mr. Kilgore's views should prevail, our country would be in desperate straits."

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

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

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

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

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

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

How public opinion of tv compares with that two years ago

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

	November 1961 %	December 1959 %
Newspapers	57	57
Television	52	51
Radio	34	34
Magazines	9	8
People	5	4
Don't know	3	1

(Percentages total more than 100 because some people insisted they get their news equally from two or more sources).

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

Most believable

	November 1961 %	December 1959 %
Television	39	29
Newspapers	24	32
Radio	12	12
Magazines	10	10
Don't know	17	17

Question 4: "Which of the four versions would you be least inclined to believe—the one on radio, television, magazines, or newspapers?"

Least believable

	November 1961 %	December 1959 %
Newspapers	28	24
Magazines	25	23
Radio	9	10
Television	7	9
Don't know	32	34

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

	Excellent		Good		Fair		Poor		Don't know	
	1961	1959	1961	1959	1961	1959	1961	1959	1961	1959
Schools	18	20	43	44	20	21	5	5	14	10
Newspapers	11	14	48	50	24	25	8	5	9	6
Television stations	11	11	46	48	27	26	7	6	9	9
Local government	5	6	40	38	32	32	10	11	13	13

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

Table 1—Public attitudes toward television as compared with other problems

	November 1961 %	December 1959 %
The testing of atomic bombs	86	63
The increasing amount of juvenile delinquency	80	89
Dishonest labor leaders	73	88
Government officials accepting bribes	69	81
International disarmament	69	66
School segregation	64	71
People beating up policemen ('61)	60	
Policemen taking graft ('59)		74
Advertisers making false claims	48	67
Promoters fixing college sports events ('61)	46	
Promoters fixing boxing matches ('59)		45
Congressmen putting their relatives on government payrolls ('59)	----	42
The bad effects of TV on children ('61)	42	
Rigged quiz shows on TV ('59)		41
Disc jockeys taking money from record companies ('59)	----	34

Question 6: "Suppose you could continue to have only one of the following—radio, television, newspapers, or magazines—which one of the four would you most want to keep?"

	November 1961 %	December 1959 %
Television	42	42

Newspapers	28	32
Radio	22	19
Magazines	4	4
Don't Know	4	3

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

BROADCAST ADVERTISING

THAT 15% COMMISSION: 'A KICKBACK'

Ad fee practitioner Gossage expounds this, other views

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

The commission system "is nothing more nor less than a kickback system," Howard Gossage, one of the two presidents (Joseph Weiner is the other) of Weiner & Gossage Adv., San Fran-

cisco, told a Feb. 6 meeting of the Sales Executives Club of New York. He said: "Until it is changed there is little prospect that advertising will ever achieve professional status or that the advertisements themselves will be markedly more effective and pertinent."

Mr. Gossage contended that the agency gets a "kick-back" for buying,

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

volved; 15% is a hell of a lot of money."

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

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

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

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



Agencyman Gossage
'There's simply too much of it'

Client charges Paar disparaged product

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

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

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

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

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

Days are numbered for 'formula' drug plugs

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

Mr. Strauss described the formula commercials as having these elements—

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

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

Also in advertising...

New office ■ Robert E. Eastman & Co., New York, radio representative, has opened a Philadelphia office at 1601 Walnut St. Derrick Dyatt, formerly timebuyer with N. W. Ayer & Son in Philadelphia, is manager of the new Eastman office, with sales responsibilities for the Pennsylvania and Maryland territories.

New England, too ■ Robert E. Eastman & Co., New York, has formed an association for representation of Eastman-represented stations in New England through Eckels & Co., Boston. The regional firm will be the official New England sales office for Eastman stations.

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

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

On the move ■ The McCarty Co., Los Angeles agency, has moved into the new Travelers Insurance Bldg., 3600 Wilshire Blvd.

**"Charlotte's WSOC-TV...
past performance makes it a top media buy"
—Anne Benton, Tucker Wayne**



"WSOC-TV had been telecasting four months when we scheduled the station for a 30-minute show on a 52-week basis. Since that time WSOC-TV has produced excellent sales results for many of our clients, such as Merita, Southern Bell, Sealtest, and Creomulsion."

ANNE A. BENTON
V. P. in charge of Media,
Tucker Wayne & Co., Atlanta

Tucker Wayne timebuyers in plans session: Ruth Trager, Norma Hanson, Ann Hutcheson, Anne Benton.

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

WSOC-TV

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

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

They dared to differ with Minow

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

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

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

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

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

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

- Advertisers on tv have a responsibility as good citizens to devote part of their budgets to public affairs and other information programs.

- Unless more tv stations go on the air and unless network affiliates accept the network's high-quality programs,

the government will have to see that stations put these programs on the air.

- In calling for better programs for children, he left the AFA delegates confused by his claim that children will look at anything that's on tv.

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

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

A member of the panel on which Chairman Minow appeared, Vice President Edwin H. Ebel of General Foods, was moved to observe, "There is no law that says an advertiser can't choose the program he wants to be associated with. Who is to say good entertainment isn't public service? What is enlightenment?" He offered this formula based on his 12 years as a major tv buyer: "Find out what the people want and give it to them a little at a time. Only the people can define the term enlightenment."

Others on the broadcast panel, a major feature of the AFA meeting, were John S. Hayes, president of the Post-

Newsweek Stations; Rep. William H. Avery (R-Kan.); William R. Hesse, president of Benton & Bowles, and Victor Ratner, vice president of Grey Adv. Agency. Donald H. McGannon, president of Westinghouse Broadcasting Co., moderated the panel.

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

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

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

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

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

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

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

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

The FCC chairman deemed it "a good sign" that more advertisers are turning to news and information programs. All networks say they lose money on these programs, he noted asking advertisers for their help in doing a public service job. "Every substantial



Broadcasters were in AFA-AAW audience at Washington. Front row (l to r): James H. Quello, WJR Detroit; Herman Land, Westinghouse Broadcasting Co.; Paul H. Goldman, KNOE-TV Monroe, La.; Charles H. Crutchfield,

WBT-WBTV (TV) Charlotte, N. C. Second row: Bob A. Roth, KONO-TV San Antonio, Tex.; Norman S. Cash, Television Bureau of Advertising; John M. Lamb, BBDO Minneapolis. There were others present but not shown here.



Television almost dominated AFA-AAW program. Broadcast panel moderated by Donald H. McGannon, Westinghouse Broadcasting Co., included besides FCC Chairman Newton N. Minow: John S. Hayes, Post-Newsweek Sta-

tions; Edwin H. Ebel, General Foods; Victor Ratner, Grey Adv. Agency; William R. Hesse, Benton & Bowles; Mr. McGannon. Not in photo: Rep. William H. Avery (R-Kan.), outspoken advocate of free enterprise in broadcasting.

radio and tv advertiser has an obligation to program not the highest-rated program but the programs with the highest rating in public understanding," Mr. Minow said. He agreed with the Bell & Howell "folklore" description of the old idea that advertising should be non-controversial, have highest ratings and stay in the comedy-adventure-escapism field.

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

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

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

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

Rep. Avery said every communication statute assumes operation of broadcasting by private enterprise under a minimum of government regulation, with incentive for investment generated by advertising. He said that on the basis of his service on the House Commerce Committee he feels "the public will guard jealously the system of free

broadcasting" against proposals for a system of user charges such as pay tv. He cited the much larger number of stations operating in American cities as compared with other countries.

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

Why It Grew ■ Rep. Avery attributed the growth of the business of broadcasting—62% increase in number of broadcast facilities in a decade compared to a population increase of 18.5%—largely "to the ingenuity of

American technology firmly supported by an aggressive advertising industry."

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

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

Arthur C. Fatt, chairman of the board of Grey Adv., analyzed some of the Washington attacks on advertising techniques, content and philosophy. One reason advertising is a target, he



Capitol Hill was represented on AFA-AAW conference program. Rep. Bob Wilson (R-Calif.), agency partner in San Diego, was a panel member. L to

r: Douglas L. Smith, S. C. Johnson & Son; W. Walter Watts, RCA; Rep. Wilson; Donald J. Wilkins, AFA Washington vice president.

said, is that "America is suffering from scrambled economic thinking." Lowell B. Mason, former FTC member, said the agency already has the power of "inquisition without warrant" and under new legislation (HR 8830) it would have the power of "punishment without trial." He called on the advertising fraternity "to save Rand Dixon from some of the impetuous politicians in his own party."

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

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

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

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

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



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

'ARTICLES OF FAITH' Hayes proposes principles for continued prosperity

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

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

Here are Mr. Hayes' articles:

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

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

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

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

The American free-enterprise system of broadcasting is being copied throughout the free world, Mr. Hayes said,

Audience relay

A commercial for a commercial? It's not only possible, it actually happened last Friday (Feb. 9) on WNEW New York. Robert Lawrence Productions, film and commercial producer, bought a one-minute radio spot to promote the tv commercial it filmed for the Clairol-sponsored "Debutante '62" on NBC-TV later the same day (9:30-10:30 p.m.). The spot on WNEW's *Klaven & Finch Show* invited listeners to watch the tv program as well as the six-minute family-situation commercial in four acts titled "Clairol's Story of the Adams Family" (BROADCASTING, Feb. 5).

adding that it has flourished in an atmosphere singularly free of suspicion that it is a governmental voice or a propaganda organ of special interests."

York Imperial gets heavy radio-tv push

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

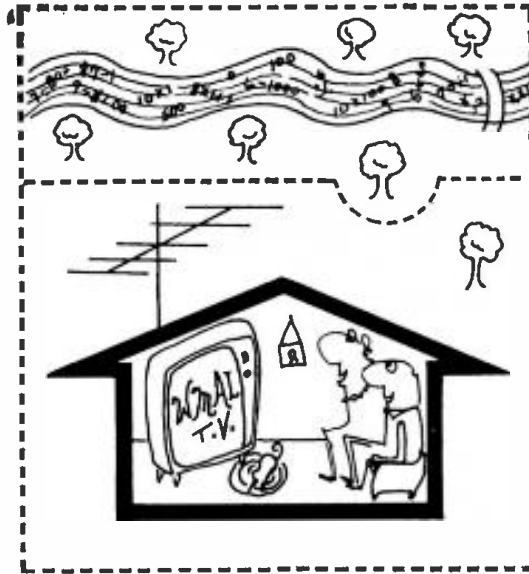
On network, York will be a participating sponsor on five nighttime tv programs—CBS-TV's *Ichabod and Me* and *Frontier Circus*; ABC-TV's *Hawaiian Eye* and *Target: The Corruptors* and NBC-TV's *Cain's Hundred*. Lorillard also will place a saturation spot tv-radio campaign in major markets, starting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

Hallmark V Ltd., new agency

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

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

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



MATHEMATICS FOR THE MILIEU

Joe and Gladys Smith, hitherto city-bound apartment dwellers, decided to move their TV set to a pad of their own in distant exurbia. Assured by their real estate dealer that they would receive WMAL-TV loud and clear even in their remote "new frontier," they began to work out the mathematics of the real estate deal.*

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

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

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

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

Puzzle adaptation courtesy of Dover Publications, N.Y. 14, N.Y.

wmal-tv
Washington, D. C.

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

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

Criticism helps advertising, says Weir

PANEL DISCUSSES ADVERTISING PURPOSES, VALUES

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

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

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

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

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

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

Mr. Goldman quoted a speech made in New York last week by Howard Gossage of Weiner & Gossage, San Francisco (see page 29), who said that advertising won't improve until agencies end the 15% commission system. The agency panelists answered that there is a trend to the kind of fee system pro-

posed by Mr. Gossage. Mr. Ogilvy said he prefers the fee system, but that the commission system cannot be blamed for "dullness." Mr. Weir said the 15% commission "penalizes" the small advertiser, and that most of the faults in advertising come from having "incompetent people" in advertising.

Couric: self-regulation is answer to ad critics

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

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

Educators teaching anti-ad prejudices?

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

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

Advertising defense urged by Jorgensen

Business should defend advertising and advertising should defend business against unjustified attacks designed to increase government control and lessen the strength of the competitive free enterprise system, Kai Jorgensen, presi-

dent of Hixson & Jorgensen, Los Angeles, declared Friday.

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

He urged that all should unite against these attacks.

Farm radio tips given by agency men

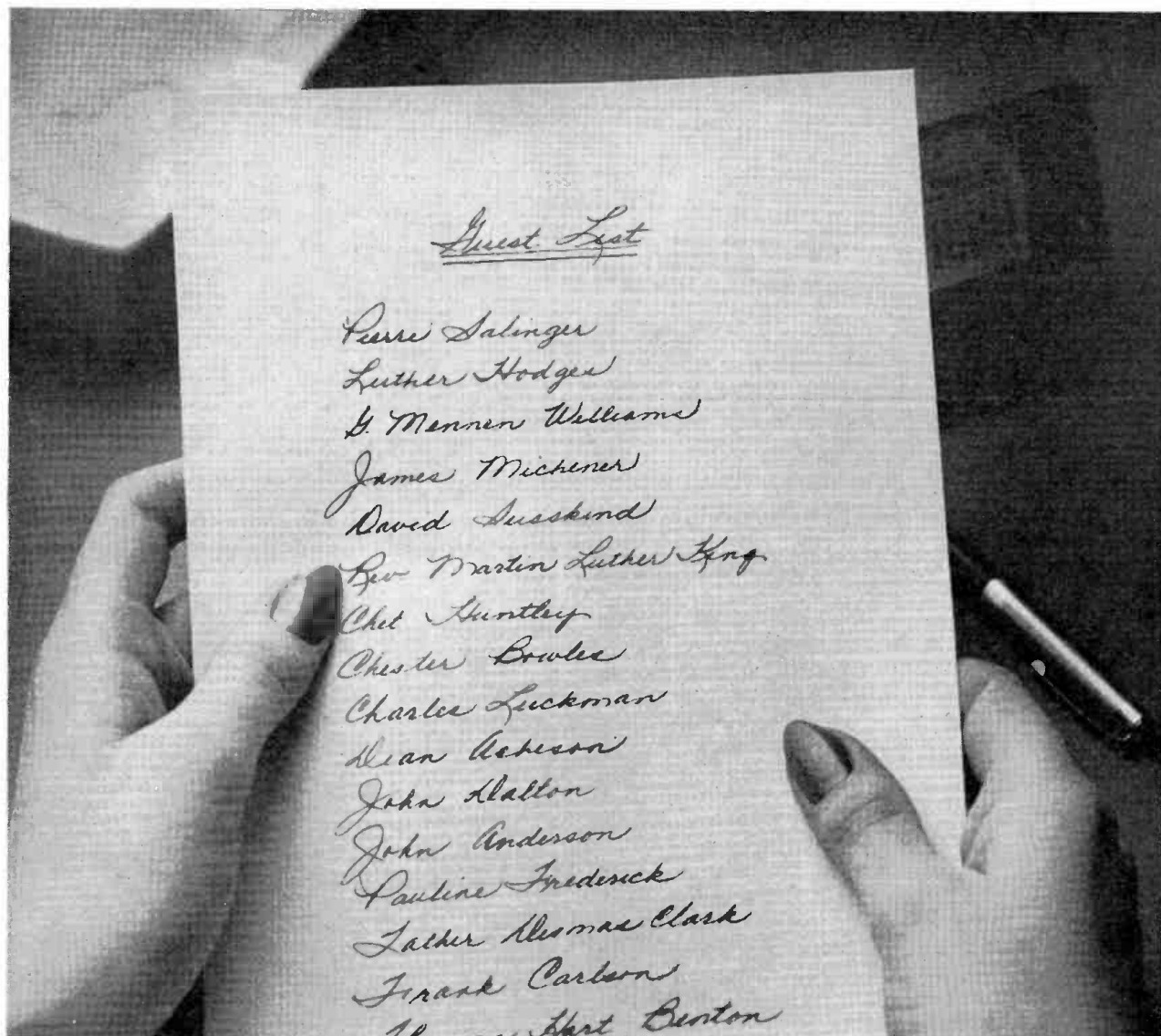
A strong case for the success and effectiveness of 52-week schedules in farm radio advertising was made last week by Dixon L. Harper, farm radio-tv director of Aubrey, Finlay, Marley & Hodgson, in a talk before the Chicago Area Agricultural Advertising Assn.

Mr. Harper also highlighted the importance to the farm advertiser of the "adult approach" of the station which "really serves the audience" in all respects, as distinct from the "glorified juke box operation where you don't even have the privilege of selecting which top 40 tunes you want to hear." The first clue to picking the station that offers "quality radio" usually is a fulltime working farm service director on the station's staff, he indicated.

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

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

Robert S. Kunkel, Leo Burnett Co. account executive, related broadcast philosophies involved in purchase of radio time in behalf of Chas. Pfizer & Co. He said the surface has only been scratched for the effective use of farm radio and indicated many new special situations or promotions could be worked out by stations and their representatives to attract new business.



Kilroy Didn't Make It

But, as you can see from this partial guest list, a good many notables did make the "Insight" scene last year. • Chances are you've never heard of "Insight" if you live outside WDAF-TV's coverage area. But Kansas Citians will tell you—with considerable pride—that it's another of those network-type programs WDAF-TV puts on locally. Veteran Newsmen Walt Bodine and Bill Leeds host this unrehearsed and spontaneous half-hour each Sunday. It's not unusual when Monday morning's news is featured by the results of their gentle probing. • Kansas Citians do take pride in WDAF-TV. They appreciate the fact that it's far more than a local outlet for network shows... that local programming of the "Insight" calibre is the rule, not the exception... that it is the Heartland's prime source of entertainment and information. And, of course, this respect for WDAF-TV pays off in the cash registers of its advertisers.

WDAF TV 4 SIGNAL HILL • KANSAS CITY 

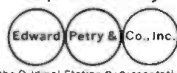


Symbol of
Service

Transcontinent Television Corporation

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

Represented by



the Original Station Representative

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

380 MADISON AVENUE • NEW YORK 17, NEW YORK

How network tv helped enhance American Cyanamid's name

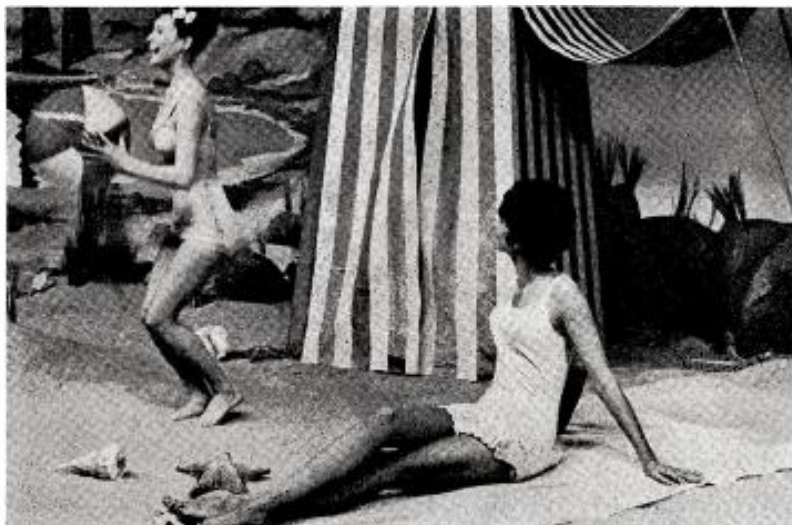
The American Cyanamid Co., which ends its first year of sponsorship of a continuing network television program in late March, attributes "the satisfactory results attained" both to the merits of CBS-TV's *Eyewitness* and to the extensive promotional-public relations campaign conducted since last September.

Warren Highman, manager of corporate advertising for American Cyanamid, summed up in an interview last week the rationale behind the promotional effort: (1) Cyanamid, though a giant company, had no readily identifiable image with the general public as a manufacturer of chemical, pharmaceutical, and consumer products for the home, the medical profession, industry and agriculture; (2) Cyanamid is a conservative company and there was a need to generate confidence in and enthusiasm for the tv program among its plant employees and executives, customers and suppliers and (3) its role in industry had to be communicated particularly to opinion leaders and government officials throughout the nation.

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

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

The major projects associated



A group of taped commercials for the American Cyanamid Co., Fibers Division, was produced last month by Videotape Productions of New York for use on the company's "Eyewitness" program. The one-minute commercial (above) illustrates the use of Cyanamid's Creslan fibers in swimming suits, and

will be carried on "Eyewitness" (Feb. 23 and March 23). Jack Schwartz, production manager of Erwin, Wasey, Ruthrauff & Ryan, was agency producer on Cyanamid's commercials. Nat Eisenberg was director for Videotape Productions and Charles (Chuck) Holden was producer.

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

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

and community groups and already has had exposure.

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

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

Business briefly...

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

Gulton Industries (Life Lite Recharge-

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

Chrysler Corp., Detroit, announced it

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

AUDIENCE **DOMINANCE**

Audience dominance by an independent station is a new concept in the Twin Cities market . . .

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

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

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

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

. . . the independent that leads the way

*ARB Minneapolis-St. Paul Market Reports: November and December 1961.



THE KATZ AGENCY, INC.
National Representatives

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

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

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

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

Radio's 'most effective' commercials honored

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

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

Chun King was handled by BBDO's Minneapolis office, and Pepsi in New York. Five are holdovers from last

year. Budweiser, Chun King, Ford, Northwest Orient and Winston scored in last year's awards which this year was increased from eight to 10 because of "pressure of greater activity."

BUCHEN'S PLANS

Agency ready to spread out into consumer advertising

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

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

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

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

Radio-Tv Plans ■ The step-up in consumer activity as it affects radio and television was detailed as follows:

A series of 13 one-minute announcements started on the *Jack Parr Show* on NBC-TV Feb. 8 and will run through April 11 for Masonite; United Wallpaper (division of Desoto Chemical Coatings Inc.) is starting on March 6 a 13-week schedule of minutes on Tuesdays and Thursdays on ABC Radio's *Breakfast Club*; Moen Faucets



Mr. Morgan

Mr. Dobbins

(division of Standard Screw Co.) is now testing tv spot in Phoenix and San Diego over a 13-week period in a campaign that aims to place builders under consumer pressure to use the faucets in new homes.

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

Pulse plans study of radio audience

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

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

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

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

The Pulse this week is releasing to subscribers its latest Pulse Tv Audience Profiles, subtitled "A Marketing Survey of Network Television Programs."

The report deals with 12 consumer using/dealing categories and contains 56 qualitative questions answered for every network television program. Field work was conducted last November and is based upon a 1,750-home sample of the U.S. total.

Mellon joins sponsors of Pirates on KDKA-TV

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

Returning sponsors are the Pittsburgh Brewing Co. and the Atlantic Refining Co.



We got more wimmin than men. Lucky, wot?

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

The latest 55-county Area Nielsen gives us as high as 111% more men than Station B — as

high as 87% more women. Our total Monday-Friday *adult* listenership is 155,100 women, 91,400 men (Mon.-Fri., 6 a.m. to midnight, March-April, 1961).

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970 KILOCYCLES



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

ABC denies bloodthirstiness charge

COMMISSIONERS HOSTILE TO DEFENSE OF COUNTER PROGRAMMING

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

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

Thomas W. Moore, ABC-TV programming vice president, declared: "Our position was, our position is and our position will be that we will not interject violence for violence's sake."

Through questions by Ashbrook Bryant, chief of the network study staff, and individual commissioners, the ABC spokesmen were repeatedly asked questions about violence on their network. One-half of the two-day hearing (Monday and Wednesday with a Tuesday break) was given to questions on two ABC programs—the Dec. 3 *Bus Stop* starring Fabian and *The Untouchables*.

This finally led Mr. Treyz to protest the "disproportionate" amount of time devoted by Mr. Bryant to the two shows in relation to the overall programming schedule.

Trigger-happy? ■ The FCC and its attorney strongly implied, in repeated questioning, that ABC-TV had instructed the insertion of more and more violence in *The Untouchables*. "No, it is not true," Miss Grace Johnsen, director of ABC continuity acceptance, replied between denials by Messrs. Treyz and Moore.

During the hearing, FCC Chairman Newton N. Minow endorsed in one form or another the so-called magazine concept for tv advertising.

ABC, generally, supported the stands of CBS and NBC the previous two weeks in favor of all-channel receivers and against network regulation—although not so forcefully in either case as the other two networks (BROADCASTING, Feb. 5, Jan. 29). The No. 1 alphabetical network also maintained that its news and public affairs shows are showing "remarkable" advances.

Mr. Treyz and James Hagerty, vice president in charge of news, special events and public affairs, were the only ABC-TV executives to present prepared statements—compared to the half dozen delivered by each of the other net-

works. After presenting their statements, Messrs. Treyz and Hagerty joined Miss Johnsen, Mr. Moore and Everett Erlick, vice president-general counsel, in answering FCC questions.

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

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

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

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

ABC's future program plans must be consonant with this limitation so long as it exists, Mr. Treyz maintained. "To

achieve our ultimate goal we seek true diversity," he said, "but true diversity requires true competition." And, the range of programs from which ABC can choose is definitely narrowed by the large number of two-channel markets, he stated.

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

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

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

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

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

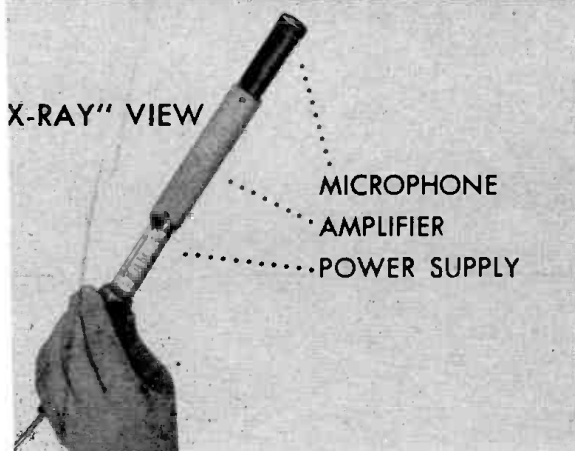
In its new programming, Mr. Treyz said, ABC applies the concept of coun-



Mr. Treyz

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Dodd blasts networks again

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

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

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

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

"Perhaps one of the most impor-

tant legislative actions is needed with regard to television programming," he said.

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

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

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

ter-programming in seeking to present shows different in type and in audience appeal than the programs scheduled at the same time by CBS and NBC. He cited the successful new show, *Ben Casey*, as an example of how the encouragement of independent producers and counter-programming exemplifies ABC programming. He said the network, "in exchange for a substantial risk investment," secured an option on the show but failed to get a single dime in advertiser support during several weeks of "arduous sales efforts." ABC declined several profitable proposals for a substitute program by advertisers "because we believed they would provide less diversity to our schedule and, therefore, less service to the public," he said.

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

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

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

On the other hand, Mr. Treyz said, the advertiser committing millions of dollars to tv is entitled to a level of

audience commensurate with his investment. "To act otherwise, would be to give his competitor an unfair advantage," he said. ABC, he maintained, developed and encouraged the use of multi-sponsored one-hour programs. Through this concept the number of advertisers on ABC has doubled since 1958, he said.

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

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

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

With these considerations and as "prudent businessmen," Mr. Treyz said, ABC officials believe the network should secure "whatever financial interests and subsidiary rights we can" in program negotiations. He said there has been no instance when ABC has

sought financial interests in a program in which it did not assume a substantial financial risk.

