



BROADCASTING

THE BI

USAF Air University
Library Series Unit Acq Branch
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Maxwell Air Force Base
Montgomery Ala

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VISION AND RADIO

MARCH 19, 1962

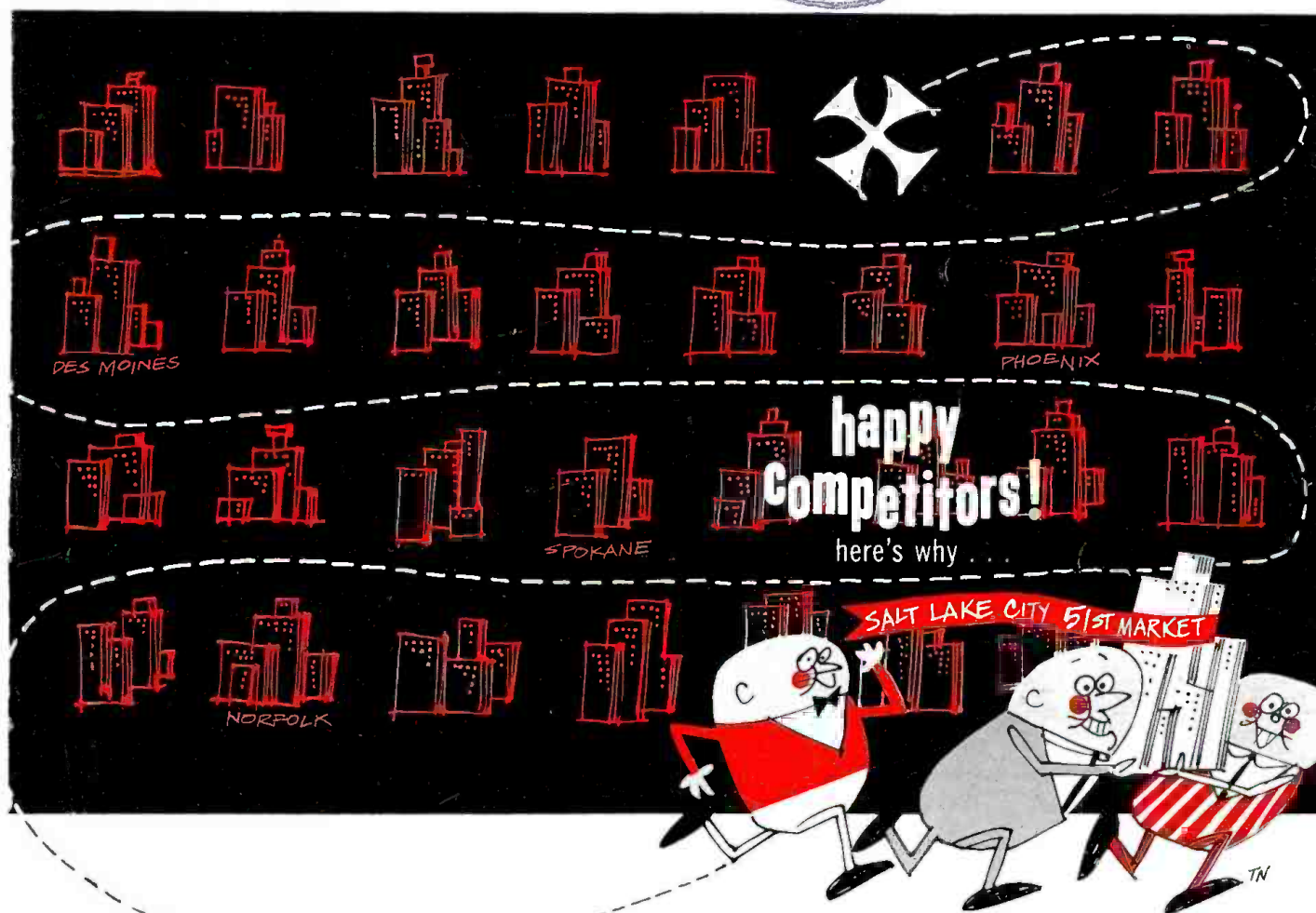
Cut BMI adrift to get ASCA
Tv stations face Solomon's decision 27

Uhf finds its way over mountains, valleys
to Northeast Pennsylvania tv sets 70

Spings make handsome '61 gains;
network spot total \$1.36 billion 34

NAB, BAR separate over monitoring costs,
but they didn't go quietly 82

COMPLETE INDEX PAGE 7



ur Salt Lake City Market is now ranked

51st

based on sets in use -
average quarter-hour
in prime evening time*

To help you better spend your
advertising dollars, find out the
in-depth market information available
in THE NEW 51st MARKET.

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KSL-TV

BLAIR TV ASSOCIATES

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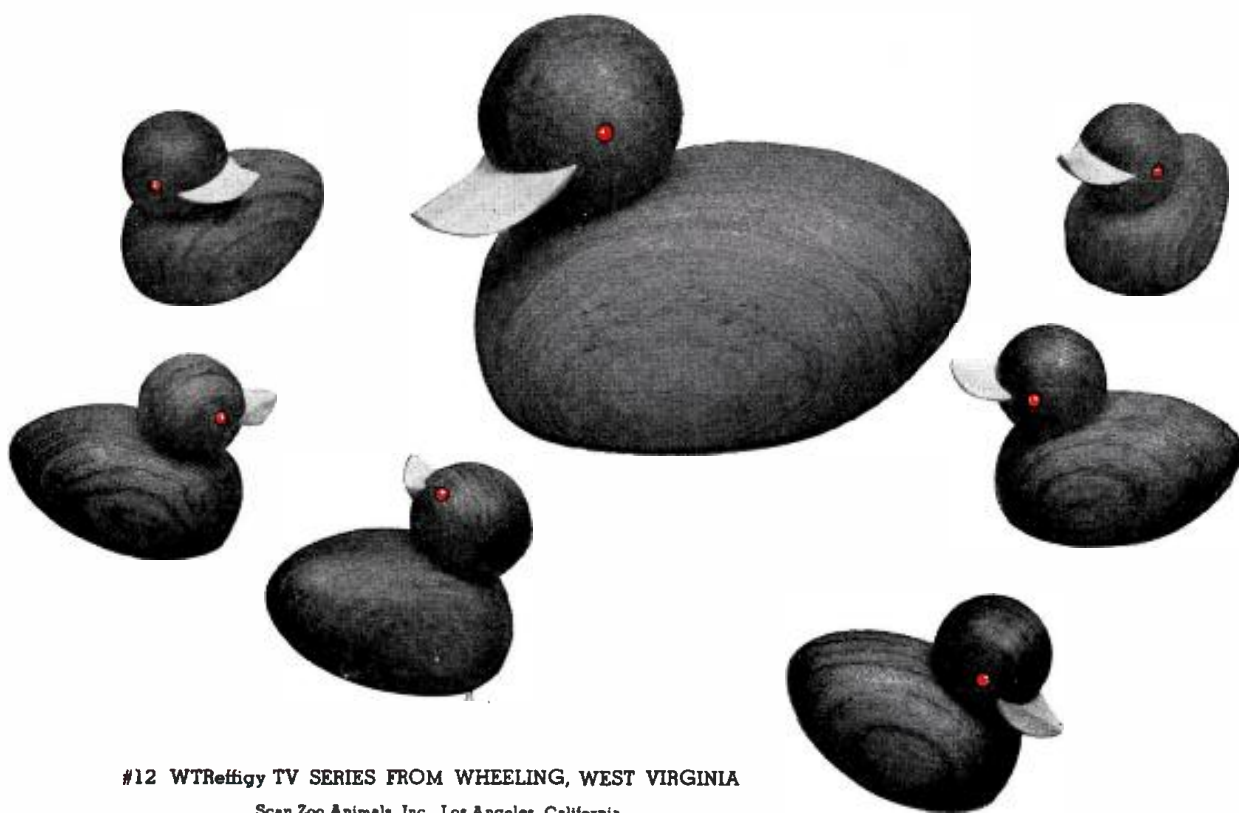
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Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

PLANS BOARD

(LAUNCHING PADDLERS)



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Scan Zoo Animals, Inc., Los Angeles, California

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

316,000 watts

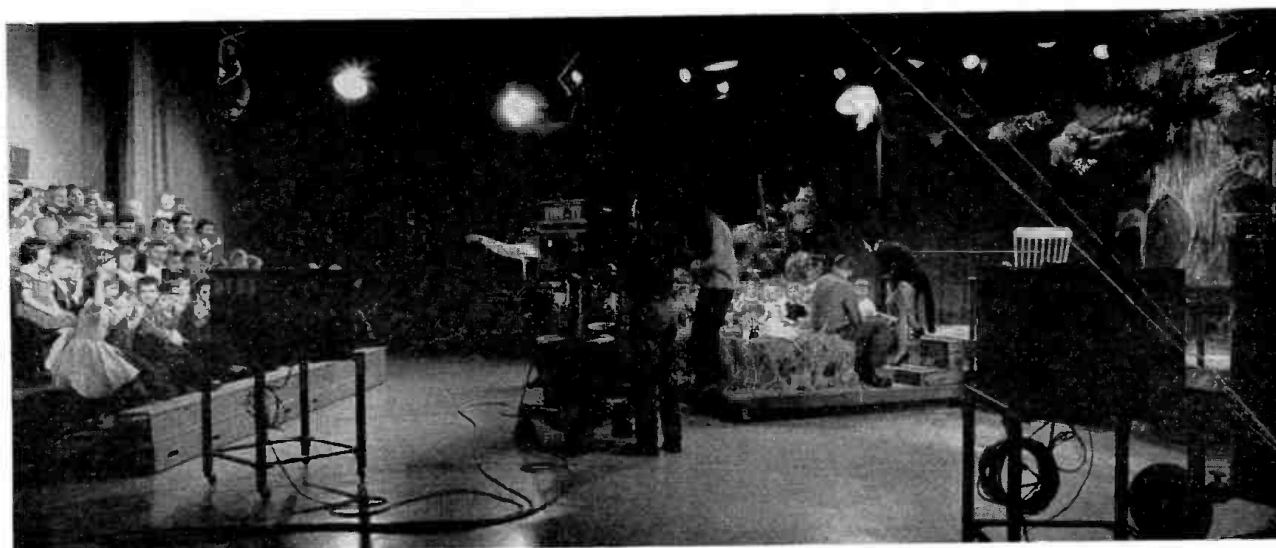


network color

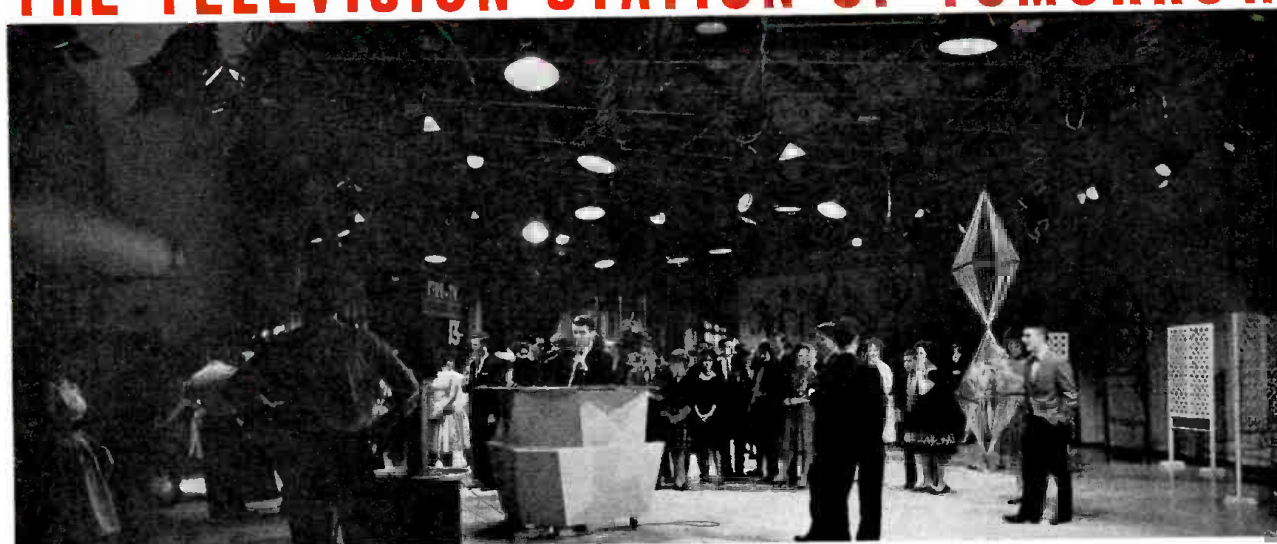


Represented Nationally by George P. Hollingbery Company

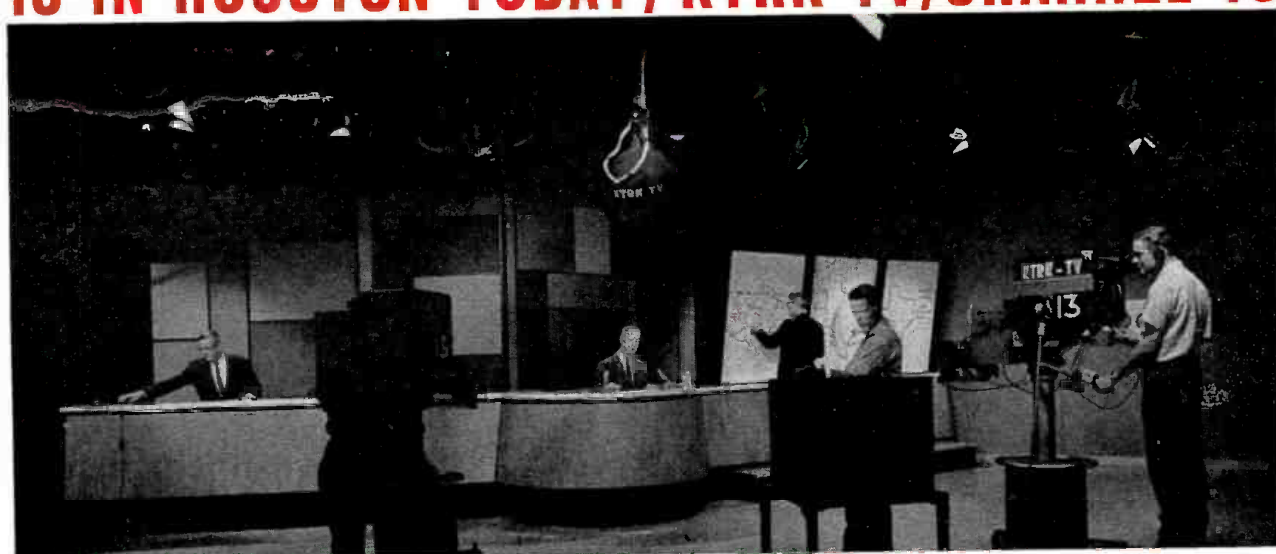
WHEELING 7, WEST VIRGINIA



THE TELEVISION STATION OF TOMORROW



IS IN HOUSTON TODAY / KTRK-TV / CHANNEL 13



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



The January 1962, ARB
Market Report shows KRLD-TV to
be the most viewed station in the
Dallas-Fort Worth market. Channel 4's share
of the audience in the metro area, 9 a.m. to mid-
night, Monday, through Sunday, is greater than any other
station in the Dallas-Fort Worth area by as much as 87%.
Reach the Dallas-Fort Worth market EFFECTIVELY with Channel 4.



Represented nationally by
Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Fort Worth

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

Clyde W. Rembert
President



Radio next for Newt

Radio broadcasters will get their first chance to hear FCC Chairman Newton N. Minow discuss their medium at NAB convention April 3. After devoting most public utterances to tv during first year in office, chairman will feature radio in his NAB speech. In contrast to headline-making charges against tv, Mr. Minow will not blame industry alone for failings of am stations or for current semi-official view that "radio is a mess."

Boys from Syracuse

Six of 10 applicants for drop-in ch. 9 Syracuse last week were reported in virtual agreement on interim operation with possibility that others might also join. FCC, it's expected, would give swift approval to interim agreement to provide third service in market (for primary ABC-TV affiliation)—probably without acquiescence of all applicants.

Two separate groups of Syracuse applicants, one comprising two stations and other four stations, previously had proposed interim operation and now have merged interests. If agreement is approved, comparative hearings still would take place with winner to take all. Under interim arrangement, outside management (i. e., no one from any of applicants) would be required so that no advantage could accrue to single applicant in comparative proceedings.

ASCAP fireworks in Chicago

It's not on NAB's agenda, but Chicago convention will include what could turn into major item—unannounced meeting of All-Industry Radio Music Licensing Committee. Serious concern of radio group over possible loss of stock rights in BMI because of federal court's plan without any hearing will be major committee topic and may reach floor of convention.

Radio stockholders in BMI remind that licensing group was financed and developed by radio before there even was any form of tv music licensing on all-industry basis. Now, they complain, tv rate-cut threatens to mean wrecking of competitive music library to ASCAP.

Changes to come?

Nobody will be surprised if another executive change or two at CBS-TV Network follows those announced 10 days ago when senior vice presidencies were created for Hubbell Robinson, returning from independent pro-

gram production, and for William H. Hylan in sales and John T. Reynolds in Hollywood (BROADCASTING, March 12). But insiders say that if further changes occur, they'll be self-started. (It's reported Guy della Cioppa, vice president, programs, Hollywood, may leave).

\$1.5 million down drain

Deletion of KRLA Los Angeles, ordered last week by FCC for purported neglect of licensee responsibilities (see page 51) will involve investment loss of at least \$1.5 million. Donald Cooke, owner, according to record, paid net of \$700,000 for station in March 1959 (overall price \$900,000) and has invested approximately \$800,000 in facility, including operating losses. Station turned corner about four months ago and now is among top-rated in Los Angeles market. Last reported offer for somewhat comparable independent facility in Los Angeles was \$4 million for KLAC.

Noe contest

Questionable listener contests have made trouble for another major market station seeking FCC license renewal. Agency tentatively decided last week to order hearing on renewal (pending over year) of WNOE New Orleans, owned by former Louisiana Gov. James A. Noe. FCC will charge that WNOE "sweepstakes" contest was conducted so contestants could not win advertised prizes. Item was returned to staff for redrafting and will be back on agenda this week. Mr. Noe also owns KNOE-AM-TV Monroe, La., whose licenses also have been deferred.

Pentagon exposure

More extensive use of broadcast media by Defense Department is objective of Arthur Sylvester, Assistant Secretary of Defense for Public Affairs, who in past several weeks has met with radio-tv news executives. At session last week he explored means of greater utilization of department's news resources with J. Leonard Reinsch, executive director of Cox stations and member of U. S. Advisory Commission on Information, Richard E. Cheverton, news director of WOOD-AM-TV Grand Rapids, president of Radio-Television News Directors Assn., and Ray Moore, news director of WSB-AM-FM-TV Atlanta. He previously had consulted with

Mr. Reinsch and Sig Mickelson, of Time-Life Broadcast Inc.

Messrs. Cheverton and Moore will submit proposal for expansion of department's audio-visual branch to more effectively work with individual station news operations as well as with networks. In offering also may be periodic briefings for accredited newsmen. Mr. Sylvester, prior to sub-cabinet appointment, had been chief of Washington bureau of Newark News.

Engulfed

Young & Rubicam, Los Angeles, may become agency for Wilshire Oil Co. of California, subsidiary of Gulf, whose national advertising is handled by Y&R, New York, according to reports widespread in Los Angeles last week, on which Y&R had no comment. Taking on Wilshire Oil would force Y&R to drop Union Oil Co. of California, whose annual advertising budget of over \$2 million includes more than \$500,000 for broadcasts of Los Angeles Dodgers. Further reports, also unconfirmable last week, predict that if Union Oil leaves Y&R, Jack Smock, vp in charge of agency's Los Angeles office, will leave with it in same way as he accompanied account to Y&R from Foote, Cone & Belding some years ago.

Fairness guidelines

In discussion stage at FCC is possible inquiry into fairness doctrine as it applies to stations on controversial issues. View is that broadcasters should have more precise guidelines to follow across-the-board and thus relieve FCC of necessity of case-by-case consideration. Proponents want to get licensee views before attempting to set any rigid standards. Plan has not reached formal FCC consideration.