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

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

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

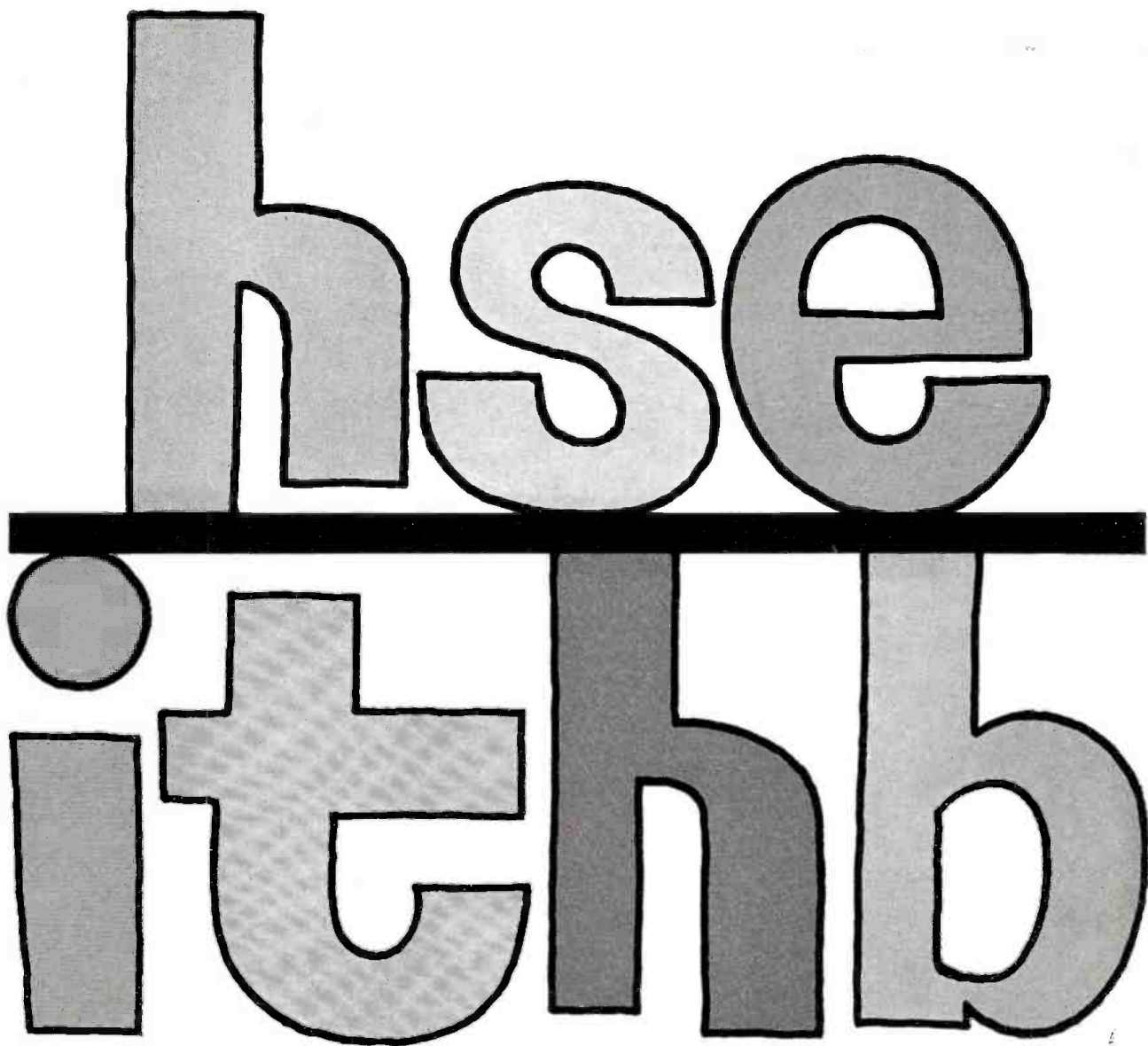
ABC may take into account an advertiser's policies in connection with sponsored programs, Mr. Treyz said, and does grant such a right to sponsors. "However, the exercise of this limited right remains subject to our final determination as to what is and what is not broadcast," he said.

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

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

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

Actual results of ABC's policy have been very much to the contrary, Mr. Treyz replied. He said ABC improved diversity and balance in its programming and that it is not responsible for the actions of other networks. It could "very well be" that the other two have contributed because of the cancellation



What famous communicator said what? Above are the initials of seven words that strike an **optimistic** note. When their author first wrote them, they could have been characterized as an **AP** dispatch (and we don't mean the then non-existent news service)! The **first** word and the author's **last** name form a perfect rhyme—there's **poetic** justice for you! Give it a go—then check the answer below.

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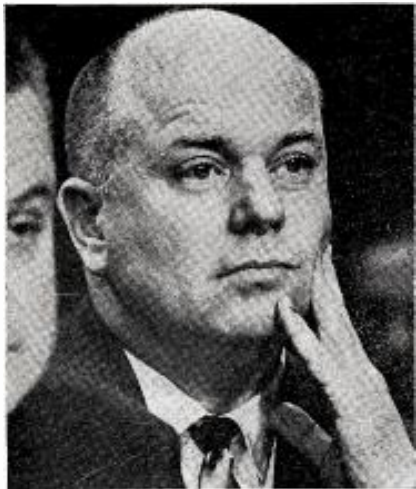
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Alexander Pope—"Hope Springs Eternal In The Human Breast"



Mr. Moore

of serious drama which left ABC on account of the shortage of affiliates, he said.

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

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

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

"No network will ever have balance for all people," he told Chairman Minow. Mr. Treyz said ABC would like

to have more serious drama but that just two weeks ago the network failed to land such a program because the advertiser went to another network which had primary affiliates in two-station markets.

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

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

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

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

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

From there, the questioning went to the controversial *Bus Stop* episode which caused five advertisers to withdraw their support and 25 affiliates to cancel the program (90 aired it). Mr. Bryant thought that ABC let affiliates



Miss Johnsen

learn of the difficulties through newspaper accounts, but this was denied.

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

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

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

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

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

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

Continuing on the subject of violence in ABC shows, Mr. Bryant turned

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to *Untouchables* with charges that ABC and Mr. Moore had issued instructions that more murder and mayhem be injected into the program. Again, he quoted from memos between ABC and Desilu, producer of the program, and intra-Desilu correspondence.

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

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

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

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

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

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

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

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

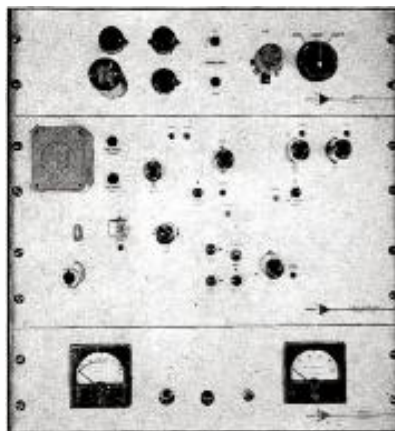
"I think its well to bring all this out," Chairman Minow commented, but agreed that "we've had enough of blood and violence in the last day or two."

Mr. Bryant stayed on *The Untouch-*

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Mr. Erlick

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

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

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

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

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

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

loftier network level "might lead to a diffusion of responsibility" and the lessening of the individuality and image of the local station, he suggested.

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

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

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

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

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

Some individual complaints repeated by many come from (1) advertisers who did not want spots after 10 p.m.; (2) a cigarette advertiser who did not want to be slotted in a cartoon; (3)

sponsors who wanted shows appealing to men, or women, or children, and so forth.

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

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

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

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

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

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

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

Ratings sag further

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

and similar increases in personnel and equipment.

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

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

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

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

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

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

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

ate, he said.

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

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

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

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

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

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

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

Asked what percentage of total network offerings should be devoted to programming from his department, Mr. Hagerty said he cannot give an opinion



Mr. Hagerty

but "the more the merrier from my point of view."

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

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

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

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

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

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

It will be many months before such report is forthcoming, individual commissioners agreed.

JFK SUBMITS SPACE PLAN

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

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

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

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

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

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

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

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

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

The FCC's position was outlined to

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

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

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

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

The corporation would be authorized to issue one million shares of Class A voting stock at not less than \$1,000 per share to be sold to anyone, including

communications carriers licensed by the FCC. No one, however, could own more than 15% of the authorized, or more than 25% of the outstanding Class A stock.

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

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

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

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

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

AWRT unit honors Senate committee

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

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

Soft sell for Kennedy conferences urged

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

At a private meeting between Mr. Salinger and aides to western Democratic Senators, UPI reported, a "soft-sell approach" to tv exposure

by broadcasters was urged. Participating, it was reported, were Andrew Hatcher, Mr. Salinger's assistant, and Mike Manatos and Claude Desautels, White House aides.

The press secretaries, UPI reported, are loosely organized into a group called "Demo-Hacks." They were reportedly told the President planned to invite press secretaries of state governors to Washington in an effort to enlist support for administration programs.

KTVH IS KANSAS TV

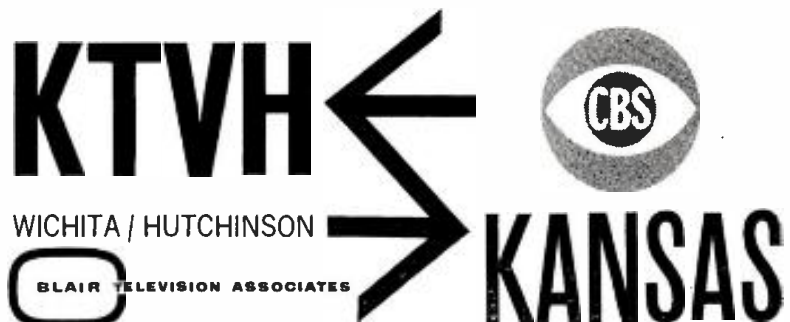
MORE KANSANS VIEW KTVH THAN ANY OTHER KANSAS TV*

**OVER
51**

**NEWS PROGRAMS
EVERY WEEK**



KTVH delivers local programming impact where it is important. This exclusive CBS-TV affiliate for Central Kansas reaches the audience that counts, delivering more than 51 news programs a week. Kansans rely on KTVH for local, regional, and national news. TO SELL KANSAS, BUY KTVH covering WICHITA, plus 14 other important communities of Kansas.



* Nielsen, February 1961

BROADCASTING, February 12, 1962

(D-Wyo.) didn't reveal any secrets in listing them in the following order: all-channel set legislation, network-regulation proposals, liberalization of the equal-time section of the Communications Act, and space communications (see story, this page).

Other committee members attending the affair were John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, A. S. Mike Monroney (D-Okla.), E. L. Bartlett (D-Alaska), Clifford P. Case (R-N.J.), Thruston B. Morton (R-Ky.), and Kenneth B. Keating (R-N.Y.).

Joining Mr. Minow in socializing with the senators and ladies were FCC Commissioners Frederick W. Ford, John S. Cross and Robert E. Lee.

FCC declines to relent on stereo notifications

Since stereophonic broadcasting is in a state of "new and rapid development," the FCC last week denied a request by WCRB-FM Walton, Mass., for loosening of the rules concerning notification of the commission about stereo broadcasts.

The rules presently require licensees to notify the commission and its engineer in charge within 10 days of commencement of stereocasting, or of any change in existing stereocast schedules. WCRB-FM had asked the commission to require only routine logging of actual stereophonic programming.

In denying the petition, the commission said readily available current information is needed for continuing evaluation of broadcasting developments. The public, the trade and general press and various segments of the broadcasting industry need to be able to tell easily how much stereocasting is being done by what stations in which area, the FCC said.

Commissioner Rosel H. Hyde voted to grant the petition.

Dallas fm in more trouble

A Dallas fm station which has balked at FCC orders to return its license for cancellation has been set for hearing to show cause why its license should not be revoked (BROADCASTING, Nov. 20, 1961). KCPA (FM), which has been off the air since Aug. 12, 1961, is in financial difficulty and has violated various technical rules, the FCC said.

The station, which is licensed to Merchants Broadcasting System of Dallas, may appear at a hearing in Washington or Dallas (as it chooses) to explain why it reduced power and went off the air for more than 10 days without authorization; why it failed to keep operating logs for more than three months and why no qualified engineer was in attendance. The FCC said KCPA was evicted from its studio and transmitter site for non-payment of rent.

PASTORE COMMITTEE PLANS

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

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

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

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

The senator made these points:

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

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

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

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

Hard-liquor Advertising ■ Broadcasting industry representatives have told

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

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

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

Class III petitions for power refused

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

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

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

Petitioning for the 25 kw limit were WTVB Coldwater, Mich.; WPEN Philadelphia; WERE Cleveland; KOL Seattle; WSBT South Bend, Ind., and KFYZ Bismarck, N.D.



"And there I was, big as life, on TV"

(and in one of the top-40* markets, too!)

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

You see, it's our contention that keeping people's interests in front of our cameras keeps their interest in front of their sets. Hence, WJRT's "programming from within"—which has seen 25,000 area residents come before Channel 12 cameras in just 2½ years. And they've represented some 545 different interests—from rocket

research to cancer research, from Japanese music to leathercraft.

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

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

WJRT

WJRT • A GOODWILL STATION • FLINT-SAGINAW-BAY CITY / ABC PRIMARY AFFILIATE

*Based on ARB and SRDS Reports, 1960 & 1961

**Metropolitan heads-of-households, Sales Management's
"1960 Survey of Buying Power"

UHF NEEDS BETTER QUALITY, COVERAGE

Now is time, says Triangle; Smythe praises deintermixture

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

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

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

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

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

Improve uhf ■ The premise behind such a uhf study, according to Triangle,

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

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

Endorse Receiver Law ■ All-band receiver legislation sought by the FCC was endorsed by Triangle as a first step toward effective implementation of truly competitive tv service. It stressed that both portions of the spectrum should be effectively utilized and opposed piecemeal or wide-area "selective deintermixture." Triangle pointed out that it shifted its vhf station in Fresno, Calif., to uhf without opposing the FCC's request to do so and explained that this compliance was in accord with the company's philosophy

of encouraging competitive tv allocations—in the Fresno case so there would be more spectrum room for vhf stations in other communities.

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

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

KLFT asks new chance in revocation case

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

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

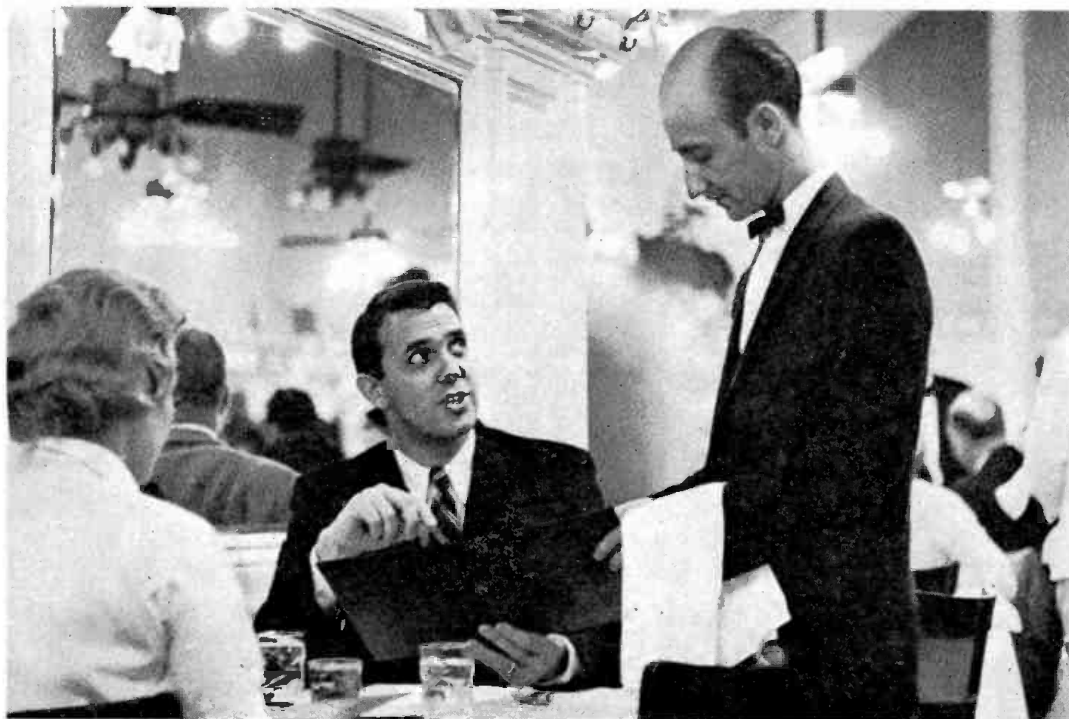
KLFT's attorney admitted the station was guilty of certain technical violations but maintained that the primary violation which led to the misrepresentation charges—the failure to hire a fulltime first-class radiotelephone operator—stemmed from a disagreement between the licensee's interpretation of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



N. Y. Hill members feted

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

Stuffed Eggplant...OLD NEW ORLEANS FAVORITE



As served at world-famous Galatoire's Restaurant.

WWL-TV... new New Orleans Favorite

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

"Ladies First" is becoming a *buy-word* in almost every New Orleans home.

Represented nationally by Katz

WWL-TV
NEW ORLEANS

Here's how to make it!

1 medium large eggplant	Salt and pepper to taste
4 tbsp. butter	$\frac{3}{4}$ cup cooked, peeled shrimp
$\frac{1}{3}$ cup chopped green onions and tops	$\frac{1}{2}$ cup cooked flaked crabmeat
$\frac{1}{4}$ cup minced fresh parsley	Buttered bread crumbs
	Grated Parmesan Cheese

Cut eggplant in half lengthwise. Wrap each half in aluminum foil and bake in a 400 degree oven about 45 minutes or until tender and moist. Scrape the pulp from the skin, leaving about $\frac{1}{4}$ inch around the edges. Chop pulp into small pieces. Melt butter in a saucepan. Saute chopped onions and parsley until browned. Season with salt and pepper. Then stir in the pulp, shrimp and crabmeat. Cook together for several minutes. Fill the eggplant shells with this mixture; sprinkle bread crumbs and cheese over the top of each. Bake in the oven about five minutes until brown. Makes matchless serving for two.

violation; the licensee was characterized by his attorney as "the biggest man in the small puddle of Golden Meadow."

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

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

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

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

JFK asks Hill okay for etv subsidies

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

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

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

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

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

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

The board adopted a resolution contending that "federal intrusion into the

broadcast industry is inconsistent with the principles of free enterprise" and that broadcasters have proven their "ability to serve the nation through local determination of the educational needs of each state and community."

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

CONGRESSMEN ON UHF They defend threatened vhf's in their respective areas

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

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

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

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

Some 1,200 signatures on petitions urging the FCC not to delete ch. 12 Binghamton, N.Y. (WBNF-TV) have been received by the commission. And the South Carolina Educational Tele-

vision Center asked the commission not to delete ch. 10 Columbia, S. C., (WIS-TV) because it offers centrally located facilities free to state universities; the etv group said it feels that only through use of a vhf channel can it tie in with a state and national etv network. A similar plea was filed on behalf of ch. 12 Birmingham, Ala., (WSFA-TV) by the Southern Tier Educational Tv Assn.

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

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

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

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

Members of the Ohio and Alabama delegations to Congress were breakfast guests of Taft Broadcasting Co. for a slide presentation by Lawrence H. Rogers II, Taft executive vice president, on the problems of moving television into the uhf band. Mr. Rogers advocated legislation requiring the FCC to complete its New York uhf tests before undertaking any further uhf rulemaking. He asked immediate hearings

*"Any time a Radio Station
voluntarily puts forth
its great effort to give
assistance to people in
need, I think this is a
wonderful service"*

—excerpt from a statement
by District of Columbia
Commissioner John B. Dun-
can, in an interview with
Richard Eaton, President of
WOOK and United Broad-
casting Company, Novem-
ber 9, 1961

COMMUNITY SERVICE

Another first for WOOK in Washington

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

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

WOOK

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WASHINGTON, D.C.

UNITED BROADCASTING COMPANY

WJMO: CLEVELAND, WSID: BALTIMORE, WANT: RICHMOND, WBNX: NEW YORK, WFAB: MIAMI,
WINX: ROCKVILLE, MD., WMUR TV: MANCHESTER N. H.

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

on legislation dealing with what he termed "the FCC's attempt to stampede into uhf before sufficient technical information is available."

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

GE outlets cite long service record

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

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

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

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

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

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

Congressmen defend pre-dawn broadcasts

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

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

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

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

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

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

Joelson talks tough to licensee-fee critics

Rep. Charles S. Joelson (D-N.J.), who has introduced legislation (HR 9881) to require television and radio stations to pay an annual license fee, said last week "some broadcasting stations" have warned him they will discontinue public service programming if

the bill is enacted. His answer, he said in a House speech, is that if they do, the FCC should either revoke their licenses or make a certain percentage of public service programming mandatory.

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

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

Spokane sellers answer Jones' post-grant plea

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

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

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

Moline tv requests prompt grant of ch. 8

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

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

ARB, November 1961

**LOOK
WHO'S
FIRST AGAIN
IN
DES MOINES
TELEVISION...
KRNT-TV**

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

An operation of Cowles Magazines and Broadcasting, Inc.

Mason switch may feature fall schedule

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

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

A report that CBS-TV is thinking of a *Perry Mason* switch from its long-time Saturday, 7:30-8:30 p.m. niche, to bolster Thursday night at 8-9 made the agency and network rounds last week.

This proposed Thursday "revamp" at CBS-TV also would have *Mr. Ed* coming in at 7:30 and the new *The Nurses* at 9-10 followed by *CBS Reports*. At present the network starts the night off at 7:30 with the *Bob Cummings Show* and follows up with *Frontier Circus* (8-9), *Tell It to Groucho* (9-9:30), *The Gertrude Berg Show* at 9:30 and then *CBS Reports*.

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

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

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

Tuesday: ABC-TV: Undecided until 8:30 where *Hawaiian Eye* is slotted, followed by an undecided hour show at 9:30 and a half-hour not yet selected for 10:30. CBS-TV: *Marshal Dillon* (Gunsmoke reruns) at 7:30, either *Dobie Gillis* or *Arthur Godfrey and Friends* at 8, a new *Red Skelton Show*

for an hour if Skelton agrees (at 8:30-9:30), *Jack Benny* at 9:30, and *Gary Moore* at 10-11. NBC-TV this night will slot *Laramie*, *Dick Powell*, *Empire* and another show in that order, or it might rejuggle the sequence and place *Empire* in at the Saturday, 7:30-8:30 period.

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

Thursday: ABC-TV plans *Ozzie & Harriet* or another situation comedy at 7:30, *Donna Reed* at 8, *Real McCoys* at 8:30, *My Three Sons* at 9, an open half hour, and *The Untouchables* (which

now may be retained) at 10-11. CBS-TV: *Mr. Ed*, *Perry Mason*, the new *The Nurses* and *CBS Reports*. NBC-TV: A new show *McKeever and the Colonel* (Four Star) will fill the 7:30-8:30 period (*The Young Men* now in that hour on Monday night might trade places with *McKeever*). *Dr. Kildare* at 8:30-9:30, *Hazel* at 9:30 and the 10-11 period not yet filled.

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

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

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

Among the announcements last week dealing with nighttime scheduling: Lucille Ball-Desi Arnaz hour shows (first telecast as specials on CBS-TV) on the *I Love Lucy* format will be repeated this summer on CBS-TV (12 in all); CBS-TV will place *Oh Those Bells*, a half-hour comedy produced more than a year ago and starring the Wiere Bros. on Thursday, 7:30, on March 8, replacing *The New Bob Cummings Show*; *Our Man Higgins* (see Wednesday above), a half-hour Screen Gems comedy production, has been purchased by ABC-TV for prime time next season; a pilot on *Howie* (half-hour Ziv-UA and CBS comedy) has been completed, and the switch-about of *Father Knows Best* and *Window on Main Street* in the

G-T cuts pace

Goodson-Todman Productions has stopped preparations on pilot film production for the 1962-63 season, it was learned last week. G-T had reported last fall that six pilot projects were underway for the coming season (BROADCASTING, Nov. 6, 1961). The explanation is that G-T could not get the necessary people to work on the planned programs and that the firm's west coast operations are being "revamped."

Two of the planned Goodson-Todman pilots have been dropped permanently, but work on four others will be pursued as 1963-64 offerings. The cancelled pilots are *Roads Three* and *Days Ahead*. Work will continue on *Skyscraper*, *Sun Valley*, *Count Your Chickens* and *The Yank*, plus other new and unspecified projects. G-T also has a new live game show entitled *A Matter of Opinion* that it is showing the networks.



**In the Rochester,
New York, market
WHEC-TV and H-R are
now working to bring
agencies and clients the
finest in television ad-
vertising service.**



WESTERN ELECTRIC AND ITS 40,000 SUPPLIERS

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

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

From some of our suppliers came raw materials, parts, components and assemblies for our factories where Bell telephones and communications equipment are made. Some helped with defense projects entrusted to us by the government. Others provided special services — like transportation. And still others supplied finished products — everything from linesmen's belts and pliers to telephone poles. The contributions of these suppliers enable us to focus our efforts on our main concern: manufacturing high-quality communications products for dependable service in the Bell Telephone network and furnishing production, engineering and management services for government projects.





NIKE BUILDER Charles Malouin helps make electronic components for NIKE guided missile systems at Whiting & Davis Co. in Plainville, Mass. — one of many firms which help prime contractor W. E. with this Army project.

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

◀ **W. E. BUYER** Bob Peregrin (left), examines a pair of special pliers with Otto Hart, President of Hart Industrial Supply Co. — one of many small businesses in dynamic, fast-growing Oklahoma City which supply Western with a wide range of tools, parts and machinery.



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



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



Western Electric
MANUFACTURING AND SUPPLY  UNIT OF THE BELL SYSTEM

COLORCASTING

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

NBC-TV:

Feb. 12-16, 19-21 (6-6:30 a.m.) Continental Classroom, probability and statistics.

Feb. 12-16, 19-21 (6:30-7 a.m.) Continental Classroom, American government.

Feb. 12-16, 19-21 (10:30-11 a.m.) Play Your Hunch, part.

Feb. 12-16, 19-21 (11-11:30 a.m.) The Price Is Right, part.

Feb. 12-16, 19-21 (12-12:30 p.m.) Your First Impression, part.

Feb. 12-16, 19-21 (2-2:30 p.m.) Jan Murray Show, part.

Feb. 12-16, 19-21 (11:15 p.m.-1 a.m.) Jack Paar Show, part.

Feb. 12, 19 (8:30-9 p.m.) The Price Is Right, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Feb. 13, 20 (7:30-8:30 p.m.) Laramie, part.

Feb. 14, 21 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.

Feb. 14, 21 (10-10:30 p.m.) Bob Newhart Show, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

Feb. 14, 21 (10:30-11 p.m.) David Brinkley's Journal, Douglas Fir Plywood Assn. through Cunningham & Walsh; Mead-Johnson through Kenyon & Eckhardt.

Feb. 15 (10-11 p.m.) Sing Along With Mitch, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

Feb. 16 (9:30-10:30 p.m.) Bell Telephone Hour, AT&T through N. W. Ayer.

Feb. 17 (9:30-10 a.m.) Pip The Piper, General Mills through Dancer-Fitzgerald-Sample.

Feb. 17 (10-10:30 a.m.) Shari Lewis Show, Nabisco through Kenyon & Eckhardt.

Feb. 17 (10:30-11 a.m.) King Leonardo and His Short Subjects, General Mills through Dancer-Fitzgerald-Sample.

Feb. 17 (5-6 p.m.) All-Star Golf, Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

Feb. 17 (7:30-8:30 p.m.) Tales of Wells Fargo, part.

Feb. 18 (4:30-5 p.m.) Patterns in Music, sust.

Feb. 18 (6-6:30 p.m.) Meet the Press, co-op.

Feb. 18 (7-7:30 p.m.) The Bullwinkle Show, part.

Feb. 18 (7:30-8:30 p.m.) Walt Disney's Wonderful World of Color, RCA and Eastman Kodak through J. Walter Thompson.

Feb. 18 (9-10 p.m.) Bonanza, Chevrolet through Campbell-Ewald.

CBS-TV schedule (BROADCASTING, Feb. 5) now has been moved up to be effective today (Feb. 12). *Father* reruns leave Wednesday, 8-8:30 to swap places with *Window on Main Street* on Mondays, 8:30-9.

MINOW, COLLINS YEAR 1961 seen as propitious by religious broadcasters

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

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

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

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

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

Horton hops off departing 'Wagon Train'

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

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

Jaffe, Stag plan films

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

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

Lynn to distribute Philbrick 'Red Report'

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

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

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

Film sales...

Debbie Drake Show (Banner Films): Sold to WSOC-TV Charlotte, N. C.; WTOP-TV Washington; KTVR (TV) Denver; KPHO-TV Phoenix; WCCA-TV Columbia and WUSN-TV Charleston, both South Carolina. Resold to WALB-TV Albany, Ga.; WJHG-TV Panama City, Fla.; WDAY-TV Fargo, N. D.; WKRG-TV Mobile, Ala.; WTVP (TV) Decatur, Ill., and KTVH (TV)

Hutchinson-Wichita, Kan. Now in 90 markets.