Doherty for limiting

Advocates of government moves to reduce competition in am radio have new ally. He's Richard P. Doherty, broadcast management consultant and former director of employee-employer relations at NAB. Mr. Doherty, an economist, is suggesting FCC consider economic effects of excessive competition, permit protests against new stations on economic grounds, permit mergers (accompanied by withdrawal of facilities left vacant by them) to reduce number of stations now on air, tighten engineering standards.

image

Our television and radio stations prefer not to strike a posture and call it an "image." Such an image would seem merely to be a substitute for substance. Rather, our energies are aimed at earning the positive respect of our audiences; respect generated through substantial, responsible programming . . . programming that stems not from the manufactured image, but from people—the source. People listen. People watch. People know.

POST • NEWSWEEK STATIONS
A DIVISION OF THE WASHINGTON POST COMPANY

WTOP-TV, CHANNEL 9, WASHINGTON, D.C. ●

WJXT, CHANNEL 4, JACKSONVILLE, FLORIDA ●

WTOP RADIO, WASHINGTON, D.C.

WEEK IN BRIEF

All of a sudden music copyrights zoom into industry prominence as broadcasters study details of a federal judge's plan to give tv stations a cut in ASCAP fees, if broadcasters get out of BMI. See lead story . . .

SHOWDOWN OF ASCAP, BMI . . . 27

For the first time it's possible to compare radio-tv performances of ASCAP and BMI music. ASCAP's ahead in broadcasting; BMI has a big lead in phonograph record releases—seven out of every 10. See . . .

BMI—A BIG MUSIC SOURCE . . . 27

Upward goes television's national business once again. Last year national advertisers spent over \$1.3 billion (at gross rates). Network billings went up nearly 10%; national spot showed an increase of 2%. See . . .

TV NATIONAL GROSS UP . . . 34

The death penalty was imposed last week by the FCC on two radio stations—KRLA Los Angeles-Pasadena and KLFT Golden Meadow, La. KRLA was found guilty of attempts to mislead the commission. See . . .

BELL TOLLS FOR TWO AMS . . . 51

The Chicago hearing of the FCC at which local programming will be probed, is becoming a major attraction. Already the witness list is at the 100 point, representing many types of special-interest groups. See . . .

CHICAGO TALENT LINED UP . . . 54

As far as the FCC is concerned there'll be no trafficking in broadcast stations. New rule imposes severe restrictions on station transfers. Automatic hearings directed if not owned for at least three years. See . . .

FCC TO JAM TRAFFICKING . . . 62

The story behind the story of the FCC's double-billing action shows the commission was receiving complaints from Congress. Everybody's been aware of the practice but it's been sort of tolerated. See . . .

THE DOUBLE-BILLING BLAST . . . 52

It's convention time again. NAB's annual meeting, back in Chicago again (April 1-4), is near the ready point as final phases of agenda and facility planning are being worked out by headquarters staff. See . . .

NAB CONVENTION PLANS . . . 85

SPECIAL REPORT II: UHF ISLANDS

The ability of uhf to cover flat terrain was reviewed in the March 12 issue in a study of two Northern Indiana markets. A second uhf look has been taken in the mountainous Scranton and Wilkes-Barre market. See . . .

UPS AND DOWNS OF UHF . . . 70

An examination of the way uhf signals behave in the rugged terrain of Northeast Pennsylvania shows that nine of 10 homes are getting service off-air or via the dense cluster of community cable systems. See . . .

ENGINEERS LIKE UHF . . . 76

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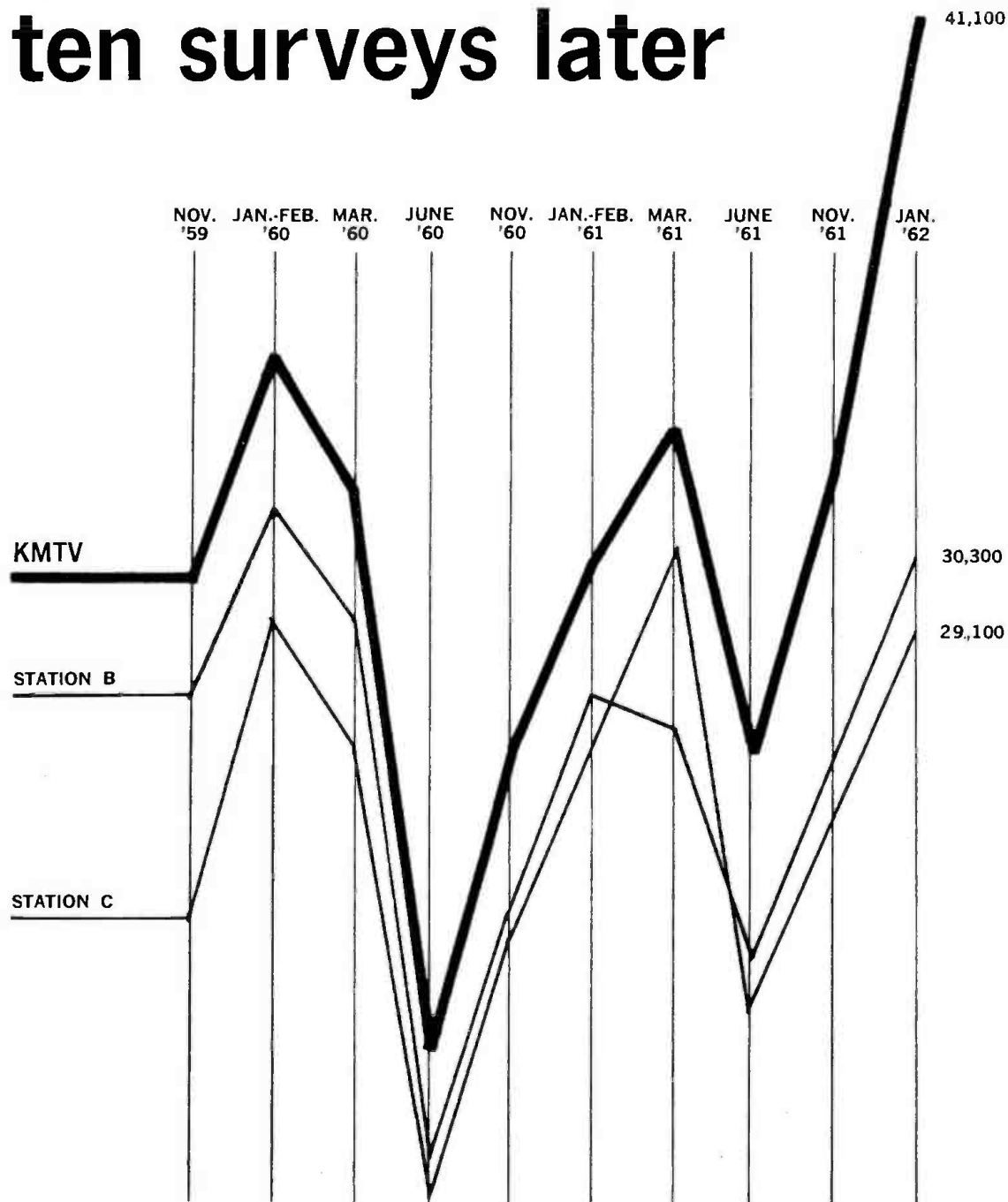

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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ten surveys later



ARB first published Homes Reached figures for the Omaha market in November, 1959. Since then, in **every** ARB, KMTV has delivered the most homes.* Look at the graph. Then remember: KMTV can work wonders for **your** sales curve. Petry will show you how.

Absolutely nothing gets into so many Omaha-Lincoln homes as often as KMTV-3-OMAHA!

*Average Homes Reached 9:00 a.m. to Midnight Monday through Sunday

FCC AGREES TO MORATORIUM ON 8 VHFS

Will hold up plan for fair trial of all-channel set law

FCC Friday told House Commerce Committee that agency will agree to indefinite moratorium on deintermixture of eight cities if all-channel receiver legislation is passed.

Commission said, however, that it will not endorse permanent ban against deintermixture written into law because it would strip commission "of much of its flexibility at the critical period" when most needed. FCC also promised to inform committee before moving again in deintermixture at end of moratorium—length of which was not specified by FCC.

Enactment of all-channel legislation would constitute "major change" in circumstances affecting deintermixture proposals, FCC said in agreeing to moratorium. Sufficient period of time should be allowed to indicate whether all-channel receivers would achieve overall goals before continuing with deintermixture, FCC said.

Decision to defer action on deintermixture falls within discretion of FCC, agency said, subject to determination by courts of whether action is arbitrary. In making such judgment, FCC said, agency is not foreclosing fair consideration of petitions for reconsideration.

Four Not Affected ■ Under FCC interpretation, only deintermixture cases affected by moratorium would be eight announced last July (Madison, Champaign, Montgomery, Columbia, S.C.,

Hartford, Binghamton, Erie and Rockford). Free from the stop order would be prior deintermixture actions in Springfield, Ill., Evansville, Ind., Peoria, Ill., and Bakersfield, Calif.

FCC opposed legislation banning deintermixture as part of all-channel bill on grounds agency's hands would be tied if uhf sets prove inadequate and FCC feels that deintermixture still is needed. "In our opinion, such a statutory scheme would render administrative policy inflexible and ineffective," FCC said, because agency clearly has duty to take further steps if all-channel legislation does not make intermixed system possible.

Comments were submitted in answer to questions posed by Commerce Committee when FCC testified on all-channel bill two weeks ago (BROADCASTING, March 12). Commissioner Robert E. Lee maintained his position that all tv should be shifted to uhf in dissenting to the statement. FCC majority stated, in agreeing to the moratorium, that tv system using both uhf and vhf is needed for maximum service.

Economics of radio may get study—Cox

Broad inquiry into economics of radio broadcasting may be next major FCC move. Kenneth A. Cox, chief of FCC's Broadcast Bureau, said Friday he will recommend this step to commission as soon as revised programming form is out, and that may be very soon.

Mr. Cox addressed annual spring meeting of West Virginia Broadcasters Assn. in Washington March 15-16. He said he will propose informal inquiry to develop fresh information on standard broadcasting problems and possible solutions. Things he thought should be explored:

Program sources, function of radio today, cost of building and operations, ways radio serves community.

Mr. Cox warned some suggested solutions may run afoul of antitrust laws, such as one that FCC permit merger of two stations in community and withdraw surrounded frequency. FCC may approve, he said, but Dept. of Justice may have other views.

Panel From FCC ■ Mr. Cox was on FCC staff panel which also included James E. Barr, assistant bureau chief; James O. Juntilla, assistant to Mr. Cox,

and Harold L. Kassens, aural facilities.

Mr. Juntilla thought revised programming form will be ready to present to commission "in very near future."

Among changes planned, Mr. Juntilla said, will be to permit religious music to be classified religious programming. Initial proposal to prohibit this credit aroused resentment of broadcasters.

Program form will be less detailed for radio broadcasters than for tv, Mr. Juntilla said.

Other compromises for radio: (1) no requirement for "off" time logging of programs and commercials; (2) relaxation of selected week; (3) no requirement that IDs be logged each time station call is announced (to be required only for half hour and hour); (4) more liberal handling of promotion announcements (it was suggested originally that these be counted as commercials); (5) news programs read locally to be treated as local programming (initial proposal was that they be counted as syndicated programming).

Mr. Barr explained FCC's proposed regulations for early morning operations, which he declared had been either misunderstood or misrepresented to Congress and others. Commission would not restrict any station now operating before sunrise, he said: all they need do is notify FCC.

Future stations and 28 existing daytimers would be prohibited from pre-sunrise operations, he said.

West Virginia broadcasters heard talk by NAB President LeRoy Collins at banquet March 15 honoring state's congressional delegation.

Petersmeyer assails Federal 'subterfuge'

Government should stop resorting to "subterfuge" if it wants to reshape programming of television, according to C. Wrede Petersmeyer, president of Corinthian Broadcasting Co.

In speech to Indiana Broadcasters Assn. in Indianapolis Friday (March 16), he said, "The time has come to cut through the fog of semantics. Post-review may not be censorship by some definitions, but it is certainly program control. The performance of a promise is innocent enough except where he who promises has a clear indication of what he must promise to get his license. 'Suggestions' for improvement by those who have the authority to grant or withhold a license tend to carry compelling weight."

Mr. Petersmeyer said Washington at-

Inter-agency appeal

Indiana Broadcasters Assn. appealed to FCC Chairman Newton N. Minow March 16 to help radio-tv get coverage access to a Federal Trade Commission hearing in Indianapolis from which they were barred.

Three Indianapolis tv stations and five area radio stations were set up to broadcast FTC public hearings on milk war in city's super markets. FTC Hearing Examiner William Lemke ordered all equipment out of hearing room. Broadcasters called FTC in Washington, but received no help. They also appealed to Indiana Sen. Homer A. Capehart (R) and Sen. Vance Hartke (D).

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Hayes

John S. Hayes, executive vp, The Washington Post Co. and president, Post-Newsweek Stations (WTOP-AM - FM - TV Washington and WJXT [TV] Jacksonville, Fla.), elected

president of United Community Funds & Councils of America, succeeding **Irving A. Duffy**, vp, general products group, Ford Motor Co., Dearborn, Mich. For past two years, Mr. Hayes has served as chairman of national association's Public Relations Advisory Committee and member of its board of directors and executive committee, as well as vice chairman for 1961 United Community Campaigns of America. Mr. Hayes, who began his broadcasting

career in 1931 in Philadelphia, joined The Washington Post Co. in 1948. He was elected vp in 1953 and assumed his present position in 1961. Mr. Hayes received congratulations last Friday (March 16) from President John F. Kennedy and Vice President Lyndon B. Johnson on his new appointment.

Dr. Elmer W. Engstrom, president of RCA, has been named recipient of Electronic Industries Assn.'s Medal of Honor, group's highest honor. Award to Dr. Engstrom, which will be presented at EIA's annual convention in Chicago, May 24, is . . . "for distinguished service contributing to the advancement of the electronics industry." Dr. Engstrom, veteran of 32 years with RCA, was elected president last year.

William Chalmers, vp and account supervisor, Compton Adv., Los Angeles, joins Ellington & Co., New York-based advertising agency, as senior vp in charge of western operations and mem-

ber of board of directors. He will open Los Angeles office for Ellington about May 1 with staff of 15. Before joining Compton, Mr. Chalmers was executive vp of Fletcher Richards, Calkins & Holden, Los Angeles.



Mr. Erlick

Everett H. Erlick, vp and general counsel, American Broadcasting-Paramount Theaters Inc., New York, elected to board of directors. Mr. Erlick is in charge of all legal and business affairs

of AB-PT and its divisions. Before joining company last year, he was vp in radio-tv department of Young & Rubicam, New York, where he also served on legal staff, and as associate director and vp in media department.

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

itude had been termed "a 'drift' toward control. I call it a 'rip-tide.'" He charged "program control, whether it is called censorship or not, is really the aim of our sharpest critics."

Evaluation of tv as "vast wasteland" is "uninformed, damaging, reckless and wrong," he said, and implies that average American family is "stupid" in spending five hours daily watching tv or that broadcasters have no ability, aren't trying or—if they are trying—they're trying to program "worst" of which capable.

Tv music plan assailed by spokesman for radio

Linking by court of proposed tv music fees charged by ASCAP to fate of Broadcast Music Inc. was opposed March 16 by Robert T. Mason, WMRN Marion, Ohio, chairman of All-Industry Radio Music Licensing Committee (see page 27).

Referring to pending litigation dealing with BMI in suit filed by group of composers holding ASCAP membership, Mr. Mason said it is "unrealistic" for court to prejudice matter in arbitration suit of this type.

Mr. Mason is member of NAB convention committee. Tv ASCAP settlement will be one of top problems at convention.

Renault taking pitches

Renault Inc., New York, said Friday (March 16) it's begun accepting agency solicitations for \$1 million account, which effective with 1963 model,

leaves Needham, Louis & Brorby, New York. Renault hasn't used tv or radio to any extent since 1959 and early 1960 when it did so nationally. "Local tv" may be in works (via dealers), according to Renault spokesman.

Singer, Quaker buy NBC-TV participations

Singer Sewing Machine Co. and Quaker Oats Co. have bought participations in nine NBC-TV programs, beginning April 2. Singer, through Young & Rubicam Inc., New York, contracted for *Thriller*, *87th Precinct*, *National Velvet*, *Dick Powell Show*, *Laramie*, and *David Brinkley's Journal*. Quaker Oats purchased *National Velvet*, *Laramie*, *Chet Huntley Reporting*, *Saturday Night at the Movies* and *International Showtime*, through J. Walter Thompson, New York.

AT&T would be wary of JFK plan—Dingman

AT&T officers "would have difficulty" recommending that company buy stock in communications satellite corporation envisioned in administration bill (HR 10115), James E. Dingman, executive vice president, said Friday. (See earlier story, page 58).

Mr. Dingman told House Commerce Committee that administration plan for widely owned corporation that would own its ground stations "is impractical and liable to be unworkable."

If ownership were limited to communications carriers, which could own

their own ground stations, he said, AT&T would buy up to 80% of corporation's stock.

Mr. Dingman said corporation whose ownership is divided 60%-40% between carriers and non-carriers would be "an improvement" over administration proposal. But he preferred ownership plan he advanced.

Six toymakers buy NBC-TV Saturday time

Six toy advertisers have purchased participations in NBC-TV's Saturday morning schedule for pre-Christmas season this year. They are: American Character Doll Co., New York, through Madison Square Advertising Agency; Horsman Dolls Inc., Columbia, S. C., through Lavenson Bureau of Advertising, Philadelphia; Hassenfeld Bros. Inc. through Bo Bernstein & Co., Providence; Wham-O Manufacturing Co., San Gabriel, Calif., through Marlin Advertising Agency, in that city; Louis Marx & Co., New York, through Ted Bates, in that city; and Remco Industries, Newark, through Webb Assoc.

Mrs. Gordon Gray dies

Mrs. Gordon Gray, 52, wife of president and general manager of WKAL-WKTV (TV) Utica, N. Y., and president of Broadcast Pioneers, died suddenly while on vacation near Miami Wednesday, apparently of heart attack. Services were to be held Saturday (March 17). Surviving, besides Mr. Gray, are four children.



Dr. Frankenstein believed a human being is a formula . . . Add two arms, two legs, etc., and you create a person.

He tried.

We know what happened.

However, there persists the Dr. Frankenstein school of advertising. You graft a headline that worked, to a

picture that worked, to copy that worked. Sometimes the results *do* work. Often they *don't*.

The Dr. Frankenstein school forgets that people, and their emotions, can't be figured out with the nice finality of the mathematician.

The best advertising ideas are like

people. You find in them a life force, a creative spark, an individual personality.

Average advertising can be made by formula. But the best advertising is created. It is born. And it comes alive.