Films of the 50's (Seven Arts Assoc.): Vol. 3 sold to WTIC-TV Hartford, Conn.; KXTV (TV) Sacramento, Calif.; WBAY-TV Green Bay, Wis., and WHYN-TV Springfield, Mass. Now in 10 markets. Vol. 2 sold to WBAY-TV is now in 86 markets. Vol. 1 purchased by KAKE-TV Wichita, Kan., is now on 120 stations.

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

Fiedler may be syndicated

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

between this month and May.

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

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

Program notes...

Disney net rises ■ Walt Disney Productions had a consolidated net profit of \$1,669,213, or \$1 per share, for the quarter ended Dec. 30, 1961, compared to \$115,589, or seven cents a share for the like quarter of the previous year. Gross revenues for the quarter were \$15,634,320, up 75% over the gross of \$8,972,159 for the corresponding quar-

ter the year before. Film revenues primarily accounted for the increased revenues and the company warned that the balance of the 1962 fiscal year will probably not proceed at the same rate. All incumbent officers and directors were reelected at annual stockholders meeting Feb. 6.

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

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

EQUIPMENT & ENGINEERING

51 manufacturers plan NAB exhibits

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

Here is the list of exhibitors:

Aitken Communications, Taft, Calif.; Alford Mfg. Co., Boston; Alto Fonic Tape Service, Palo Alto, Calif.; American Microwave & Television Corp., San Carlos, Calif.; Ampex Corp., Redwood City, Calif.; Andrew Corp., Chicago; Automatic Tape Control, Bloomington, Ill.; Bauer Electronics Corp., San Carlos, Calif.; Century Lighting, New York; Chrono-Log Corp., Broomall, Pa.;

Collins Radio Co., Cedar Rapids, Iowa; Conrac Div., Giannini Controls Corp., Glendora, Calif.; Continental Electronics Mfg. Co., Dallas; Dage Div., Thompson Ramo Wooldridge, Michigan City, Ind.; Dynair Electronics, San Diego; Electrical & Musical Industries, Los Angeles; Electronic Applications, Wilton, Conn.; Federal Mfg. & Engineering Corp., Television Specialty Co. Div., Garden City, Long Island, N. Y.; Fisher Radio Corp., Long Island City, N. Y.; Gates Radio Co., Quincy, Ill.;

General Electric Co., Communications Products Dept., Syracuse, N. Y.; General Electronic Labs, Cambridge, Mass.; GPL Div., General Precision, Pleasantville, N. Y.; International Busi-

ness Machines, Chicago; International Good Music, Bellingham, Wash.; ITA Electronics Corp., Lansdowne, Pa.; Itek Electro-Products Co., Cambridge, Mass.; Jampro Antenna Co., Sacramento, Calif.; Kliegl Bros., New York; MaCarTa Inc., Des Moines;

Magne-Tronics Inc., New York; McMartin Industries, Omaha; Minnesota Mining & Mfg. Co., Magnetic Products Div., St. Paul; Miratel Inc., New Brighton, Minn.; Moseley Assoc., Santa Barbara, Calif.; Programatic Broadcasting Service, Muzak Corp., New York; RCA, Camden, N. J.; Raytheon Co., Waltham, Mass.; Schafer Electronics, Burbank, Calif.; Soundsciber Corp., North Haven, Conn.; Standard Electronics Div., Reeves Instrument Corp., Farmingdale, N. J.;

Surrounding Sound, Hollywood; Sarkes Tarzian Inc., Bloomington, Ind.; Tektronix Inc., Beaverton, Ore.; Telechrome Mfg. Corp., Amityville, N. Y.; TelePrompter Corp., New York; Telescript-CSP, New York; Tower Communications Co., Sioux City, Iowa; Utility Tower Co., Oklahoma City; Visual Electronics Corp., New York; Vitro Electronics, Div. of Vitro Corp. of America, Silver Spring, Md.

AT&T Telstar plans described to RTES

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

Jean H. Felker, assistant chief engi-

neer of AT&T, told the Radio & TV Executives Society's Newsmaker luncheon Feb. 7 that the Telstar will permit the testing of tv and telephone transmissions between Andover, Me., and Europe for 15 to 30 minutes every time the satellite crosses the Atlantic during its less-than-three-hour orbit around the earth. He said the Telstar will be "turned off" after a year to keep its signals from interfering with other planned experimental satellites.

By 1965, Mr. Felker predicted, it will be possible to create a commercial communications system for trans-Atlantic telephone service, tv programming, facsimile transmission and all other forms of electronic communication.

Technical topics...

Audio fair ■ The International Sound Industry Fair Inc. has opened executive offices in New York at 333 E. 46th St. The first International Sound Fair will be held July 25-29 in Cobo Hall, Detroit. A business congress, with speakers covering radio programming, retailing and distribution, is planned.

Video tape storage ■ Neumade Products Corp., New York, has published a brochure describing its new line of video tape storage facilities. Cabinets and racks have been redesigned for effective use of space available for storage purposes, the company says. Cabinets are supplied in special finishes to match either Ampex or RCA equipment at no additional cost. The company will furnish more information upon request. Write to 250 West 57th St., New York, 19.

CANADA UPS MULTILINGUAL CONTENT

Immigration boom brings liberalized language broadcasts

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

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

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

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

Broadcasters of such special multilingual stations, as well as those carrying any foreign-language broadcasts, must have filed in their records prior to broadcast, English or French certified translations of all talks, commercials and all words spoken in the foreign language. Broadcasters are held responsible for what is said over their stations. They must make sure that no offensive propaganda, direct or indirect, is broadcast over their stations. Programming must be done in languages

roughly corresponding to the percentage of principal ethnic groups in the area. All food and drug commercials to be cleared through the Department of National Health and Welfare must be submitted to the BBG in advance with certified translation in English or French so BBG can have them cleared by the department.

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

Canadian group asks radio-tv ad limitation

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

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

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

Jersey to get tv outlet

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

CBC counts losses

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

UK tv in 1961 added 1.25 million viewers

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

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

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

BBC, ITA join to test color tv transmission

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

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

But the BBC-ITA joint tests indicate that top executives in Great Britain believe that color is not so far away.

Kintner sees trend to interpretive news

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

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

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

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

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

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

A spokesman pointed out that this



Robert E. Kintner, president of NBC (r), accepts the Veterans of Foreign Wars commander in chief's Gold Medal Award from Robert Hansen, the VFW's commander in chief, in Washington ceremonies last week.

was the first year that the VFW had attempted to sponsor the contest without the help of other organizations and that more students and more radio and television stations participated this year than in any of the past three years that the veterans had been associated with the contest. The 51 winners also were honored at the dinner attended by 1,406 persons.

NAB group to study board composition

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

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

From tv board—Henry B. Clay, KTHV (TV) Little Rock, Ark.; James D. Russell, KKTU (TV) Colorado Springs, Colo.; Eugene S. Thomas, KETV (TV) Omaha, Neb.; William B. Quarton, WMT-TV Cedar Rapids, Iowa, and Joseph C. Drilling, WJW-TV Cleveland.

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

Public service recognized

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

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



Changing hands

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

- WINN Louisville, Ky.: Sold by Glen A. Harmon, Glenn Snyder, Oldham Clarke, Charles M. Wheeler and Jesse L. Chambers to Garvis Kincaid for \$500,000. Mr. Kincaid owns WFKY Frankfort, WVLK Lexington, WCMI-AM-FM Ashland, all Kentucky, and WHOO-AM-FM Orlando, Fla. WINN is 250 w fulltime on 1240 kc. Broker was Hamilton-Landis & Assoc.
- KIRL Wichita, Kan.: Sold by Mary Pickford and Buddy Rogers to Bernice L. Lynch and F. F. (Mike) Lynch and family for over \$400,000. The Lynchs own KBYE Oklahoma City and KFMJ Tulsa, both Oklahoma. Miss Pickford and her husband bought the Wichita station in 1958 for \$450,000. KIRL operates on 1070 kc with 10 kw day and 1 kw night. Broker was Blackburn & Co.
- KTOB Petaluma, Calif.: Sold by Lloyd Burlingham to William T. Stubblefield for \$115,000. Mr. Stubblefield is the owner of WAGE Leesburg, Va., which he has just sold to James Symington for \$175,000 (CHANGING HANDS, Feb. 5). Mr. Burlingham, who bought KTOB in 1960 for \$115,000,

also controls KNOG Nogales, Ariz., and WIXN Dixon, Ill. KTOB operates on 1490 kc with 1 kw day and 250 w night.

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

- WNCT (TV) Greenville, N.C.: Sold by Earl McD. Westbrook and associates to Roy H. Park for \$2,557,458. Mr. Park, Ithaca, N. Y., industrialist (Duncan Hines books-foods, publishing, advertising, real estate and investments), said last week he intends to close the transaction in 45 days and is retaining the station's present staff which is headed by A. Hartwell Campbell. Mr. Park has a minority interest in KREB Shreveport, La. WNCT has a 30% interest in WECT (TV) Wilmington, N. C.
- KRMG Tulsa, Okla.: Sold by Meredith Broadcasting Co. to Swanco Broadcasting of Oklahoma Inc. for \$500,000. Swanco is headed by Gilbert C. Swanson, Omaha industrialist, and has George A. Bolas, Chicago advertising executive, at its president. It owns KIOA Des Moines, KLEO Wichita and KQEO Albuquerque.
- WHBI Newark, N. J.: Sold by James L. Shearer to Bartell Broadcast-

ers for \$400,000. Bartell owns WADO New York on the same 1280 kc frequency weekdays and plans to operate WADO fulltime and delete WHBI. Bartell owns KCBQ San Diego, KYA-AM-FM San Francisco and WOKY Milwaukee, Wis. Grant was made without prejudice to any action FCC may deem warranted as result of final determination in private litigation.

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

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

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

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

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

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

- WAUB Auburn, N. Y.: Sold by Jack R. Poppele to local group headed by Robert B. Morgan for \$108,000. FCC Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented.

CBS-TV refuses to show 'Bookie' to lawmakers

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

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

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

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

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

Gould reveals plans for ETMA's ch. 13

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

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

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

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

Brown-Weed regional arrangement dropped

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

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

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

NOMINEES NAMED FOR RADIO BOARD

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

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

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

Nominees for the 12 vacancies are:

District 2 (N. J., N. Y.)—Michael R. Hanna, WHCU Ithaca, N. Y.; John R. Henzel, WHDL Olean, N. Y.

District 4 (D. C., N. C., S. C., Va., Md. in part)—Charles P. Blackley, WTON Staunton, Va.; Charles H. Crutchfield, WBT Charlotte, N. C.; Harold Essex, WSJS Winston-Salem, N. C.; Boyce Hanna, WADA Shelby, N. C.; Frederick S. Houwink, WMAL Washington.

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

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

District 10 (Ia., Mo., Neb.)—Richard W. Chapin, KFOR Lincoln, Neb. (incumbent); Eugene T. Flaherty, KSCJ Sioux City, Ia.

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

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

Nybo, KBYM Billings, Mont.

District 16 (Ariz., So. Calif., So. Nev.)—Lloyd C. Sigmon, KMPC Hollywood; Calvin J. Smith, KFAC Los Angeles.

Large Stations—Frank Gaither, WSB Atlanta; John F. Patt, WJR Detroit (incumbent).

Medium Stations—John F. Box Jr., WIL St. Louis; Daniel W. Kops, WAVZ New Haven, Conn.

Small Stations—Robert T. Mason, WMRN Marion, Ohio (incumbent); Don Olson, KTRF Thief River Falls, Minn.

Fm Stations—J. R. Livesay, WLBH-FM Mattoon, Ill.; Fred Rabell, KITT San Diego, Calif.

ABC radio-tv o & o's meet

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

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

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



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CBS' GOLD MINE

Warner to pay \$5.5 million for 'Fair Lady' movie rights

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

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

The network acquired a 40% share of the musical's box office profits when it agreed to back the show nearly six years ago, and as of last fall the show

had netted CBS more than \$3.2-million on the ticket gross. The albums has grossed about \$15 million.

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

Radio's superior reach in suburbs explained

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

Delivering a new presentation, "Today's Expanding Markets," to an audience of agency media buyers, Mr. Webster noted that in addition to phe-

nomenal growth, many times larger than that of either central city or non-metropolitan areas, the residents of suburbs have an income level 42% higher than people in city centers, with considerably higher proportions of home ownership and auto ownership. "And," he added, "the competition is less . . . for the farther you go from the city centers, the less competitive products are sold."

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

ASCAP seeks Cascade fees

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

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

AFTRA local expels three

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

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



West Virginia invites Latin Americans

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

American visit with other members of the NAB. (BROADCASTING, Jan. 29).

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

Canon 35 opponents plan Chicago argument

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

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

Inquiries about the hearing so far, ABA sources said, disclose a mistaken belief that the session will be only an informal "conference" rather than what for all practical purposes amounts to a "court of last resort." The formal committee hearing seeks to settle the controversy between newsmen and the courts about Canon 35 over the past several years. The hearing was announced Jan. 26.

The special ABA committee headed by Newark, N. J., attorney John H. Yauch Sr., wishes to receive all pertinent argument for modification of Canon 35, including complete supporting evidence or documentation in the form of tv film clips or radio tapes from experimental situations in which court coverage has been allowed. Mr. Yauch said written or documentary presentations will be accepted from all interested organizations or parties, but oral testimony

before the committee Feb. 18 will be heard only from those to whom invitations for comment were issued or who have contacted the committee chairman beforehand.

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

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

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

Mr. Minow disclosed the essence of his letter to the ABA Feb. 1 at the annual meeting of the Jewish Community Centers of Chicago. He said he believes broadcasters "should not

be second class members of the press" by reason of their exclusion from the courts.

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

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

Media reports...

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

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

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

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

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

clothing and other merchandise.

Controversial show ■ WBEN-FM Buffalo originated two broadcasts of controversial civic meetings which won it praise from local newspapers. The meetings, in which the city commissioner appointees were to be confirmed in addition to the police chief, resulted in verbal fireworks lasting 2½ hours. WBEN-FM broadcast the entire proceedings. Its sister station, WBEN, taped the proceedings for rebroadcast in the evening.

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

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

FATES & FORTUNES

BROADCAST ADVERTISING

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

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

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

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

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

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

George J. Hoag, merchandising director, Compton Adv., Chicago, elected vp and marketing director, Clay Stephenson Assoc., Houston.

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

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

William L. Sibert, advertising manager, Whitehall Labs Div., American Home Products Corp., named assistant to president, American Home Products Corp., New York.



Mr. Wedeck



Mr. Maffei

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

Martin L. Gregory, operations group manager, General Foods Corp., White Plains, N. Y., appointed general manager, GF's Post Div., Battle Creek, Mich.

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

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

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

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

navian Airlines System account. Joining agency as member of creative group serving same account is **Duncan J. Angier**, also formerly of Adams & Keyes.

Harold Thorkilsen, manager, research coordination, Colgate's Dental Cream, Flouride Toothpaste, and toothbrushes, named senior product manager.

T. Craig Ward, account executive, Young & Rubicam, New York, joins Papert, Koenig, Lois Inc., that city, as account executive on Pharmacraft Labs' Fresh and Ting.

Norman A. Church, vp for advertising, Gaynor & Ducas Adv., Beverly Hills, joins Hal Stebbins Inc., Los Angeles advertising and pr agency, as account executive. **Don Caswell**, newsman and financial editor, *Los Angeles Examiner*, to Stebbins' pr staff.

Ran Jensen, formerly with WOC-AM-FM-TV Davenport, Iowa, joins Bawden Brothers Inc., advertising agency, that city, as account executive.

Philip F. Donoghue, tv producer, Transfilm-Caravel, New York, joins tv commercial production department, Lennen & Newell Inc., that city.

Charlotte J. Garner, copywriter, S. Fabian Co., Cincinnati, joins creative staff, Ted Menderson Co., that city.

Robert G. Kembel, art director and acting advertising manager, EBSCO Industries Inc., Birmingham, Ala., appointed art director, Leslie Adv., Greenville, S. C.

Joseph C. Gusky, senior vp, director of quality control, and head of consumer division, Lando Advertising Agency, Pittsburgh, resigns to establish own consulting firm, Joseph C. Gusky Assoc., 1915 Union Bank Bldg., Pittsburgh 22.

George H. Gribbin, president, Young & Rubicam Inc., New York, named public information chairman for 1962 Greater New York Red Cross campaign.

William H. Hodges joins Tobias & Co., Charleston, S. C., advertising and pr firm, as account executive.

Patricia M. Spick, executive secretary in media department, Waldie & Briggs, Chicago, promoted to media buyer.

Rhoda Schachne, formerly with WINS New York, joins Powell, Schoenbrod & Hall, that city, as radio-tv writer.

Philip C. Cohan, formerly with CBS press information, has opened public relations firm under his name at 616 W. 54th St., New York.

Alter to direct RTP



Mr. Alter

Robert H. Alter, manager, sales administration, Radio Advertising Bureau, New York, appointed director, Radio Test Plan, special RAB unit

that will try to boost radio's national billings by \$30 million within 18 months (BROADCASTING, Dec. 25, 1961). As director of key account sales, newly created post, Mr. Alter will assume full responsibility of RTP efforts to seek commitments of \$1 million or more annually from major advertisers.

THE MEDIA



Mr. Levy

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

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

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

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

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

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

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

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

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

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

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

Robert Kleiman, western European correspondent and chief, Paris bureau, *U. S. News & World Report*, appointed chief, Paris bureau, CBS News. He succeeds **David Schoenbrun** who has assumed charge of CBS News' Washington bureau.

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

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

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

Michael Ludgate, salesman, WGHQ Saugerties, joins WKIP Poughkeepsie, both New York.

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

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

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

Richard A. Keating, New England manager, Henry I. Christal Co., New York, station rep firm, joins WNAC Boston sales department.

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

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

talk about efficiency!

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

wcky•radio

50,000 WATTS • CINCINNATI

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

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



Mr. Pfeiffer

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

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

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

Frank Smith, formerly with WIP Philadelphia, joins engineering department, WXUR-AM-FM Media, Pa.

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

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

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

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

Gerald P. Noonan, national sales representative, WCAU-TV Philadelphia, appointed account executive. Prior to

joining station in August 1961, Mr. Noonan was media buyer with Benton & Bowles, New York.

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

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

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

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

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

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

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

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

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

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

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

Al Lohman Jr., air personality, WABC New York, to KLAC Los Angeles, in similar capacity.

John Anton, news reporter, WFIL-AM-FM-TV Philadelphia, appointed publicity director.

Jack Sanders, **Greg Mason** and **Gene Snyder** join WAKY Louisville, Ky., as air personalities.

Gene Edwards, air personality, WCBM-AM-FM Baltimore, appointed promotion director. **Tom Cole** succeeds Mr. Edwards as air personality.

Ron Toller, formerly with WHIZ-AM-FM-TV Zanesville, Ohio, joins WFFG Marathon, Fla.

Jim Parker, d.i., KAGO Klamath Falls, Ore., joins KBIG Santa Catalina, Calif., as air personality.

Mike Gaber joins WETZ New Martinsville, W. Va., as announcer-d.j.

Jay Gilbert, formerly with WAMS Wilmington, Del., joins WPTR Albany, N. Y., as air personality.

Red McIlvaine joins KLAC Los Angeles as d.j.

Bernie Allen, d.j., WIND Chicago, joins WJJD, that city, in similar capacity, succeeding **Jim Lounsbury**, resigned. **Ernie Simon** assigned to early morning d.j. slot, succeeding **Mike Holliday**, resigned. **Jerry Healey** joins WJJD as program director and mid-morning personality.

Jack La Marca, director of operations, KITO San Bernardino, joins KIEV Glendale, both California, to assist in developing station's new Radio Americana format.

Robert C. Anderson, executive vp, Auburn U., Auburn, Ala., elected 1962 chairman of Joint Council on Educational Broadcasting, Washington. Mr. Anderson is American Council on Education's representative on JCEB, which provides leadership on educational tv matters relating to Congress and federal agencies.

Jay Gould, farm service director, WOWO Ft. Wayne, Ind., awarded Hoosier Farm Broadcaster Award by Cooperatives of Indiana at Purdue U. in West Lafayette Feb. 5.

PROGRAMMING

Edward E. Hewitt named western division manager, CBS Films Inc., and **William Perkinson** appointed manager, St. Louis office. Mr. Hewitt has been manager of San Francisco office since 1957 and will continue with headquarters in that city. Mr. Perkinson has been with CBS Films since 1952 in various managerial capacities. **L. Boyd Mullins** will represent company in western states under Mr. Hewitt's supervision.

Barney Broiles, former southwestern sales manager for NBC Films Inc. and Ziv-UA, appointed southwestern sales manager for Allied Artists Television Corp., with headquarters in Dallas.

Allen Ash, formerly in charge of mid-western sales for National Telefilm Assoc., joins Official Films, New York as sales executive in Midwest.

William L. Clark, vp, western operations, Peter M. Roebuck & Co., and former vp and director, western division, ABC Films, joins 20th Century Fox Television as west coast sales representative.

George Jacobson signed as commercial cinematography consultant in tv by Producing Artists Inc., New York.

INTERNATIONAL



Mr. Emonson

Bruce Emonson, vp, TelePrompTer of Canada Ltd., Toronto, elected president. Mr. Emonson is also president of Audio-Visual Equipment Co. Ltd., that city.

J. R. Peters, general manager, CHAN-TV Vancouver, B. C., since last April, appointed managing director, Vantel Broadcasting Co. Ltd., corporate owners of CHAN-TV.

Ross Watts, sales representative, CHVC Niagara Falls, Ont., appointed assistant sales manager.

J. Robert Myers, NBC International's managing consultant to Radio-Television Caracas, Venezuela, named managing director, Federal Nigerian Television Service. NBC International is managing agent for newly formed Nigerian operation.

Arthur W. Scott Jr., former national sales manager, WOLF Syracuse, N. Y., named director of sales development for Young Canadian Ltd. He will be headquartered in New York, where his prime responsibility will be creation and development of new business in U. S. for Young Canadian stations.

Ev Smith, program director, CKVR-TV Barrie, Ont., named regional director of broadcasting for western Ontario, United Church of Canada.

Don McLean, formerly of Vickers & Benson Ltd., Toronto, appointed radio-tv director, Needham, Louis & Brorby of Canada, that city.

George Alsop named radio-tv director, Tandy-Richards Adv., Toronto.

Tom Gould, former news editor, CHWK Chilliwack, B. C., and recently Parliamentary correspondent at Ottawa for *Winnipeg Free Press*, appointed correspondent at United Nations, New York, for Canadian Broadcasting Corp., succeeding **Stanley Burke**, who moves to Paris, France, for CBC.

Charles Houdret, director, Montreal Symphony Orchestra, appointed musical director, CKVL-FM Verdun, Que. **Gideon Cornfield** to executive program director, CKVL-FM.

J. Stuart MacKay, president, All-Canada Radio & Television Ltd., and **John R. Malloy**, sales director, Canadian Broadcasting Corp., both Toronto, to 1962 award jury of Assn. of Canadian Advertisers for judging winner of ACA gold medal to be presented at ACA annual meeting on May 2 at Toronto.

AMPP re-elects officers

Eric Johnston re-elected president of Assn. of Motion Picture Producers. Other officers re-elected: **Frank Freeman**, board chairman; **Charles S. Boren**, executive vp; **Steve Broidy** and **E. L. dePatie**, vps; **Alfred P. Chamie**, secretary-treasurer. Elected directors for 1962: **Mr. Broidy**, Allied Artists; **Gordon Stulberg**, Columbia; **Bonar Dyer**, Walt Disney; **Saul Rittenberg**, MGM; **Mr. Freeman**, Paramount; **Fred Metzler**, 20th Century-Fox; **Morris Weiner**, Universal Pictures, and **Mr. dePatie**, Warner Brothers.

named director of government liaison for Trak Electronics Inc., Wilton, Conn. In 1958 Mr. Glimcher founded International Transmissions Inc., forerunner of Radio Press International, voiced news service for radio stations.



Mr. Kremer

Merle W. Kremer, divisional vp, Sylvania Electric Products Inc., New York, elected senior vp with responsibility for company's electronic tubes and parts division. He is located at headquarters of electronic tubes division, Emporium, Pa. Mr. Kremer joined Sylvania in 1955 and has served as vp of parts division since 1960. He formerly held executive posts with Allied Products Corp., Detroit, and with General Electric Co.'s lamp department in Cleveland.

DEATHS

Donald Manson, 75, special consultant, Canadian Broadcasting Corp., since his retirement as corporation's general manager in 1952, died Feb. 3 at his home in Ottawa, Canada. Born in Wick, Scotland, Mr. Manson came to Canada in 1907 to work with Marconi Co. in establishing commercial radio communications between Canada and Ireland. He was appointed chief executive assistant and secretary of CBC board of governors in 1936; assistant general manager in 1944, and general manager in 1950.



Mr. Manson

Donald J. Lasser, president, Eastern Connecticut Broadcasting Co. (WICH Norwich), died Feb. 6 after long illness.



Mr. Paris

Herman M. Paris, 59, vp in charge of sales, WWDC-AM-FM Washington, died of cancer Feb. 8 in Washington Hospital Center, where he had been since Jan. 8. Mr. Paris joined WWDC in 1944 as account executive. He was promoted to general sales manager in 1946, and elected vp in charge of sales in 1956.

Stuart B. Smith, 57, executive, Wilis Adv. Ltd., Toronto, died Feb. 2 at his home. Mr. Smith moved to Canada to join Cockfield Brown & Co., Toronto advertising agency. Later he established Canadian office for Young & Rubicam Inc. at Toronto, then moved to Canadian office of Music Corp. of America.

EQUIPMENT & ENGINEERING

Thomas D. Meola, with RCA for 38 years, elected vp for operations, RCA Communications Inc., New York. He formerly served company at policy level in Europe, North Africa and Middle East, and represented RCA Communications at several International Telecommunications Conferences held at Geneva, Switzerland.

Ralph R. Gayner named assistant to vp in charge of marketing, Motorola Inc., Franklin Park, Ill. He joined organization in July 1952 as assistant manager of marketing research department, and most recently served in company's distributor field operations.

William F. Tait, marketing manager, government services division, RCA Service Co., elected divisional vp for marketing.

William C. Chambliss, director, corporate communication, Space Technology Labs, appointed board member and director of planning, California Computer Products, Downey, Calif. Mr. Chambliss is spearheading drive for licensing of advertising executives by state (See MONDAY MEMO, Sept. 18, 1961).

Edward J. Baum, industrial and public relations director, Northronics Div., Northrop Corp., Hawthorne, Calif., appointed west coast office manager, Electronic Industries Assn. in Hollywood. He succeeds **Joseph J. Peterson** who resigned to become president of General Data Corp., Orange, Calif.

Robert N. Vendeland, market research manager, Jerrold Electronics Corp., Philadelphia, appointed product manager, Conrac Div., Giannini Controls Corp., Glendora, Calif., producers of video monitors for broadcast and closed circuit tv.

Sumner J. Glimcher, former vp, Louis Weintraub & Assoc., New York,

WLWT 'Color Week' staged in Cincinnati

WLWT (TV) Cincinnati, in conjunction with NBC-TV's color days, promoted last week as Color Week in that city which it re-named "Colortown, U.S.A."

The station made the announcement in an eight-page color insert in the *Cincinnati Post & Times-Star* along with numerous television spots. During the week, WLWT presented 43 NBC-TV and 32 local shows in color, a total of 72 hours. Normally, WLWT averages about 52 hours weekly in color.

The station said that it was justified in naming Cincinnati "Colortown U.S.A." because the city has been described as having more color sets per capita than any other U. S. market.

Helping to spur the promotion were local appliance dealers, set makers now producing color sets and NBC, each of whom purchased space in the newspaper insert.

KLAC begins \$100,000 promotion campaign

A \$100,000-plus audience promotion campaign has been inaugurated by KLAC Los Angeles and its advertising agency, Anderson-McConnell. Basic theme of the campaign is the use of the station call in twists on famous quota-

tions, such as "To err is human, to KLAC devine" or "don't KLAC up the ship." Plans call for use of sheet outdoor boards in 226 locations for a minimum of 13 weeks, king-size bus cards on more than 100 of the city's buses, vertical half-pages in the Sunday editions of the *Los Angeles Times* and *The Los Angeles Herald-Examiner* and four community dailies, spot schedules on two tv stations—KTLA (TV) and KCOP (TV)—and extensive on-the-air promotion by KLAC itself. Following the three-month local drive for listeners, KLAC plans to spread the news of its new program format and personalities to advertisers and agencies outside the Los Angeles area.

WCBS offers 176 prizes in new 'show' contest

Full-page newspaper ads and radio-tv spots are promoting the "Name the Show" contest of WCBS New York. Eight automobiles are top prizes in the contest which boasts a total of 176 prizes worth \$40,000.

The newspaper ads, in themselves, are entry blanks. They contain pictures of 20 WCBS personalities, with spaces to provide the exact title of the show on which each personality appears. Entrants are cautioned that newspaper listings of radio programs are often abbreviated.

In addition to identifying the programs, listeners are asked to name their

To the rescue

The apparent stealing of a television set in the children's ward of St. Francis Hospital in Hartford, Conn., actually turned into a blessing in disguise.

Youngsters were in their third lonesome day without tv before the hospital announced the loss. By early evening that same day, two sets were hooked up—donated by WCCC-AM-FM and WTIC-TV, both in that city. Moreover, an additional two more sets were to come, one from an anonymous donor and the other from a local trust fund.

The youngsters had an added thrill when local WTIC-TV personality Ranger Andy showed up along with the set installers.

favorite WCBS program and write their reason.

Other prizes are eight stereo hi-fi, am-fm, multiplex units; 80 wrist-alarm watches, and 80 transistor radios.

Drumbeats ...

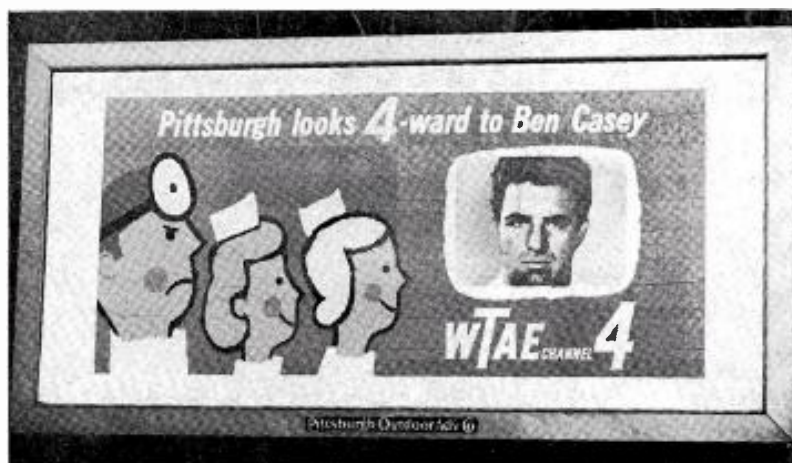
Giveaway ■ KISN Portland, Ore., held a seemingly unusual contest in which personality Johnny Williams announced he was going to give away Tom Murphy (another KISN personality) as the grand prize. Even though Mr. Murphy objected, the contest—tell in 91 words why you want Tom—was held. The winner, a young lady, received her prize at a local theatre. The Tom Murphy she won actually was a registered Irish setter.

Twist future ■ The Dr. Pepper Bottling Co. of Tulsa is one advertiser that thinks the twist is going to be around for a while. The soft drink firm has already contracted for a one hour New Year's Eve teenage twist party on KOTV (TV), that city.

A gasser ■ Pat Lewis, host on KING Seattle's *Traffic Jamboree* show, will be gassing it up for the next 20 weeks. During this period, Mr. Lewis will give away 1,000 gallons of Richfield Boron gasoline to listeners correctly answering his safe driving question of the day.

Emergency center ■ WKOW Madison, Wis., has established an emergency center where persons may call if an emergency strikes. The station maintains a special telephone number at the center and makes arrangements for those who call.

Citation ■ WNBC-AM-TV New York and NBC News have won a citation for



WTAE's new '4-ward' look in Pittsburgh

WTAE (TV) has undertaken what has been described as one of the largest advertising campaigns in the history of Pittsburgh Outdoor Advertising with a two month campaign of over 200 billboards. The promotion, which runs through March 15, consists of 245 colored

billboards saturating the area with the station's new "Look 4-ward" theme.

Five different illustrations, divided evenly, are used in the promotion. The theme also is being carried out on the air, in newspapers and magazines and with point-of-sale posters the station reported.

their "continuing and outstanding" coverage of the New Jersey elections last November. The Public Relations Society of America's public service citation was presented to them at a reception in New York by Gov. Richard J. Hughes (D.), winner of the 1961 gubernatorial race.

Executive coloring book ■ Five hundred advertising executives across the country have received invitations to

write captions for a new book, The Executive Coloring Book. The book contains 24 pages of cartoons depicting today's executive in action. The two week contest, which began last week, asks for a caption under Sales Manager Ben Scott of WIND Chicago who is shown exhorting his sales force to greater heights. The contest is part of WIND's promotion program and is the brainchild of Paul N. Lindsay, promotion manager.

A good skate

WFLA Tampa-St. Petersburg, Fla., conducted a promotion in which listeners were asked to send any old pairs of ice skates they might be storing since moving South. The station sent the skates to various Boys Clubs in the North.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 1 through Feb. 7, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

APPLICATION

San Francisco, Calif.—Automated Electronics Inc. Uhf ch. 26 (542-548 mc); ERP 10.1 kw vis., 6.12 kw aur. Ant. height above average terrain 504 ft., above ground 410 ft. Estimated construction cost \$70,500; first year operating cost \$125,000; revenue \$150,000. P. O. address Southland Center, Dallas, Tex. Studio and trans. location San Francisco. Geographic coordinates 37° 47' 30" N. lat., 122° 24' 34" W. long. Trans. GE TT-20-A; ant. RCA TFU-12-B. Legal counsel Dow, Lohnes & Albertson, Washington, D. C.; consulting engineer Electron Corp., Dallas, Tex. Principals include: Sam Y. Dorfman (14.28%), Fort Worth Capital Corp. (12.25%), James H. Bond, Randolph B. Caldwell, Roland S. Bond Jr. (each 10.2%) and others. Fort Worth Capital Corp. is small business investment firm; Mr. Dorfman is partner in production company; Mr. Caldwell is employee of securities firm; James Bond is partner in securities firm; Roland Bond is vice president of oil company. Applicant is permittee of KAEI (TV) Dallas, Tex., and new fm station in Dallas. Ann. Jan. 26.

Existing tv stations

CALL LETTERS ASSIGNED

KAEI (TV) Dallas, Tex.—Automated Electronics Inc.

New am stations

ACTIONS BY FCC

Joliet, Ill.—Radio Joliet. Granted 1510 kc; 500 w D. P. O. address 604 Wyatt Ave., Lincoln, Ill. Estimated construction cost \$19,200; first year operating cost \$54,000; revenue \$63,600. Principals: Ray F. Knochel (40%), Harold B. Rothrock (35%), Dean G. Hill (15%), John W. Evans (10%). Mr. Knochel owns 49.5% of WPRC Lincoln, Ill.; Messrs. Knochel and Rothrock own one-third each of WKEI Kewanee, Ill.; Messrs. Hill and Evans are with John H. Mullaney, Washington consulting engineer. Action Feb. 6.

Loves Park, Ill.—Loves Park Bcstg. Co. Granted 1520 kc; 5 kw D. P. O. address

1309 S. Central Ave., Rockford, Ill. Estimated construction cost \$15,026; first year operating cost \$34,584; revenue \$38,042. Angelo Joseph Salvi, sole owner, has been sales manager of KSSS, Colorado Springs, Colo. Action Feb. 6.

Wilmington, N. C.—Jefferay Bcstg. Corp. Granted 1490 kc; 250 w unl. P. O. address c/o Radio Station WRNB, New Bern, N. C. Estimated construction cost \$22,067; first year operating cost \$40,000; revenue \$48,000. Principals: William W. Jefferay (62%), Audrey D. Jefferay (37.5%), Walter H. Jefferay (5%). Jefferay Bcstg. Corp. is licensee of WRNB New Bern, N. C. Action Feb. 6.

Celina, Ohio—Marshall Rosene. Granted 1350 kc; 500 w D. P. O. address 1123 21st St., Portsmouth, Ohio. Estimated construction cost \$39,500; first year operating cost \$66,000; revenue \$78,000. Marshall L. Rosene, sole owner, is 25% owner and general manager of WNXt Portsmouth, Ohio. Action Feb. 6.

Marion, Va.—Seward Bcstg. Inc. Granted 1330 kc; 1 kw D. P. O. address 5110 Wedgewood Drive, Charlotte 9, N. C. Estimated construction cost \$26,981; first year operating cost \$37,665; revenue \$42,000. Principals: Charles B. Seward (75%), Thomas F. Ashcraft (22%) and others. Mr. Seward is account executive with advertising agency; Mr. Ashcraft is regional sales manager with WBT Charlotte, N. C. Action Feb. 7.

APPLICATIONS

Monette, Ark.—Buffalo Island Bcstg. Co. 1560 kc; 250 w D. P. O. address Box 52, Paragould, Ark. Estimated construction cost \$19,620; first year operating cost \$17,000; revenue \$20,000. Applicant is owned by Pharmaceuticals of Arkansas Inc. Principals: Donald I. Purcell, A. E. Andrews (each 50%). Drs. Purcell and Andrews are general practitioners. Ann. Jan. 31.

Brush, Colo.—United Bcstg. Co. 1470 kc; 5 kw D. P. O. address 5350 W. 20th St., Denver 15, Colo. Estimated construction cost \$28,143; first year operating cost \$24,000; revenue \$36,000. Principals: J. E. Knoll, John C. Hunter, Kenneth E. Palmer (each one-third). Mr. Knoll is CPA; Messrs. Palmer and Hunter each own one-third of KIMN Denver, Colo. Ann. Feb. 5.

Belfast, Me.—Mid-Coast Maine Bcstrs. Inc. 1230 kc; 250 w unl. P. O. address 67

Church St., Belfast. Estimated construction cost \$20,658; first year operating cost \$36,000; revenue \$50,000. Principals: Alan D. Vaber, Laughran S. Vaber, A. Bradford Drawbridge, Mary Deland deBeaumont (each 25%). Alan Vaber has been program director of WSBS Great Barrington, Mass.; Laughran Vaber has been employee of General Electric Co. in Pittsfield, Mass.; Mr. Drawbridge has been program director of WOWW Naugatuck, Conn.; Mary deBeaumont has been continuity director of WSBS. Ann. Feb. 2.

Greenville, Ohio—Buckeye-Hoosier Radio. 1510 kc; 500 w D. P. O. address 3512 Blithe-wood Drive, Richmond, Va. Estimated construction cost \$20,200; first year operating cost \$48,000; revenue \$55,000. Principals: Paul W. Stoneburner (90%), Wanda H. Stoneburner (10%). Mr. Stoneburner is director of design engineering department, Reynolds Metal Co., Richmond, Va. Ann. Jan. 31.

Lockhart, Tex.—Dr. Samuel N. Morris. 1110 kc; 1 kw D. P. O. address box 6628 San Antonio, Tex. Estimated construction cost \$16,750; first year operating cost \$36,000; revenue \$55,500. Dr. Morris, sole owner, is Baptist minister and has had program on numerous radio stations since 1928. Ann. Feb. 5.

White Sulphur Springs, W. Va.—Earl M. Key. 1080 kc; 250 w D. P. O. address box 710, Covington, Va. Estimated construction cost \$13,810; first year operating cost \$25,230; revenue \$32,400. Mr. Key, sole owner, owns WKEY Covington, Va. Ann. Feb. 6.

Existing am stations

ACTIONS BY FCC

WLBj Bowling Green, Ky.—Granted change from DA-2 to DA-N, continued operation on 1410 kc, 1 kw-N, 5 kw-LS; engineering conditions. Action Feb. 6.

WVJS Ownesboro, Ky.—Granted increased daytime power on 1420 kc, DA-2, from 1 kw to 5 kw, continued nighttime operation with 1 kw; engineering conditions. Action Feb. 6.

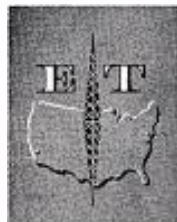
WLDB Atlantic City, N. J.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action Feb. 6.

KBMW Breckenridge, Minn., and Wahpeton, N. D.—Granted increased daytime

EDWIN TORNBERG & 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



power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action Feb. 6.

KGRO Gresham, Ore.—Granted increased power on 1230 kc from 100 w-N, 250 w-LS, to 250 w-N, 1 kw-LS; engineering conditions. Action Feb. 6.

APPLICATIONS

KFFA Greeley, Colo.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. Feb. 1.

KWHK Hutchinson, Kan.—Cp to change frequency from 1260 kc to 1210 kc, increase power from 500 w, 1 kw-LS, to 50 kw; change ant.-trans. location and install new trans. Ann. Feb. 2.

KLOU Lake Charles, La.—Cp to change from DA-N&D to DA-D only. Ann. Feb. 1.

KMMJ Grand Island, Neb.—Cp to change frequency from 750 kc to 880 kc, increase power from 10 kw (DA, L-WSB) to 50 kw, unl.; change ant.-trans. location, install new trans. and make changes in ant. system (DA-N to DA-N&D [DA-1]). Ann. Feb. 2.

KRVN Lexington, Neb.—Cp to change frequency from 1010 kc to 880 kc, change hours of operation from D to unl. using power of 50 kw, install DA-N and new trans. Ann. Feb. 1.

KPTL Carson City, Nev.—Cp to change frequency from 1300 kc to 780 kc; increase power from 500 w, 5 kw-LS, to 10 kw unl.; change ant.-trans. and studio location, install DA-N&D (DA-1) and new trans. Ann. Feb. 2.

KOTA Rapid City, S. D.—Cp to change frequency from 1380 kc to 880 kc, increase fulltime power from 5 kw to 50 kw, change ant. trans. location and install new trans. Ann. Feb. 2.

WKWK Wheeling, W. Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 2.

CALL LETTERS ASSIGNED

KTHO Tahoe Valley, Calif.—Harold Bestg. Co.

KCKI Aspen, Colo.—Aspen Bestg. Co.

WKYO Caro, Mich.—Tuscola Bestg. Co.; changed from WWRO.

KETO Seattle, Wash.—Chem-Air Inc.; changed from KTX.

KUDY Spokane, Wash. — Paul Crain; changed from KQDE.

New fm stations

ACTIONS BY FCC

Colorado Springs, Colo.—Little London Bestg. Co. Granted 94.3 mc; 360 w. Ant. height above average terrain minus 575 ft. P. O. address 802½ Fillmore St. Estimated construction cost \$3,865; first year operating cost \$5,478; revenue \$9,450. Principals: Ransom J. English (50%), Norma J. English (45%); Hugh E. Crawford (5%). Mr. English has been 30% owner of contracting firm; Mrs. English is housewife; Mr. Crawford is attorney. Action Feb. 6.

Flint, Mich.—Valley Broadcasting Co. Granted 107.9 mc; 19 kw. Ant. height above average terrain 160 ft. P.O. address 740 South Saginaw St. Estimated construction cost \$14,804.65; first year operating cost \$20,000, revenue \$35,000. Principals are Clarence E. Rhodes, Philip R. Munson, John P. McGoff, (33¼% each). Mr. Rhodes is 25% owner and station manager, WAMM Flint; he owns ¼ of golf range. Mr. Munson is 25% owner and general manager of WAMM; he owns ¼ of record shop. Mr. McGoff is president and minority stockholder, WSWM-FM East Lansing and WDCQ-FM Midland, both Michigan. Action Feb. 6.

Minneapolis, Minn.—Charles B. Persons & Assoc.—Granted 102.1 mc; 3.8 kw. Ant. height above average terrain 76 ft. P.O. address 3702 East Lake St., Minneapolis 6. Estimated construction cost \$13,603; first year operating cost \$16,400, revenue \$16,500. Mr. Persons, sole owner, is radio-tv consulting engineer. Action Feb. 6.

Minneapolis, Minn.—Midwest Radio-Tv Inc. Granted 102.9 mc; 2.7 kw. Ant. height above average terrain 418 ft. P. O. address 50 S. Ninth St., Minneapolis 2. Estimated construction cost \$23,405; first year operating cost \$6,197; revenue \$2,400. Permittee is licensee of WCCO-AM-TV Minneapolis. Action Feb. 6.

Port Arthur, Tex.—Port Arthur College. Granted 98.5 mc; 960 w. Ant. height above average terrain 380 ft. P. O. address c/o Madison Monroe, president, Port Arthur College, Port Arthur. Estimated construction cost \$6,362; first year operating cost and revenue none in addition to am opera-

tion. Port Arthur College is licensee of KPAC Port Arthur. Action Feb. 6.

ACTIONS BY BROADCAST BUREAU

Keene, N. H.—WKNE Corp. Granted 103.7 mc; 1 kw. Ant. height above average terrain 545 ft. P. O. address 17 Dunbar St. Keene. Estimated construction cost \$27,506; first year operating cost \$10,000; revenue \$10,000. Principals include Joseph K. Close (69.5%), Lyman Spitzer (6.9%), Mrs. Luette S. Close (5.9%) and others. Permittee is licensee of WKNE Keene. Action Jan. 30.

Edmond, Okla.—William Haydon Payne. Granted 97.7 mc; 410 w. Ant. height above average terrain 126 ft. P. O. address 1305 S. Blvd., Edmond. Estimated construction cost \$5,657; first year operating cost \$10,500; revenue \$24,000. Mr. Payne, sole owner, is electronic technician with Federal Aviation Agency and has been engineer-announcer for KOMA Oklahoma City, Okla. Action Jan. 30.

Dallas, Tex.—Automated Electronics Inc. Granted 95.5 mc; 1536 kw. Ant. height above average terrain 548 ft. P. O. address Southland Center, Dallas. Estimated construction cost \$38,600; first year operating cost \$30,000; revenue \$50,000. Principals include: Sam Y. Dorfman (14.25%), Fort Worth Capital Corp. (12.25%), James H. Bond, Randolph B. Caldwell, Roland S. Bond Jr. (each 10.2%) and others. Forth Worth Capital Corp. is small business investment firm; Mr. Dorfman is partner in production company; Mr. Caldwell is employee of securities firm; James Bond is partner in securities firm; Roland Bond is vice president of oil company. Automated Electronics Inc. is applicant for new tv station in San Francisco, Calif., and is permittee of KAEI (TV) Dallas. Action Jan. 30.

APPLICATIONS

Cocoa Beach, Fla.—C. Sweet Smith Jr. 104.3 mc; 20 kw. Ant. height above average terrain 160.5 ft. P. O. address c/o WRKT, 425 W. Orange Ave., Cocoa Beach. Estimated construction cost \$20,232; first year operating cost \$10,000; revenue \$15,000. C. Sweet Smith Jr., sole owner, is licensee of WRKT Cocoa Beach. Ann. Feb. 2.

Greensburg, Ind.—Cleartone Bestg. Inc. 107.3 mc; 2.89 kw. Ant. height above average terrain 151 ft. P. O. address North Bend Plaza, Rt. 1, Greensburg. Estimated construction cost \$14,991; first year operating cost \$24,000; revenue \$30,000. Principals: Lloyd E. Kanouse, Vivian M. Kanouse (each 50%). Mr. Kanouse is 23% stockholder of firm manufacturing electrical radiant ovens; Mrs. Kanouse is housewife. Ann. Feb. 1.

Lebanon, Tenn.—Lebanon Bestg. Inc. 107.3 mc; 3.3 kw. Ant. height above average terrain 173 ft. P. O. address box 300, Lebanon. Estimated construction cost \$7,710; first year operating cost \$9,600; revenue \$10,800. Principals: Theo Frank Ezell Jr. (60%), Andrew Jackson Hendrickson, Howard M. Sherrell (each 20%). Lebanon Bestg. Inc. is licensee of WCOR Lebanon. Ann. Feb. 2.

Charleston, W. Va.—Chemical City Bestg. Co. 105.3 mc; 6.31 kw. Ant. height above average terrain 700 ft. P. O. address box 3032, Charleston. Estimated construction cost \$20,750. Will duplicate WTIP Charleston, of which applicant is licensee. Ann. Feb. 1.

Existing fm stations

APPLICATION

KAMS(FM) Mammoth Springs, Ark.—Cp to change frequency from 103.9 mc to 95.1 mc, increase ERP to 6.68 kw and change ant. height above average terrain. Ann. Feb. 1.

CALL LETTERS ASSIGNED

WPBI(FM) Danville, Ill.—Prestige Bcstrs. Inc.

WSMJ(FM) Greenfield, Ind.—John C. Byrne.

***WMEB-FM** Orono, Me.—U. of Maine.

KLIF-FM Dallas, Tex.—The McLendon Corp.; changed from KROW(FM).

Ownership changes

ACTIONS BY FCC

■ In three-step transaction, commission granted assignment of licenses of two am facilities (with exchange of call letters) in Columbia, S. C.—(1) WMSC (1320 kc, 1 kw, DA-N, unl. from WMSC Radio Corp. to Speidel Bestg. Corp.); (2) WOIC (1470 kc, 5 kw, D) from Speidel Bestg. Corp. to WMSC Radio Corp. for \$60,000, and (3) WOIC fa-

cilities from WMSC Radio Corp. to Midlands Radio Corp. (Edgar L. Morris, 80%, and Karl E. Hall Jr., 20%) for \$120,000. In WMSC-Speidel exchange, latter will use WOIC call letters for 1320 kc facilities, acquire right in pending application to increase daytime power from 1 kw to 5 kw, and lease certain properties. Midlands will use WMSC call letters for 1470 kc operation and acquire lease of certain properties. Other Speidel broadcast interests are WPAL Charleston, WYNN Florence, both South Carolina, WSOK Savannah, Ga., and WKET-FM Kettering, Ohio. Action Feb. 6.

KMAK, McMahan Bcstg. Co., Fresno, Calif.—Granted assignment of cp and license from R. O. and George T. McMahan and Rebelle Boswell to Fresno Bcstrs. Inc.; consideration \$172,200 subject to adjustments and agreement not to compete in radio broadcasting for five years within 50 miles of Fresno except for station KGEN Tulare. Fresno Bcstrs. is owned by KPQI Bcstg. Inc. (KPQI-AM-FM Honolulu, Hawaii, and KITO San Bernardino, Calif. Action Feb. 6.).

KCKC, Cruces R. Cheek, trustee in bankruptcy, San Bernardino, Calif.—Granted (1) renewal of license and (2) assignment of licenses to Joseph H. and Agnes I. McGilvra (own WBIW Bedford, Ind.); consideration \$155,000 at public auction. Action Feb. 6.

KSRF(FM), Santa Monica Bcstg. Co., Santa Monica, Calif.—Granted assignment of licenses of KSRF and SCA from J. D. and C. D. Funk to Pacific Ocean Bcstg. Inc.; consideration \$49,183. Pacific is owned 20% by George A. Baron and 80% by Pacific Ocean Park Inc. Action Feb. 6.

WRIZ, Sioux Bcstg. Corp., Coral Gables, Fla.—Granted transfer of control from Robert A. Peterson et al. to Dominion Enterprise Investment Corp. (Kenneth L. Wood, president, has interest in WENZ Highland Springs, Va.); consideration \$1,750 for 70% interest and stock considerations. Comr. Bartley dissented. Action Feb. 6.

WKLE, Washington Bcstg. Inc., Washington, Ga.—Granted (1) renewal of license and (2) assignment of license to J. Norman Young and J. S. Carter, d/b as Wilkes County Bcstg. Co.; consideration \$45,000. Mr. Young has interest in WZKY Albemarle, N. C. Action Feb. 6.

KJAY, KJAY Inc., Topeka, Kan.—Granted assignment of license to Midland Bcstrs. Inc.; consideration \$150,000. Midland is owned 20% by KUSN Corp. (KUSN St. Joseph, Mo.) and 80% by Midland Machinery Co. Action Feb. 6.

WJBW, Radio New Orleans Inc., New Orleans, La.—Granted assignment of license and cp to Raymac Radio Inc. (Carmen Macri, sole owner, has interest in WZOK-AM-FM Jacksonville, Fla.); consideration \$250,000. Comr. Bartley dissented. Action Feb. 6.

WMTE, Manistee Radio Corp., Manistee, Mich.—Granted (1) renewal of license and (2) transfer of 100% control from James and Naomi V. Sumbler to Leonard Schoenherr and Raymond A. Plank; consideration \$85,000. Mr. Plank owns WKLA Ludington, Mich. Action Feb. 6.

KCUE, Hiawatha Valley Bcstg. Inc., Red Wing, Minn.—Designated for hearing application for assignment of license to Northland Radio Corp. Comrs. Lee and Craven dissented. Action Feb. 6.

WHBI, May Radio Broadcast Corp., Newark, N. J.—Granted (1) transfer of control from James L. Shearer to Bartell Bcstrs. of New York Inc.; consideration \$400,000 for 77% interest; (2) assignment of license without consideration to Bartell which operates WADO New York on same frequency (1280 kc) weekdays, as step precedent to have WADO operate unl. and to delete WHBI. Principals of Bartell control KCBQ San Diego, KYA-AM-FM San Francisco, Calif., and WOKY Milwaukee, Wis. Bartell Bcstrs. Inc. is wholly owned by Bartell family. Grant is without prejudice to whatever action, if any, commission may deem warranted as result of any final determination reached in action entitled Wyde Inc. and Wake Inc., Plaintiffs, vs. Bartell Bcstg. Corp., Wake Bcstrs. Inc., Bartell Bcstrs. Inc., Gerald, Lee, David and Melvin Bartell, Defendants, now pending in U.S. District Court for Southern District of New York. Action Feb. 6.

WAUB, Atom Bcstg. Corp., Auburn, N. Y.—Granted assignment of license to Cayuga Bcstg. Corp. (Gerard S. Mirabito, Calvin E. Green, William K. Walker and Robert B. Morgan); consideration \$108,000. Chmn. Minow and Comr. Bartley dissented. Action Feb. 6.

WNCT(TV) (ch. 9), Carolina Bestg. Sys-

tem Inc., Greenville, N. C.—Granted assignment of license to Roy H. Park Bcstg. Inc. (Roy H. Park, sole owner, has minority interest in KREB Shreveport, La.); consideration \$2,557,458. Action Feb. 6.

WSHE, Raleigh Bcstg. Corp., Raleigh, N. C.—Granted assignment of license to Raleigh-Durham Bcstg. Inc. (Edward B. Kemm, Ralph J. and Judith M. Baron); consideration \$180,000. Messrs. Kemm and Baron have controlling interest in WILA Danville, Va. Action Feb. 6.

KCJB, North Western Enterprises Inc., Minot, N. D.—Granted assignment of license to Big K Inc. (owned 49% by KXMC-TV Inc., KXMC-TV Minot, 20.4% by Chester Reiten, 15.3% by each Lloyd R. Anoo and W. L. Hurley); consideration \$170,000. Messrs. Reiten, Hurley and Anoo have interest in KXMC-TV Minot, and Mr. Anoo also has minority interest in North Dakota Bcstg. Inc. (KXAB-TV Aberdeen, S. D., KXGO-AM-TV Fargo, KXJB-TV Valley City and KXMB-TV Bismarck, N. D.) Action Feb. 6.

KTAT, Frederick Bcstg. Co., Frederick, Okla.—Granted assignment of license from Ronald W. Wheeler Jr. to W. C. Moss Jr. and David W. Ratliff; consideration \$31,000. Action Feb. 6.

KRMG, Meredith Bcstg. Co., Tulsa, Okla.—Granted assignment of license to Swanco Bcstg. of Oklahoma Inc. (George A. Bolat, president); consideration \$500,000. Officers, directors and stockholders have interest in KIOA Des Moines, Iowa; KLEO Wichita, Kan.; and KQEO Albuquerque, N. M. Action Feb. 6.

WENS(TV) (ch. 22), Telecasting Inc., Pittsburgh, Pa.—Granted acquisition of positive control by Thomas P. Johnson, president (has interest in WJPB-TV (ch. 5) Weston, W. Va.); involves reorganization whereby Mr. Johnson's interest increased from 27.3% to 60.2%. Station has been silent since Aug. 31, 1957. Comr. Bartley abstained from voting. Action Feb. 6.