Young & Rubicam, Advertising

CITY	STATION	REP.	STATION COMMENT
Aberdeen	KXAB-TV	Masla	
Amarillo	KFDA-TV	Blair	
Atlanta	WAGA-TV	Storer	CIMARRON CITY ups time period rating 80%.
Bangor	WLBZ-TV	Katz	Large adult audience composition, easy to sell.
Bay City-Saginaw	WNEM-TV	Petry	Replaces Sat. night features.
Beaumont	KBMT	Hollgb.	Stripped Mon.-Fri., 1:00 PM.
Bellingham	KVOS-TV	Forjoe TV	
Bismarck	KFYR-TV	Blair	
Buffalo	WBEN-TV	H. R & P	Replaces 11:30 features.
Burlington	WCAX-TV	Avery-Knod.	Scheduled 6:30 Sat.
Chattanooga	WRGP-TV	H-R	Three shows back-to-back Saturday afternoons.
Chicago	WGN-TV	Petry	RIVERBOAT ARB rating up 200% share up 171%, homes up 150%.
Cincinnati	WCPO-TV	Blair	Sponsored by national advertisers at 7:30 PM.
Cleveland	WEWS	Blair	Stripped 7 days a week at 5:30.
Colorado Springs	KKTV	Bolling	
Columbus, O.	WBNS-TV	Blair	
Dayton	WHIO-TV	Hollgb.	CIMARRON CITY 150% over lead-in.
Detroit	WXYZ-TV	Nat. Stn. Sls.	CIMARRON CITY in Top Ten, first in time period.
El Paso	KTSM-TV	Hollgb.	OVERLAND TRAIL Sundays at 10:30, replacing movie. 50% higher rating than competition.
Elkhart	WSJV	Adv. Time Sls.	RIVERBOAT rating up 62% in time period. Well sold at 10:30 PM.
Eugene	KEZI-TV	Meeker	
Evansville	WEHT	Young	
Fargo	KXGO-TV	Meeker	
Fresno	KJEO	Hollgb.	Rating up 120% replacing late features.
Ft. Wayne	WPTA	Young	
Ft. Worth-Dallas	WBAP-TV	P-G-W	Follows net feature Saturday nights.
Green Bay	WLUK-TV	Young	CIMARRON CITY, viewing up 35%, Saturday 10:30 PM.
Greenville, S. C.	WFBC-TV	Avery-Knod.	CIMARRON CITY Number One syndicated, Number Three of all shows, Mondays, 7:00 P.M.
Harlingen, Tex.	KGBT-TV	V. R. Mc.	
Harrisburg, Pa.	WHP-TV	Blair	
Houston	KTRK-TV	Hollgb.	
Idaho Falls	KID-TV	Skyline Ad. Sls.	22 rating Thursdays at 8:30 PM.
Indianapolis	WTTV	Young	
Joplin	KODE-TV	Avery-Knod.	Fully sponsored at 10:00 PM, 61% share.
Kansas City	KMBC-TV	P-G-W	Fine ratings Saturday, 10:00 PM.
Las Vegas	KSHO-TV	Forjoe	
Los Angeles	KTTV	Blair	
Louisville	WLKY	Direct	
Macon	WMAZ-TV	Avery-Knod.	Follows news at 11:15 PM.
Marquette	WLUC-TV	Young	
Madison	WISC-TV	P-G-W	
Memphis	WMCT	Blair	Sold out at 10:30, following news.
Miami	WCKT	H. R & P	CIMARRON CITY, programmed Sundays, 1:30 PM; SUSPICION, Saturdays, 10:40 PM.
Midland-Odessa	KOSA-TV	Bolling	Programmed Sundays, 11:15 PM.
Milwaukee	WISN-TV	Petry	Prime Time, Tuesdays, 8:00 PM.
Minneapolis	WCCO-TV	P-G-W	Sold out at 10:15 PM replacing features.
Mobile	WKRG-TV	Avery-Knod.	SUSPICION, Fridays, 10:30 PM.
Monroe	KNOE-TV	H-R	CIMARRON CITY, 7:30 PM; SUSPICION, 8:30 PM, back-to-back, Thursdays.
Montgomery	WSFA-TV	P-G-W	
New Orleans	WVUE-TV	Weed	10:30 PM, replacing features.
New York City	WNEW-TV	Petry	Station extremely happy with rating and commercial results.
Oklahoma City	KWTV	Petry	
Phoenix	KVAR-TV	Avery-Knod.	
Portland, Me.	WGAN-TV	Blair	CIMARRON CITY programmed Sundays.
Portland, Ore.	KPTV	Petry	
Providence	WPRO-TV	Blair	SUSPICION, Saturdays, 11:15 PM.
Richmond	WRVA-TV	H. R & P	Mondays thru Thursdays, 6:00, Rep. reports great sales.
Salt Lake City	KSL-TV	Blair	
San Antonio	WOAI-TV	Petry	SUSPICION, rating up 80%.
San Francisco	KGO-TV	Nat. Stn. Sls.	Programmed at 5:30 PM.
St. Louis	KPLR-TV	P-G-W	
Stockton	KOVR-TV	Blair	CIMARRON CITY, Number One in time period.
Spokane	KREM-TV	Petry	
Springfield, Mo.	KTTS-TV	Weed	
Tacoma-Seattle	KTNT-TV	Weed	
Tampa	WTVT	Katz	CIMARRON CITY, leader in Mondays, 7:00 time period.
Tucson	KVOA-TV	Avery-Knod.	RIVERBOAT, Number Two among all syndicated shows.
Tulsa	KTUL-TV	Avery-Knod.	Replaces features at 10:30 PM.
Washington, D. C.	WTTG	Blair	HOUR SHOWS up 63% to 250% in prime time.
Washington, N. C.	WITN	V. R & Mc.	
Wichita Falls	KSYD-TV	Blair	
Wilkes-Barre	WBRE-TV	Bolling	
Yakima	KNDO	Weed	
Youngstown	WKST-TV	Young	RIVERBOAT, programmed Wednesdays, 6:30.

FULL HOURS

AVAILABLE INDIVIDUALLY

Story of a Roaring Town—And the Man Who Tamed It!

CIMARRON CITY

starring **GEORGE MONTGOMERY**

26 FULL HOURS



They Cleared A Stage Route Through 2,000 Miles of Danger!

OVERLAND TRAIL

starring **WILLIAM BENDIX**

17 FULL HOURS



Exploring America's Heartland In The Adventurous 1840's

RIVERBOAT

starring **DARREN MCGAVIN**

44 FULL HOURS



Hollywood's Biggest Stars—In TV's Chillingest Tales!

SUSPICION

All Star **SUSPENSE DRAMAS**

21 FULL HOURS



mca
TV FILM SYNDICATION

598 Madison Ave., New York 22, N. Y.
PLaza 9-7500 and principal cities everywhere

WPTF

full range programming* has made radio the respected leader in a vital segment of the Southeastern market.



*Example: A balanced musical fare served up by these outstanding staff personalities.



BILL JACKSON



WALLY AUSLEY



BOB FARRINGTON



CHARLES GADDY



KELLY LEE



FRANK TAYLOR



Raleigh-Durham NBC
50,000 Watts-680 KC

DICK MASON, General Manager

GUS YOUNGSTADT, Sales Manager

HENRY I. CHRISTAL Co., National Rep.

DATEBOOK

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

*Indicates first or revised listing.

MARCH

March 19—FCC inquiry in Chicago into programming of that city's four television stations. Commissioner Robert E. Lee will conduct the proceeding.

March 19—Hollywood Ad Club luncheon session. Noon at Hollywood Roosevelt. Purex Day, with Leslie C. Bruce, advertising manager of Purex Corp., and Paul Greenfield, vp of Edward H. Weiss & Co., Chicago, as main speakers. Harry Floyd, western sales manager, NBC-TV, will be chairman of the day. George Allen, HAC president, will preside.

March 19, 26, April 2, 9, 18—Five-session management seminar, The Computer in Advertising, 5-7 p.m., sponsored by Central Media Bureau, Advertising Club of New York.

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 20—National Academy of Recording Arts & Sciences, Los Angeles. Chapter meeting, 8 p.m., at RCA Studio A. Chuck Blore, program vp of KFWB Los Angeles; Al Bennett, Liberty Records, and Dave Cavanaugh, Capitol Records, will discuss "Top 40 Radio—Good or Bad for the Record Business?"

*March 20—Dinner meeting of American Women in Radio & Television, Philadelphia Chapter. Hotel Sheraton.

March 20—RTES, Time Buying and Selling seminar: "When the Rep Answers His Phone." CBS Radio, 49 E. 52nd St., New York.

*March 20—Illinois Commission on Children, in association with 30 other statewide organizations, will sponsor an all-day workshop on "Broadcasting in the Public Interest." Among the speakers: NAB Code Director Robert D. Swezey, FCC Commissioner Robert E. Lee, Janet Kern, radio-tv columnist, and Louis Hausman, director of the TIO. LaSalle Hotel, Chicago.

*March 20-23—Audio Engineering Society, spring convention. Will feature papers on recent advances in fm multiplexing. Ambassador Hotel, Los Angeles.

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

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

March 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—Publicity Club of Los Angeles eighth annual publicity clinic at Hotel Ambassador, that city. All-day program includes morning workshop on "The Changing Media"; luncheon address by Bill Winder, pr head of Scandinavian Airlines System; afternoon seminar on "The Next Ten

Years." Clinic theme is "The New Age of Publicity."

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

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.

March 31-April 2—Assn. of Maximum Service Telecasters, annual membership convention and board of directors meetings. Technical committee meeting, 2:30 p.m., Blackstone Hotel, March 31; first meeting of directors will be held at the Blackstone Hotel at 6:30 p.m. Annual membership meeting April 1, Beverly Room, Conrad Hilton Hotel, 9:30 a.m., board of directors meeting, Bel Air Room, Conrad Hilton, 12:30 p.m. Meetings will be in 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 4-6—American Institute of Electrical Engineers south central district meeting. Hotel Peabody, Memphis, Tenn.

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 7-8—National Society of Art Directors annual meeting. Los Angeles.

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

April 10—RTES, Time Buying and Selling seminar: "Using Research." CBS Radio, 49 E. 52nd St., New York.

April 11-13—Institute of Radio Engineers radio & television Assn., spring meeting. WNED-TV, Hotel Lafayette, Buffalo.

*April 11-13—Institute of Radio Engineers southwest conference and electronics show. Houston, Tex.

April 12-13—Advertising Club of Memphis, second annual Mid-South Advertising Institute. Peabody Hotel, Memphis, Tenn. Theme: "Advertising Helps."

TVB sales clinics

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

*WGN gratefully acknowledges
the Broadcast Pioneers
2nd Annual Mike Award*



The Broadcast Pioneers 2nd Annual Mike Award presented to WGN Radio and Television on February 25th, 1962 in New York City for distinguished contribution to the art of broadcasting and in recognition of: dedicated adherence to quality, integrity and responsibility in programming and management.

WGN Inc., 2501 Bradley Place, Chicago 18, Illinois

Metro Broad

Step right up...

roadcast Sales

Meet broadcasting's newest Station Representative, created to more effectively sell agencies and clients.

METRO BROADCAST SALES offers a specialized and qualitative selling effort, concentrating on a small, select list of major properties in major markets.

METRO BROADCAST SALES, HAS SUCCESSFULLY REPRESENTED WNEW RADIO, NEW YORK SINCE JUNE 1961, AND IS NOW JOINED BY WIPRADIO, PHILADELPHIA.

NEW YORK: Hotel Chatham, 33 East 48th St. PLaza 2-8228

CHICAGO: 400 North Michigan Avenue, 467-6340

PHILADELPHIA: 19th & Walnut Street, LOcust 8-2900

ST. LOUIS: 915 Olive Street, MAin 1-4800

DETROIT: 1410 Fisher Building, 873-8600

LOS ANGELES: Travelers Insurance Bldg., 3600 Wilshire Blvd., 385-1424

SAN FRANCISCO: 155 Montgomery Street, DOuglas 2-1945

A SERVICE OF METROPOLITAN BROADCASTING

H.D. "Bud" Neuwirth, Vice President and Director, Metro Broadcast Sales

Iowans,
Stay Home

In one two-day period in February we announced 98 church service cancellations, 60 no-meetings today, and 142 school closings. (Kids love us—too.)

When you want word to get around, you call us. Or the Katz Agency.

WMT-TV
CBS for Eastern Iowa

The New 1961-62 BROADCASTING YEARBOOK

"The one-book library of TV/Radio"

Designed to meet your specialized needs, the all-new BROADCASTING Yearbook is the most complete encyclopedia-type book ever published for the business of broadcasting. It's 566 pages contain 46 separate directories.

And, among the new features, you'll especially like the new thumb index, separating the six major business areas of broadcasting.

Order your copy or copies now. \$4.00 per copy. Supply is limited. *Broadcasting Yearbook*, 1735 DeSales St., Washington 6, D. C.

OPEN MIKE ®

IBA commercial awards

EDITOR: I just wanted to . . . thank you for the help you have given us with the publicity and promotion of our International Broadcasting Awards event [BROADCAST ADVERTISING, Feb. 19]. . . —*Kenneth C. T. Snyder, vice president and tv-radio creative director, Needham, Louis & Brorby Inc., Hollywood.*

EDITOR: . . . Through your cooperation you have helped to make it a permanent broadcast advertising industry function for years to come. . . —*George W. Woolery, public relations director, Playhouse Pictures, and publicity chairman of IBA competition, Hollywood Advertising Club, Hollywood.*

Picture mixup

EDITOR: After such a nice story with pictures of O. D. Fisher and me [FATES & FORTUNES, March 12], I hate to point out that your editor cross-identified O. D. and me in the pictures.

Actually, I consider the identification flattering, but would not dare speculate as to whether O. D. would react like-



Mr. Warren



Mr. Fisher

wise. . . . Knowing as I do that every issue of your fine magazine is read completely and thoroughly by him, I suspect you may be hearing directly from him.—*W. W. Warren, president and general manager, Fisher's Blend Station Inc., KOMO-AM-TV, Seattle.*

[In anticipation of that letter from O. D. Fisher, BROADCASTING hastens to get the right names under the right pictures as shown here.]

Report on reps

EDITOR: Thank you for including our firm name and comments from the writer in your recent article on the radio-tv representation business [SPECIAL REPORT, Feb. 19].

We are flattered that so many folks mentioned to us personally that they had read the article. . . . It admittedly brought them a fresher view of the business we are in and the part the regional reps share in the over-all picture. . . . —*Clayton J. Cossé, Dora-Clayton Agency Inc., Atlanta.*

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office
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BROADCASTING, March 19, 1962

Made to order...

WIP Radio

Take Philadelphia's First Station, WIP RADIO and combine it with METRO BROADCAST SALES, the industry's new, quality Station Representative. The projected results couldn't look better for you and your client because WIP RADIO continues to be the leading sales producer in Philadelphia.

METRO BROADCAST SALES, representing WNEW RADIO since June 1961, offers a staff of the most knowledgeable salesmen, dedicated to selling fewer stations in major markets more effectively.

Metro Broadcast Sales

A SERVICE OF METROPOLITAN BROADCASTING

NEW YORK: PL 2-8228; PHILADELPHIA: LO 8-2900;
CHICAGO: 467-6340; ST. LOUIS: MA 1-4800; DETROIT: 873-8600
LOS ANGELES: 385-1424; SAN FRANCISCO: DO 2-1945

Greatest in the nation...

68.1%

share of audience

Source: Nielsen Station Index/Station Total
6:00 AM-Midnight, 7-day week. Latest re-
ports available as of March 1, 1962.

NATIONAL RECORD

WCCO Radio's
68.1% share of
audience is
the largest
reported for
any station in
the 32
major markets
measured by
Nielsen!



EXCEPT FOR 2 NEW YORK
CITY STATIONS...

WCCO Radio
delivers
more listeners
per quarter-hour
than any
station in
the nation!

IN ITS OWN MARKET...

WCCO Radio
delivers **TWICE**
as many
listeners as all
other
Minneapolis-
St. Paul stations
combined!

WCCO

RADIO

MINNEAPOLIS • ST. PAUL

Northwest's Only 50,000-Watt 1-A Clear Channel Station

Represented by

CBS  **RADIO
SPOT
SALES**

NEW YORK • CHICAGO • DETROIT • ST. LOUIS
LOS ANGELES • SAN FRANCISCO • ATLANTA

TOP
ACCEPT-
ANCE!



MONDAY MEMO

from JACK SCHWARTZ, production manager, EWR&R, N. Y.

The purposeful tv commercial producer cannot ignore video tape

The time has come for upgrading consideration of the videotape medium in the continuing comparisons between tape and film for commercial production, especially since the successful application in the past two years of what is probably the biggest thing that has happened to video tape since its inception—Inter-Sync.

[Editor's note: Inter-Sync is an electronic mixing process commonly used in tv taping.]

Of the four original, most commended advantages of tape over film—economy, immediacy of use, immediacy of retakes and "realer" picture resolution—only two have real bearing today. Tape's first presumed advantage—economy—is no longer as valid as it once was. There's a tendency by advertisers and commercial producers to be less tolerant of those little "errors" of spontaneity—the normal hesitations of real-life situations. And because of the new and more sophisticated techniques of tape production, the cost of tape under most circumstances is now similar to that of film production.

Two of the originally heralded advantages of tape are related. The first is that one can view, approve or correct a "take" immediately after it is shot, and the other is that one can shoot a commercial today and get it on the air tomorrow. The latter advantage still applies. But the former—the retake—has become a monster of more than minor proportions.

The agency producer (even the one who knows what he wants) must, because of the client's presence in the control booth, perforce extend him the courtesy of approving the take. Too often (depending on the number of client representatives present) this degenerates into the symposium procedure of production. As a general rule, that cannot occur in the film studio, because of the mechanics of film studio shooting (for example, the client in film has no monitor to watch).

The Biggest Plus ■ The best and most-praised advantage of tape—its "realer" resolution of picture—still goes unchallenged. There is no disputing that a good tape picture is more "alive" than a film picture. The viewer can always tell whether or not a picture is filmed. But it is still difficult for him to tell between tape or live tv.

What about tape's disadvantages? What about the film industry's label of "inflexibility" once used to describe tape (such as inability to produce certain optical effects and to tape other than in sequence)?

That ghost has been laid away with the development of Inter-Sync—a process that is the electronic counterpart of the film industry's optical house. At last, a producer can "stock" scenes, arrange them in proper alternate sequences and then, at an Inter-Sync session, using the widest variety of opticals, blend them into a composite mixed tape. This is the step that at last puts videotape in a real position to compete with film. I would not presume to foretell the ultimate relative positions of tape and film in the tv industry. But there is no doubt that tape is currently ascendant on the basis of Inter-Sync's development.

Quality and Cost ■ What about tape production for the tv spot advertiser? Regardless of claims to the contrary, the spot advertiser today must still sacrifice quality (through kinescope use, for example) or money to use tape. Years back, there were few tape installations at tv stations. Now that there are many installations, the cost of rolling or exhibiting tape for spot advertising still is fairly prohibitive: A spot advertiser who needs 400 16mm prints of a filmed tv spot will pay \$1,000 to \$1,500 for them. The same number of tape duplicates would cost about \$12,000. Original composite mixes are even more expensive.

Kinescope prints—the "film transfers" as the tape industry sometimes calls them—are satisfactory only when the product advertised can stand the inevitable deterioration of quality that results. While good film kines are turned out occasionally, these are pretty much the exceptions. These prove the rule that tape people haven't developed a kinescope technique that will turn out good "prints" on a consistent basis, even though some sample reels would seem to indicate the contrary.

The cost factor plus the kinescope problem that dilutes quality are among the reasons why only 10%-15% of tv commercials are produced on tape. Another, I suspect, is that since the early days of tv, agency commercial producers have been working in film. This has been their most familiar medium.

It is interesting to note how much more attractive tv tape production is to agency producers who have some background in live tv. Even more significant, however, it is encouraging to see dyed-in-the-wool agency film people (nonetheless creative producers) react favorably to the medium and take to it wholeheartedly once exposed to the latest type techniques and facilities.

The Future ■ Where must tape now go to compete with film? It must develop a good, dependable kinescope system (for play where tape playback facilities are not available) for the spot advertiser. And it must shake the old network syndrome of having a rate card for every grunt and groan from the buyer. Just as the film producer will function as a package-house (by giving a firm price for a "package" service), the tape producer will have to do the same, showing that he's not merely renting out a facility to a user.

Further, the tape producer must begin to supply the services of package-house creativity as well as to submit a hard-headed, realistic, firm bid, and production-organization follow-through.

To keep tv tape costs competitive with film costs, agencies must learn to distinguish between their new-found freedom to review takes immediately and the exclusive license of redoing takes indefinitely.

Video-tape production is about to come of age and it will function alongside film in the production of tv commercials.



Jack Schwartz joined Erwin Wasey, Ruthrauff & Ryan in June 1959 and became production manager and senior producer of the agency's radio-television department in August 1961. He was formerly a copy director, writer and television producer with product services, Dunnan & Jeffrey and Rutledge & Lilienfeld, both Chicago.

D

DIMENSIONAL RADIO . . .

The newest Ullman jingle-programming package. Created just for the mature, metropolitan station programming for adults, for tall ratings, for discerning sponsors. Created for quality quality quality.

TELL YOU ABOUT **DIMENSIONAL RADIO ?**

R

Not enough room on this page — or in the entire magazine. Must hear it yourself. Hear the 28 jingles hand crafted to your call letters. Hear the underscores, the 30 and 60 second pop-tune commercial separators. Listen to the new-new-new sound effects; the comedy drop-ins; those produced pubserv spots.

And as new as **DIMENSIONAL RADIO** itself is our unprecedented, sales-producing commercial jingle service, exclusive to **DR** subscribers.

Hear all the sound facts. **DIMENSIONAL** is being introduced at the NAB Convention. **WE'LL BE IN SUITE 2000, CONRAD HILTON.** Stop in. Or call your well-dimensional Ullman-man.

RICHARD **H** ULLMAN, INC.

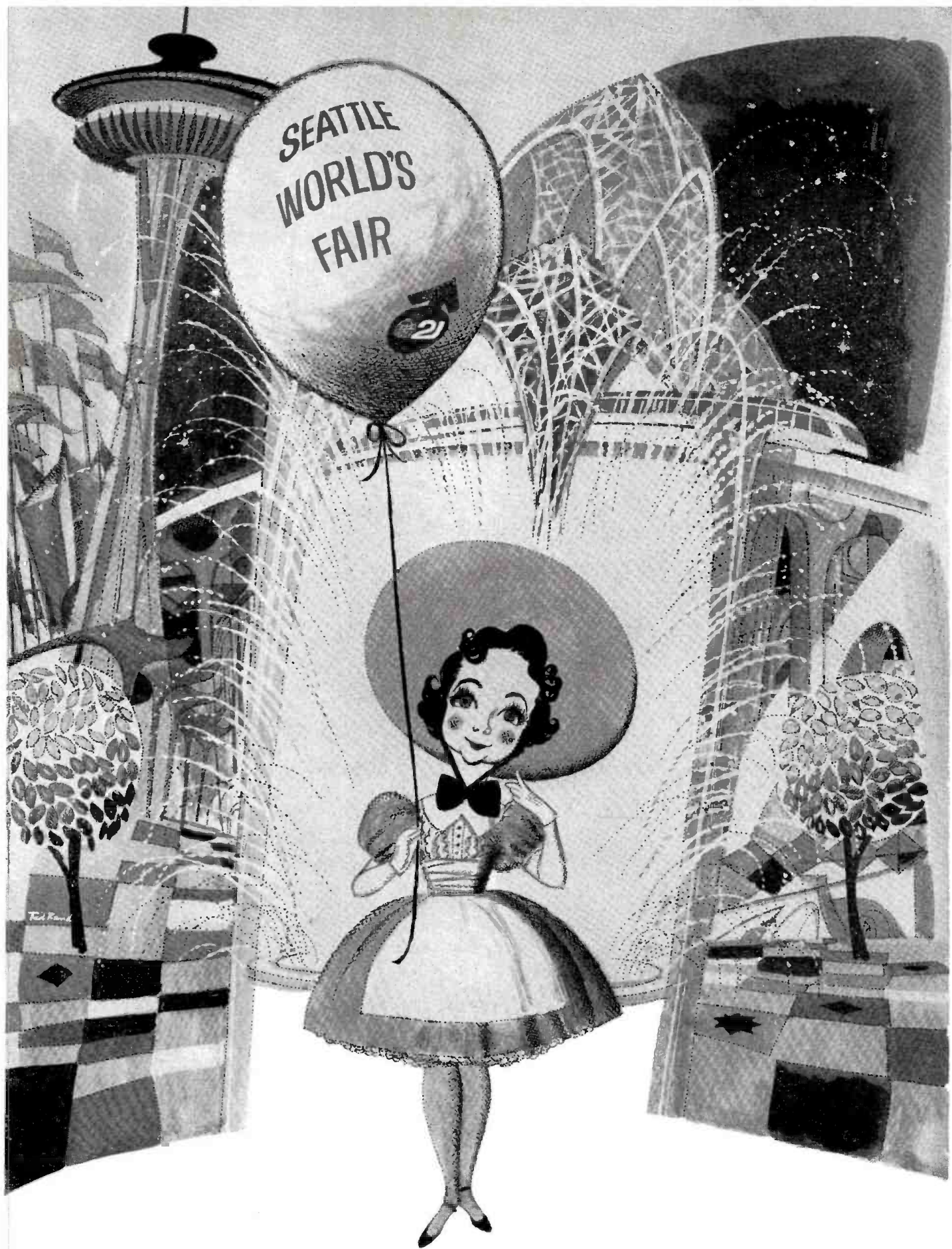
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Dick Morrison, Vice President 3101 Routh Street, Dallas 4, Texas, RI 2-3653

DIMENSIONAL RADIO IS PRODUCED BY STARS INTERNATIONAL AND DISTRIBUTED BY RICHARD H. ULLMAN, INC. DIVISIONS OF



THE PETER FRANK ORGANIZATION, INC.

HOLLYWOOD / NEW YORK / DALLAS



"Funny Americanism: The Seattle World's Fair has hired a New York press agent to ballyhoo its attractions. Can't you see New Yorkers trekking out to Seattle to view a science pavilion?"

Dear Dorothy:

Gosh, we didn't know you were so sensitive. The folks out here aren't deliberately trying to steal New York's thunder by holding a full-scale World's Fair in Seattle this year. It just worked out that way.

You see, Dottie, we've been working over six years on this little project. Not just between lunches at The Plaza, but full-time. The state threw in over 10 million dollars. The City of Seattle ponied up another fifteen. The federal government said they'd go 12 million, and before you knew it, we were in business. A couple of the boys down at the corner cigar store jetted over to Paris and sold the Bureau of International Expositions on endorsing our show. Seems the Europeans are a bit fussy about giving the official stamp of "World's Fair" to any Tom, Dick and Harry. But they liked the looks of this Seattle thing and went all the way. (Nice fellas — maybe we could help you.)

The way it stacks up now we've got a real humdinger going. With exhibits and everything, it totals over 100 million dollars. We've got a 60-story high Space Needle, complete with revolving restaurant on top, that out-Eiffels the Eiffel Tower. The U. S. Science Pavilion is going to be as exciting as anything north of Canaveral. The Boeing Company (you've heard of them) is building a wild spacearium that will simulate a ride through the solar system. General Sarnoff and his boys at RCA are installing the electronics for the "World of Tomorrow" in the brand-new Century 21 Coliseum covering four city blocks. Twenty-six foreign nations are in the fold — either erecting buildings or building exhibits along the colorful Boulevards of the World. More than 100 U. S. Corporations are in the act, including A T & T, General Electric, IBM, Standard Oil, Ford, General Motors, etc. (some of the names **must** be familiar.) There's a new \$5 million Monorail that will take visi-

tors from downtown Seattle to the Fair in 96 seconds. We even gave two Japanese architects a cool \$350,000 to build us an illuminated water fountain. Not bad for country kids — eh, Dottie?

Oh, yes . . . about the Seattle World's Fair being just a stuffy science show. We've booked a couple of million dollars' worth of entertainment into the gorgeous new 3100-seat Opera House. They're pretty fair acts, too. Groups like the Old Vic Company, Philadelphia Orchestra, National Greek Theatre, Folklórico Ballet of Mexico, Foo-Hsing Theatre of Taiwan, Royal Swedish Theatre, Uday Shankar Dancers . . . performers like Louis Armstrong, Victor Borge, Carl Sandburg, Robert Frost, Benny Goodman, Nat King Cole, Ella Fitzgerald, Theodore Bikel. They'll all be here, and a few dozen more. Over at the new Exhibition Hall the boys are putting up the backdrops for one of the finest art collections in the history of this country. Museums from all over the world are shipping their Rembrandts, Monets, Renoirs, Picassos, El Grecos, and other masterpieces to Seattle — you name 'em, we've got 'em. We'll have a \$3 million Gayway, too, with imported amusement rides never before seen on this side of the Atlantic. Then, there's the Paradise Club. Fifty of Las Vegas' loveliest in a revue that promises to make the Latin Quarter look like a box lunch social in Kansas.

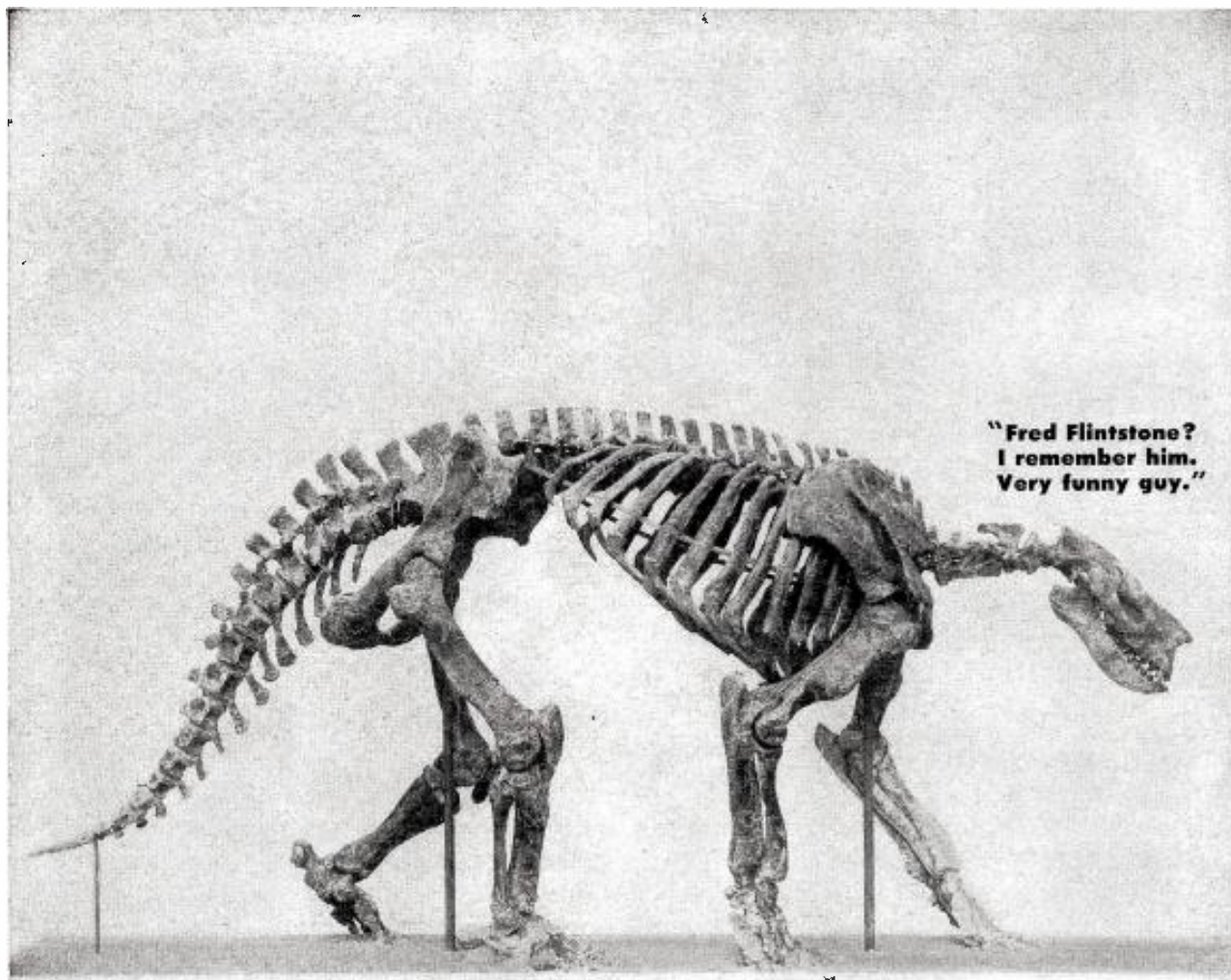
Well, that's about it, Dottie. Gee, we hope you can come. A lot of people are. The advance ticket sale has hit \$2,000,000. The revised forecast is for 10 million visitors in all.

So talk it over with Dick and the kids. If you can make it, the Crown Stations in Spokane, Portland and Seattle will pick up the tab. With this influx of new business coming into the Crown Corner, U.S.A., we can stand it.

P.S. Say hello to Emil at the bar in 21, will you?

THE CROWN STATIONS

KREM, AM, FM, TV, Spokane / KING, AM, FM, TV, Seattle / KGW, AM, TV, Portland



Yes sir. Natural born comedian, that Fred Flintstone. Real rib-tickler.

Though some folks might take him seriously.

Like sponsors. Past, present and future. Such people should ponder the following:

Since March, 1961, for 39 out of 47 weeks, The Flintstones has been

*first in its time period. Including an unbroken string of firsts the last 5 weeks.**

On the current report,[†] *The Flintstones* is first among all programs in homes where the household head is under 40. (Younger families. Big spenders.)

Funny business?
Good business.



H-B Prods.

**COMING BACK FOR ITS 3RD SUCCESSFUL SEASON:
THE FLINTSTONES—ON ABC-TV.**

Source: National Nielsen TV Index, Average Audience: *Mar. I, 1961 thru Feb. II, 1962 Reports.
†4 weeks ending Feb. 4, 1962, all evening programs, Monday through Sunday, 7:30—11 PM.

NOW A SHOWDOWN ON ASCAP, BMI

Will broadcasters dump BMI to get ASCAP rate cut for tv?

That hot question splits broadcasters into warring camps

Another battle of broadcasters vs. ASCAP, with BMI in the middle, was raging at the weekend, giving the industry (1) its most serious music crisis in years and (2) a booming issue for the April 1-4 NAB convention.

At the center of the controversy is a court-triggered shotgun separation of Broadcast Music Inc. from broadcaster ownership. This split is the price proposed to be paid by both radio and television broadcasters for a cut in the copyright fees paid by television stations to the American Society of Composers, Authors and Publishers.

Developments came fast last week as the ASCAP-BMI rate problem aroused broadcasters all over the nation. They'll come even faster this week at a series of meetings involving the All-Industry Television Station Music License Committee and BMI.

The sudden proposal to television broadcasters that they accept a 10-year 17% tv rate cut from ASCAP

in return for a BMI overhaul was initiated by Chief Judge Sylvester J. Ryan of the U. S. Southern District Court in New York (BROADCASTING, March 12). ASCAP already has accepted the plan.

Here is a run-down of what's on the schedule this week:

- BMI's board was to meet in New York Sunday, March 18.

- The All-Industry Committee's negotiating subcommittee will meet March 20 in New York with BMI and NAB representatives.

- The full All-Industry Committee headed by Hamilton Shea, WSVA-TV Harrisonburg, Va., will meet March 22 in New York to review Judge Ryan's plan and possibly make a recommendation for or against its adoption. The plan then goes to the subscribers to the All-Industry Committee for a vote. (Two weeks ago subscribers numbered 369. Some resigned after learning of the proposed reorganization of BMI.)

The Dept. of Justice is keeping close tab on developments. Three department attorneys were present at the March 5 hearing when Judge Ryan submitted the BMI divestiture idea. Informal discussions have been held at the attorney level in the department following the hearing but they aren't considered significant.

However, if Judge Ryan eventually decides that a consent decree is in order for BMI the department will give careful consideration to his recommendations.

The subscriber balloting may develop into the liveliest proxy battle in years. Praise and criticism, charges and counter-charges were directed last week at the All-Industry negotiators and the court-ordered compromise that unexpectedly arose from months of preparation and conferences.

Praise came for the 17% cut offered the All-Industry Committee by Judge

CONTINUED

BMI: as big a music source as ASCAP

REVEALED FOR FIRST TIME: HOW MUCH BMI MUSIC RADIO AND TV USE

How much of the music played on U.S. radio and television comes from Broadcast Music Inc. and how much from the American Society of Composers, Authors and Publishers?

The first reliable answers to that question were made available last week in response to a request from BROADCASTING. They show that BMI, which started with no repertory at all in 1940, now provides 41% of all radio music while ASCAP, which was the only important music source until BMI was formed, provides 49%. The other 10% is in the public domain or comes from other licensing organizations.

Television music usage cannot be so handily analyzed (see below), but a rough calculation indicates the division is in the same range as that in radio.

In the phonograph record field, BMI has achieved unquestionable dominance. About seven out of every ten new releases are BMI.

Give and Take ■ To the combined fields of radio, television and records

Revealing figures

The statistics on usage of BMI and ASCAP music will be news to many broadcasters. Of a number of radio and television station operators checked by BROADCASTING last week none knew what proportion of the music on his station came from BMI and what from ASCAP.

There has been no compelling reason for broadcasters to chart BMI and ASCAP plays. Stations pay blanket license fees to both organizations, and the number of licensed pieces played does not affect the price. BMI's fees for radio and television average out to approximately 40% of the fees that ASCAP gets.

BMI and ASCAP supply roughly equal volumes of music. But the money they take in is disproportionate to the usage of their music. Of the total revenues of both organizations (\$45.8 million) BMI gets about 28% (\$12.7 million) and ASCAP gets 72% (\$33.1 million).

The extent of usage of BMI and ASCAP music was made public for the first time last week by BMI officials at the urging of this magazine. The BMI report showed that:

- BMI and ASCAP are running about 50-50 in terms of television network evening time devoted to background music licensed by their respective organizations.

- On an all-day basis, ASCAP leads BMI by approximately 5 to 4 in amount of background music on the tv networks.

- ASCAP's greatest television lead—more than 2 to 1—is in the performance of feature music on the networks.

- BMI is the dominant music source

CONTINUED

NOW A SHOWDOWN ON ASCAP, BMI continued

Ryan; criticism for what BMI fears can mean its destruction and reversion of music copyrights to an ASCAP monopoly.

Main development last week was the revelation by BMI of the actual ratio of music performed from the BMI and ASCAP libraries. This showed BMI's performance record to be equal, if not superior, to that of ASCAP (see story accompanying).

An important phase of the court plan was the statement by Chairman Shea of the All-Industry group that clearance-at-the-source rights of tv broadcasters are not affected should the plan be adopted (see question-answer analysis of negotiations page 30).

After the All-Industry Committee meeting March 22 and the submission of the court plan to its tv subscribers, official negotiations will await a hearing called for April 25 by Judge Ryan. At this time the committee will report the verdict of its subscribers and the court will decide what's to come next.

Radio Rights Studied ■ Meantime industry discussion will include the rights of radio stations, whose ASCAP contract expires Dec. 31, 1963. Although the court's jurisdiction in this case covers only tv, reference of the broad-

caster-BMI stock separation to the Dept. of Justice could lead to a BMI consent decree in which radio's rights are closely tied.

Judge Ryan has indicated repeatedly he objects to broadcaster ownership of BMI stock. He charges this is unfair competition because, he feels, broadcasters favor BMI music and are prejudiced against ASCAP. No evidence on that subject has been presented during the sessions in his court.

Both BMI and the All-Industry group sent letters last week to their respective stockholders and subscribers. BMI told stockholders the plan could wreck it. Mr. Shea submitted a detailed report suggesting the rate cut was a notable victory and warning that the court might refuse to grant any ASCAP rate concession to broadcasters if they reject the two-way proposal.

Report to NAB ■ Chairman Shea will report on his committee's negotiations at the April 3 (Tuesday) tv session of the NAB convention, to be held in the morning. There's some talk of an afternoon meeting on the subject, involving committee members and perhaps all broadcasters. NAB has officially designated Tuesday afternoon as free of meetings to permit inspection of equipment exhibits and visits to hos-

pitality suites.

At this point nothing official can happen until the subscribers' votes are in. ASCAP's board approved the court plan in a hurry and with what was described as enthusiasm, subject, of course, to broadcaster approval.

Mr. Shea told BROADCASTING last week that proposal for an ASCAP rate cut conditioned on a BMI reorganization "was Judge Ryan's idea all the way through."

Judge Ryan is represented by negotiators as anxious for a settlement since hearings began last December, claiming the court docket is crowded. He is said to have commented informally he felt broadcasters were in his court with "unclean hands" because of their BMI stock ownership. Early in the hearings he made it clear he feels unable to rule on clearance-at-the-source because of the ASCAP consent decree.

All this put industry negotiators on the spot from the beginning. Throughout the proceedings the All-Industry Committee confined itself to negotiations for lower tv rates, Chairman Shea said, but the court and ASCAP repeatedly injected the BMI-broadcaster relationship into the hearings.

The All-Industry Committee pointed out that ASCAP negotiators could never be expected to agree to such a cut in fees during any broadcaster-

BMI: AS BIG A MUSIC SOURCE AS ASCAP continued

in all episodes of 11 of the top 14 shows in the Nielsen average-audience ratings for February (the 15th show was a special).

■ BMI is the dominant music source in 13 of the 20 most-performed syndicated film series, based on a *TV Guide* census for the first quarter of 1961. In 10 of these 13 series, 70% or more of the music is BMI. Only 3 of the 20 carry no BMI music.

■ In local ratings published in the trade press, the majority of the top-rated programs—syndicated and network—use BMI music predominantly.

■ In radio, BMI music gets about four performances for every five for ASCAP.

■ About seven out of every ten new records are BMI titles.

■ Among the most popular records, BMI's share again is about seven out of ten.

Background ■ The data on background music usage on the tv networks is for the third quarter of 1961, which, BMI officials said, is the latest for which computations are available. Of 721.5 prime-time hours devoted to film programming on the networks in that quarter, they said, BMI back-

ground music occupied 115 hours, and ASCAP music 124 hours. This gives ASCAP approximately 51% of the background music hours, BMI approximately 48%, and public domain and other sources about 1%.