WMMT, Regional Bcstg. Corp., McMinnville, Tenn.—Granted assignment of license to Ogram Bcstg. Corp. (Fred P. Davis, J. H. Lewis, William R. Livesay); consideration \$82,500. Action Feb. 6.

KVLG, Colorado Valley Bcstg. Ltd., La Grange, Tex.—Granted assignment of licenses from Melvin D. Ammerman, et al. to Vernon R. Nunn (interest in WIZZ Streator, Ill.); consideration \$49,500 and agreement not to operate station within 35 miles of La Grange for five years. Comr. Bartley abstained from voting. Action Feb. 6.

KRAE, The Radio Bcstrs., Cheyenne, Wyo.—Granted assignment of license from Ray Winkler et al. to Louis C. Erck, Walter E. Nagel and J. B. Shockley, d/b as Radio Cheyenne; consideration \$45,000. Action Feb. 6.

APPLICATIONS

WOWL-TV Florence, Ala.—Seeks transfer of 12.5% of stock in Tv Muscle Shoals Inc. from C. V. Green back to corporation to be held as treasury stock; consideration \$15,000. Transfer will increase holdings of remaining stockholders. Richard B. Biddle, O. B. Miley, Radio Muscle Shoals Inc. and John Thompson, from 25%, 25%, 25%, and 12.5% to 28.57%, 28.57%, 28.56%, and 14.3%, of outstanding stock, respectively. Ann. Feb. 7.

KHAR Anchorage, Alaska—Seeks assignment to license from Willis R. Harpel, d/b as Sourdough Bcstrs., to Sourdough Bcstrs. Inc., new corporation of which Mr. Harpel is sole stockholder; no financial consideration involved. Ann. Feb. 7.

KFIF Tucson, Ariz.—Seeks transfer of 50% partnership interest in Southwest Bcstg. Co. from George S. Bradley and D. H. Higginbotham Jr. (each 25%) to R. E. Pruitt Jr. and John F. Badger, present owners of 25% each (45% and 5%, respectively); consideration not mentioned. Ann. Feb. 7.

KFDF Van Buren, Ark.—Seeks transfer of 66.5% of stock in Bcstrs. Inc. from Harry R. Fischer (30.75%) and Jack H. Denniston (29.75%) to George Domerese; consideration \$25,000. Mr. Domerese is air personality with KFDF. Ann. Jan. 31.

KUFM(FM) El Cajon, Calif.—Seeks assignment of license from Forwek & Co. Inc. to Family Stations Inc.; consideration \$3,000. Family Stations Inc. is licensee of KEAR San Francisco and KEBR Sacramento, both California, and is applicant for fm stations in Monterey, Calif., and Lansdowne, Pa. Ann. Jan. 31.

KWKW Pasadena, Calif.—Seeks assignment of license from KWKW Inc. to How-

ard A. Kalmenson, d/b as Lotus Theatre Corp.; consideration \$200,000. Mr. Kalmenson has been manager of KLAS-TV Las Vegas. Nev. Ann. Jan. 28.

KOGO-AM-FM-TV San Diego, Calif.—Seeks assignment of license from KOGO Bcstg. Corp. to Time-Life Broadcast Inc.; total consideration \$8,125,000. Time-Life stations are KLZ-AM-FM-TV Denver, Colo.; WTCN-AM-TV Minneapolis, Minn.; WFBM-AM-FM-TV Indianapolis, Ind.; WOOD-AM-FM-TV Grand Rapids, Mich. Ann. Jan. 28.

KRDO-AM-TV Colorado Springs, Colo.—Seeks transfer of 29.22% of stock in Pikes Peak Bcstg. Co. from Harry W. Hoth Jr. and Joan G. Hoth (as family group holding 54.06%) to Harry W. Hoth Jr. as individual; no financial consideration involved. Ann. Feb. 2.

Indian Rocks Beach, Fla. (call letters unassigned)—Seeks (1) transfer of 55% of stock in Johnson Bcstg. Corp. from Lloyd L. Johnson and Julia G. Johnson to The World Christian Radio Foundation Inc., present owner of other 45%, for no financial consideration; (2) assignment of cp from Johnson Bcstg. Corp. to The World Christian Radio Foundation Inc.; no financial consideration involved. Transferee/assignee is non-profit corporation and is licensee of WGNB(FM) St. Petersburg, Fla. Ann. Feb. 2.

WISK Americus, Ga.—Seeks assignment of cp from John P. Frew, R. E. Lashley, L. E. Gradick and R. E. Lashley Jr. (each 25%), d/b as Sumter Bcstg. Co., to Sumter Bcstg. Inc., new corporation consisting of Mr. Lashley Jr., Mr. Gradick (each 40%), Peter Rhyne and E. L. Hutchinson (each 10%); consideration \$300 to Mr. Frew and \$100 to Mr. Lashley Sr. Ann. Feb. 2.

WJON St. Cloud, Minn.—Seeks assignment of license from Granite City Bcstg. Co. to WJON Bcstg. Co., parent corporation; no financial consideration involved; assignor to be liquidated after closing. Principals: Hart N. Cardozo Jr. and Richard K. Power (each 50%). Ann. Feb. 7.

KGBX Springfield, Mo.—Seeks transfer of all Class B stock (50% of all voting stock) in Springfield Newspapers Inc., parent corporation of Springfield Bcstg. Co., licensee, from Marguerite Jewell Duvall (34.9%). Mrs. John W. Jewell (25%), estate

of Thomas W. Duvall, deceased (24.9%), St. Louis Union Trust Co. and Marguerite Jewell Duvall as trustees under will of Abba Jewell, deceased (15%); Arch A. Watson and Scott H. Salisbury (each one qualifying share) to St. Louis Union Trust Co., Arch A. Watson, Mrs. John W. Jewell and Mrs. Marguerite Jewell Duvall, trustees under voting trust agreement; no financial consideration involved. Ann. Feb. 1.

KSHO-TV Las Vegas, Nev.—Seeks (1) assignment of license from Harry Wallerstein, receiver in bankruptcy for TV Co. of America Inc., to Nevada Bcstrs' Fund Inc., parent corporation of licensee, no financial consideration involved; (2) transfer of 78% of stock in Nevada Bcstrs' Fund Inc. from Alex Gold (18%), Reed R. Maxfield (46%), Robert W. Hughes and Carl A. Hulbert (each 7%) to Arthur Powell Williams; consideration to Mr. Maxfield \$30,000; to Messrs. Gold and Hughes, share-for-share exchange of preferred stock in Nevada Fund for their common stock. Mr. Williams is director of oil and gas company, of chemical company, equipment company and land investment and home building company. Ann. Feb. 5.

WLNH Laconia, N. H.—Seeks assignment of license from Northern Bcstg. Corp. to Marion Park Lewis (77.77%) and eight others, d/b as WLNH Inc.; consideration \$132,500. Mrs. Lewis is majority stockholder of WINC and WRFL(FM) Winchester, Va.; WELD Fisher, W. Va.; WAYZ Waynesboro, Pa.; WSG Mt. Jackson, Va., and WHYL Carlisle, Pa., and has minority interest in WFVA-AM-FM Fredericksburg, Va. Ann. Feb. 6.

WNOH Raleigh, N. C.—Seeks transfer of 30% of stock in North Carolina Electronics Inc. from John P. Gallagher, present owner of 50%, to Derwood H. Godwin, Norman J. Suttles and Belia S. Bowers (each 10%); consideration \$5,380.80. Transferees own 20% each of WISP Kingston, N. C. Ann. Feb. 7.

WSAI-AM-FM Cincinnati, Ohio—Seeks transfer of 4.5% of stock in Jupiter Bcstg. Inc. from Fox, Wells & Rogers and Payson & Trask (each 2.25%) to Harold G. Ross (3%) and P&T Junior (1.5%); total consideration \$9,000. Fox, Wells & Rogers and

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 8

	Lic.	ON AIR	Cps.	CP	TOTAL APPLICATIONS
				Not on air	For new stations
AM	3,621		65	98	857
FM	887		82	173	169
TV	487 ¹		77	80	135

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 8

	VHF	UHF	TOTAL
			TV
Commercial	463	90	553
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.

Payson & Trask are partnerships each presently owning 50% of licensee; Mr. Ross is assistant secretary, treasurer and director of licensee; P&T Junior is partnership consisting of Robert D. Stillman, John W. Meader and Chauncey D. Leake Jr. (each one-third), associates of Payson & Trask. Ann. Feb. 1.

KQFM(FM) Portland, Ore.—Seeks assignment of license and SCA from H. Quenton Cox to Nancy H. Bonner (24.1%), Juan Young, William T. Triplett, Anna Silverthorne, Ada Zimmerman (each 8.8%), Donald W. Green (8.5%) and others, d/b as Point-O-Salecast Inc.; consideration \$1 plus assumption of liabilities. Assignee corporation is advertising agency specializing in food accounts. Ann. Jan. 31.

WYNS Leighton, Pa.—Seeks transfer of 50% outstanding stock in Valley Bcstg. Co. from E. D. McWilliams (30%) and Megan H. McWilliams (20%) back to corporation; consideration release from all obligations with respect to its purchase. Ann. Jan. 31.

KERB Kermit, Tex.—Seeks transfer of 50% of stock in Radio Station KERB Inc. from Earl S. Walden to Homer V. Brinson, present owner of other 50%; consideration \$23,600 plus payment of \$1,600 owed by Mr. Walden on automobile. Ann. Feb. 7.

KWLD Liberty, Tex.—Seeks assignment of license from Felix Joynt and James Joynt, d/b as KWLD Bcstg. Co., to Lonzo A. Wofford, Emilie D. Wofford (each 43%), Robert K. Wofford and Daniel Joe Wofford (each 7%), d/b under same name; consideration \$55,000. L. A. Wofford is manager of KITE San Antonio, Tex.; Mrs. Wofford is employee of construction firm; Robert and Daniel Wofford have been program director and production manager, respectively, of KITE. Ann. Feb. 1.

KVLL Livingston, Tex.—Seeks transfer of 50% of stock in Trinity Valley Bcstg. Inc. from Thomas Eugene Hanson to Jack G. Jackson Sr., present owner of other 50% (12.5%), Moody S. Jackson Sr. (12.5%) and Moody S. Jackson Jr. (25%); consideration payment of sums owed Mr. Hanson by corporation. Ann. Feb. 1.

KTUE Tulsa, Tex.—Seeks transfer of 49% of stock in KTUE Radio Inc. from Sydney G. Hooper to Doris Amburn; consideration \$18,000. Mrs. Amburn is wife of W. A. Amburn, also 49% stockholder in licensee. Ann. Jan. 31.

KONI Spanish Fork, Utah—Seeks transfer of all stock in Pioneer Bcstg. Co. from William P. Grubbe, Sterling O. Bricker, Orvil H. Huling and Helen M. Huling to George K. Culberston (50.4%) and Charlotte L. Culberston (49.6%); consideration \$32,000. Mr. Culberston is engineering employee of CBS-TV and owns record player manufacturing business; Mrs. Culberston is housewife. Ann. Jan. 31.

Hearing cases

FINAL DECISIONS

By decision, commission granted applications of Nassau Bcstg. Co. for new am station to operate on 1350 kc, 5 kw, DA, unl., in Princeton, N. J., and Norwalk Bcstg. Inc. to increase daytime power of WNLK Norwalk, Conn., from 500 w to 1 kw, continued operation on 1350 kc, 500 w-N, DA-N, both with condition; and denied applications of Greater Princeton Bcstg. Co. and New Jersey Bcstg. Co. for new stations on 1350 kc, 5 kw, DA-2, unl., in Princeton. Comrs. Hyde and Bartley not participating. May 9, 1961, initial decision looked toward granting Nassau Bcstg. Co. application and denying others. Action Feb. 6.

By decision, commission denied application of Sunshine State Bcstg. Inc. to extend facilities of WBRD Bradenton, Fla., so as to operate nighttime hours with 500 w, continued operation on 1420 kc, 1 kw, DA, D.

Comrs. Hyde and Bartley not participating. Aug. 2, 1961, initial decision looked toward granting application. Action Feb. 6.

By order, commission, at request of applicant, dismissed, but with prejudice, application of Northeast Radio Inc. to increase power of WCAP Lowell, Mass., from 1 kw to 5 kw, continued operation on 980 kc, D. Dec. 8, 1961, initial decision looked toward denying application. Action Feb. 6.

By decision, commission granted 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. Chmn. Minow not participating; Comr. Lee dissented. June 28, 1961, initial decision looked toward this action. Action Feb. 6.

By memorandum opinion & order, commission (1) granted motion by applicant Radio Joliet and struck exceptions filed by respondent Village Bcstg. Co. (WOPA), Oak Park, Ill., and (2) made effective Sept. 22, 1961, initial decision and granted application of Cornbelt Bcstg. Co. to increase power of WHOW Clinton, Ill., from 1 kw to 5 kw, reduced to 1 kw during critical hours, continued operation on 1520 kc, D, and applications for new am stations of Loves Park Bcstg. Co., to operate on 1520 kc, 500 w, D, in Loves Park, and Radio Joliet, to operate on 1510 kc, 500 w, D, in Joliet, both Illinois, and denied for default application of Lake Zurich Bcstg. Co. for new station on 1520 kc, 1 kw, D, in Lake Zurich, Ill. Comr. Lee voted for oral argument. Action Feb. 6.

Commission gives notice that Dec. 13, 1961, initial decision which looked toward granting application of Seward Bcstg. Inc., for new am station to operate on 1330 kc, 1 kw, D, in Marion, Va., became effective Feb. 1 pursuant to Sec. 1.153 of rules. Action Feb. 7.

STAFF INSTRUCTIONS

Commission directed preparation of document looking toward denying protest by Interstate Bcstg. Inc. (WQXR), New York, N. Y., and granting application of Patchogue Bcstg. Inc. for new am station (WAPC) to operate on 1570 kc, 1 kw, DA, D, in Riverhead, N. Y. Action Feb. 6.

Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision.

INITIAL DECISIONS

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Suburban Bcstg. Corp. for new am station to operate on 1550 kc, 250 w, D, DA, in Elkton, Md., and denying application of Lancaster County Bcstrs. for similar facilities with 1 kw power in Lancaster, Pa. Action Feb. 7.

Hearing Examiner H. Gifford Irion issued initial decision looking toward denying application of Plains Radio Bcstg. Co. for (1) additional time to construct KRKY (FM) Denver, Colo., WFFM (FM) Cincinnati, Ohio, KFMV (FM) Minneapolis, Minn., KFMC (FM) Portland, Ore., and KPRN (FM) Seattle, Wash., and (2) assignment of cp for those stations to United Communications Inc. Action Feb. 7.

OTHER ACTIONS

WVOK Birmingham, Ala. — By letter, granted petition for reconsideration of Oct. 6, 1961, action which assigned new file number BP-15099 to its pending application to change ant. system, as amended to change from DA-D to non-DA, continued operation on 690 kc, 50 kw, D, and reassigned former file number BP-8548. Action Feb. 6.

KUDE Oceanside, Calif.—Designated for hearing application to increase nighttime power on 1320 kc from 500 w to 5 kw, change from DA-1 to DA-2, continued daytime operation with 500 w; made KFAC Los Angeles, who had petitioned for denial of application, party to proceeding. Action Feb. 6.

John E. Grant, Allen C. Bigham Jr., Salinas, Calif.—Designated for consolidated hearing applications for new daytime am stations to operate on 980 kc, 1 kw, DA; made KEAP Fresno, Calif., party to proceeding. Action Feb. 6.

WBZY Torrington, Conn.—Designated for hearing application to move station to West Hartford, Conn., and decrease power on 990 kc, D, from 1 kw to 500 w, DA. Action Feb. 6.

Iowa City Bcstrs Inc., Iowa City, Iowa;

WKAI Macomb, Ill.; Iowa Falls Bcstg. Corp., Iowa Falls, Iowa—Designated for consolidated hearing applications of Iowa City and Iowa Falls for new daytime am stations to operate on 1510 kc—Iowa City with 250 w, Iowa Falls with 500 w—and WKAI to increase power on 1510 kc from 250 w to 1 kw (250 w-CH) D; made KXIC Iowa City party to proceeding. Dismissed petition by WLAC Nashville, Tenn., to deny WKAI application because of excessive interference to WLAC during critical hours. (WKAI since amended its application eliminating that interference.) Action Feb. 6.

WDSU New Orleans, La.—Designated for hearing application for mod. of cp to change from DA-1 to DA-N, continued operation on 1280 kc, 5 kw, unl.; made WDSP De Funiak Springs, and WSCM Panama City Beach, both Florida, parties to proceeding. Action Feb. 6.

South Minneapolis Bcstrs., Bloomington, Minn.—Designated for hearing application for new daytime am station to operate on 740 kc, 250 w, DA; made KBOE Oskaloosa, Iowa, party to proceeding. Action Feb. 6.

KFUR-TV, K & H Television Station; Thunderbird Entertainment Enterprises Inc., New Mexico Bcstg. Inc., Santa Fe, N. M.—Designated for consolidated hearing mutually exclusive applications of KFUR-TV for mod. of cp to specify operation on ch. 2 in lieu of ch. 11 and Thunderbird and New Mexico for new tv stations to operate on ch. 2. Action Feb. 6.

Victoria Bcstg. System, Redfield, S. D.—Designated for hearing application for new daytime am station to operate on 1380 kc, 500 w; made KJAM Madison, S. D., party to proceeding. Action Feb. 6.

By memorandum opinion & order, commission reopened record on applications of Seven Locks Bcstg. Co. and Tenth District Bcstg. Co. for new am stations to operate on 950 kc, 1 kw, DA, D, in Potomac-Cabin John, Md., and McLean, Va., and remanded proceeding to hearing examiner for further hearing on revised "community" and contingent comparative issues. Comr. Ford not participating. Action Feb. 6.

By memorandum opinion & order in six-party comparative tv hearing for ch. 13 in Grand Rapids, Mich., commission denied request by applicant Grand Bcstg. Co. for Sec. 1.364 waiver or oral argument and for conditional grant of its application. All parties did not agree to waiver of evidentiary hearing, and Grand's request for conditional grant contravenes intent of amended Sec. 1.362. Action Feb. 6.

By memorandum opinion & order, commission granted petition by Bartell Bcstrs. Inc. to enlarge issues in proceeding on its application to change operation of WOKY Milwaukee, Wis., on 920 kc from 1 kw, DA-1, unl., to 1 kw-N, 5 kw-L-S, DA-2, and Don L. Huber for new station on 920 kc, 1 kw, DA, D, in Madison, Wis., to extent of adding issue to determine what efforts have been made by Mr. Huber to determine programming needs of area he proposes to serve and manner in which he proposes to meet such needs; struck, for violation of Sec. 1.13 of rules, response by Mr. Huber to Broadcast Bureau comments. Action Feb. 6.

By memorandum opinion & order in am consolidated proceeding in Docs. 14085 et al., commission granted petition by applicant Radio One Five Hundred Inc., Indianapolis, Ind., to extent of adding financial issue as to applicant Geneco Bcstg. Inc., Marion-Jonesboro, Ind. Comrs. Bartley and Ford voted also to add engineering issue. Action Feb. 6.

By memorandum opinion & order, commission granted petition by WBNY Inc. and The McLendon Corp. for leave to amend application to increase daytime power of WBNY Buffalo, N. Y., to substitute name of applicant as The McLendon Corp. and substitute latter's showing of financial qualifications and programming proposals for that of WBNY Inc.; amended Jan. 3, 1962, initial decision to reflect foregoing. Action Feb. 6.

By memorandum opinion & order in 10-applicant comparative proceeding for tv ch. 9 in Syracuse, N. Y., commission denied (1) motion by Onondaga Bcstg. Inc. to dismiss application of WAGE Inc. and (2) petitions by Veterans Bcstg. Inc. and Syracuse Civic Tv Assn. Inc. to delete financial issue and by Onondaga Bcstg. Co. to delete issue relating to its ant. proposal. Action Feb. 6.

By memorandum opinion & order, commission denied petition by Gastonia Bcstg. Service Inc. (WLTC), Gastonia, N. C., intervenor in am proceeding as to application of Boyce J. Hanna, East Gastonia, N. C., in Docs. 13205 et al., to enlarge issues as to that application; ordered that any grant of



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Mr. Hanna's application be made subject to condition that he will take appropriate action to eliminate effects of re-radiation and cross-modulation which may be caused. Action Feb. 6.

■ By memorandum opinion & order in five-applicant am proceeding in Docs. 14166 et al., commission, on its own motion, enlarged issues as to applicant Fairfield Bcstg. Co., Easton, Conn., to determine good faith of proposed station for Easton, whether its main studio location and town its station was primarily designed to serve were misrepresented to commission or to any other government agency, and whether it possesses requisite character qualifications; to extent indicated in memorandum opinion, commission granted petition by applicant Eastern Bcstg. System Inc. Brookfield, Conn., for enlargement of issues. Action Feb. 6.

■ Commission designated for consolidated hearing following applications for new daytime am stations on 1300 kc: Rockland Bcstg. Co. (500 w, DA), Blauvelt, N. Y.; Rockland Radio Corp. (500 w, DA), Spring Valley, N. Y.; Rockland Bcstg. Inc. (1 kw, DA), Spring Valley, N. Y.; applications of Delaware Valley Bcstg. Co. to change operation of WAAT Trenton, N. J., on 1300 kc from 250 w, D, to 5 kw, unl., with DA-2, and Asbury Park Press Inc. to increase daytime power of WLK Asbury Park, N. J., from 250 w to 1 kw with DA, continued operation on 1310 kc, 250 w-N; made WADO New York, N. Y., WHBI Newark, N. J., WVIP Mt. Kisco, N. Y., WTHH Hazelton, Pa., WKAP Allentown, Pa., WOOD Grand Rapids, Mich., WAVZ New Haven, Conn., WEEE Rensselaer, N. Y., WPOW New York, N. Y., WEVD New York, N. Y., and WFBR Baltimore, Md., parties to proceeding. Denied Rockland Bcstg. Co.'s request for hearings to be held in Rockland County, N. Y. Action Feb. 6.

■ By memorandum opinion & order, commission (1) denied petition by Model City Bcstg. Corp. for waiver of Sec. 1.354(j) of rules to permit it to retain file number BP-14708 assigned its application for new am station to operate on 1400 kc, 250 w, unl., in Kingsport, Tenn.; (2) accepted for filing its Dec. 8, 1961, amendment as of that date to change requested facilities to 1090 kc, 1 kw, D, and (3) assigned new file number BP-15241. Action Feb. 6.

Routine roundup

■ Commission waived Sec. 4.437(f) of rules to extent of granting request by Columbia Bcstg. System Inc. (WCBS), New York, N. Y. for authority to use its low power remote pickup stations without required two-day advance notice to commission where such notice is impractical due to unforeseen circumstances, but notice must be given prior to operation of equipment. Action Feb. 6.

■ Commission ordered Merchants Bcstg. System Inc. to show cause why license of KCPA (FM) Dallas, Tex., should not be revoked, and to appear at hearing to be held in Washington (or in Dallas, if licensee desires) at time to be specified later. Licensee has not complied with commission letters of Nov. 15 and 22, 1961, directing that station license and SCA be returned for cancellation. Station, which has been off air since about Aug. 12, 1961, is in financial difficulty and has violated various technical rules. Action Feb. 6.

■ Commission granted request of Nebraska Council for Educational Tv and extended time from Feb. 1 to Feb. 28 for filing reply comments to third notice of proposed rule-making involving Superior, Kearney, Albion and Terrytown, Nebraska and others. Action Jan. 29.

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

■ Granted petition by Broadcast Bureau and extended time to Feb. 16 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 Feb. 5.

■ Granted petition by Broadcast Bureau and extended time to Feb. 16 to respond to petition by The Bible Institute of Los Angeles Inc. (KBBI), Los Angeles, Calif., for reconsideration of order cancelling oral argument and for waiver of interim procedure in proceeding on its fm application and Benjamin C. Brown, Oceanside, Calif. Action Feb. 2.

■ Granted petition by Alkima Bcstg. Co. and extended time to Feb. 28 to respond to petition by Herman Handloff for reconsideration in proceeding on their applications

and Howard Wasserman for new am stations in West Chester, Pa., and Newark, Del. Action Feb. 2.

■ Granted petition by Peoples Bcstg. Corp. and extended time to Feb. 12 to respond to opposition by parties respondents to its "petition for waiver" and response to be submitted on Feb. 2 by Broadcast Bureau in proceeding on Peoples' application for new fm station in Trenton, N. J. Action Feb. 1.

■ Granted petition by Broadcast Bureau and extended time to Jan. 26 to respond to petition by Main Broadcast Inc. to delete issues in Rochester, N. Y., tv ch. 13 proceeding. Action Feb. 1.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Scheduled oral argument for Feb. 13 in proceeding on applications of Radio Carmichael and John Matranga, tr/as Trans-Sierra Radio, for new am stations in Sacramento and Roseville, Calif., to resolve matters referred to in commission's Feb. 1 memorandum opinion & order, paragraph 10, under heading "The Matranga Duopoly Issue." Action Feb. 2.

■ Scheduled oral argument for Feb. 9 on motion by Hershey Bcstg. Inc. for enlargement of issues to include issue respecting funds available to Reading Radio Inc. in proceeding on their applications for new fm stations in Hershey and Reading, Pa. Action Feb. 2.

By Hearing Examiner James D. Cunningham

■ Granted petition by general counsel and extended time from Feb. 5 to Feb. 26 for filing proposed findings and conclusions and from Feb. 19 to March 5 for replies in Jacksonville, Fla., tv ch. 12 proceeding. Action Feb. 1.

By Hearing Examiner Millard F. French

■ Upon request by Bi-States Co. (KHOL-TV), Kearney, Neb., and without objection by other parties to proceeding on its application and Topeka Bcstg. Assn. Inc. (WIBW-TV), Topeka, Kan., for cps for new trans. sites, continued Feb. 1 further prehearing conference to April 3. Action Jan. 31.

By Hearing Examiner Walther W. Guenther

■ Continued indefinitely prehearing conference scheduled for Feb. 12 in proceeding on am application of MIA Enterprises Inc. (KWBE), Beatrice, Neb.; applicant has filed petition for leave to amend its application and removal of amended application from hearing docket and its return to processing line; if granted, hearing will not be necessary. Action Feb. 2.

■ On own motion, scheduled hearing conference for Feb. 2 in proceeding on applications of KMAC and KISS (FM) San Antonio, Tex. Action Jan. 31.

■ Granted request of WHYI Inc. and advanced time for filing reply findings and proposed conclusions from May 25 to May 15; ordered that corrections to transcript will be submitted on or before May 15 and reply conclusions may be filed by any of parties on or before May 31, in Wilmington, Del., tv ch. 12 proceeding. Action Jan. 30.

By Hearing Examiner Isadore A. Honig

■ Granted *nunc pro tunc* Jan. 29 petition by Broadcast Bureau and extended time from Jan. 31 to Feb. 7 for filing response to petition of The News-Sun Bcstg. Co. for leave to amend its application for new fm station in Waukegan, Ill., which is consolidated for hearing with application of Radio America for new fm station in Chicago, Ill. Action Feb. 1.

By Hearing Examiner Annie Neal Hunting

■ Scheduled further prehearing conference for Feb. 12 and hearing for June 4 in Rochester, N. Y., tv ch. 13 proceeding. Action Feb. 2.

■ Denied petition by Radio One Five Hundred Inc. for leave to amend its application for new am station in Indianapolis, Ind., to reduce power from 10 kw to 5 kw and make changes in DA pattern; rejected amendment; application is consolidated for hearing in Docs. 14085, et al. Action Jan. 30.

By Hearing Examiner H. Gifford Irion

■ Continued indefinitely hearing scheduled for Feb. 13 in the matter of revocation of license of Neighborly Bcstg. Inc. for WLOV (FM) Cranston, R. I. Action Feb. 5.

■ Upon agreement of parties at Feb. 2 prehearing conference, continued Feb. 28 hearing to April 10 in proceeding on applications of Jefferson Radio Co. for license for new am station (WIXI), Irondale, Ala., and Voice of the Mid South for cp for new

am station at Centreville, Ala. Feb. 2.