For the second quarter of 1961 the ASCAP and BMI positions were reversed, with BMI accounting for 124 hours or 51% and ASCAP for 117 hours or 48%.

Counting all network tv programming, day and night, BMI officials reported that ASCAP had 56% of the background music in the third quarter as against 43% for BMI and 1% for other sources.

In time devoted to feature music, all tv networks and all hours, ASCAP led in the third quarter with 61% to BMI's 28%.

The Top 15 ■ In the February Nielsen ratings report, BMI continued, all 14 of the regular shows except *Wagon Train*, *Bonanza* and *Ed Sullivan* rely on BMI for at least 50% of the music in each episode—and BMI music is used in some *Wagon Train* and *Sullivan* shows.

Those in the top 14 in which BMI accounts for 50% or more of the

music in all episodes are *Hazel*, *Andy Griffith*, *Danny Thomas*, *Dennis the Menace*, *Candid Camera*, *Perry Mason*, *Gunsmoke* (both the 10 and 10:30 p.m. segments), *Garry Moore*, *Dr. Kildare* and *Lassie*. (The 15th show in the February Niensens was *Henry Fonda and Family*, a one-shot.)

A BMI study made last November, based on *Tv Guide* listings and a census of syndicated tv programs having the most performances during the first quarter of 1961, showed BMI music used in all but three of the top 20 and predominantly in 13. The films, number of station performances and percentage of BMI music in each were listed as follows:

Station Performances	Series	BMI Percentage
4,274	Life of Riley	68%
3,393	Highway Patrol	99%
3,183	Burns & Allen	39%
2,619	This Is the Life*	22%
2,280	Huckleberry Hound	98%
2,110	Death Valley Days	44%
2,083	People's Choice	56%
2,032	Industry on Parade*	88%
1,931	Sea Hunt	100%
1,927	The Christophers*	15%
1,886	Big Picture*	
1,807	Quick Draw McGraw	76%
1,803	Susie	96%
1,707	Amos 'N' Andy	
1,655	Whirlybirds	69%

ASCAP negotiations; similarly at-the-source tv clearance could not be expected.

Ryan's Part ■ A question that has the lawyers buzzing is this: Do Judge Ryan's initiation and advocacy of the rate-cut plan with separation of broadcasters from BMI compel broadcasters as a practical matter to accept it?

From a practical point of view, some All-Industry spokesmen feel the court has its mind made up and rejection of the plan would ruin any chance of getting lower tv rates. But BMI feels the whole subject should be heard in court, including a rate hearing as provided under the ASCAP consent decree.

Some complaint was heard, on the other hand, that All-Industry counsel had jumped at the rate cut without full appreciation of the consequences that will come out of the BMI separation. Corollary to this complaint was questioning of the handling of the proceeding by All-Industry counsel.

Under date of March 12 Carl Haverlin, BMI president, reviewed the latest developments in a letter to the 529 BMI stockholders, practically all of them broadcasters. ASCAP's 20-year charge that BMI's stockholders discriminate against ASCAP music and in favor of BMI music in their choice of music for their programs is false, he said.

Reviews Lawsuit ■ Mr. Haverlin re-



Judge Ryan

viewed the lawsuit of a group of ASCAP members against BMI and said the testimony showed no evidence of the slightest distinction by stations in programming ASCAP and BMI music. He continued:

"The ownership of BMI stock by a small minority of broadcasting stations who have foregone all motives of profit and who have been interested only in seeing the maintenance of vigorous competition in the performing rights field has created a perfect state

of balance in the public interest."

He said that the proposed court settlement "would result in either the destruction of BMI or its complete emasculation." He charged that the proposal was "ASCAP's proposal."

Mr. Haverlin added: "We are therefore alerting you to the fact that, if such action were taken, it would in our firm judgment restore the monopoly situation which existed in 1939 and which led to the formation of BMI."

These points were raised in opposition to acceptance by All-Industry Committee subscribers to Judge Ryan's proposal:

- No action leading to separation of BMI and broadcast stockholders should be taken without a full court hearing of the facts.

- If the proposal were accepted, Judge Ryan would be given complete control over the destinies of BMI; the next step presumably would be Dept. of Justice action looking toward a BMI consent decree.

- Radio and minority stockholders of BMI automatically would lose their rights as holders of stock.

- A tv rate cut would be offset by less favorable radio fees for ASCAP music after the current radio contract expires.

- If any conspiracy exists among any parties involved in copyrighted music licensing it should be brought out into the open in court.

- Stations might have to make separate deals for their kinescope or video tape delayed programming involving music.

- If Judge Ryan's proposal is rejected by a majority of All-Industry subscribers, tv stations still have the right to ask the court for rate proceedings at which all interested parties could appear.

- Future ownership of BMI is unpredictable at this point. A group of insiders might take hold and keep out the outsiders just as some members of ASCAP charge is the case in their own society.

- BMI is already enjoined in Wisconsin from operating under the type of structure proposed by Judge Ryan.

- Radio broadcast revenues subject to copyright fees exceed those of tv stations.

In a letter to all subscribing stations, Chairman Shea reviewed developments at the March 5 hearing called by Judge Ryan, which he described as "an all-day, hard, negotiating session, with frequent caucuses in outside rooms and very rapidly changing developments . . . a crucial session."

Ryan Key ■ Mr. Shea pointed out that Judge Ryan "spearheaded a set of recommendations which have the potential of some fine financial bene-

1,645	My Little Margie	
1,630	Manhunt	97%
1,554	Our Miss Brooks	72%
1,503	Lock-Up	99%
1,365	Blue Angels	100%

*Indicates a free film (religious, industrial, etc.)

Radio Plays ■ BMI's estimate that its music is running neck and neck with ASCAP's in number of radio performances was based on a 1961 survey of 900 radio stations. The survey sample was chosen through the BMI logging system established and supervised by Dr. Paul Lazarsfeld of Columbia U., a widely recognized radio research expert.

This survey showed that 41% of all radio music performances were BMI-licensed titles. BMI assumed that a minimum of 10% involved public domain music and music from licensing organizations other than BMI or ASCAP, so that ASCAP performances would total 49% at most.

In computing BMI's share of music on "most popular" records, BMI worked from a list compiled from polls published by three amusement publications: *Variety*, *Billboard* and *Cashbox*. Officials said 71.3% of the music was licensed by BMI, 28.4% by ASCAP and 0.3% by other firms.

BMI's share of newly released rec-

ords was computed on the basis of all records reviewed in *Billboard* during the four weeks started Feb. 24. These totaled 969 titles of which, according to BMI officials, 71.3% were BMI, 24.8% ASCAP and 3.9% from other sources. The phonograph statistics apply to "single" releases. Albums have not been analyzed.

The 'Nashville' School ■ In addition, officials stressed, BMI largely developed—and is virtually the exclusive licensing agent for—the so-called "Nashville" school of what was once known as "hillbilly" music but which has grown into one of the dominant forces in U.S. music today.

BMI also includes among its writer-affiliates some of the ranking composers of serious music—more than 300 in all, most of whom are also identified with leading universities and colleges. These include Pulitzer Prize winner Dr. William Schuman, president of New York's Lincoln Center for the Performing Arts and former head of the Julliard School of Music; Dr. Roger Sessions, professor of music at Princeton U.; Walter Piston of the Yale School of Music, first to win two Pulitzer Prizes in music, and other winners.

In all, BMI has some 6,000 writer affiliates and 4,000 publisher affiliates.

NOW A SHOWDOWN ON ASCAP, BMI continued

fits for our subscribers . . . and have some far-reaching and major developments affecting the future of BMI."

The All-Industry Committee's desire to confine negotiations to ASCAP fees, he said "has now been made impossible" by the court session. He stressed that no final commitment will be made until the All-Industry Committee has submitted its recommendations to subscribers.

Here is Mr. Shea's summary of the settlement terms proposed by Judge Ryan:

- Radio and tv broadcasters should

terminate their ownership and control of BMI.

- BMI, which is now subject to an antitrust consent decree of limited scope, should be put under a consent decree comparable to the ASCAP decree. This would provide court supervision of BMI rates, contain provisions to prevent discrimination by broadcasters against ASCAP works and reshape BMI as an independent, non-profit music licensing organization in competition with ASCAP.

- Tv broadcasters should take a 10-year instead of 5-year ASCAP license.

- ASCAP fees paid by tv stations for their local (non-network) programming should be substantially reduced.

Expected Fee Cut ▪ Judge Ryan, it was explained, "emphasized that he would expect ASCAP to offer a substantial fee reduction only in the event that broadcasters gave up their interest in BMI, and that as long as they continued to maintain BMI as an industry-controlled licensing organization he would not use his offices to negotiate such a fee reduction."

Judge Ryan, with three Dept. of Justice representatives in the courtroom, said details of the plan would have to be worked out with the department, "which had previously indicated

Committee's answers to questions raised by ASCAP proposal

Here is a question-answer summary of key points in the court-proposed ASCAP formula offered the All-Industry Television Station Music License Committee (prepared by the committee):

Q: What is the present status of the negotiations between the television industry and ASCAP?

A: The industry committee has before it for consideration a proposal for settlement suggested by Judge Ryan. The lawyers for both parties agreed to recommend to their clients its adoption.

Q: What is the proposal in a nutshell?

A: It has two parts. The first contains certain reductions in rates which, on a combined basis, amount to a total reduction of about 17% per year. This will mean a saving to local television stations averaging about \$2,200,000 a year over a ten-year period.

The second part relates to BMI. It would place BMI under a consent decree containing substantially the same provisions as those now governing ASCAP, including the requirement that it license its repertory to broadcasters on reasonable terms. All existing BMI contracts and licenses would continue in force for their duration. It would also require broadcasters to divest themselves of all stock.

Q: Will the proposal be adopted?

A: Not necessarily. The committee must carefully consider the matter and then make a recommendation to the 369 stations represented by it. Eventually, the matter will be put to the subscribers for a vote. Before that time, there will be plenty of

chance for everyone to be heard.

Q: Who determined the terms of this particular settlement?

A: After several months of fruitless negotiation, the parties were strongly urged by Judge Ryan to reach a settlement. The terms of the proposed settlement, insofar as they relate to BMI, were originated by Judge Ryan and have never been the subject of any negotiation with ASCAP. Judge Ryan also proposed that there be a "substantial" reduction in ASCAP's fee. After considerable negotiation under Judge Ryan's supervision, counsel finally agreed to recommend to their clients reductions in the amounts indicated, which are very substantial.

Q: What is Judge Ryan's role in this proceeding?

A: He is the Chief Judge of the U. S. Federal District Court for the Southern District of New York. As such, he has supervisory authority over the terms of the 1950 consent decree which governs the relationship between ASCAP and the broadcasting industry. If the parties cannot agree on the terms of a new contract, Judge Ryan, under the decree, has the power to make the decision.

Q: What has been broadcaster reaction?

A: You would probably know this better than I, but I have a feeling that there is a great deal of confusion. We hope that over the next few weeks broadcasters will get enough facts to intelligently evaluate the matter.

Q: What in your view will happen to BMI if this settlement is adopted?

A: Obviously, it will mean some

changes for BMI. Judge Ryan, however, expressed the view that his proposal was conditioned on BMI's continuation in existence as an independent, non-profit society in vigorous competition against ASCAP, but on a parity with it, so that there would be no discrimination in favor of one society as against the other. Under the creative leadership of Carl Haverlin and others, BMI has been a constructive force in the industry, and we want it to continue as such in the future, whatever may be the outcome of this negotiation.

Q: If the proposed settlement is accepted, is it likely that the money saved for television will at the time of the next negotiation be placed on the back of radio?

A: I think there is almost no chance of it. We operate both a radio and television station, thus, I am aware of the problem. The history of past negotiation does not give the slightest indication that there would be a carryover.

Q: What about clearance at the source?

A: While it is not involved in the judge's proposals, the committee has not given up the right to pursue it at any future time.

Q: Is there a chance in getting a reduction in rate without the BMI conditions?

A: From listening to Judge Ryan I would say the answer is probably no. However, the entire matter is still very much up in the air. No one can tell for certain just where it will land. The committee has not adopted the proposed settlement, and will not until all aspects of the matter have been considered.

[illegible]

Sources: Sales Management Survey of Buying Power, May 10, 1961; SRDS, June 15, 1961; and U.S.D.A. Census Reports.

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

[illegible]**NBC Affiliate**

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NOW A SHOWDOWN ON ASCAP, BMI continued

its general approval of these proposals," Mr. Shea noted.

In the courtroom negotiating, industry counsel said that although committee subscribers own a majority of BMI stock a substantial part of the stock was owned by many tv stations that are not subscribers to the All-Industry group as well as by radio stations having no tv affiliates. Thus, counsel said, the All-Industry group could not "assure the termination of any interest in BMI by all broadcasters" and suggested any such matters were up to the Dept. of Justice and BMI with broadcasters themselves not becoming parties to a consent decree.

ASCAP was "prodded" by Judge Ryan to raise its original offer which was confined to a 35% cut in sustaining fees and which the All-Industry counsel had rejected. After a long discussion, All-Industry counsel insisted "they would not recommend to their clients any terms less than a 35% sustaining cut, 12% cut from present commercial rates; 20% cut from present commercial rates for any increase in future revenues over 1961 levels, calculated on a station-by-station basis and applied to new stations after the third full year of operation when the third year would provide the fee base. All the reductions would be retroactive to Jan. 1, 1962."

Amount to 16.1% • These reductions in station fees amount to a minimum of 16.1% of the 1961 payments, or a saving of \$1,660,166. It would mean a

17% saving over a 10-year contract.

Judge Ryan, Mr. Shea continued, said he would not grant any greater reduction in a formal fee-fixing proceeding. He noted that network fees were discussed late in the day, with ASCAP refusing to grant any overall cut in the existing commercial or sustaining fees but agreeing to offer networks a 10% reduction from existing fees for any increases in future years above 1961 revenues (on a network-by-network basis).

The Shea report concluded: "All of the counsel present agreed to recommend the proposed settlement to their respective clients with the exception of Clarence Fried (representing ABC), who asked for additional time to review the entire situation."

A supplement to the Shea report shows estimated total license fee savings (percentage of ASCAP fees payable 1962-71 under existing license) of \$1,764,178 in 1962 (16.3%); \$1,868,191 in 1963 (16.5%); \$1,972,203 in 1964 (16.8%); \$2,076,216 in 1965 (16.9%); \$2,180,229 in 1966 (17.2%); \$2,284,241 in 1967 (17.3%); \$2,388,254 in 1968 (17.4%); \$2,492,267 in 1969 (17.6%); \$2,569,279 in 1970 (17.7%); \$2,700,295 in 1971 (17.8%).

Participating • Taking part in the March 5 session before Judge Ryan were: All-Industry Committee—Charles H. Tower, Corinthian Stations, and three lawyers, Ralstone Irvine, Walter Mansfield, Helmut Furth; ASCAP—Arthur Dean, Herman Finkelstein,

Wait and watch

Spokesmen for several BMI-affiliated publishing companies said they are adopting a wait-and-watch policy pending final action on a proposal to strip BMI of its broadcast ownership. They indicated they have no intention of leaving BMI but added they would make a decision—if one becomes necessary—on the basis of what would serve them most satisfactorily. Publishers who have been contacted are unanimously of the feeling that it is sound business to have several licensing groups.

Lloyd Cutler, Frederick Terry; NBC—John Nields, James Stabile, Harry Olssen; CBS—Richard Green, Robert Evans; ABC—Clarence Fried; Dept. of Justice—John Galgay, Richard O'Donnell, John Wilson. BMI informed Judge Ryan that Samuel Rosenman, chief counsel, was out of the country.

Members of the All-Industry Television Station Music License Committee besides Chairman Hamilton Shea, WSVA-TV Harrisonburg, Va., are David M. Baltimore, WBRE-TV Wilkes-Barre, Pa.; J. B. Fuqua, WJBF (TV) Augusta, Ga.; William Grant, KOA-TV Denver; Payson Hall, Meredith Stations; Clifford M. Kirtland Jr., Transcontinent Stations; Nathan Lord, WAVE-TV Louisville; John E. McCoy, Storer Broadcasting Co.; John T. Murphy, Crosley Broadcasting Co.; Andrew J. Murtha, Time-Life Stations; W. D. Rogers, Texas Telecasting; Robert H. Smith, WCYB-TV Bristol, Va.; Charles H. Tower, Corinthian Stations; Charles C. Woodard Jr., Westinghouse Broadcasting Co.; D. L. Provost, Hearst Stations; Robert A. Dreyer, Metro-Media; Dan W. Shields, secretary.

Slated to attend the March 20 meeting in New York between BMI and All-Industry negotiators are at least four from NAB—Clair R. McCollough, Steinman Stations, NAB joint board chairman; Dwight Martin, WDSU-TV New Orleans, tv board chairman; Vincent T. Wasilewski, executive vice president, and Douglas Anello, general counsel. BMI was to name its representatives at the March 18 board meeting.

That's the way the historic copyright controversy stood at the weekend. The all-industry group awaits a subscriber verdict. The next question—will the verdict come prior to the NAB convention? The coming week will shed some light.

How the two music licensing groups work

What are ASCAP and BMI?

ASCAP (American Society of Composers, Authors and Publishers) is a non-profit society to which music writers and publishers assign performance rights to their works. The society contracts with music users who pay contractual fees for performance rights. Those fees are collected by the society which then dispenses the proceeds to members under a complicated consent decree formula. ASCAP operates under terms of an antitrust consent decree put into effect in 1940.

BMI (Broadcast Music Inc.) is a non-profit cooperative corporation which also collects fees for performance of music and distributes proceeds to composers and publishers whose rights are turned over to it. BMI was formed in 1940 by radio broadcasters who feared they would be left without their main music

source if unable to agree with ASCAP on the terms of a new scale of fees. Practically all BMI stock is held by broadcasters. Starting from scratch in 1940, BMI has built up an extensive catalogue of music to which it has been assigned performing rights.

The copyrights to the music licensed by both ASCAP and BMI remain with the composers or publishers.

The two music libraries are keenly competitive. ASCAP has an extensive reservoir of show tunes and standards accumulated over a half-century; BMI has pioneered development of folk, western and popular compositions along with serious music.

By taking out BMI and ASCAP licenses broadcasters obtain clearance on probably 90% of all copyrighted music in existence.



It's BEACON Street in BOSTON . . .

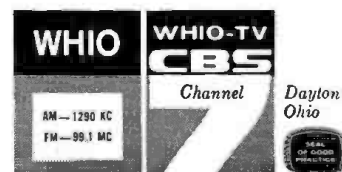


It's MAIN STREET in Ohio's Third Market

There are more differences between Ohioans and Bostonians than their handling of the broad A. Not improvements . . . just differences. In taste, interests, and attitudes. Isolating those differences, understanding them, and programming to them, is the widely-known secret of WHIO and WHIO-TV success. Treating their audiences like adults, and with respect, is still another hallmark of our approach to the job of entertaining, informing, and selling this big rich market. Ask George P. Hollingbery.

DAYTON, OHIO WHIO-AM-FM-TV

*Associated with WSB, WSB-TV, Atlanta, Georgia
and WSOC, WSOC-TV, Charlotte, North Carolina*



Tv gross hits \$1.36 billion for 1961

NETWORK BILLINGS UP 9.7%, SPOT UP 2.3%, TVB REPORTS

National advertisers spent more than \$1.3 billion at gross rates for tv time in 1961, according to Television Bureau of Advertising.

Billing on the three tv networks came to \$748,873,488, an increase of 9.7% over the \$682,371,069 billed in 1960. Spot tv gross time billings rose 2.3%, from \$603,294,000 for 1960 to \$617,398,000 for 1961, or a spot-network total of \$1,366,271,444. The total spot-network in 1960 was \$1,285,665,069.

The tv billing figures were released last week by TvB. The spot is computed by N. C. Rorabaugh Co. and the network by Leading National Advertisers-Broadcast Advertisers Reports.

The bureau reported fourth quarter 1961 spot tv totals of \$177,827,000, a gain of 11.8% over the same quarter in 1960.

Spot's Peak — The total for the fourth quarter indicates national spot business enters 1962 at the highest dollar peak on record, and there already are indications that this year's first quarter will

	NETWORK TELEVISION GROSS TIME BILLINGS					
	December 1960	December 1961	% Change	January-December 1960	January-December 1961	% Change
ABC-TV	\$14,788,070	\$16,572,900	+12.1	\$158,591,010	\$190,615,140	+20.2
CBS-TV	23,205,750	27,813,690	+19.9	274,139,763	280,599,084	+2.4
NBC-TV	22,691,002	25,206,519	+11.1	249,640,296	277,659,264	+11.2
Total	\$60,684,822	\$69,593,109	+14.7	\$682,371,069	\$748,873,488	+9.7

	Month by Month 1961			
	ABC	CBS	NBC	Total
January	\$15,898,310	\$22,894,855	\$23,031,118	\$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,003,383	59,784,516
May	16,197,190	22,253,355	23,229,565	61,680,110
June	15,233,000	21,787,201	22,845,630	59,865,831
July	14,296,970	21,988,688	21,860,668	58,146,326
August	14,484,650	21,446,651	22,472,613	58,403,914
September*	15,258,660	22,524,732	20,600,315	58,383,707
October*	17,646,030	27,477,605	25,426,861	70,550,496
November*	17,719,890	26,408,191	25,827,079	69,955,160
December	16,572,900	27,813,690	25,206,519	69,593,109

*September, October and November 1961 figures revised as of March 5, 1962.
Source: TvB/LNA-BAR

be healthy (BROADCASTING, March 12).

Each of the tv networks increased their gross billing last year. ABC-TV's has been rising steadily, and in 1961

its total was 20.2% over 1960. CBS-TV, the top billing network at \$280.5 million, was up 2.4%. NBC-TV is right behind at \$277.6 million, an increase of 11.2%.

The increase of 11.8% in spot billing for the fourth quarter is computed on the basis of reports from 311 stations during that quarter in 1960 and 1961. Advertisers appearing on the top 100 spot tv advertisers' list for the first time in the fourth quarter: Deluxe Reading Co. (\$1,585,000); Drewry's Ltd. (\$394,700); Eastman Kodak Co. (\$531,500); Frito Lay Inc. (\$402,500); Green Giant Co. (\$532,000); Mattel Inc. (\$782,000); Menley & James Labs (\$731,700); New England Confectionery Co. (\$378,600), and Redfield Importers Ltd. (\$370,900).

Product categories showing substantial rises in the fourth quarter (compared to the same period in 1960): sporting goods, bicycles and toys, up 121.2%; household paper products, up 63.2%, and pet products, up 46.8%.

TOP 100 SPOT TV ADVERTISERS— FOURTH QUARTER 1961 (Source: TvB-Rorabaugh)

1. Procter & Gamble	\$14,436,600
2. General Foods	6,498,800
3. Lever Brothers	6,128,300
4. Colgate Palmolive	3,265,400
5. Standard Brands	3,042,400
6. Bristol-Myers	2,816,700
7. Miles Labs.	2,439,300
8. Coca-Cola (Bottlers)	2,410,600
9. Corn Products	2,371,500
10. William Wrigley Jr.	2,243,900
11. American Home Products	2,165,200
12. Continental Baking	2,113,200
13. Gillette	1,957,200

7 brands used over 200 stations for spots

A product introduced in 1960, Downy Fabric Softener, used the largest station lineup for one brand in a spot television campaign during a single quarter of 1961, the Television Bureau of Advertising reported last week.

Downy commercials were carried on 240 stations in 157 markets during the fourth quarter last year. The product's gross time billings rose to \$1,380,640 in 1961 from \$43,760 in 1960, the year of its introduction.

More than 200 stations in a single quarter were used by six other brands last year. The products included a newcomer to spot tv, DeLuxe Reading Toys, which used 212 stations in the fourth quarter.

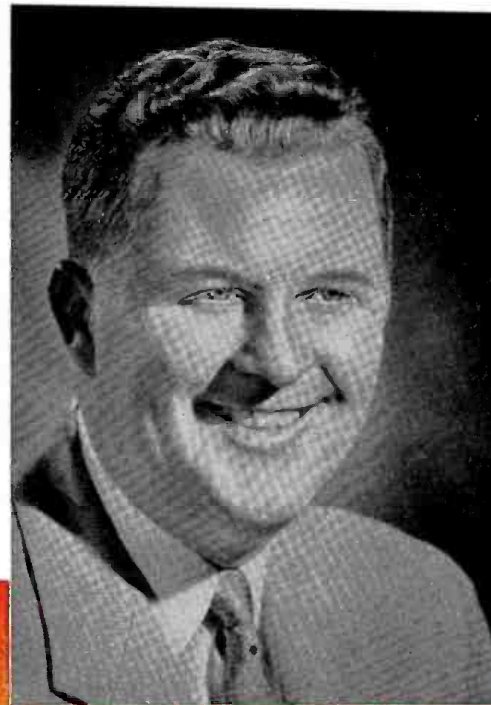
The other brands are: Duz, 230 stations in the second quarter; Post dry cereals, 227 stations in the fourth quarter; Tide, 220 stations in the second quarter; Pepto Bismol, 217 stations in the fourth quarter; and Maxwell House Instant Coffee, 207 stations in the fourth quarter.

Brands carried on 100 or more stations during a single quarter of 1961 follow, with brands appearing on 100 or more stations in all four

quarters in italics:

Alka Seltzer, *Anahist*, *Arrid*, *Avon*, *Belair*, *Berkshire*, *Black Flag*, *Blue Bonnet*, *Budweiser*, *Bufferin*, *Carters Little Pills*, *Certs*, *Cheer*, *Chef-Boy-Ar-Dee*, *Clorets*, *Clorox*, *Coca-Cola*, *Colgate Dental Cream*, *Comet Cleanser*, *Crest*, *Crisco*, *Dash*, *DeLuxe Reading Toys*, *Dentyne*, *Dodge*, *Excedrin*, *Fab*, *Falstaff*, *Fleishmans*, *Folgers Coffee*, *Ford*, *Gaines Dog Food*, *GE Light Bulbs*, *Gleem*, *Gravy Train*, *Halo*, *Hines*, *Cake Mixes*, *Hostess Cakes*, *Ipana*, *Jergens Lotion*, *Jif*, *Joy*, *Kellogg Cereals*, *Kent*, *Kool*, *Krona Blades*, *Lava*, *Lavoris*, *Lifebuoy*, *Lionel Science Sets*, *Liquid Ivory*, *M&M Candy*, *Matey*, *Maxwell House Coffee*, *Maybelline*, *Mobilgas*, *Mr. Clean*, *Oxydol*, *Palmolive*, *Pepsi-Cola*, *Pepto Bismol*, *Pillsbury Cake Mixes*, *Post Cereals*, *Purina Dog Chow*, *Readers Digest*, *Roloids*, *Safeway*, *Salvo*, *Schlitz*, *Secret*, *Shell*, *Silver Dust*, *Spic & Span*, *Stripe*, *Tareyton*, *Tide*, *Van Heusen Shirts*, *Vel*, *Viceroy*, *Vick Cold Remedies*, *Vim*, *Vitalis*, *Wildroot*, *Wonder Bread*, *Wrigley Gum*, *Yuban Coffee* and *Zest*.

WHY DID WBKB BUY SEVEN ARTS VOL. 3?



S. C. (Red) Quinlan

Says Red Quinlan:

Executive Vice President and General Manager
WBKB, Chicago, Illinois

"We don't flip easily, but we flipped over this package. One good look at the titles, the stars, the story lines, and

I knew we were going to MAKE MONEY

"We have so much confidence in the audience pulling power of these Warner features that we have initiated a 'Time Buyers' Talent Test', a contest* with tropical island vacations for the time buyers who estimate closest to the ratings and share of audience pulled by the Seven Arts films."

*For contest details (Entry Deadline March 24th) call your ABC National Station Sales Inc. salesman or WBKB's Director of Sales, Bob Adams.

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

You are cordially invited
to join Seven Arts
at the NAB Convention.
April 1st through 4th.
Suite 800
at the Conrad Hilton Hotel



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 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

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

spot radio sellers are for a strong comeback this year. Following is a report by quarters, comparing 1961 with 1960:

Quarter	1961 (\$000)		1960 (\$000)
First	\$43,423	(+ 4.0%)	\$45,223
Second	51,306	(- 3.0%)	52,909
Third	52,186	(+ 5.2%)	49,627
Fourth	45,837	(- 15.6%)	54,341
Total	\$192,752	(- 4.6%)	\$202,100

More use of radio-tv suggested to dairymen

Dairy advertisers were advised to keep up with their competitors in the use of radio and tv in presentations last week by Norman E. Cash, president of Television Bureau of Advertising, and Robert H. Alter, director of key account sales for Radio Advertising Bureau. They spoke in Cincinnati be-

fore a milk management clinic for dairy operators.

Mr. Cash said the dairy industry must make tv its basic medium if the industry is to remain "economically sound." He said competitors are outspending dairy advertisers by a wide margin; that in the past six years beer and wine advertising on tv alone totaled \$304 million and soft drink advertising \$134 million, against \$45 million for dairy products.

Mr. Alter said that industry-wide gains will come when both the dairy industry and the dairies themselves aggressively promote not only milk but other profitable products where there is great room for growth. He cited four "functional areas"—suburbia, summer-time female consumers and radio's creativity—where radio can be employed.

Standard Oil to back new prestige series

Standard Oil Co. (New Jersey) last week ordered a new prestige series of tv programs, *Festival of Performing Arts*, to be carried by Metropolitan Broadcasting's WNEW-TV New York and WTTG (TV) Washington. The advertiser confirmed earlier speculation that it would design for the 16 long-hour programs produced on videotape by Talent Assoc.-Paramount Ltd. (BROADCASTING, March 12). Harvey Susskind and James Fleming are co-producers.

Beginning April 3, the series will be telecast twice weekly in both cities. WNEW-TV will carry the shows at 8 p.m. on Tuesdays with repeats on Sundays at 8 p.m. WTTG has set week-

From direct mail to tv, Kiplinger money changes hands

The Kiplinger Washington Editors, publishers of the Kiplinger Newsletters and *Changing Times* magazine, have experienced an almost overnight success with a television advertisement that caused this leading exponent of direct mail advertising (once as high as 13 million pieces yearly) to make a quick re-evaluation of its \$1 million ad budget.

After a 10-year off-and-on television trial in which Kiplinger and its agency, Albert Frank-Guenther Law, Los Angeles, tried various combinations of sponsorships and participations, a winning and relatively simple format was reached. It was based on Kiplinger's 15-minute public affairs radio program, *Changing Times*, which features Ed Hart. After months of preparation, the *Changing Times* television show was ready for a trial run during the last six weeks of 1960. The test was made on three stations—WOR-TV New York and KCOP (TV) and KTTV (TV), both Los Angeles.

According to Robert Stewart, assistant sales director of Kiplinger, the results "were promising and showed an obvious potential. The number of direct mail solicitations for *Changing Times* magazine, we decided to go ahead

with the tv project."

By March of 1961, Kiplinger found the results of its television show "astounding," and immediately revised its advertising plans.

At the beginning, Kiplinger discovered. By the end of the year the publishing company had received more than 500,000 trial subscriptions for its magazine. It also noted that a higher percentage of those taking trial subscriptions from radio and television became regular subscribers than those procured from direct mail advertising. Not only that, but the radio-tv subscribers usually sent in cash with their orders while those subscribing via direct mail had to be billed.

Boyce Morgan, Kiplinger vice president and sales director, said that in 1962 his firm will spend in excess of \$500,000 in radio and television—more than any previous year in the company's history. About 60% of that figure will go in television. The radio-tv expenditure represents about 55% of Kiplinger's overall advertising allocation, and represents the first time another medium has surpassed direct mail in the budget.

While a number of factors have contributed to the success of *Changing Times*, none has been as important as video tape, Mr. Morgan testifies. "Without it, we couldn't have done it. Film would have been too expensive," he says.

Currently, Kiplinger's *Changing Times* is a 15-minute television program and 13 radio programs. Both figures vary according to the seasons, said Bob Day, vice pres-

Executive Vice President and General Manager



Mr. Morgan

ident of Albert Frank-Guenther Law and account executive on the Kiplinger account. Winter months, he said, get peak exposure.

The show is similar in content to the magazine. In fact, the magazine's editors give final approval of the show's editorial topics. As with the magazine, which doesn't accept advertising, Kiplinger will not allow any other advertisers to sponsor the program, although some have expressed a desire to do so.

With its television success, Kiplinger has reduced its direct mail volume from 11.5 million pieces in 1960 to 8 million for 1962. And it predicts an even more drastic switch to radio-tv in 1963.



Prudential sticks with show for the sixth consecutive year, but signed as sponsor of The Twentieth Century on CBS-TV (Sundays 6-6:30 p.m. EST). Beginning in September the agency will be Reach, McClimon & Co., New York.

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The guide for stations advises the establishment of an operations desk for the handling of all incoming mail and shipments from advertising agencies. It urges stations to examine commercial material immediately for damage, defects and completeness. Materials and instructions which appear to be satisfactory should be acknowledged on receipt with a confirming postcard to agencies. Materials should be held, returned or disposed of in accordance with agency instructions.

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How to handle your commercial material

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COMMENTARY BY
Martin Armstrong

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Radio, Television and Allied Science Agencies vs. Ratings

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The Alfred I. duPont Awards Foundation in the field of

Each program will be devoted to a small group of artists in individual recitals, with Mr. Fleming as host. Mr. J. Rathbone, Jersey Standard president, said the new series follows the tradition of the company's previous sponsorship of The Play of The Week and the Shakespearean series. An Age of Kings. As in the previous program, he said, the company will leave content to the producers and limited use will be made of commercial which will be institutional in nature.

The performers who will appear in the series: Actor Paul Scofield, and his wife, actress Joy Parker; pianist Rudolph Setkin and the Budapest String Quartet; Dorothy Stickney as Edna St. Vincent Millay in "A Lovely Light"; George London, baritone soloist with orchestra; Isaac Stern, violinist; Margaret Leighton in Dorothy Parker sketches; Andree Segovia, classical guitar soloist; Michael Flinders and Donald Swann in "At The Drop of A Hat"; Pablo Casals, cellist, with violinist; Alexander Schneider and pianist; Niccolò Paganini, and Cyril Richard and Hermione Baddeley in a musical review.

ARB reps discuss new market ranking

American Research Bureau executives met with the research directors of station representatives in New York last Thursday (March 15) to discuss ARB's new measurement plans for tv markets in 1961-62.

The proposed surveys, which also will be discussed with stations and agencies before the plans are unveiled, will offer comprehensive audience profile reports on an individual program basis in the top 100 markets. The project is an outgrowth of ARB's recently released program audience profiles of the three Salt Lake City tv stations.

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An extra plug

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ARB spokesmen said a new kind of diary measurement of everyone in a tv home, complete with demographic characteristics as to age, education, occupation, etc., will be used in surveys to

be conducted in November and March. The reports also will include tv spot buying guides for each of the top 100 markets. The pricing for clients is still being worked out, but ARB officials say the new reports will be "more expensive" than its present service.

ARB claims the new service will meet industry demands for more information on the make-up of program audiences, larger samples and fewer surveys. Coincidentally, a major rep firm, Television Advertising Representatives Inc., last week asked three rating services to make survey changes similar to those now under study at ARB (see story below).

TvAR's Israel urges qualitative tv ratings

Leading ratings services are being urged by Television Advertising Representatives Inc. to offer more qualitative information on the make-up of tv program audiences.

In identical letters to A. C. Nielsen Co., American Research Bureau and Pulse Inc., Larry Israel, TvAR president, last week proposed a reduction in the number of reports in markets where six or more are now provided annually. He suggested that the reports be accompanied twice a year by qualitative information on audience make-up, and that the samplings on which such information is based be expanded substantially.

Mr. Israel's letter pointed out that the increasing interest by advertisers and agencies for information over and above the "conventional 'homes delivered' data" stems from "the logical desire to match the marketing profile of a product with the audience profile for the media being used to promote that product." He believes such factors as income, age, size of family, education and occupation of head of household should be included in audience profiles on a program-by-program basis.

He said that neither the buyer nor the seller of local and spot tv requires the multiplicity of rating books now issued in many markets. He thinks a reduction in the number of reports would offset the increased cost involved in providing audience-profile information.

Asked for comments on the TvAR letter, the rating services said they would be willing to cooperate. They agreed in general that there is already a trend toward more qualitative reports.



Mr. Israel

How to handle your commercial material

A new "guide" for agencies and tv stations in their handling of materials for spot commercials is being issued this week. The guide was prepared jointly by Station Representatives Assn. and the American Assn. of Advertising Agencies (CLOSED CIRCUIT, March 12).

The purpose of the guide is to promote greater efficiency in the handling of film, video-tape and other materials sent by agencies to stations for use in tv commercials.

It was developed by SRA's tv trade practices committee under the chairmanship of Edward Shurick, executive vice president of Blair-Tv, with the cooperation of AAAA's committee on broadcast media and on tv and radio administration. The guide is in the form of a five-page folder, one section of which is addressed chiefly to agencies and deals with specification (how many copies of a commercial or script, etc., to send, and when and how). The other section is for stations, advising them in the handling of materials and instructions before and after telecasts. SRA's ID stationbreak standards are also reproduced in the folder.

The guide for agencies suggests that all shipments and mail be addressed to the operations desk of a station and that instructions for scheduling commercial material should accompany the material, or should arrive no earlier than 48 hours in advance. All material and instructions should be identified clearly with labels so that errors may be prevented. Instructions should state disposition of material following its use. The guide recommends that film, tape and slides be sent to stations 48 hours in advance of scheduled use; live instructions, scripts and props, 72 hours in advance; art work, one week in advance.

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Prudential sticks with show

Prudential Insurance Co. of America, for the sixth consecutive year, has signed as sponsor of *The Twentieth Century* on CBS-TV (Sundays, 6-6:30 p.m. EST). Beginning in September, the agency will be Reach, McClinton & Co., New York.



Quelle affluence!

Quelle richesse. Quelle *buying power*. Quelle great strength in the middle and upper classes WJR's loyal listeners have!

At least that's what the recent WJR-Politz study tells us.

It tells us beaucoup other interesting facts, too. That we have a terribly mature audience, for example. 89% of our fans are 25 years and older—young enough to need a lot, old enough to *buy* a lot.

We find, too, that WJR fans are very perceptive. They perceive WJR's superiority over 174 other

stations, in the first place. And, in the second, they seem to perceive this *all* hours of the night and day.

What's more, WJR fans are *enthusiastic*. "Quelle news!" they say. "Quelle home shows!" "Quelle sports coverage!" "Quelle farm programs!" "Quelle tasteful advertising!"

Isn't there something about *your* product you'd like to tell 2,183,000 receptive buyers about? Just telephone your Henry I. Christal representative or WJR. Do it soon, non?



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

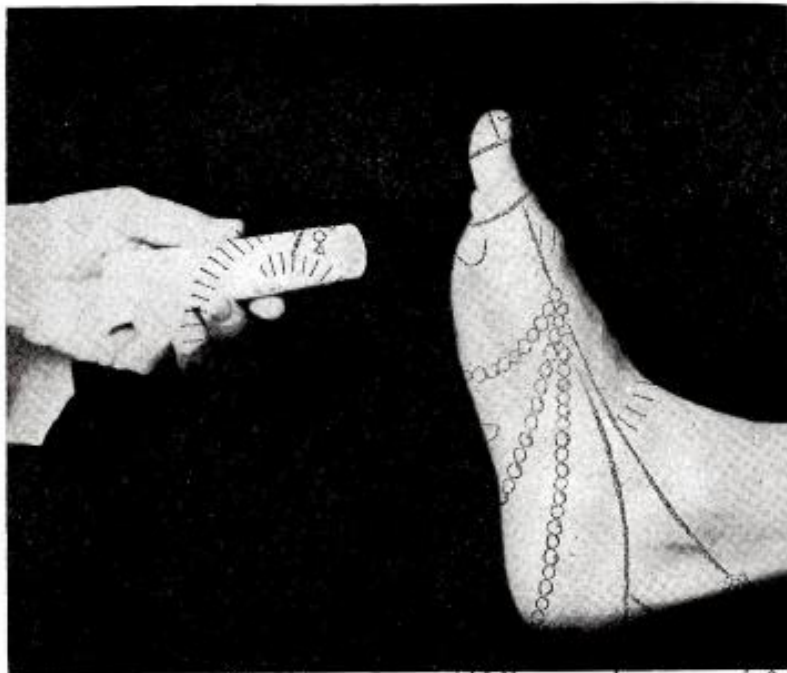
WJR DETROIT

760 KC 50,000 WATTS

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



Vive la Complete-Range Programming!