■ Upon request by Broadcast Bureau, continued indefinitely prehearing conference scheduled for Feb. 5 in matter of revocation of license of Neighborly Bcstg. Inc. for WLOV (FM) Cranston, R. I. Action Feb. 1.

■ Reopened record in consolidated fm proceeding in Docs. 14215 et al solely for receipt in evidence of Plains Radio Bcstg. Co. (KRKY), Denver, Colo., Exhibits 8-A and 8-B and closed record. Action Jan. 30.

By Hearing Examiner David I. Kraushaar

■ Granted motion by Covington Bcstg. Co. and made corrections as requested to transcript in proceeding on its application and Massillon Bcstg. Inc. and Kenton County Bcstg. for new am stations in Covington, Ky., and Norwood, Ohio. Action Jan. 31.

By Hearing Examiner Jay A. Kyle

■ Pursuant to request by applicant and Broadcast Bureau, continued Feb. 6 hearing to March 5 in proceeding on application of Clay Service Corp. for new am station in Ashland, Ala. Action Feb. 5.

■ Denied petition by Simon Geller, Gloucester, Mass., in part, as it relates to request for addition of Evansville issue respecting application of Richmond Brothers Inc. (WMEX), Boston, Mass., in proceeding on their am applications. Action Jan. 30.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ Granted petition by DeKalb Bcstg. Co. for leave to amend its application for new am station in Decatur, Ga., to reflect present business interests and broadcast connections of its partners, to show its current equipment and financial proposals, and to modify its programming proposal. Action Feb. 2.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Feb. 6

WNGO-AM-FM, West Kentucky Bcstg. Inc., Mayfield, Ky.—Granted assignment of licenses to Graves County Bcstg. Inc.

WWRJ, White River Enterprises Inc., White River Junction, Vt.—Granted acquisition of positive control by Philip C. and Shirley Z. Smith (as family group) through transfer of stock from Norman E. Reed and Alfred A. Guarino to Philip C. Smith.

WNMP Evanston, Ill.—Granted cp to install new main trans.

KPDN Pampa, Tex.—Granted cp to install new trans.

WFTL Ft. Lauderdale, Fla.—Granted cp to install new trans. as auxiliary trans. at main trans. location; remote control permitted.

KCKG Sonora, Tex.—Granted cp to install new trans. as auxiliary day and alternate main night at main trans. location.

WKRZ Oil City, Pa.—Granted cp to install old main trans. as auxiliary day and alternate main night at main trans. location.

WHA1 Greenfield, Mass.—Granted cp to install new trans.

WRVM-FM Rochester, N. Y.—Granted mod. of cp to increase ERP to 5.6 kw; change ant.-trans. location to west of Mount Read Blvd. and 1.3 miles north of Lexington Ave. Rochester, N. Y.; remote control permitted.

WWCO-FM Waterbury, Conn.—Granted mod. of cp to change type trans. and type ant.

WNEA Newnan, Ga.—Granted mod. of cp to change type trans. and specify studio

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RADIO-TV SET COUNTS

GEORGIA

		1960 U.S. CENSUS OF HOUSING							
Area	Popula- tion	Occupied Dwelling Units	Total Radio Homes	Radio Percent Satura- tion	2 or more sets	Total Tv Homes	Television Percent Satura- tion	2 or more sets	
State totals	3,943,116	1,070,325	932,162	87.1	246,857	856,714	80.0	71,569	
COUNTY TOTALS									
Appling	13,247	3,245	2,807	86.5	287	1,981	61.0	36	
Atkinson	6,188	1,522	1,172	77.0	154	579	38.0	—	
Bacon	8,359	2,159	1,845	85.5	268	1,398	64.8	39	
Baker	4,543	1,072	879	82.0	116	575	53.6	32	
Baldwin	34,064	5,563	4,764	85.6	1,359	3,823	68.7	121	
Banks	6,497	1,734	1,553	89.6	221	1,175	67.8	45	
Barrow	14,485	4,183	3,750	89.6	534	3,408	81.5	159	
Barton	28,267	7,737	6,723	86.9	1,161	6,566	84.9	400	
Ben Hill	13,633	3,952	3,286	83.1	827	2,412	61.0	74	
Berrien	12,038	3,218	2,539	78.9	358	1,961	60.9	57	
Bibb	141,249	40,118	36,421	90.8	11,651	33,606	83.8	3,160	
Bleckley	9,642	2,553	2,132	83.5	301	1,683	65.9	38	
Brantley	5,891	1,457	1,199	82.3	196	1,049	72.0	—	
Brooks	15,292	3,901	3,335	85.5	371	2,701	69.2	40	
Bryan	6,226	1,529	1,136	74.3	201	1,137	74.4	—	
Bulloch	24,263	6,246	5,534	88.6	910	4,692	75.0	142	
Burke	20,596	5,151	3,795	73.7	318	2,960	57.5	116	
Butts	8,976	2,294	1,815	79.1	473	1,785	77.8	25	
Calhoun	7,341	1,916	1,458	76.1	108	732	38.2	36	
Camden	9,975	2,530	2,047	80.9	356	2,041	80.7	116	
Candler	6,672	1,806	1,535	85.0	78	1,180	65.3	37	
Carroll	36,451	10,208	8,872	86.9	1,111	8,638	84.6	145	
Catoosa	21,101	5,704	5,020	88.0	1,384	5,170	90.6	304	
Charlton	5,313	1,307	951	72.8	200	902	69.0	23	
Chatham	188,299	53,165	44,648	84.0	11,643	44,837	84.3	3,908	
Chattahoochee	13,011	1,290	1,218	94.4	635	1,164	90.2	163	
Chattooga	19,954	5,595	4,836	86.4	713	4,515	80.7	106	
Cherokee	23,001	6,345	5,660	89.2	547	5,438	85.7	119	
Clarke	45,363	12,271	11,374	92.7	3,606	9,649	78.6	606	
Clay	4,551	1,182	1,009	85.4	124	672	56.9	—	
Clayton	46,365	12,067	10,683	88.5	3,443	11,158	92.5	1,379	
Clinch	6,545	1,695	1,372	80.9	155	1,061	62.6	—	
Cobb	114,174	30,996	28,440	91.8	9,894	18,809	60.7	3,623	
Coffee	21,953	5,658	5,045	89.2	942	3,657	64.6	102	
Colquitt	34,048	9,143	7,442	81.4	1,490	7,020	76.8	380	
Columbia	13,423	3,354	2,669	79.6	637	2,626	78.3	173	
Cook	11,822	3,199	2,816	88.0	488	2,198	68.7	24	
Coweta	28,893	7,899	6,946	87.9	1,293	5,944	75.3	391	
Crawford	5,816	1,367	1,063	77.8	48	694	50.8	15	
Crisp	17,768	4,982	3,996	80.2	584	3,249	65.2	177	
Dade	8,666	2,180	1,780	81.7	102	1,794	82.3	22	
Dawson	3,590	965	788	81.7	119	654	67.8	61	
Decatur	25,203	6,540	5,416	82.8	1,103	4,806	73.5	149	
De Kalb	256,782	73,013	67,912	93.0	31,974	68,617	94.0	11,251	
Dodge	16,483	4,427	3,729	84.2	451	3,073	69.4	77	
Dooly	11,474	2,985	2,609	87.4	288	1,981	66.4	63	
Dougherty	75,680	19,877	16,794	84.5	4,855	15,805	79.5	1,597	
Douglas	16,741	4,449	3,816	85.8	837	3,855	86.6	361	
Early	13,151	3,453	2,514	72.8	216	2,168	62.8	22	
Echols	1,876	482	398	82.6	94	251	52.1	—	
Effingham	10,144	2,494	2,033	81.5	394	1,854	74.3	20	
Elbert	17,835	4,976	4,114	82.8	962	4,031	81.0	308	
Emanuel	17,815	4,887	4,203	86.0	555	3,188	65.2	105	
Evans	6,952	1,880	1,500	79.8	212	1,448	77.0	78	

Continued on page 84

Service Directory

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Washington 6, D. C.
for availabilities
Phone: ME 8-1022

location; remote control permitted; condi-
tion.

KOMY Watsonville, Calif.—Granted mod.
of cp to change type trans.

WAVQ(FM) Atlanta, Ga.—Granted mod.
of cp to change ERP to 8.1 kw; ant. height
to 170 ft.; type ant. and other ant. changes.

WSOK Savannah, Ga.—Granted mod. of
cp to change type trans.

WYCE(FM) Warwick, R. I.—Granted mod.
of cp to change type trans.; condition.

■ Following stations were granted exten-
sions of completion dates as shown: WINF-
FM Manchester, Conn., to April 30; WWCO-
FM Waterbury, Conn., to July 20; WJAX
Jacksonville, Fla., to May 1; KBBW (FM)
San Diego, Calif., to July 24; WYCE (FM)
Warwick, R. I., to June 1; KOTO (FM)
Seattle, Wash., to June 1; KVEL Vernal,
Utah, to March 15; WLW Cincinnati, Ohio,
to March 15; WPPA Pottsville, Pa., to Aug.
7; WZUM Carnegie, Pa., to May 1; WYNS
Lehigh, Pa., to April 30; WHOA San
Juan, P. R., to June 29; KWIZ Santa Ana,
Calif., to April 15.

■ Granted Astb Inc. (WFLB), Fayetteville,
N. C., authority to operate trans. by remote
control, and Radio KPER (KPER), Gilroy,
Calif., change of remote control authority.

KRSI-FM St. Louis Park, Minn.—Granted
SCA on multiplex basis.

Actions of Feb. 5

■ Granted renewal of license for follow-
ing stations: KWCL Oak Grove, La.; WAMW
Washington, Ind.; WANS Anderson, S. C.;
WCBY Cheboygan, Mich.; WCMT Martin,
Tenn.; WCOH-FM Newnan, Ga.; WDW
Dowagiac, Mich.; WDSG Dyersburg, Tenn.;
WGHN Grand Haven, Mich.; WHGR Hough-
ton Lake, Mich.; WHMI Howell, Mich.;
WIOU Kokomo, Ind.; WKIC-AM-FM Hazard,
Ky.; WKLA Ludington, Mich.; WKPR Kala-
mazoo, Mich.; WLCK Scottsville, Ky.;
WPKO Waverly, Ohio; WPRE Prairie Du
Chien, Wis.; WRAC Racine, Wis.; WRGA
Rome, Ga.; WSRW Hillsboro, Ohio; WYLD
New Orleans, La.; WCLC Jamestown, Tenn.;
WMAY Springfield, Ill.; WANA Anniston,
Ala.; WPID Piedmont, Ala.; WSGW Sagin-
aw, Mich.

*WMHT(TV) Schenectady, N. Y.—Granted
mod. of cp to change ERP to vis. 20.4 kw,
aural 11.1 kw; make changes in ant. system
and location of trans., change in coordinates
only (no change in description), and equip-
ment; ant. height 920 ft.

WKQY Bluefield, W. Va.—Granted mod.
of cp to change ant.-trans. location; remote
control permitted.

WAQE Towson, Md.—Granted mod. of
cp to change ant.-trans. location (same site).

WGLD Chardon, Ohio—Granted mod. of
cp to change ant.-trans. and studio location
and change type trans.

■ Following stations were granted mod. of
cp to change type trans.: KISD Sioux Falls,
S. D.; condition: KCOW Alliance, Neb.;
KPLK Dallas, Ore.; WPKE Pikesville, Ky.;
WDMS Lynchburg, Va.

WHAL-FM Shelbyville, Tenn.—Granted
SCA on multiplex basis.

Actions of Feb. 2

KOMO-TV, Fisher's Tv Co., Seattle, Wash.
—Granted assignment of licenses to Fisher's
Blend Station Inc.

K78AH Joplin, Chester, Inverness and
Rudyard, Mont.—Granted mod. of license
to change primary station from CJLH (TV)
(ch. 7) Lethbridge Alb., Canada, to KRTV
(TV) (ch. 3) Great Falls, Mont., of uhf tv
translator station.

K05BJ, K02BS, rural area between Derby,
Mesa and Bond, and between Cabin Creek
and Dotsero, Colo.—Granted mod. of cps
to change type trans. and change type ant.
for K05BJ of vhf tv translator stations.

K12BV Keyes, Okla.—Granted mod. of cp
to change type trans. of vhf tv translator
station.

KDES Palm Springs, Calif. — Granted
change of remote control authority.
KCRL(TV) Reno, Nev.—Granted exten-
sion of completion date to Aug. 15.

■ Granted authority to American Bcstg.-
Paramount Theatres Inc., New York, N. Y.,
to Feb. 2, 1963, to transmit via studios and
apparatus of ABC Inc., located, maintained,
or used at various places throughout United
States where permittee maintains, owns or
controls studios or apparatus for purpose of
producing and obtaining various tv pro-
grams, whether or not such programs are
broadcast in United States over broadcast
stations owned or controlled by American
Bcstg.-Paramount Theatres Inc. to stations
under control of Canadian Bcstg. Corp. or to
any licensed station in Canada. Programs
will be transmitted or delivered by film or
tv recording by various methods or by
electrical energy for cable transmission or

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Sterling 3-0111
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applicants for am, fm, tv
and facsimile facilities.
*ARB Continuing Readership Study

RADIO-TV SET COUNTS

Continued from page 82

Area	Population	Occupied Dwelling Units	Total Radio Homes	Percent Saturation	2 or more sets	Total Tv Homes	Percent Saturation	2 or more sets
Fannin	13,620	3,714	3,365	90.6	567	2,621	70.6	126
Fayette	8,199	2,095	1,808	86.3	265	1,691	80.7	42
Floyd	69,130	19,646	17,979	91.5	5,516	16,452	83.7	1,107
Forsyth	12,170	3,312	2,988	90.2	538	2,918	88.1	99
Franklin	13,274	3,768	3,198	84.9	624	3,114	82.6	103
Fulton	556,326	163,516	148,970	91.1	54,362	144,317	88.3	19,609
Gilmer	8,922	2,422	1,878	77.5	122	1,636	67.5	44
Glascocock	2,672	748	571	76.3	78	526	70.3	—
Glynn	41,954	11,667	10,305	88.3	3,309	9,478	81.2	652
Gordon	19,228	5,530	4,907	88.7	589	4,610	83.4	149
Grady	18,015	4,760	3,916	82.3	615	3,570	75.0	154
Greene	11,193	2,892	2,439	84.3	383	1,884	65.1	66
Gwinnet	43,541	11,813	10,560	89.4	2,150	10,328	87.4	567
Habersham	18,116	4,861	4,359	89.7	850	3,640	74.9	134
Hall	49,739	13,713	12,277	89.5	3,236	11,481	83.7	885
Hancock	9,979	2,234	1,677	75.1	274	1,062	47.5	19
Haralson	14,543	4,205	3,515	83.6	573	3,358	79.9	182
Harris	11,167	2,796	2,141	76.6	394	1,976	70.7	63
Hart	15,229	4,113	3,461	84.1	581	3,358	81.6	203
Heard	5,333	1,446	1,266	87.6	117	1,049	72.5	56
Henry	17,619	4,392	3,708	84.4	955	3,378	76.9	171
Houston	39,154	10,051	8,590	85.5	2,544	8,609	85.7	814
Irwin	9,211	2,383	1,910	80.2	304	1,599	67.1	51
Jackson	18,499	5,137	4,576	89.1	937	4,055	78.9	136
Jasper	6,135	1,630	1,332	81.7	105	985	60.4	21
Jeff Davis	8,914	2,240	1,917	85.6	382	1,461	65.2	63
Jefferson	17,468	4,448	3,450	77.6	387	2,899	65.2	153
Jenkins	9,148	2,430	1,980	81.5	359	1,695	69.8	36
Johnson	8,048	2,215	1,850	83.5	229	1,604	72.4	19
Jones	8,468	2,107	1,797	85.3	425	1,497	71.0	103
Lamar	10,240	2,764	2,205	79.8	411	2,081	75.3	85
Lanier	5,097	1,343	1,210	90.1	149	809	60.0	—
Laurens	32,313	8,632	7,360	85.3	1,409	5,554	64.0	77
Lee	6,204	1,404	1,224	87.2	182	932	66.4	52
Liberty	14,487	3,423	2,794	81.6	541	2,505	73.2	245
Lincoln	5,906	1,412	1,094	77.5	211	1,011	71.6	72
Long	3,874	990	654	66.1	40	638	64.4	—
Lowndes	49,270	13,179	11,784	89.4	2,920	9,345	70.9	468
Lumpkin	7,241	1,800	1,630	90.6	342	1,469	81.6	85
McDuffie	12,627	3,366	2,990	88.8	621	2,492	74.0	56
McIntosh	6,364	1,651	1,383	83.8	236	1,070	64.8	22
Macon	13,170	3,239	2,375	73.3	442	1,938	59.8	59
Madison	11,246	3,089	2,703	87.5	454	2,307	74.7	36
Marion	5,477	1,313	1,032	78.6	70	607	46.2	—
Meriwether	19,756	5,045	4,267	84.6	840	3,506	69.5	195
Miller	6,908	1,857	1,470	79.2	199	1,138	61.3	54
Mitchell	19,652	4,942	3,869	78.3	569	3,248	65.7	93
Monroe	10,495	2,626	2,126	81.0	382	1,927	73.4	66
Montgomery	6,284	1,591	1,424	89.5	121	755	47.5	21
Morgan	10,280	2,694	2,203	81.8	528	1,792	66.5	88
Murray	10,447	2,758	2,399	87.0	402	2,012	73.0	126
Muscogee	158,623	42,682	37,389	87.6	12,281	36,648	85.9	3,735
Newton	20,999	5,667	4,990	88.1	995	4,575	80.7	198
Oconee	6,304	1,681	1,570	93.4	400	1,494	88.9	58
Oglethorpe	7,926	1,971	1,663	84.4	436	1,331	67.5	57
Paulding	13,101	3,581	2,914	81.4	381	3,094	86.4	167
Peach	13,846	3,491	2,913	83.4	557	2,655	76.1	34
Pickens	8,903	2,462	2,111	85.7	371	1,945	79.0	165
Pierce	9,678	2,505	2,207	88.1	390	1,676	66.9	80
Pike	7,138	1,850	1,557	84.2	303	1,193	64.5	—
Polk	28,015	7,986	6,906	86.5	1,045	6,559	82.1	247
Pulaski	8,204	2,263	1,763	77.9	313	1,437	63.5	92
Putnam	7,798	1,964	1,618	82.4	178	1,407	71.6	14
Quitman	2,432	559	513	91.8	88	327	58.5	—
Rabun	7,456	1,985	1,713	86.3	141	1,368	68.9	16
Randolph	11,078	2,902	2,441	84.1	330	1,703	58.7	20
Richmond	135,601	35,040	30,097	85.9	8,177	29,970	85.5	3,670
Rockdale	10,572	2,702	2,366	87.6	517	2,210	81.8	151
Schley	3,256	830	650	78.3	97	555	66.9	41
Screven	14,919	3,804	2,875	75.6	386	2,391	62.9	56
Seminole	6,802	1,791	1,534	85.7	233	1,258	70.2	18
Spalding	35,404	10,107	9,119	90.2	2,181	8,259	81.7	487
Stephens	18,391	5,110	4,574	89.5	1,315	3,865	75.6	169
Stewart	7,371	1,852	1,326	71.6	191	867	46.8	24
Sumter	24,652	6,603	5,320	80.6	1,031	4,031	61.0	189
Talbot	7,127	1,710	1,173	68.6	140	1,011	59.1	43
Taliaferro	3,370	897	686	76.5	177	511	57.0	—
Tattnall	15,837	3,587	2,869	80.0	388	2,594	72.3	120
Taylor	8,311	2,130	1,621	76.1	206	1,402	65.8	20

Continued on opposite page.

microwave relay facilities to Canadian tv broadcasting stations; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; and (2) related studies and inquiries now being considered or conducted by commission.

Actions of Feb. 1

KVKM-TV, Tri-Cities Bestg. Co., Monahan, Tex.—Granted assignment of licenses to J. Ross Rucker and J. B. and John B. Walton d/b under same name.

WSVM, Central Bestg. Co., Valdese, N. C.—Granted assignment of license to Burke County Bestg. Co.

KCHS, Quality Bestg. Co., Truth or Consequences, N. M.—Granted assignment of license to William D. Hafer.

KATL, Star Printing Co., Miles City, Mont.—Granted involuntary transfer of control from Sarah M. Scanlan to Robert J. Scanlan, executor of estate of Sarah M. Scanlan.

WDYL, WDYL Radio Inc., Ashland, Va.—Granted relinquishment of negative control by John Laurino through sale of stock to Edward E. Willey Jr. and Edward P. McGehee Jr.

■ Granted licenses for following am stations: **KHAK** Cedar Rapids, Iowa, and specify studio location; **KJCF** Festus, Mo.; **KESM** El Dorado Springs, Mo.; **KCH** Washington, Iowa, remote control permitted.

KHAK-FM Cedar Rapids, Iowa—Granted license for fm station.

WOPA Oak Park, Ill.—Granted license to use old main trans. (main trans. location) as auxiliary trans. night and daytime.

WRCO Richland Center, Wis.—Granted license to use old main trans. (main trans. location) as auxiliary trans.

WMRO Aurora, Ill.—Granted license covering installation of trans. at main trans. site as auxiliary trans.

***WDIQ(TV)** Andalusia, Ala.—Granted mod. of license to change station location to Dozier, Ala.

■ Approved specifications submitted by Meredith Syracuse Tv Corp. for operation of **WHEN-TV** Syracuse, N. Y., on ch. 5 pursuant to report & order in Doc. 13858 (which substituted ch. 5 for ch. 8 and modified **WHEN-TV** authorization accordingly, effective Sept. 11, 1961); ERP vis. 84 kw; aural 42 kw; ant. height 950 ft.

K78AR Lihue, Kauai, Hawaii—Granted cp to replace expired permit for uhf tv translator station.

K06AC Volborg, Mont.—Granted cp to replace expired permit for vhf tv translator station.

K12BG Yampa, Colo.—Granted mod. of cp to change type trans.

W11AA Madawaska, Me.—Granted mod. of cp to change ERP to 12.36 w; type trans.; make changes in ant. system.

K08CF, K10CL, K12CE Scofield, Utah.—Granted mod. of cps to change ERP to 14.9 w for **K08CF**, to 14.6 w for **K10CL**, and to 14.2 w for **K12CE**; move trans. locations and make changes in ant. systems.

K73AT Elgin, LaGrande, Union and Baker, Ore.—Granted mod. of cp to change ERP to 72.68 w; type trans.; and make changes in ant. system.

K77BB Blythe and Palo Verde Valley, Calif.—Granted mod. of cp to change type trans.

WREB Holyoke, Mass.—Remote control permitted.

Action of Jan. 31

KHVH Honolulu, Hawaii—Remote control permitted (by employees of station only).

KPAS Beverly Hills, Calif.—Granted authority to remain silent through April 30 to permit financial reorganization; condition.

Actions of Jan. 30

WNPV Lansdale, Pa.—Granted license for am station and specify type trans.

***WSMC-FM** Collegedale, Tenn.—Granted license for noncommercial educational fm station.

■ Granted licenses for following fm stations: **WRWR-FM** Port Clinton, Ohio; **WOKZ-FM** Alton, Ill.; **WMAX-FM** Grand Rapids, Mich.

WMTR Morristown, N. J.—Granted license covering increase in power; installation new trans. and DA-D; delete remote control and make changes in ground system; condition.

WMJM Cordele, Ga.—Granted license

covering increase in daytime power and installation new trans.

WRUN-FM Utica, N. Y.—Granted license covering change in frequency; ERP; ant. height; and installation of new trans. and ant.

KSFR(FM) San Francisco, Calif.—Granted cp to install new ant.

K79AL, K82AI Orr, Minn.—Granted cps to change ERP to 1.19 kw and type trans. of uhf tv translator stations.

KCMO-TV Kansas City, Mo.—Granted cp to make changes in trans. and other equipment changes (main-trans. & ant.).

■ Following stations were granted mod. of cps to change type trans.: WCOL Columbus, Ohio, and WTOL Toledo, Ohio.

WNLC New London, Conn.—Granted mod. of cp to make changes in nighttime DA pattern.

K08DK West end of Glade Park, Colo.—Granted mod. of cp to change frequency to ch. 8 of vhf tv translator station.

K07DW Gardiner, Mont.—Granted mod. of cp to change frequency to ch. 7 of vhf tv translator station.

K02CC Ord, Neb.—Granted mod. of cp to change frequency to ch. 2; primary station to KGIN-TV (ch. 11) Grand Island, Neb., and make changes in ant. system of vhf tv translator station.

K13BU Hailey, Idaho—Granted mod. of cp to change type trans. of vhf tv translator station.

K11BA Allison, Colo.—Granted mod. of cp to change ERP to 2.784 w and type trans. of vhf tv translator station.

K07AY Emmetsburg, Iowa—Granted mod. of cp to change ERP to 9.64 w; type trans., and make changes in ant. system of vhf tv translator station.

K11BY Hamilton, Mont.—Granted mod. of cp to change ERP to 7.8 w and type trans. of vhf tv translator station.

K07AK Heber, Utah—Granted mod. of cp to change type trans., type ant., and make changes in ant. system of vhf tv translator station.

K09CS, K11CX, K13CV Beaver City, Utah—Granted mod. of cps to change ERP to 18.8 w for K09CS, 19.6 w for K11CX and to 20.5 w for K13CV, and make changes in ant. systems.

KEPI Phoenix, Ariz.—Granted change of remote control authority.

KOAM-TV Pittsburg, Kan.—Granted extension of completion date to March 1.

Translators

C & G Electronics Co., Olympia, Wash.—Waived Sec. 4.702(c) (3) of mileage separation rules and granted cp for new uhf tv translator station on ch. 72 to translate programs of KPEC-TV (ch. 56) Tacoma; authorization shall cease to be effective and operation of translator station shall be terminated coincident with commencement of operation of duly authorized tv station on ch. 58 at Aberdeen, or at any other location involving separations from translator station less than those required by Sec. 4.702 of rules. Action Feb. 6.

Rulemakings

■ By report & order, commission finalized rulemaking in Doc. 14120 and amended tv table of assignments by adding uhf chs. 19 and 25 to Huntsville, Ala., in addition to its present ch. 31, and, in view of indicated demand for channel in Hamilton, Ala., assigned ch. 17 to that city. This was accomplished by deleting presently unused assignments at Fort Payne, Ala. (ch. 19), Guntersville, Ala. (ch. 40), Jasper, Ala. (ch. 17), Dalton, Ga. (ch. 25), and Humboldt, Tenn. (ch. 25). Action Feb. 6.

■ By memorandum opinion & order, commission denied petition by The Charles River Bcstg. Co. (WCRB-FM), Walton, Mass., for amendment of rules to require only logging of actual hours of stereophonic broadcasts by fm licensees, instead of present requirement that licensee must notify commission and engineer in charge, within 10 days, of commencement of stereo operation or any change in scheduled hours of such transmission. Commission feels that, in present state of its new and rapid development, it is of considerable importance to public, trade press and other publications, and various segments of broadcasting industry, to be able to ascertain readily and quickly what and how much stereo broadcasting is being done by stations in particular area; hence current and readily available information is needed for continuing evaluation of broadcasting activities and developments. Comr. Hyde dissented. Action Feb. 6.

Continued from opposite page

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
Telfair	11,715	3,152	2,808	89.1	469	1,589	50.4	—
Terrell	12,742	3,265	2,618	80.2	250	2,042	62.5	91
Thomas	34,319	9,294	7,268	78.2	1,393	6,981	75.1	239
Tift	23,487	6,262	5,324	85.0	1,147	4,369	69.8	158
—Toombs—	16,837	4,521	4,014	88.8	468	2,631	58.2	53
Towns	4,538	1,143	1,055	92.3	176	879	76.9	—
Treutlen	5,874	1,559	1,460	93.6	196	901	57.8	49
Troup	47,189	13,232	11,238	84.9	2,197	8,740	66.1	295
Turner	8,439	2,279	1,826	80.1	239	1,560	68.5	34
Twiggs	7,935	1,839	1,453	79.0	218	1,138	61.9	16
Union	6,510	1,765	1,679	95.1	127	1,309	74.2	20
Upson	23,800	6,671	5,734	86.0	1,035	5,279	79.1	300
Walker	45,264	12,660	11,040	87.2	3,089	10,986	86.8	957
Walton	20,481	5,531	4,977	90.0	866	4,399	79.5	84
Ware	34,219	9,688	8,296	85.8	2,088	7,257	75.1	194
Warren	7,360	1,837	1,535	83.6	218	1,093	59.5	—
Washington	18,903	4,910	4,082	83.1	612	2,539	51.7	149
Wayne	17,921	4,584	3,742	81.6	678	3,467	75.6	81
Webster	3,247	753	604	80.2	—	307	40.8	—
Wheeler	5,342	1,337	1,268	94.8	101	691	51.7	—
White	6,935	1,799	1,563	86.9	181	1,290	71.7	67
Whitfield	42,109	11,567	10,482	90.6	2,375	9,854	85.2	549
Wilcox	7,905	2,119	1,687	79.6	278	1,463	69.0	45
Wilkes	10,961	3,060	2,578	84.2	359	1,693	55.3	23
Wilkinson	9,250	2,422	2,132	88.0	290	1,652	68.2	23
Worth	16,682	4,061	2,939	72.4	373	2,902	71.5	117
Metropolitan Areas								
Albany	75,680	19,877	16,794	84.5	4,855	15,805	79.5	1,597
Atlanta	1,017,188	291,405	266,565	91.5	101,823	263,229	90.3	36,429
Augusta	216,639	56,689	49,057	86.5	13,069	48,573	85.7	5,390
Chattanooga	283,169	82,485	72,517	87.9	23,029	72,208	87.5	7,942
Columbus	217,985	55,674	48,425	87.0	14,861	46,148	82.9	4,634
Macon	180,403	50,169	45,011	89.7	14,195	42,215	84.1	3,974
Savannah	188,299	53,165	44,648	84.0	11,643	44,837	84.3	3,908

OREGON

1960 U.S. CENSUS OF HOUSING

State totals	1,768,687	558,214	523,602	93.8	235,382	470,056	84.2	39,571
COUNTY TOTALS								
Baker	17,295	5,646	5,347	94.7	2,313	4,472	79.2	130
Benton	39,165	10,938	10,429	95.3	4,581	8,298	75.9	443
Clackamas	113,038	34,515	32,567	94.4	15,932	30,449	88.2	3,368
Clatsop	27,380	9,448	8,787	93.0	3,728	7,486	79.2	400
Columbia	22,379	7,021	6,557	93.4	2,484	6,007	85.6	437
Coos	54,955	16,756	15,665	93.5	6,549	12,080	72.1	376
Crook	9,430	2,851	2,577	90.4	979	2,286	80.2	110
Curry	13,983	4,283	3,910	91.3	1,333	3,071	71.7	81
Deschutes	23,100	7,382	6,942	94.0	2,958	5,871	79.5	113
Douglas	68,458	19,975	18,814	94.2	6,951	16,535	82.8	811
Gilliam	3,069	963	901	93.6	494	739	76.7	61
Grant	7,726	2,400	2,224	92.7	679	1,254	52.3	22
Harney	6,744	2,037	1,896	93.1	667	1,437	70.5	74
Hood River	13,995	4,236	3,956	93.4	1,764	3,223	76.1	96
Jackson	73,962	23,411	21,801	93.1	9,562	20,574	87.9	1,561
Jefferson	7,130	2,013	1,841	91.5	595	1,651	82.0	46
Josephine	29,917	9,816	9,371	95.5	3,736	7,726	78.7	417
Klamath	47,475	14,711	13,974	95.0	6,459	12,863	87.4	794
Lake	7,158	2,259	2,102	93.1	891	1,683	74.5	63
Lane	162,890	48,862	46,853	95.9	20,985	42,344	86.7	2,488
Lincoln	24,635	8,127	7,608	93.6	2,409	5,782	71.1	324
Linn	58,867	17,661	16,523	93.6	6,689	15,187	86.0	482
Malheur	22,764	6,656	6,367	95.7	2,469	5,618	84.4	294
Marion	120,888	35,513	32,559	91.7	14,288	30,314	85.4	2,016
Morrow	4,871	1,474	1,336	90.6	596	1,077	73.1	86
Multnomah	522,813	178,496	166,565	93.3	81,124	154,549	86.6	19,711
Polk	26,523	8,192	7,669	93.6	3,157	7,112	86.8	406
Sherman	2,446	777	648	83.4	385	692	89.1	63
Tillamook	18,955	5,796	5,267	90.9	2,158	4,252	73.4	168
Umatilla	44,352	13,322	12,524	94.0	5,236	10,267	77.1	312
Union	18,180	5,799	5,358	92.4	1,654	4,330	74.7	131
Wallowa	7,102	2,221	2,105	94.8	454	1,615	72.7	40
Wasco	20,205	6,302	5,908	93.7	2,719	4,952	78.6	421
Washington	92,237	27,390	26,374	96.3	13,987	25,190	92.0	2,861
Wheeler	2,722	822	677	82.4	191	651	79.2	26
Yamhill	32,478	10,143	9,600	94.6	4,216	8,419	83.0	339
Metropolitan Areas								
Eugene	162,890	48,862	46,853	95.9	20,985	42,344	86.7	2,488
Portland	821,897	240,401	225,506	93.8	111,743	210,188	87.4	25,940

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 transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, 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 wanted for new daytime in single Eastern Pennsylvania market. Good future in fine area for an aggressive and capable salesman. Send resume to Box 677J, BROADCASTING.

Manager wanted for full time New England 5kw radio station. Must know the business. Give details, salary requirements in first letter. Box 795J, BROADCASTING.

Sales-minded general manager of fulltime in desirable Florida market. Substantial salary and profit incentive. Prefer experienced man age 30-35 who is self-reliant, self-starter, interested in permanent position in community. Replies to Box 807J, BROADCASTING.

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 or telephone 223-3200. Peter Miller, 426 Second St., LaSalle, Ill.

Immediate opening for manager in small market station. Ideal for man with small market experience or commercial manager that is ready to take over operations. Send background and details in first letter to KSOX, Raymondville, Texas.

Wanted: Manager for radio station KVOU, Uvalde, Texas—10,500 population, retail sales county—16,000,000. Salary and commission. Contact E. J. Harpole.

Sales manager, with small market station experience. Must sell and be able to direct other salesman for a new daytime. Good salary, plus commission. Contact M. H. Philip, Pres. WYNS, 252 Delaware Avenue, Palmerton, Pa.—Phone 826-2100.

Sales

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.

Wanted radio time salesman looking for long term relationship for growth with quality Philadelphia station. Experience needed especially agency plus background of responsibility. Full references—salary related to quality. Communications confidential. Write Box 728J, BROADCASTING.

Background music—High power fm station commencing multiplexed music service seeks top flight man with background music experience to head up this department. Box 734J, BROADCASTING.

Your greatest dollar potential is in Atlanta—station is a "comer." Choice account list—top future—interested? Write Box 778J, BROADCASTING.

Top Hooper and Pulse station needs ambitious salesman for local protected territory. Send complete details to J. M. Hall—KWBB—P. O. Box 486—Wichita, Kansas.

Help Wanted—(Cont'd)

Sales

Active accounts plus good prospect list. Commission. Will guarantee \$100 per week at start. 200 miles south of Chicago. Must be experienced self-starter. Box 796J, BROADCASTING.

Mid-Atlantic: Wanted young, but experienced and proven time salesman or selling sales manager. Young man 22 to 30 with 1st phone can expect promotion to station manager within 1 year with expanding organization. Liberal salary and commission. Box 811J, BROADCASTING.

Regional station—Excellent market needs two experienced salesmen with potential. Immediately. Write, call Manager, WIXN, Dixon, Illinois.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

AGENCY-ADVERTISER

Local sales position available for right man with advertising agency. 705 Olive Building—Can make \$139.72—\$205.17 weekly. Radio and TV. St. Louis 1, Missouri. Chestnut 1-6657.

Announcers

Top-notch dj for powerful number one 5kw in west Texas. Fastest growing market. Send tape and info to Box 103J, BROADCASTING.

Country/western jocks, attention: Better than average dj position—first ticket preferred. Must have personality—character. No drifter, will be groomed against big-time man. Salary open-side benefits. Metropolitan area. Box 664J, BROADCASTING.

Announcer-chief engineer. Daytimer. Mississippi. No problems. \$100 week. Box 666J, BROADCASTING.

Morning man quality operation. Middle road music. Top pay with security and company benefits. Must be strong on production, proven rating record. Mature voice with smile. Send tape air-check, resume, references to Box 688J, BROADCASTING.

Growing major eastern radio group has immediate and urgent need for experienced announcers and newsmen. Opportunity for growth and advancement is great with our stations. If you're thinking of your future, send tape and resume to Box 693J, BROADCASTING.

Staff announcer, including play-by-play broadcasting. Heavy on news; music on tight schedule but non-frantic type. Other responsibilities in line with ability and experience. Box 696J, BROADCASTING.

1st phone combo man for Florida market. Wonderful opportunity for right man. Send tape and resume. Box 697J, BROADCASTING.

Wanted: 1st ticket combo with experience, tv maintenance know-how, good voice, flawless board operation, willing to carry out responsibilities, on toes 100% time. Demand professional attitude: commensurate salary. Send resume, photo, tape. Located in northwest. Box 702J, BROADCASTING.

Engineer-announcer, first phone, run easy listening show. Daytimer, Pennsylvania small market. Send tape, resume, financial requirements. Box 743J, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Mature announcer with 1st phone. Southwest. Format: Adult music, news. \$400 to start. Resume, tape, and photo to Box 777J, BROADCASTING.

Adult good music station, upper midwest, has opening for experienced announcer. Smooth, professional delivery essential; deep, resonant voice desired. Exceptional benefits. University community. Box 772J, BROADCASTING.

Good rockin' Negro disc jockey. Experienced. Send tape, resume, picture at once. Immediate opening. Good salary. Box 783J, BROADCASTING.

Two combo men needed for new operation in the garden spot of South Carolina, not too distant from the seashore. Remuneration will be excellent and in accordance with character and talent. Must be available by April 1, 1962. Write Box 784J, BROADCASTING.

Aggressive newsmen—announcer for successful 1000 watt station in California coast valley city. Need man who can gather news accurately, write and deliver forcefully. Write Box 787J, BROADCASTING.

Immediate opening announcer-production or announcer-sales. One of the fastest growing Carolina areas. Lively daytime. Better than average salary—opportunity if creative, aggressive and responsible. Box 806J, BROADCASTING.

Wanted morning announcer combo-sign on 5:30 a.m. Excellent salary and opportunity. Radio KCOL, Fort Collins, Colorado.

First phone needed now. Pleasant people. Pleasant place. KFDR, Grand Coulee, Washington.

Texas station needs announcer-news editor experienced gathering, writing local news. Box 808J, BROADCASTING.

KBUD Athens, Texas has immediate opening—experienced, mature announcer. Box 809J, BROADCASTING.

Immediate opening for 1st ticket announcer who wants to work toward program directorship of adult station in a small market. Man we want must not be afraid of work and should have a knowledge of gathering and writing local news. Good mature voice is a necessity. Must be experienced with at least 5 years of good reputation in the business. Contact Mason Dixon, Owner, KFTM Radio, Fort Morgan, Colorado. No collect calls please.

Wanted experienced announcer, can also sell. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Experienced announcer-salesman. No drinkers or moonlighters. Real good deal with assistant manager to right man. Write. Ray Beckner, KRLN, Canon City, Colorado.

Wanted: Experienced announcer. Send all information, draft status, tape, availability. Rush to WCLW, 771 McPherson Street, Mansfield, Ohio.

Announcer, experienced for 5000 watt independent station with adult format. Above average benefits. Personal interview necessary. WCOJ, Coatesville, Pennsylvania.

Experienced farm director for pioneer top-flight adult-appeal station. Good opportunity for radio-tv farm shows. Send resume, tape, picture, salary requirements to Jack Dunn, WDAY, Fargo, North Dakota.

Help Wanted—(Cont'd)

Announcers

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.

Experienced first phone—announcer; growing station northwest Illinois. Immediate opening, advancement opportunity. Write, phone manager, WIXN, Dixon, Illinois.

Immediate opening for experienced top-40 dj with first phone. Send tape and resume now to WLOF Radio, P. O. Box 5756, Orlando, Florida.

May need morning man. Open at five. Two hours country, two hours good music. Rest variety. Possible sales, possible sports, WNBS, Murray, Kentucky.

If you are capable of taking your place with a staff of d.j.'s commanding the number one ratings year after year, have 1st telephone, no maintenance and want an opportunity in a metro city of 350,000, give us a tape and resume right away. . . . J. M. Hall, P. O. Box 486, Wichita, Kansas.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

Technical

Want licensed engineer-announcer for kilowatt a.m. directional in Eastern Pennsylvania. Position open within weeks. Send resume to Box 678J, BROADCASTING.

Wanted . . . transmitter engineer. First ticket required for Pennsylvania-5000 watt directional. Send resume to Box 750J, BROADCASTING.

Have immediate opening for experienced first phone combo man on top rated 5000 watt station. Must be experienced engineer and able to run tight music and news show. Unusual opportunity for advancement with growing chain. Salary commensurate with ability. Send tape, photo, complete resume to Henry Beam, WAAV, Box 986, Huntsville, Alabama.

Transmitter engineer, for #1-5 kw regional in Illinois second market. Opportunity for mobile maintenance. R. D. Schneider, Chief Engineer, WIRL, Peoria, Illinois.

Wanted: Chief Engineer with directional experience and maintenance. WIRK, West Palm Beach, Florida.

First phone—Announcer with chief or management capabilities. Write, phone Manager, WIXN, Dixon, 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.

Leading 5 kw night-time directional station has opening for alert young transmitter engineer thoroughly versed all phases AM transmitter operation and maintenance. Excellent opportunity for successful applicant to learn and advance to Chief Engineer under overall technical director after reasonable train-in period. Efficiency apartment at transmitter available if desired. WSAV Radio and Television, Savannah, Georgia.

Junior and staff engineers required for consultant's office. John H. Battison, Munsey Bldg., Washington, D. C.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

Production—Programming, Others

New Jersey. Journalist-announcer for adult music station. Permanent. Send resume and tape. Box 264J, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Commercial copywriter for small market station in Virginia. Young woman preferred for this permanent position. Box 721J, BROADCASTING.

Immediate opening for experienced, aggressive news-man on middlewestern, news conscious station. Send resume and tape to Box 790J, BROADCASTING.

Graduate student assistantships in radio, tv, programming - production available. Write school of speech, Ohio University, Athens, Ohio.

News man with good reporting sense and authoritative voice for active news department. Some announcing duties, but news and coverage of prime consideration. Needed for immediate opening. Send tape and resume to Bill Frink, Program Director, WIMA Radio, Lima, Ohio, immediately.

Ambitious young man for p.d. Can you handle men and give us middle of road programming. Call WNCO, Ashland, Ohio.

News and Public Affairs: We are in need of a person with the necessary qualifications and background essential to broadcast journalism. One who is searching for intellectual freedom for creative writing and broadcasting of news, editorials, documentaries and, possibly, commentaries. The right man will recognize this as a rare opportunity in radio. He will be working for a station nationally acclaimed, both for editorials and public affairs programming. His job will entail hard work, long hours and moderate wage in exchange for opportunity to prove and improve his ability. Ultimate directorship possible. Send complete resume, photo, tape and example of writing ability. Also salary requirement. Address B. E. Cowan, Radio Station WSAC, Box 68, Fort Knox, Kentucky.

RADIO

Situations Wanted—Management

General manager—group operations midwest—California. Doubled gross last two operations. Available interviews NAB convention. Box 600J, 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 618J, 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.

Manager, strong sales, capable and conscientious for small to medium market. Twelve years experience local and national sales. Small and metropolitan market sales experience including management of national representative west coast offices. Far West only. Box 703J, BROADCASTING.

Management Consultant—Will provide complete analysis of your radio or tv operation. Help you build sales, solve problems with FCC, personnel, and programming. Also provide sound recommendations for prospective buyers-sellers. Top-drawer executive experienced large and small markets. Write Consultant, Box 705J, BROADCASTING.

Manager—strong personal sales, fourteen years management. Excellent industry and ownership references. Qualified. Box 719J, BROADCASTING.

Young veteran broadcaster, 16 years experience sales, sales management, programming. Alive with ideas. If you're having problems in sales, I am your selling sales manager or manager. \$10,000 minimum. Box 745J, BROADCASTING.

Situations Wanted—(Cont'd)

Management

First phone, good announcer, good salesman, dependable, experienced. Prefer Southwest. Box 748J, BROADCASTING.

Promotion manager. Creative and contact. Thorough broadcast background. Box 762J, BROADCASTING.

Fired by Triangle Publications . . . now available. Top flight executive. Strong on sales. 16 years broadcasting experience. Box 769J, BROADCASTING.

Top level administrator—21 years experience all phases radio management. 12 years current station. Local civic leader. Best references. Ideal man for station needing a manager with drive and ingenuity. Box 789J, BROADCASTING.

Veteran Radio manager available immediately. Over 20 years experience in general managership, including building of station. Reason for present desire to move is "new ownership." Excellent industry references. Box 813J, BROADCASTING.

Late on top pop records? Does your competition seem to have you beat? Then be first—really first in your market with all the latest top 40 artists—all labels—mailings 3 times a week—two week trial—no obligation. T. R. Productions, 830 Market, San Francisco, California.

Sales

Selling in one of America's competitive markets. Change in ownership. Aggressive young man must relocate. Good references. Box 651J, BROADCASTING.

16 years experience. Excellent record. Executive caliber. Phone Fresno, California: Baldwin 2-7110 or write Box 746J, BROADCASTING.

Sales development—Promotion. Ten years experience radio and television including programming, production, promotion, talent, merchandising, sales development and promotion, and research. Employed now but near top in this market. Desire larger market where emphasis is on creativity and sales development. Best industry references, community conscious. Salary \$10,000.00 plus. Please write Box 805J, BROADCASTING.

AGENCY-ADVERTISER

Media-Marketing Analyst. Experienced in handling problems of media research and coverage in relation to marketing and selling. Familiar with timebuying and media planning through considerable service with major national agency. where now employed. Able to do work with EDP and computer systems. If you are a network, station group or research firm with a responsible place to fill find what I can contribute. Write Box 804J, BROADCASTING.

Announcers

Sports announcer, play-by-play. Basketball, baseball, football. Finest references. Box 506J, BROADCASTING.

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.

Good music—good man. 5 years experience, veteran, married. 27. Midwest or somewhere warm. Best references. Medium or large market. Solid, no drifter. Want permanence. Tape, resume available. Box 650J, BROADCASTING.

Young talented announcer-dj strong on news with 5 years of experience, willing to relocate, (Negro). Box 653J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer wishes to relocate in Wyoming or Colorado. Three years experience. Easy going style. Like early morning show. Age 23. Love Wyoming or Colorado. Box 663J, BROADCASTING.

Announcer, nine years experience. News, d.j., voice characterizations, play-by-play, commercial production, management material, reliable family man. Top rated in metro market—permanent position desired. Box 668J, BROADCASTING.

Announcer; tight board; experienced, authoritative mature voice; want to settle. Box 669J, BROADCASTING.

Salesman/announcer/DJ. Experienced. Swinging tight production. Desire to sell own show. References. Just straight commission. Not a floater. Presently employed. Contact Box 710J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Stop! Mr. Manager and read this! Mature announcer—thoroughly experienced, authoritative newscaster, convincing dj, (no format or rock n' roll) Seeks work in N.Y.—N.J.—Penn.—N.E. areas. Sober, dependable, network quality, convincing continuity, production. Tape, resume on request. Available 2 weeks. Box 713J, BROADCASTING.

Announcer-advertising copywriter. Sound creative thinking in both. Operate board. Desire northeastern locale. Box 717J, BROADCASTING.

Top 40 personality dj.—First phone, tech. graduate, maintenance, want Cleveland, Detroit, or Pittsburgh, metro area. Married. Box 741J, BROADCASTING.

I would like to bolster your ratings (and my pay) have eight years experience. Am looking for more (major market). Box 742J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Pennsylvania, Jersey, Delaware, Maryland area. Bright humorous dj. Solid news. 3 years experience. Veteran. Box 747J, BROADCASTING.

Relocate . . . 13 years exp. . . . radio . . . tv . . . dj . . . prod. . . . news . . . 31 . . . married . . . west coast . . . Florida coast . . . talented. Box 749J, BROADCASTING.

Negro announcer, experienced. Seeking competitive market. Appeal any segment. Thoroughly competent. Box 754J, BROADCASTING.

Announcer, dee-jay, newscaster. Experienced, tight board. Bright-happy sound, want to settle. Box 757J, BROADCASTING.

Announcer/salesman. Young. Cheerful. Swinging. Tight production. Capable. Tape. References. Box 761J, BROADCASTING.

College graduate with good commercial background. Prefer medium market in mid-west. Tape, pix, resume on request. Box 764J, BROADCASTING.

Personality—4 years experience, draft exempt, first phone. \$125.00 minimum. Box 773J, BROADCASTING.

Experienced announcer (24) seeks position with liberal organization. Prefer Midwest. Box 814J, BROADCASTING.

McLendon air personality looking for new location due to sale of station. Married and willing to travel. Box 779J, BROADCASTING.

Disc-jockey? Program director? I could be your man. My record speaks for itself. Top 20 markets. Box 780J, BROADCASTING.

Looking for sportscaster? 7 years play-by-play basketball, football, baseball. 3 years news and dee-jay work. Box 785J, BROADCASTING.

Ambitious Negro announcer, dj. Run tight board. Some experience—will travel. Box 797J, BROADCASTING.

Tight production announcer - newscaster. Fast board. Good music station—Conn., New Jersey in or around New York. Tape, etc., on request. Box 800J, BROADCASTING.

Experienced announcer wishes Chicago area job. Personality or straight announcing. Box 801J, BROADCASTING.

Experienced staff—radio/tv, dj. News, not a floater. Dependable, 32, married, immediate availability. Box 802J, BROADCASTING.

N.Y. Girl announcer, experienced. Young, college graduate, very attractive. Excellent diction. Box 803J, BROADCASTING.

First license experienced announcer desires weekend or fulltime opportunity in —near Washington, D. C. Box 810J, BROADCASTING.

Experienced announcer d.j., sportscaster desires position in Pennsylvania—Jersey area. Write Robert J. Brinker, General Delivery, Atlantic City, New Jersey.

Jim Dougherty, 103 Middle Road, Muscatine, Iowa. Experienced. B.A. 3rd.

Looking for job in radio. Willing to work hard and start at bottom. Will accept any position available at station. Resume, tape, available upon request. Joseph Siff, 732 Lyons Ave., Irvington 11, New Jersey.

Attention Florida. Experienced, versatile announcer-dj. Confident, hard worker willing to start at your minimum. Available now. Call announcer, FR 3-8088, 455 N.E. 28 St., Miami, Florida.

Experienced, d.j., newscaster. Bright, tight, non-floater—call NYC. TW 6-3990 . . . 9-12 am.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

☐ TF (until forbid)

RATES

☐ Situations Wanted—20¢ per word—\$2.00 minimum (Payments in advance)

☐ Help Wanted—25¢ per word—\$2.00 minimum

☐ Display ads \$20.00 per inch—STATIONS FOR SALE advertising require display space Situations Wanted—(Payment in advance)

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ All other classifications 30¢ per word—\$4.00 minimum
(No charge for blind box number)

Indicate whether Radio or TV

☐ Radio

☐ TV

HELP WANTED

- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

SITUATIONS WANTED

- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

- ☐ stations
- ☐ equipment

ADDITIONAL CATEGORIES

- ☐ Instructions
- ☐ Business Opportunity
- ☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed \$

☐ Bill

Situations Wanted—(Cont'd)

Announcers

First phone announcer—no experience—need some. Hard working, willing to learn, prefer Texas or southwest. Contact Dale Graves, 2228 Jasper, Wichita Falls, Texas.

Announcer, 1st phone, no maintenance, \$85, no car. Walter Piasecki, 2219 N. Parkside, Chicago, Illinois.

School of Broadcasting and Announcing graduates available. Thoroughly trained, eager. 1697 Broadway, N. Y.

Technical

Experienced first phone seeking position in New Jersey, engineering only. Box 462J, BROADCASTING.

Now employed chief engineer, seeking employment in Nevada, Idaho or Wyoming. Box 588J, BROADCASTING.

Engineer—9 years experience in transmitter and studios; remote control, directional systems and some tv in switching and transmitter duty. Box 788J, BROADCASTING.

Engineering position desired in Southwest—some experience—married—first class ticket. Contact Ray Loper, Stephenville, Texas. Phone Woodlawn 5-3357.

First phone, Grantham trained, single, seeks 100-mile radius, Washington, D. C. Ronald Mickley, EDgewood 4-2935, Gettysburg, Pennsylvania.

Production—Programming, Others

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 writer—announcer seeks writing position with progressive station northeast. Salary open. Box 519J, BROADCASTING.

Program director with outstanding record as administrator and 13 years experience metropolitan markets as air personality—newsman, desires immediate return to Jersey-Pennsylvania-Maryland area. College. Family. Employed. Want PD-airman combination. Can write, dig news also. Plenty savvy. We both can gain greatly. Interested? Box 529J, BROADCASTING.

News, dj, promotion, production, some sales. On or off camera tv work, (photography (still or moving) directing, floor work). Managerial experience. . . . 7½ years in broadcasting. Sane, sober, sensible, single, reliable, competent, ambitious. Not a know it all, smart-alec or fanatic. . . . Southern market preferred but not essential. Resume, tape, picture, on request. Box 730J, BROADCASTING.

Experienced program director—announcer available. Married, stable, some sales and sports. Possible small market manager. . . . send replies to Box 740J, BROADCASTING.

Mature news, sports man. Experienced in large and medium markets. Play-by-play sports. Beeps. Box 753J, BROADCASTING.

Currently employed by international firm. From small-station, Deep South, apprenticeship, to news and program director of successful, aggressive radio operation in 7th largest market. Three years ago owner retired and sold to formula chain. Parental illness dictated my return to NYC and a different occupation. Can now return to first love, broadcasting. 35, B.S. in teaching. Award-winning (conservative) editorials & commentary. Produced and/or hosted entertainment and news feeds to nets. Produced and hosted top-rated nightly discussion/interview show. As dj, have handled every shift from early morn to late yawn. Though columnist used "fiery," I prefer "personality" in describing newscasts. (Individually sponsored across the board.) Highest references, including present employer. I'll offer you ability and experience, in return for opportunity and future. All serious offers considered. Will relocate. Photostats and airchecks tell colorful tale, if interested. Box 744J, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

News editor, journalism graduate, no air work. Box 774J, BROADCASTING.

Attention large, medium markets: Somewhere, someone needs versatile veteran with following qualifications . . . 14 years radio-TV, mature, sober college grad., good credit; play-by-play sports, news, editorial writing, PD experience. References, tapes, interview if desired. Ultimate aim managerial; present aim, do job for your station. Currently freelancing NY, desire permanent, stable position with future. Available 2 weeks. Box 766J, BROADCASTING.

Eleven year news director-staff, Eastern majors. Family man—B.A. Box 768J, BROADCASTING.

Traffic manager—experienced, radio or tv. Box 786J, BROADCASTING.

In a hurry! 23. Married. Presently employed as p.d.-Assist. Mgr. 4 year veteran. 3 with present station. 1st phone. Must have \$10,000 to make move profitable. Tape, resume on request. Box 798J, BROADCASTING.

TELEVISION

Help Wanted—Announcers

Free lance man needed—New indie tv in rich, Fresno area market needs personalities who can package and sell sports, special events and/or variety shows. . . . highly rewarding commissions. Send photos, resume, and references to Harold Gann, KDas-TV, Kingsburg, California.

Commercial announcer for tv only operation, 3-station market. Must be experienced, tv or radio. Send photo, tape and resume. Program Manager, WFIE-TV, Evansville, Indiana.

Technical

TV engineer. Excellent engineering opportunity with a leading midwestern tv station. Experience required. First class license desirable. Send detailed resume and salary requirement to Box 226J, 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.