\$2 million in spoofs on ABC-TV

Pharmacraft Labs. Inc., New York, last week bought an estimated \$2 million worth of prime time participations on ABC-TV. Purchased through Papert, Koenig, Lois Inc., New York, sponsorship will run from April through September, on 14 ABC-TV programs. Products to be advertised are Fresh deodorant, Ting athletes' foot remedy and Allerest allergy tablets.

Commercials for the Pharmacraft campaign, produced by PKL and filmed at Elliot, Unger & Elliot Studios, are light and humorous: A 30-second Ting commercial (see pic- ture, above) warns the sensitive viewer at the outset that "This is Ting, an unromantic medication it's for feet."

One of the Allerest commercials advises "If you have have ever take an ocean voyage . . . or take Allerest. To demonstrate the product's effectiveness, the same commercial notes an Allerest user "may be tempted to wear ragweed as a boutonniere." Theme of the Fresh campaign is "Fresh does keep you fresh" and will not necessarily help one to get ahead in the business

world of today. The Fresh commercial shows a man in a suit and tie, looking at his feet in a mirror. He is standing in a room that is filled with various objects, including a pair of shoes, a pair of socks, and a pair of pants. The man is looking at his feet with a concerned expression, and the camera zooms in on his feet. The man then looks up and smiles, and the camera zooms out. The man is now standing in a room that is filled with various objects, including a pair of shoes, a pair of socks, and a pair of pants. The man is looking at his feet with a concerned expression, and the camera zooms in on his feet. The man then looks up and smiles, and the camera zooms out.

Business briefly

Liggett & Myers Tobacco Co., New York, has ordered participations in the NBC-TV Tonight show that will star Johnny Carson beginning Oct. 2. The network estimated the business was worth some \$2 million in billing. The cigarette firm, through J. Walter Thompson, New York, also purchased participations in the show for the period March 30-Oct. 3. Jack Paar leaves the program by April with show business personalities filling in until the fall.

American Tobacco Co., New York, last week started radio-tv spot schedules in Memphis and Indianapolis to introduce its new Montclair Modern brand, a king-size mentholated filter cigarette. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

Purex Corp. will sponsor repeat of

the Project 20 production of "The Real West" with Gary Cooper on NBC-TV, March 25 (9-10 p.m. EST). The repeat showing replaces the previously scheduled *The World of Jacques*, now postponed to a date to be announced. Agency: Foote, Cone & Burch, New York.

Beech-Nut Life Savers Inc. has bought one-half sponsorship of the *Bob Hope Show* on NBC-TV March 22 (8:30-9:30 p.m. EST). Timex Corp. had previously bought the other half of the show. Beech-Nut's agency: Young & Rubicam, New York.

Block Drug Co., Jersey City, has purchased eight one-minute spots on three ABC-TV programs during the second quarter of 1962 for Poli-Grip, its cream denture adhesive. The company has four spots scheduled on *Target: The Corruptors* (Fri., 10-11 p.m. EST);

two on *The Untouchables* (Thur., 10-11 p.m. EST); one on *Room for One More* (Sat., 8-8:30); and one on *ABC Evening Report* (Mon.-Fri., 6-6:15 p.m. EST). Block has also bought five spots for its denture powder, Corega, on ABC-TV; one on *Adventures in Paradise* (Sun., 10-11 p.m. EST); one on *Ozzie & Harriet* (Thur., 7:30-8 p.m. EST), and three spots on *Hollywood Special* which replaces *Adventures in Paradise* in April.

Snack Products Inc. (Snackeez and other snack-time products), Downers Grove, Ill., to Holtzman-Kain Adv., Chicago. Radio-tv will be used.

Wilshire Oil Co. of California has launched a saturation radio campaign on 40 to 50 stations throughout the state to advertise the company's gasoline and to announce a special get-acquainted offer whereby a Falcon will be given every other day to the lucky motorist whose card is drawn from the batch left by those visiting Wilshire service stations. Doyle Dane Bernbach, Los Angeles, is agency.

Lionel Corp. and **Remco Industries** have renewed sponsorship of NBC-TV's coverage of the 1962 *Macy's Thanksgiving Day Parade & Circus*, which will be presented Thur., Nov. 22 (10 a.m.-12 noon EST). Agencies: Grey (Lionel), West Assoc. (Remco).

H. J. Heinz Co. has renewed its sponsorship in eight NBC-TV daytime programs for 52-week period beginning in May. Shows on the Heinz schedule are *Play Your Hunch*, *Concentration*, *Lorena Young Theatre*, *Here's Hollywood*, *The Price Is Right*, *Your First Impression*, *Truth or Consequences*, and *Make Room for Daddy*. The order was placed through Maxton Inc.

March-April dates set for ANA discussions

Assn. of National Advertisers is staging a group of events within the next few weeks. Its annual West Coast meeting is scheduled in Pebble Beach, Calif., April 4-6 and workshops will be held in Pittsburgh March 28 and in Chicago March 30.

The agenda of the west coast meeting will include a clinic on "How to Create and Produce Effective TV Commercials." Other sessions will examine such topics as the spiraling costs of advertising, major problems confronting advertising and action by ANA to counter them, how to organize for effective overseas marketing and advertising and how to carry out good recruitment advertising.

The Pittsburgh and Chicago workshops will discuss planning and evaluating advertising.

KRON is TV in SF



San Franciscans are sold on KRON-TV

49 MONTHS!
KRON-TV
again reached the most
homes per avg. 1/4 hour
(ARB, Jan. '62)

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



memo to:

Betty Coombs

As any Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is worth buying:

**COST PER
THOUSAND
26c**

based on latest Hooper (see below) and latest SRDS Spot Radio (Mar. '61)

- Here's one example how we dominate the Lansing market:

HOOPER RATING

	WILS	OTHER AM STATION
M-F 7 am- noon	61.9	23.2
M-F noon- 6 pm	60.6	18.8

C. E. HOOPER, JAN.-FEB. '61

124

RADIO
WILS
1320
LANSING

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by
Venard, Binfoul and McConnell

HOW GOOD IS DAYTIME TV?

Maneloveg, others cite advantages, disadvantages of medium during daytime at RTES clinic session

Daytime television may have sales power but its program image is dull in the opinion of Herb Maneloveg, vice president and media director of BBDO, New York.

He shared a platform in New York at a Radio & Television Executives Society "clinic" session on daytime tv with five other executives last week: George Laboda, Colgate-Palmolive media director; Edward P. Shurick, Blair-Tv executive vice president; Roy Winsor, Roy Winsor Productions; Ed Bleier, ABC-TV vice president in charge of daytime sales, and Robert Salk, Corinthian Stations director of programming.

Mr. Maneloveg thinks daytime network tv is delivering its punch through an improved sales structure, "flexible" enough to permit minute participations and short-term commitments. Daytime network tv, he finds, has increased its billing while providing advertisers with a wide reach in homes delivered.

But, he warns, daytime tv is still "groping" in the area of program development, falling below nighttime standards. The networks, he says, help keep the tv medium "dynamic and appealing" through investment in new nighttime programming each season. In contrast, he concludes, network daytime offerings project an image that is "dull and static."

BBDO's Jump ■ Mr. Maneloveg presents these computations favorable to daytime tv: during an average minute in January 1962 the combined reach of the three networks was over 10 million homes; a minute purchased across the board at 11:15 a.m. delivered 9.5 million homes for about \$11,500; annual daytime gross time billings exceeded \$200 million in 1961 or double the amount spent in 1955; and BBDO's daytime tv expenditures "have also taken a sharp jump, and we expect that in the years to come this increase will continue."

Also the credit side of daytime's slate: an advertiser can reach a greater audience by spreading his commercials through a number of programs; he has a more desirable schedule by time of year (seasonal advertising); the new advertiser or the one with a small budget, has an avenue into network tv because of flexibility; there are new ways of using and tying-in daytime tv, and smaller advertisers are prepared for entrance into "the bigger world of nighttime."

On the other, debit side of daytime's slate, he finds the Monday-Friday day-

time schedule of the three networks (excluding various five-minute newscasts) basically serials and game shows accounting for 61% of the schedule and film repeats of evening programs occupying another 17%—a total of 78% of the hours filled with "just three program types." With a few exceptions, he notes, the "new" programs introduced have been a succession of game shows and serials.

"Daytime is so hungry for new ideas that when a good one comes along," he reports, "it is snapped up eagerly and then quickly imitated."

Rep's Viewpoint ■ Mr. Shurick said daytime tv is being sold "almost universally . . . on a bulk impression basis": spot tv being evaluated and priced on an actual "homes delivered basis" and the networks drawing away from "that sacred exclusivity of commercial attachment to the program content and personalities themselves."

Mr. Shurick—as do Mr. Laboda, Mr. Salk and Mr. Bleier—finds daytime tv primarily a powerful sales medium. Both he and Mr. Salk stress local programming, innovations and special audience draws as well as public service and cultural shows.

Mr. Winsor takes it from the producer's viewpoint. "A serial can accommodate the very best material. I have seen many single serial episodes which were more mature and better written than nighttime programs where writers seemingly consider their 'freedom' to be the right to let an impressionable child wander free all 'round a hospital floor, murder on her mind."

Ad Council's Burnett tells five-point plan

Leo Burnett, newly elected board chairman of The Advertising Council, has outlined a five-point "Challenge to



Mr. Burnett

Americans" project which he said on taking office last week will be the Council's "biggest single job" in the next few years.

The Council's new long-range campaign under the direction of volunteer agency Young & Rubicam Inc. is sched-

uled to open later this spring or early summer. Preparations have been under-

WSB

ATLANTA

1922-1962



Congratulations on 40 years
of outstanding service to
the great South and to the
radio broadcasting industry.

Edward Petry & Co., Inc.

*The Original Station
Representative*

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS
BROADCASTING, March 19, 1962

Hollywood physician harnesses hypnosis to ad research

Many an advertiser has wished that he could hypnotize the public into buying his product, but few advertisements have come even close to achieving this attractive objective. Now, however, the same technique of medical hypnosis which the American Medical Assn. has approved as a valuable tool for doctors is available to advertisers as well. Not of course, as a force to impell the purchase of their products, but as a new scientific tool of motivational market research.

Offering this hypno-analysis approach to marketing problems is a new California corporation, American Motivation Research, whose founder, William J. Bryan Jr., M.D., is reportedly the first physician to devote his practice exclusively to medical hypnosis. Dr. Bryan is also executive director of the American Institute of Hypnosis, and editor of the Institute's *Journal*, a publication devoted exclusively to the use of hypnosis in medicine and dentistry.

"The application of hypnosis to advertising is not essentially different from its use in medicine," Dr. Bryan said last week. "In either instance, we want to know what force impels an individual to act one way rather than another and what motivation can be used to channel this drive in the desired direction. When a person

is interviewed on a conscious level the interview will reveal what he thinks he should say, or even what he thinks he believes. But hypnosis reveals his true drives, the forces that actually determine whether he will

buy this product or that. Once this is known, the advertiser can alter his advertising appeal and the design of his packages and labels accordingly. Psychoanalysis can provide this information, too, but that takes years, whereas hypnosis is a relatively rapid process."

Select Sample — A sample of 50 individuals should be sufficient for most advertising or marketing problems, Dr. Bryan said, noting that the institute can provide subjects from the age, economic, ethnic and cultural groups desired by the advertiser. "Since hypnosis reveals the truth about motivation, a sample of 10 subjects is better than 1,000 interviews at the conscious level," he said. Hypnotic interviews would take about an hour apiece, plus 20 minutes to confirm the findings by a lie detector



Dr. Bryan

test, he estimated, or about two weeks for the full sample. He warned that the subjects must be carefully selected to avoid warping the sample with subjects who want to be hypnotized for the thrill of the experience or because they get paid for it.

"The most time-consuming part of the process will be in researching the research," Dr. Bryan said. "Unless we know precisely what we are after before we start our hypnotic probing, we're not apt to come up with the right answer when the process is finished," he said. Once the object of the research has been determined, the testing can be done with an analysis of the test results completing the project. He estimated that the overall cost might be in the neighborhood of \$10,000 — \$2,500 for the preliminary research, \$5,000 for the hypnotic tests and another \$2,500 for the final analysis.

The idea of using hypnosis in marketing research came to him last year, when he was speaking at a medical seminar in Canada. Dr. Bryan reported a manufacturer in the locality was failing to sell his product to the group which appeared to be its logical buyer and he asked Dr. Bryan to help him find out why. Using hypnosis, Dr. Bryan sought an explanation and found one quite

way for many months, in cooperation with governmental agencies and industry groups.

Mr. Burnett, chairman of Lea Burnett Co., Chicago, was elected council chairman at the annual meeting of the directors last Thursday (March 13) in New York. He succeeds Lee H. Bristol, chairman, Bristol-Myers Co., who has headed the public service organization for the past two years.

Mr. Burnett said all available advertising techniques will be used to bring Americans face to face with five great challenges. They are:

(1) The overriding challenge of international communism, with its objectives of world domination; (2) The demands and cravings of newly-created and restless nations; (3) The technological revolution and the swift pace of science; (4) The need to keep improving our own country—the "permanent" American revolution; (5) The sudden emergence of many new international bodies—from NATO to the Common Market, from the World Bank to the UN.

The new chairman also announced that cooperating advertisers, newspa-

pers, magazines, radio-TV networks and stations and others had contributed more than \$1.5 billion worth of advertising space and time for the Council's public service messages during the last decade.

At the directors meeting last week, William R. Baker Jr., financial chairman, Benton & Bowles, was elected vice chairman of the council board. Edwin Ebel, of General Foods, and Edward Von Treese, of Curtis Publishing, were reelected to offices of vice chairman. Newly elected directors include: Donald Clifford, board chairman, Doherty, Clifford, Steers & Shenfield; George H. Brown, president, Young & Rubicam; Harold Boeschstein, president, Owens-Corning Fiberglass; Howard Gray, advertising manager, R. J. Reynolds Tobacco; A. N. Halverstadt, general advertising manager, Procter & Gamble, and Thomas F. Patton, president, Republic Steel.

RKO Sales in Detroit

A Detroit sales-service office of RKO General National Sales was opened last Wednesday (March 14). Donald

Quinn, director of the rep firm, announced. It will be managed by Joseph E. Campeau, who will report to George Joneson, RKO General's midwest vice president.

Mr. Campeau, son of the late Ted Campeau, prominent Detroit and national broadcasting executive, was previously associated with automobile companies in Detroit. He will work with advertisers and agencies in developing new business.

Three sign for fall shows on CBS-TV

Reports of advertiser buys on CBS-TV for the next fall season continued last week as that network, of all three, appeared closest to selling the major portion of its 1962-63 nighttime schedule. New advertisers include:

American Tobacco Co.—An alternate week of *The Real McCoy's* and an alternate week of *Have Gun, Will Travel*.

Johnson & Johnson—An alternate week of *The Nurses* and participation in *Gunsmoke*.

Ralston-Purina—A weekly half-hour

President has been a partner in since July 1961.

different from the answer provided by a conventional market research technique. His answer turned out to be the right one. The advertiser put it into effect and sales flourished. On his return to Hollywood, Dr. Bryan decided to put the hypnotic technique at the disposal of American advertisers as well and established AMOKE for that purpose.

Whatever he may think of hypnosis as a market research tool, a businessman can fail to appreciate another use of it. Dr. Bryan's technique to remove the credit problems which plague many doctors. When a new patient calls for an appointment, Dr. Bryan's telephone receptionist tells him that he will be mailed a green envelope containing his appointment and that he is to put his check for \$25 in it and mail it back.

We don't like to do this," she complains here in Hollywood there are some insincere individuals who don't always keep appointments they make. If one is sincere and intends to keep the appointment, of course he won't mind filling out the check in advance. "Everyone wants to be known as a sincere person, so he mails in his check almost without fail," Dr. Bryan stated. "I'm probably the only physician in the country to get paid in advance."

ONUX, Inc., a New York City firm, has announced that it has purchased the other half of McCoys and participations in Jackie Gleason's new program, making both complete sell-outs.

Rep. appointments
Wick C. Cullenham, H-R Representative, Inc., as national representative.

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Garibay, Presque Isle, and W.S.M.E. San Francisco, Calif. Wood Radio Corp., New York, as national representative. The stations will be represented both individually and as a group by Wood. Same, St. Paul, has also appointed Foster & Reed, Boston, as national representative.

Agency appointments
L. Hungerford, Smith, Co. (manufacturer of fruits and flavors for soda, fountain and ice cream manufacturers), Rochester, N.Y., appoints The Ruffin Co. as national representative.

McMath, Ill. will be appointed supervisor. Farimont Foods Corp. (Keweenaw Chips), Omaha, appoints Allen & Reynolds, Chicago, as national representative. Shopper Markets, Southern California food store chain, appoints Ensign & Rose, Los Angeles, Radio will be used in a new way, according to L.C. Shiffman, B.R. General manager and assistant executive for Shoppers with saturation campaigns on one major station and a specialized station running for a month.

Young says 30s and 40s are unpopular in tv
RADIO GAINS FROM PRODUCT RIVALRY, REPORT SAYS

Young says 30s and 40s are unpopular in tv. Radio gains from product rivalry, report says. The report is distributed by Young & Rubicam, New York. The company says that 30-second and 40-second announcements, with the notable exceptions of Gulf Oil and Shell. This observation was made by James F. O'Grady, executive vice president of Young & Rubicam.

The only other advertiser utilizing announcements of these lengths to any extent is Colgate, Mr. O'Grady said, which has purchased 30-second spots for choice soap and other products in limited test areas.

Mr. O'Grady states that minutes in co-op network shows "are largely going begging for three reasons. They are being bought by advertisers on a basis of some a co-op fee must be paid by networks, and in certain cases, additional client payments must be made to the network. As for radio, the American Federation of Music Artists says that the report cites increased radio spot activity in the products of both dental and toilet, coffees, oil, and cereals, breads and cigarettes. L&M and Ches-

then moving to another spot for other special station team for the next month, and a new show to fill the spot or two stations for a full year.

Kennedy, as national representative. Smith & Ross, Los Angeles, for its water supervisor, with Tom Sheehan as executive. Plans call for extensive use of radio in Southern California, beginning in April. American Express Co., New York, names Ogilvy & Mather, New York, as national representative for handling an estimated \$10 million in the broadcast which moves from Detroit & Bonadelle, by the New York market. The past year has increased use of radio in radio, spot is planned through O.M.

Glenbrook, Ill., Division of Sterling Drug, Inc., New York, has appointed Cunningham & Walsh as advertising agency for Fletcher's Castoria, Dr. Caldwell's Laxative, Z.B.T. Baby Powder and Baby Lotion. Appointment is effective May 1.

B.T. Baugh Co., New York (household products) has appointed Gifford, Hoffman & Coffin, San Francisco, for its new aerosol laundry product, Vano Fabric Finish. It will be used.

National Benefit Life Insurance Co., Chicago, appoints Erwin Wasey, Ruffin & Ryan, Chicago, as national representative.

ternfield cigarette brands are back in spot tv after a two-year absence.

In the report on spot radio, Adam Young, president of Adam Young & Co., said this medium is benefiting from marketing battles between highly competitive manufacturers and services. He pointed out the battles for the trading stamps (MacDonald's Top Value and S.H. Green Stamps) and the wigs (Wiggleys vs. Dentyne) as supportive of those (Supplies vs. Burlington Support & Stockings) cigarette brands (Bentley's vs. (A.C. & S. vs. (Strickland) and breakfast cereals (Cream of Wheat and Wheatena) and automobile advertising, which is no longer confined to the new season is represented in the radio spot warfare by Dodge, Plymouth and Ford.

Two new campaigns were noted as possibly significant in radio advertising trends. They are the Borden's Institutional campaign for Dackin, not as finished, and many applications and Equitable Life. Madison Avenue's strategy is designed to support its local agents.

Philip Morris makes radio network buys

Philip Morris Inc., already a heavy network radio advertiser, last week announced two purchases of network time and indicated it may buy still more in the near future.

To advertise its Alpine, Parliament, Marlboro and Philip Morris brands, the company has purchased a Monday-Friday five-minute newscast on ABC Radio, and will participate in NBC Radio's weekend *Monitor* with three features to be heard eight times on Saturday and once on Sunday.

The ABC newscasts will be on more than 150 stations at the beginning with the list expanded to about 200 by mid-



April, according to Roger M. Greene, Philip Morris vice president and director of advertising. The newscasts will be heard in the East during morning peak driving times—8:55-9 a.m. EST, and 7:55-8 a.m. CST.