Need experienced engineers for southern vhf tv studio and transmitter. Engineer for transmitter must be capable of detailed transmitter and microwave maintenance. Box 665J, BROADCASTING.

1st class ticket man for tv station in Northeast United States. Transmitter shift. Send resume to Box 792J, 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.

Genuine Christian! Growing Christian tv-fm wants God's man as chief engineer. Television experience necessary. Send photo, complete resume to WYAH-TV, Box 111, Portsmouth, Virginia. Owned and Operated by the Christian Broadcasting Network, Inc.

Help Wanted—(Cont'd)

Production—Programming, Others

Experienced director-producer needed for leading northeastern vhf. Immediate opening. Send resume, picture and references. Box 709J, BROADCASTING.

Experienced traffic manager for major Ohio market station. Include all information, recent photograph and salary requirements in first letter. Box 593J, BROADCASTING.

Staff director. Leading station in medium Great Lakes market, doing more than average live production. Ultra modern studios and equipment. Excellent opportunity for man with two or more years in smaller station. State qualifications, experience and salary requirements in first letter. Box 758J, BROADCASTING.

Leading northeastern VHF desires experienced producer-director. Heavy schedule of live programs requires knowledgeable production man. This is not a job for a button pusher or a prima donna. Only well-versed, creative talents who don't mind hard work need apply. Send resume, salary requirements, other pertinent information immediately to Box 812J, BROADCASTING.

Director and Art Director—two good jobs open in expanding Southwestern NBC VHF, three station market. Applicants with commercial station experience contact Program Director, KTAL-TV, Shreveport, Louisiana.

TELEVISION

Situations Wanted—Management

Proven sales manager medium market ready for general manager opportunity. Box 435J, BROADCASTING.

Successful tv commercial—Assistant general manager desires to relocate due to lack of future opportunity. 12 years solid background all phases management operation. Ambitious and willing. Strong on sales, programming, production and personnel. Family man, University graduate, middle 30's excellent references. Prefer South or Southwest. Box 776J, BROADCASTING.

Sales

Executive-type salesman experienced in major and medium sized markets interested in sound, permanent connection. Seven years television sales, ten years radio sales and management. Mature, married, sober. Excellent record, best references. Box 785J, BROADCASTING.

Announcers

Nine years radio—some tv—desire permanent position in radio/tv in staff, sports, news or combination. Box 465J, BROADCASTING.

Experienced tv announcer. For quality operation employing professionals. Booth, on-camera. Box 770J, BROADCASTING.

Operational changes make release of this announcer imminent. Present employer will furnish recommendation on request. Investigate my record to your satisfaction. Hire now! TV Box 191, Lancaster, Pa.

Technical

TV chief engineer for nine years, presently director engineering for group operation radio and television. Thoroughly experienced in construction and maintenance, supervision of personnel and FCC procedures. Seeking permanent position in new or established station. Box 751J, BROADCASTING.

Tv technician, 3 years studio experience, projectionist, cameraman, switcher, audio, video, lighting, film editing, technical school, high school, married, veteran, presently employed, seeking better opportunity. Box 756J, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

TV transmitter engineer with experience in construction, operation and maintenance seeks opportunity to work for station in the south. Box 771J, BROADCASTING.

Production—Programming, Others

Successful reporter, photographer, newscaster wants reporting job or directorship in midwest. Steady, only two jobs in more than seven years in television broadcasting. College graduate. Family man. Box 658J, BROADCASTING.

Children's personality. Seven years experience with excellent results. Best of references. Will relocate. Box 691J, BROADCASTING.

Program manager . . . experienced all phases tv operation including union negotiations, program section license renewal. Wants to advance income and position. Box 729J, BROADCASTING.

Producer - Director: Experienced - dynamic; wants challenging market, excellent background—secure in present position. Box 782J, BROADCASTING.

Promotion man—9 years varied experience in production, programming, promotion to #2 man in hyperactive promotion department in major Eastern market. Strong writer. BA. Box 799J, BROADCASTING.

TV Art Director-Producer. Identity & visual impact for your station. Program concepts, scenic & graphic design, directing. I'm seeking long range staff—or consultant association with progressive commercial or educational station. Highest references, fully qualified. Box 815J, BROADCASTING.

FOR SALE

Equipment

To move fast. RCA BTF 3B 3kw fm transmitter. \$3500. Westinghouse fm-10 10kw fm amplifier. \$5000. 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.

(8) 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 5625 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 untended operation originally purchased by the American Tel. & Tel. This equipment is practically brand new. Box 622J, BROADCASTING.

RCA-2-bay FM—Pylon antenna. Used recently now out of service. WAJC, 1204 North Delaware, Indianapolis, Indiana. ME 5-5105.

For Sale: Collins DWW-1 desk wing console walnut-for three PB-150 units and storage for 120 cartridges. Original cost \$250.00. Brand name . . . still crated. Written offers only. WONW, Defiance, Ohio.

For Sale—Complete control room console—2 RCA turntables—tape recorders—tunners—microphones. Will sell in package or items separately. Larry's Record Service, Crestline, Ohio. OU 3-3453.

Ampex 601-2 stereo recorder, one year old. Perfect. \$595. Bill Jackson, 3321 Cole, Dallas, Tex.

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.

For Sale—(Cont'd)

Equipment

Two Gates CB-77 turntables drilled for Audio Empire 12 inch arms. Approx. 150 hours use. Overhauled by Gates in January. Replaced by tape equipment. Best offer. KPGM, Box 818, Los Altos, California.

Repair Exchange—Rebuilt motors and major parts for Ampex, Magnecord, etc. Same performance and warranty as new. Sigma Electric Co., Inc., 11 E. 16 St., New York 3, N. Y.

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.

Ampex Recorders in excellent condition: Make me an offer for Ampex 351 Stereo portable, Ampex 350 FW console, Ampex 601 and amplifier. Presto 6N cutting lathe & accessories. Wabash Valley Radio, Inc., 2018 Stevens Avenue, Elkhart, Indiana. Phone JA 2-1124, Brooks Dawson.

WANTED TO BUY

Equipment

AM transmitter, 250 watt, good condition with recent service. Send details and price to WYNS, Manager, 252 Delaware Ave., Palmerton, Pennsylvania.

Wanted—used high band 12 bay TV antenna, preferably RCA channel 10. Contact M. N. Bostick, PLaza 6-4451, Waco, Texas.

WANTED TO BUY

Stations

Team of fully experienced radio men looking for fed up absentee owner who wants out. Prefer Michigan or upper midwest. Box 667J, 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 Gilliam Road, Kansas City 9, Missouri.

Be a Disc Jockey. Learn announcing & engineering—FCC 1st class license. Nation's leading D.J.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio, Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

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, 2603 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 8, 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.

Instructions—(Cont'd)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

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-Blz 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. . . \$60,000 maximum cash lay-out over 8 months. Pay back in 18. 55% stock offered. Box 577J, BROADCASTING.

Completely equipped recording studio disc and interlock film recording—excellent two man operation. Located center Hollywood, California. \$49,500.00 terms. Box 731J, BROADCASTING.

RADIO

Help Wanted—Management

COMPETENT MANAGER with strong sales background wanted for new am-fm station in dynamic west coast market of 100,000. Profitable and secure opportunity for a proven sales producer. 1st phone required. Send complete resume to Box 752J, BROADCASTING.

Announcers

BRIGHT AIR PERSONALITY

Major Eastern market modern top 40 radio. Unusual opportunity—Top pay. Send tape and resume. . .

Box 794J, BROADCASTING

TELEVISION

Situations Wanted

Production-Programming, Others

TV NEWSCASTER

Top rated for six years in one of top ten markets. Ten years a newscaster, fourteen years in the business. Will use present employer as reference. Box 767J, BROADCASTING.

INSTRUCTIONS

MOVING? SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,
Burnham Van Service,
1634 Second Avenue,
Columbus, Georgia

WANTED TO BUY

Equipment

WANTED—used high band band 12 bay TV antenna, preferably RCA Channel 10. Contact M. N. Bostick, PLaza 6-4451, Waco, Texas.

FOR SALE

Equipment

VIDICON FILM CAMERAS

Two (2) complete PE11A G.E. chains with all cables, power supplies, consoles, monitors, etc. Also two (2) multiplexer units G.E. type TV61A and two (2) Selectroslide units. Equipment 5 years old and being used every day by WTTW, Chicago. Package price \$5,000. Contact chief engineer.

FOR SALE

Stations

Profitable Texas kilowatt. Out-right sale or trade for blue-chip stocks. Principals only.

Box 735J, BROADCASTING

RADIO STATION

For sale in the Southeast. 1000 watts daytimer. \$5,000.00 down, balance at \$300.00 month for 10 years. Total price \$41,000.00. This is an economical operation. \$700.00 a month pays everything except owners salary and your payment. This is ideal for man & wife team. No brokers please. Box 791, BROADCASTING.

Will sell construction permit for 1 KW daylight station in growing Utah city for out-of-pocket expenses: \$5000. Write: 925 Culebra Rd., Hillsborough, California.

For Sale—(Cont'd)

Stations

FLORIDA FULLTIME

Excellent facility—good market—sizeable Real Estate. Priced at seller's investment in property.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOGan 6-7843

Bob Flynn Myles Johns

UHF STATION FOR RENT OR SALE

Channel 19 at Fort Pierce, Fla. Complete with GE 12 kw, 60 kw input xmitter, 25 gain directional antenna. 2 step microwave relay, 400 foot stainless tower, best studio stuff. Most complete station and most power in Florida. Buy equipment small fraction of worth or rent and operate station at present location, proved splendid possibility with right operation. No shoe-string operators please. Best immediate offer takes. Write or phone—Gene Dyer, Jensen Beach, Florida. Phone Stuart Atlantic 7-0130.

Florida EAST Coast

Daytimer—located in one of Florida's fastest growing counties. Priced for quick sale—long terms.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOGan 6-7843

Bob Flynn Myles Johns

Fla	small	daytimer	\$ 25M	1/3dn
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.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.

1736 Wisconsin Ave., N.W.
Washington 7, D. C.

For Sale—(Cont'd)

Stations

CONFIDENTIAL NEGOTIATIONS

For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.

2000 Florida Avenue, N.W.
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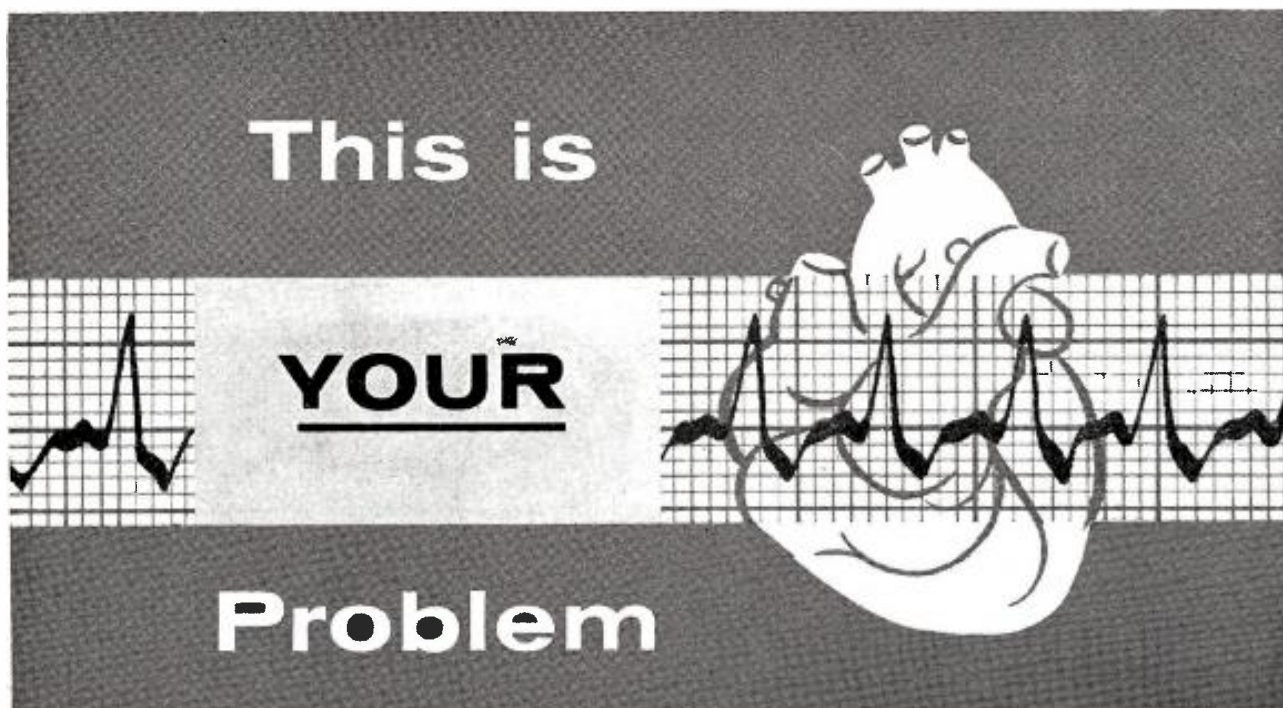
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- Kill more Americans each year than all other causes of death combined;
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- Threaten you in your most productive years — between 45 and 64. Half of all deaths in this age group are due to cardiovascular diseases.

- Cost business a billion dollars a year in lost production.

Despite these grim statistics, there is great hope that the heart and blood vessel diseases can be controlled.

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OUR RESPECTS to Ronald Peter Straus, president, WMCA New York

He tackles projects the more experienced won't touch

A close friend of R. Peter Straus once sized him up this way: "Peter is not interested in little things. His main interests are the station, its employes, New York and noble causes. Particularly noble causes."

It is logical therefore that Mr. Straus, president of the Straus Broadcasting Group (WMCA New York and Radio Press International), runs an extensive schedule of special programs and editorials on the station. They cover a wide range of subjects, including slum clearance, juvenile delinquency, teachers' salaries and working conditions, foreign affairs and local, regional and national elections.

To show the station's orientation, Mr. Straus likes to say that one minute of every four minutes of WMCA's broadcast time is devoted to public interest programs. Within the category of public interest are news shows, informational specials, news features, editorials and discussion broadcasts.

Mr. Straus' predilection for the more serious and significant radio fare is a reflection of what some New Yorkers call "the Straus tradition." The family name has been associated with community service endeavors more than 75 years. His grandfather, Nathan Straus, was a well-known philanthropist who established the Free Milk Fund in New York at the turn of the century. His father, named Nathan also, served as a state senator, and administrator of the U. S. Housing Authority before purchasing WMCA in 1944 (OUR RESPECTS, Feb. 21, 1944).

Ronald Peter Straus (no one calls him Ronald) was born in New York City on Feb. 15, 1923. He prepared for Yale U. at private schools in New York and at the Loomis School, Windsor, Conn., from which he was graduated in 1940. He completed work for a degree at Yale in three years under the wartime accelerated program and earned a B.A. with honors in 1943, majoring in government and international relations.

Bomber Pilot ■ Mr. Straus compiled a distinguished record during World War II. He was a B-17 pilot, flying 35 combat missions over Germany. He was discharged as a first lieutenant in November 1945 and earned the Air Medal and five Oak Leaf clusters.

Mr. Straus remained in Germany for more than a year after World War II, working in a civilian capacity with the Office of Military Government in Berlin as chief secretary, manpower division. From 1947 to 1948, he was a public relations executive with the firm of Edward L. Bernays in New York.

He started his broadcasting career in 1948, joining his father at WMCA. He worked as director of special features, but left in 1950 to broaden his background in international affairs.

Mr. Straus spent the years between 1950 to 1958 in various capacities with the International Labor Office. From 1950 to early 1955, he made his headquarters in Geneva, and was successively staff member, executive assistant to the director-general, and chief of the external relations and fellowship unit of the ILO. From 1955 to 1958, he was director of the Washington, D. C. branch of the ILO. A valuable by-product of his long service in Europe is that Mr. Straus today handles the French and Spanish languages fluently and speaks acceptable Russian, Portuguese and German.

In March 1958, he returned to WMCA. He explains he had planned to remain with ILO only a year. But it had stretched out to eight years, he says, and "I felt it was time to get back to broadcasting."

Mr. Straus put in seven months as program director of the station and in October 1958 was appointed executive vice president, with overall direction of WMCA. In July 1959, he was named president of the Straus Broadcasting Group, which includes the station and Radio Press International, a voiced news service which has 100 station clients in 85 markets, including some in Canada and Australia.

Peter Straus is a slim, medium-sized

man, who blends a natural reserve with cordiality and graciousness. Associates describe him as thoughtful and serious but stress he is quite considerate of each worker at the station and is courteous and open-minded.

No Handicap ■ Mr. Straus admittedly does not have the seasoned background in broadcasting of some station operators, but one colleague thinks this apparent handicap actually is a blessing in Mr. Straus' case. He gave this explanation:

"Peter came upon the broadcasting scene with a background in administration and government. He brought with him a point of view that is fresh, but not impractical. Perhaps because he was not saddled with preconceived ideas about radio's limitations, he undertook projects that those of us with more experience would have left alone."

WMCA Causes ■ Under Mr. Straus' leadership, for example, WMCA has implemented these "far-out" projects: a series of suits to test the legality of New York State legislative reapportionment, on ground that the present law discriminates against urban centers in legislative representation; a 10-day, on-the-air effort that raised 150 tons of food and clothing for Negro farmers in Tennessee; a "public indignation" campaign that helped lift a German statute of limitations restricting trial for manslaughter, thus permitting the prosecution of Nazi offenders uncovered after 1960; a project that helped free a man from a Florida jail; on-the-air editorials in support of the candidacy of John F. Kennedy, said to be the first and only time a radio station has openly espoused a political candidate.

But Mr. Straus is by no means a wide-eyed visionary. He says:

"Income is up quite a bit from a few years ago and our audience has doubled. It shows that serious, meaningful, provocative programming that is responsible can attract audiences and advertisers."

Mr. Straus married the former Ellen L. Sulzberger in 1950. They live in mid-Manhattan with their four children—Diane 10, Katherine 8, Jeanne 5, and Eric 2.

Mr. Straus belongs to a long list of community service organizations, including the Council on Foreign Relations, the United Neighborhood Houses, U. S. Committee for the United Nations and Goodwill Industries of New York. He is also a member of the Radio & Television Executives Society, the Yale Club and the Century Club in Purchase, N. Y. He keeps in trim by skiing and playing tennis.



WMCA's Straus
Serious programming is marketable

Lassoed by Roper

THE power of imagery is such that "vast wasteland"—the can that FCC Chairman Newton Minow tied to television's tail nine months ago—is not apt to be shaken off in any single swoop, however fell.

Its life expectancy, however, may be shortened perceptibly by research of the sort that has been done by Elmo Roper & Assoc., a research organization whose reputation is beyond challenge. As reported by Lou Hausman of the Television Information Office, which commissioned the project, the Roper study shows that a strong majority of U. S. adults would renounce the "wasteland" concept.

Given a choice of "wasteland" or "balanced" to describe television programming, 70% of the Roper respondents who picked either description chose "balanced." No doubt Mr. Minow will say that 30% is still a lot of people to be dissatisfied, and it is. But not even Mr. Minow argues seriously that television isn't trying to improve the situation, and certainly he cannot quibble about the importance of 70% as against 30%, he himself having escaped private life on the strength of a far flimsier majority.

The Roper study also punctures some other balloons. One is the contention of Barney Kilgore of *The Wall Street Journal* that radio-tv's news function is relatively unimportant. The study shows that television news is considered more reliable than newspaper news, and if Mr. Kilgore is correct, where does that leave his favorite medium?

Details of the study are reported elsewhere in this issue. We hope that Mr. Minow—and Mr. Kilgore and the other avant garde critics of television—will ponder its significance. It may be too late to keep "vast wasteland" out of the catechism of great catch-phrases of American history. If public opinion counts for anything, however, the Minowism will find a modest place in this enshrinement—somewhere about the level, say, of those immortal words of Stephen Foster: "doo-da."

Space and time

PRESIDENT Kennedy, in his message to Congress last week on space communications, ended one argument but precipitated another. He endorsed legislation to establish a public corporation to build what could be the world's first space satellite communications system—if it isn't stalled in Congress.

The administration's effort is to draw a compromise between the proponents of private ownership by communications carriers and those, including the State Department, who favor an out-and-out government monopoly. By calling for a public company, the President vetoes the government monopoly plan. Mr. Kennedy recommends the creation of a company whose voting stock would be open to all comers.

In so doing the White House drops the FCC's own proposal, which had the support of the Defense Department, NASA and other government agencies, excluding the State Department. Because a satellite system will entail a vast investment (the Class A stock would yield \$1 billion) and because it will be some time before it can be operable, public investors will have to wait a long time for the pay-out. This can only add to the cost of communications, as against the conventional method wherein private carriers would recover their costs through rate bases established for other communications services.

Congress may modify the President's proposal. Sen. Kerr (D-Okla.) has introduced a bill that would limit participation to communications companies, as espoused by the FCC, and he proposes hearings beginning Feb. 26. Hearings on

similar bills are planned in the House.

The need is for expeditious action. Ownership policy must be established by next October, the deadline for circulation of proposals to be considered in the 1963 space conference of the International Telecommunications Union in Geneva where international frequencies for space communications will be allocated.

In his message the President formally disclosed he intends to create the new post of Director of Telecommunications Management to assist in planning and manning the telecommunications resources of the nation. To get the right man in this job—one who is beholden neither to the military nor to private operators—is of utmost importance. Spectrum management, involving equitable distribution of spectrum space between government and private users has been a thorny problem almost from the beginning of "wireless" in the last half-century.

In the space communications race our adversary is the U.S.S.R. The Kremlin does not have to wait for parliamentary approval. We now have the acknowledged leadership. To maintain it, we must implement policy promptly.

The task at hand is to get the satellite show on the road.

Exercise in futility

NOW that the FCC has concluded the final phase of its network study hearings, the executives of the three television networks can go back to work. But not for long. Their cases will have to be presented all over again when network regulation bills come up for hearing in Congress.

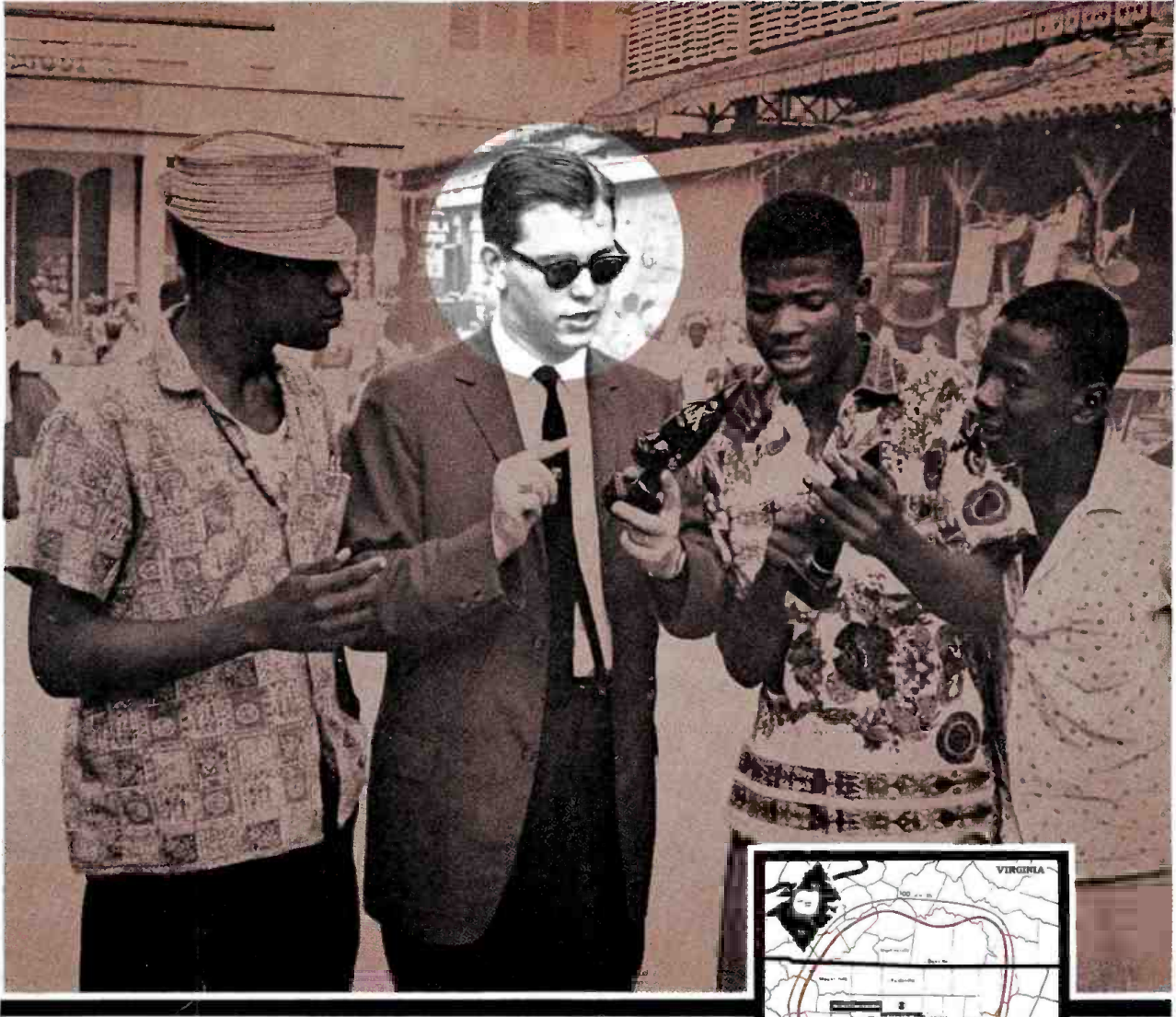
There has been an element of futility in the whole FCC procedure. The commission's network program study has dragged along for nearly two years since the FCC reached the conclusion that it ought to be given the power to regulate networks. The vast amount of testimony collected in these two years—at enormous private and government expense—will be used only to substantiate a position the FCC has already taken. The networks have no choice but to play this game out to its end. It is not a game of their choosing and the rules have been imposed by somebody else. If the networks had run their own businesses so untidily, there would be nothing for the FCC to be worrying about regulating now.



Drawn for BROADCASTING by Sid Hix

"Can this license be revoked if he doesn't live up to his promises? . . . He owns a television station."

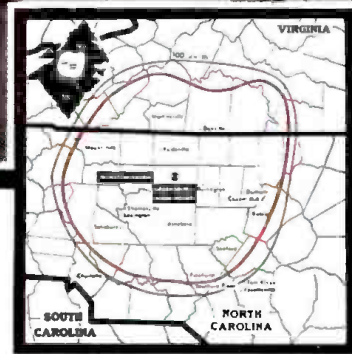
PERSONALITY AT WORK!



At the Iron Market in Port-Au-Prince, Dave Wright of WFMY-TV bargains with two experts in the game. He and the WFMY-TV crew were recently in Haiti filming "The White Plague", a public affairs special on tuberculosis. Folks in WFMY-TV's coverage area of 466,640 homes have also gone along with Dave on a "raid" in "Moonshiners" and into the atmosphere on "Biography of a Forecast". Dave's even given them a look at themselves in the award-winning "The Ones Who Quit" on school drop-outs. On quieter evenings, Dave stays busy as a WFMY-TV weather reporter or as guest lecturer at one of the many clubs in the area. Whether he's discussing an approaching storm or tuberculosis in Haiti, everyone in WFMY-TV's 44-County Service Area can and usually does tell you what Dave Wright said, next day.



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THE DAYS

Argonne opened its doors

The date was May 7, 1960. Thousands of Chicagoans, for the first time, saw the new atomic projects that will affect the lives of all Americans in the years to come. "Inside Argonne," WBKB's first visit to the Argonne National Laboratory, revealed this famous scientific facility and its explorations into the peaceful uses of atomic energy.

The date was August 6, 1960, when the ABC network re-televised this WBKB program to millions of Americans who were fascinated by the inner workings of Argonne.

In 1962, the second WBKB program, "Argonne Revisited," will once again open these doors so that Chicagoans can see and learn and understand even later atomic developments.

By the way—are **your** clients taking advantage of WBKB's "Climate of Creativity"?

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