In western states, they'll be during prime evening hours—9:55-10 p.m., MST and 8:55-9 p.m. PST.

The *Monitor* segments, which will feature humorous sketches by Mike Nichols and Elaine May, news broadcasts and "Ring Around the World," an international network of news analysts, will be on 180 stations, according to Mr. Greene.

The corporate agency for Philip Morris is Leo Burnett, Chicago.

Ad club seminars set discussion of computers

A five-session management seminar, the "Computer in Advertising," will start today (March 19), 5-7 p.m., at the Advertising Club of New York. The seminar, which will meet each Monday, from March 19 to April 9, and Wednesday, April 18, is sponsored by Central Media Bureau Inc. Seminar enrollment, by invitation only, will include marketing management of advertisers, agency management, marketing, advertising and communications industry trade associations, and representatives of business and advertising trade magazines.

Tonight, Dr. David B. Hertz, McKinsey & Co., will discuss the human and psychological factors involved in automation. March 26: J. Presper Eckert, vice president, Remington-Rand, will explain the workings of a computer, and Robert S. Weinberg, IBM, will discuss computer uses. April 2:

George N. Farrand, Young & Rubicam, and John Maloney, Leo Burnett Co., will discuss their experiences with computer services in solving their agencies media, research and accounting problems. April 9: A. B. Toan Jr., Price Waterhouse & Co., discusses multiple cost factors in selecting computer installations. April 18: Dr. Herbert W. Robinson, C-E-I-R Inc., discusses opportunities computers provide in marketing and research.

Also in advertising...

New offices ■ Aubrey, Finlay, Marley & Hodgson, Chicago, has opened new offices on the 14th floor and part of the 13th floor at the new United of America Bldg., 1 East Wacker Drive. Phone: 329-1600 (area code 312).

Weed expands ■ The Weed Companies have opened a new office in Atlanta, Ga., at 406 Henry Grady Bldg. It will be managed by George Swearingen. Telephone: 524-3516.

Name change ■ Devney-O'Connell Inc., New York station representative, has changed its corporate name to The Devney Organization Inc.

Award ■ Gillette Safety Razor Co., Boston, has been selected as the first recipient of the Pro Bono Publico award presented by the Dallas Advertising League, in recognition of its advertising, which was cited as a "vital and vitalizing force in American life."

New research firm ■ E. L. Reilly Co., new consumer, media, and market research firm, has been formed in New York. The company will be located at 35 W. 53 St., with a technical services division in Coventry, Conn. E. L. Reilly,

president, has been a partner in Marketing Strategy Co. since July 1961.

New name ■ Sumner-Byles Inc., radio rep firm, has changed its name to E. S. Sumner Corp. Its New York office is at 1250 Ave. of the Americas. Telephone: Columbus 5-3666.

Ness renewed ■ ABC-TV has renewed *The Untouchables* for its fourth consecutive season, starting in the fall, with Robert Stack continuing in the role of Elliot Ness. Desilu Productions produces the series for ABC-TV.

O'Connell reactivates station rep company

Richard O'Connell last week announced the reactivation of the station representative firm bearing his name, effective immediately.



Mr. O'Connell

Mr. O'Connell, who was formerly associated with Devney-O'Connell Inc., New York, had operated his own sales firm from 1954-1960. The address of the reactivated company is P.O. Box 122, New York 25. Telephone: Monument 3-3180.

Mr. O'Connell has announced the firm's appointment as national representative for the Sombbrero Texas Group, (consisting of Spanish-language stations KCOR San Antonio, XELO Ciudad Juarez—El Paso, KUNO Corpus Christi, KGBT Harlingen and XEK Nuevo Laredo Tamaulipas-Laredo) and KGAK Gallup, N. M.

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial when available.

Keitz & Herndon Inc., 3601 Oak Grove, Dallas 4, Tex.

Humble Oil & Refining Co. (gasoline), two 60s, two 20s, live, film. L. F. Herndon, prod. mgr. Agency: McCann-Erickson, Houston; John Wallace, a.e. and prod. mgr. Approximate cost \$20,360.

Great American Life Insurance Co., eight 120s, two 60s, live film. Marty Young, prod. mgr. Agency: Taylor-Norsworthy Inc.; Jack Harwood, a.e. Approximate cost \$10,000.

Pantomime Pictures Inc., 8961 Sunset Blvd., Hollywood 69.

Household Finance Corp. (loans), four 60s, live-animation, film. Fred Crippen and John Marshall, prod. mgrs. Agency: NL&B, Tom Thomas and Joe Creaturo, agency producers.

Raymond Scott Enterprises Inc., 140 W. 57th St., NYC 19.

Alka-Seltzer, four 60s, film, with musical scoring. Charles Barclay, prod. mgr. Agency: Wade Adv.; Grover Allen, agency producer.

Gulf Lite, one radio jingle. Charles Barclay, prod. mgr. Agency: EWR&R, William Thunhurst, agency producer.

Scott Paper Co. (tissues), three 60s, film, with musical scoring. Charles Barclay, prod. mgr. Agency: J. Walter Thompson; Bruce Allen, agency producer.

Sande & Greene, 1777 N. Vine St., Hollywood 28.

Robert Hall Clothes, two 60-sec. Easter promotion radio spots, with Robert Hall Jingle done with new treatment by Giselle MacKenzie. Agency: Arkwright Adv.; Jack Wilcher, production supervisor.



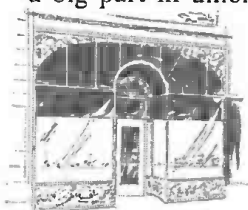
23 YEARS AGO ON WBNS RADIO

The bushy eye-browed visage of John L. Lewis was becoming more and more familiar in 1939. His United Mine Workers and the C.I.O. made news, and the ups and downs of labor unions were carried to Central Ohio via WBNS Radio.

Here in Columbus, Argo & Lehne Jewelers played a big part in unions of another sort as hundreds of

marriage vows were sealed with diamonds from this locally-owned, locally-managed purveyor of quality jewels.

Every year since 1939, Argo & Lehne has kept coming back to WBNS. In our home town where folks know us best, WBNS Radio comes close to being an automatic renewal for every local business.



To share in the \$1,750,000,000 Central Ohio retail sales volume, Argo & Lehne operates two beautiful stores; one down town (left) and one in our burgeoning suburbs. WBNS has carried the message for 276 successive months.

WBNS
COLUMBUS, OHIO



Represented by John Blair & Company

women are licensed

... lady drivers, that is. So are lawyers, dogs, doctors, fishermen, trucking companies and, of course, broadcasters.

Yes, people, animals and organizations are sometimes licensed . . . and for all sorts of reasons.

Spectrum users, whether broadcasters, industrial or government users, or just plain "hams" have been licensed for one obvious reason: two people in the same area cannot, without interference, use the same frequency at the same time. Somebody has to direct traffic; hence, the license.

A license shall be granted, says the Communications Act, "in the public interest, convenience and necessity." Clearly this means fair and efficient assignment of spectrum space. But does it also mean program supervision by the licensing authority?

At Corinthian we believe that the public interest, in accordance with our democratic institutions, is best served by permitting broadcasters competitively to respond to the public's choice . . . that the people by the flip of their dials should ultimately determine programming . . . whether a Bonanza, Bernstein or Baseball . . . that the public interest

is best served by adhering to the spirit of the First Amendment.

The American people are able to make their own decisions on reading matter, clothes, colleges, vocations and avocations. We think they are well able to decide their own television fare.

WBNS
COLUMBUS, OHIO

Represented by John Blair & Company

MEMBER
BLAIR
GROUP
PLAN

THE CORINTHIAN

Responsibility in Broadcasting
To share in the \$1,750,000,000
Arto & Levine operates two beautiful stores: one downtown (left)
Arto & Levine Jewellers played a big part in making of another sort as hundreds of

What set off the double-billing blast?

PRODS FROM HILL, RISING NUMBER OF INCIDENTS MOTIVATE FCC

Double billing in radio was suddenly thrust before the public by the FCC 10 days ago after years of flourishing as a skeleton in the industry's closet.

Double billing is the practice of a local medium presenting two bills to the local advertiser. One is the lower actual charge for services rendered. The second bill, which is passed on to the cooperating national firm, is at a higher rate and embodies a profit differential for the local advertiser.

The FCC for the first time officially acknowledged the existence of double billing in a warning to station licensees to stop the "reprehensible" practice (BROADCASTING, March 12). "Appropriate proceedings" will be lodged against any station found guilty of the practice, the commission warned.

What prompted this apparent derogation of broadcasting to the benefit of newspapers—"originators and past masters of the art of double billing," an NAB official asked last week? Does the commission want to drive 20% of broadcast revenues to the competition? Has the FCC "insulted" broadcasting and insinuated that newspapers are not involved?

One of the prime reasons for the commission warning was complaints from Congress and a fear that another payola scandal would blow up in the face of both the FCC and broadcasting. "We were not about to sit on this fraudulent practice that everybody knows about and talks about and wait for Congress to do the clobbering," an agency spokesman said.

Like the industry and advertisers, the FCC has been aware of the practice for years and now has moved

for three reasons: (1) the complaints began to build up and the fear that Congress would act; (2) the FCC has found "numerous" instances of double billing by stations in its own investigations over recent months; (3) a hope the announcement will prompt the industry to do its own cleaning.

Competitive Position ■ The commission is aware of the problems for radio stations brought on by the competitive situation posed by double-billing newspapers. An action taken by the commission will be carefully weighed, an FCC official said. "We are not out to drive advertisers away from radio. But, the only justification for double billing is the competitive situation and I agree this can be a compelling defense for marginal stations as far as the licensee is concerned."

Again quoting an unofficial FCC view: such excuses for double billing do not constitute a sound financial basis upon which to build a business pledged to operate in the public interest. Broadcasters know, and advertisers should be brought to realize, that stations are required to operate under high, rigid standards not applied to their newspaper competitors. A man convicted of a felony can eventually publish a newspaper and can be as unfair in his news and editorials as he desires and the government will do nothing.

A station owner, on the other hand, cannot do this. He goes into broadcasting with the full knowledge that he will be regulated by the government and will be required to operate for the benefit of the public. Radio did not invent the practice of double

billing and, the FCC agrees, many broadcasters have been forced to double bill either by newspaper competition or at the insistence of local retailers and distributors.

Unofficially, the FCC hopes its announcement will have two salutary effects: (1) "We hope this will produce voluntary efforts by the industry to correct the situation"; (2) an invitation for complaints by stations against newspapers who double bill. Such complaints sent to the FCC will immediately be forwarded to the Post Office Dept., which has jurisdiction over fraud by mail—which double billing accomplishes, according to the government. Broadcasters may also complain against newspapers to the Post Office inspectors in their areas or direct to the Post Office Dept. in Washington.

The commission feels that if radio will clean its own double-billing closet, national advertisers will then shift more cooperative funds into broadcasting at the expense of newspapers.

Widespread Practice? ■ How many stations practice double billing? This question is impossible to answer with estimates ranging from 90% of all radio stations (an FCC official) to "very small" (NAB). Most guesses are over 50% of radio stations, with the practice being very small among television stations. Both the Radio Advertising Bureau and the Assn. of American Advertisers agree that the figure is high and that cooperative revenues are diverted from radio because of double billing.

"The prestige of radio and tv is so low among coop advertisers that many

where the necessary qualifications of a licensee are found wanting, this result is unavoidable." The FCC further pointed out that KLFT itself had admitted parts of its service area are also served by stations in New Orleans, Morgan City, Thibodeaux and Houma, all Louisiana.

Mr. Theriot's troubles stemmed from his repeated violations of FCC technical rules, even after warning by an FCC field inspector. Among the violations was failure to have a first-class radio-telephone operator on duty. The FCC found Mr. Theriot had paid a radio operator to display his operator's li-

cense at the station, although the operator was not employed full time. Mr. Theriot allegedly lied about this to FCC inspectors and encouraged his employees to lie.

FCC may not consider Hill views, say uhfs

Nine uhf licensees in some of the markets where the FCC has proposed deintermixture last week asked the commission to make its decision strictly on the record. If the FCC abandons deintermixture as a concession to get enactment of all-channel receiver legis-

lation it will be basing its decision on *ex parte* considerations, they said.

Although it would be proper to put on the record the congressional views expressed in the all-channel legislative hearings, and to invite comment upon them, it would be improper to decide on congressmen's statements instead of on the comments, the uhf stations claimed.

The uhf stations pointed to a ruling by the U. S. Court of Appeals in the Springfield, Ill., ch. 2 case which "forecloses the commission" from deciding cases involving "conflicting private claims to a valuable resource" on the

specifically exclude them from their plans," a 1959 ANA report states. RAB admits that many co-op advertisers will leave radio out of their plans and, if pushed for an explanation, will say it's because there is so much double billing.

RAB feels that double billing originated and flourishes predominately in the print media and that only a minority of broadcasters engage in the practice. The radio sales organization attempts to convince national advertisers that the double-billing rap attached to radio is unjustified and helps them establish safeguards against the practice.

The ANA, on the other hand, maintains that double billing by radio and tv stations is much more widespread than by daily newspapers. This is primarily because national and local rate cards for newspapers are widely distributed among national advertisers and a mistrust of just how closely radio stations adhere to their rates, ANA feels.

Bunch of Liars ■ "If the FCC pushes this thing it will develop the greatest bunch of liars the world has ever known," one broadcaster said last week. A multiple-station owner, he admitted that his stations double bill but claimed they are forced to do so by newspapers and radio competition. "Everybody does it but nobody will admit it," he said. "I feel pretty damned strongly on this thing. Without double billing, we would lose 20% of our revenue. National advertisers know they are double-billed and most condone the practice."

He said that he personally knows double billing has been prevalent in both broadcasting and print for over 20 years.

The NAB unofficially greeted the FCC's announcement as an insult to broadcasting and an insinuation that newspapers are not involved. The

FCC charge that the practice is widespread in broadcasting is totally unjustified, according to the NAB view.

Some efforts are being made to place double billing on the official agenda for the NAB convention two weeks hence and the subject is almost sure to come up in panel discussions.

At its February 1961 meeting, the NAB radio board rejected a move to ban double billing in its code of good practices. It is the official NAB view, expressed at a board meeting last June, that newspapers developed and continue to use the "nefarious practice of double billing."

NAB investigated and found as groundless the charges that two national advertisers had refused to allocate co-op funds to radio because of double billing. Double billing may violate the following legal mores: obtaining money under false pretenses; conspiracy; mail fraud; Robinson-Patman Act; unfair competition, and income tax violation.

It is the NAB's view that the basic responsibility for killing double billing lies with the manufacturer.

NAB sent a "lay talk on legal problems" to all its members last December which discussed the question of double billing and the legal aspects involved. In that memo, the NAB said that double billing can be eliminated through a concerted effort on the part of all broadcasters. This should be done, NAB said, because of the possible legal consequences and the unethical nature of the practice.

FCC Sanctions ■ The FCC is in the final stages of preparing at least one double-billing case for hearing and, unless signals are changed, such an order will be forthcoming in the not-too-distant future. The licensee involved is a newspaper and it is expected the Post Office Dept. will take action in the same case.

The commission began showing re-

newed interest in double billing last fall and since that time the practice has been uncovered in numerous stations inspected for other reasons. Several license renewals have been deferred with double billing at least one of the reasons and, in addition, some licensees have received letters questioning them about double billing.

A post office spokesman said last week that his department first learned of the practice only recently and had to ask the FCC for a definition. He said that liaison has been established with the commission and that a meeting was held last week.

"We have just begun to move and we will certainly be obligated to act if we find mail fraud" against newspapers as well as magazines, he said. He, too, welcomed complaints when justified by broadcasters. Just because a business is found to be engaged in mail fraud does not mean the entire business will be ruled fraudulent, he said.

Like stations who double bill, the FCC also feels that local distributors and retailers—primarily of appliances—are primarily responsible for the practice in broadcasting. But, it was stressed, this does not make the broadcaster who participates any less guilty.

The commission received its first official broadcasting reaction to the double billing announcement last week. "Someone is a little naive to comment on this subject at this late date," Tommy W. Lanyon, general manager of KSPL Diboll, Tex., wrote the FCC. He asked the agency if it can issue a rule immediately that will weed out the offenders.

"This matter is extremely important to broadcasters and your disposition of this issue is of grave importance," he said. "Please advise what action is to be taken or is being taken."

basis of off-the-record representations to the FCC.

All-channel legislation in five or ten years will improve the ability of uhf stations to compete with vhf, but it is not a substitute for deintermixture, the stations said.

The uhf operators also took a swat at the Assn. of Maximum Service Telecasters, calling AMST the "instigator of the deal" to kill deintermixture in exchange for all-channel legislation. "Once deintermixture has been defeated, AMST may have second thoughts and realize that the suggested bargain . . . may ultimately bring about that

which the organization fears most—more stations. . . . When this is realized, and with deintermixture dead, AMST may switch tactics and oppose, openly or in secret, the all-channel bill as unnecessary and un-American," the uhf stations said.

The petition was filed by WHNB-TV New Britain, Conn.; WICS (TV) Springfield, WCHU (TV) Champaign, WTVO (TV) Rockford, and WICD (TV) Danville, all Illinois; WWLP (TV) Springfield, WWOR (TV) Worcester and WRLP (TV) Greenfield, all Massachusetts, and WAKR-TV Akron, Ohio.

Kaz may sue, says court

The Appellate Division of the First Judicial Dept. of New York State last week upheld an earlier court decision which asserted that Kaz Inc., New York, a manufacturer of electric vaporizers, has sufficient basis to pursue a \$1-million libel suit against Metropolitan Broadcasting Corp., New York. The suit seeks to recover damages for an alleged libel of Kaz products in a Pertussin commercial presented on WNEW-TV New York more than a year ago. Metropolitan had sought dismissal on grounds the suit lacked merit.

'Local talent' lined up for Chicago probe

Everybody wants to get into the act in Chicago.

The witness list for the FCC hearing on the 1960-61 Chicago boycotts was a long one. It included many local TV program managers, church leaders, labor union officials, and representatives of religious organizations and of labor unions. AFTRA and NABU had complaints by these factions contributed to the FCC's initiation of a probe (Broadway Bulletin, 2/2/61, p. 1). Lead-off witness, however, will be the president of the Chicago Board of Trade, Robert C. Liebnow. Educators are to get their round in, along with representatives of cultural groups and charity organizations. Wed.



the afternoon will begin a lengthy debate on the Wisconsin gubernatorial election. The first question among them is "America First," Daly, who recently announced his candidacy for U.S. Senator from Illinois, said in the April Democratic primary.

Friday (March 23) with representatives of the Chicago City Junior College, the Forest Park High School and the Kiwanis Club of Chicago listed as the final witnesses.

After taking the testimony of the
99 public witnesses, Commissioner
Lee will adjourn the hearing until
after the end of the NAACP convention
- April 9, at which time he will hear
the Chicago tv stations in this order:
WNBX-TV (CBS-owned), WBBM-TV (CBS-owned), WBBK
(TV) (ABC-owned), W...
(The Chicago Tribune and
(TV) (Chicago Educational)

monly represented in this proceeding should be directed to discussion of satisfaction or dissatisfaction with local live programming, as well as other, or other different, local live programming, and the FCC, during the week, with emphasis on the local community, which was also assisted by James O. Jungla, assistant to the chief of the FCC Broadcast Bureau, and by Arthur Gladstone, Mr. Glad-

Stanton was recently appointed as chief examining examiner but has been detailed to help the U.S. attorney in the Chicago office. Commissioner Lewis will remain in New York until Sept. 5 to help him with the inquiry, and the commission's inquiry into the Chicago case will be postponed until after Sept. 5.

[illegible]

WNNB and its companion radio vi
strut WNNB plan to govern the
inquiry WNNB is considering
one hour 3:30 p.m. (11:30 a.m. ET)
March 26, 1991 WNNB said it will pre-
sent 1991 WNNB annual summary
of hearing highlights after its 10:
10:05 p.m. news, starting today.

Commissioner Lee said in an announcement.

in addition to pleasing at least 99
Chicagoans, the inquiry has also won
praise from the Executive Commit-
tee of the House of Representatives and
the Senate. The orga-
nization passed 1980 union contracts
in the FCC for planning the in-
quiry and suggesting the agency hold
similar hearings in other cities as
well.

vetters know they are double-billed 50% of our revenue. National ad-

JUDGES OPPOSE COURTROOM COVERAGE

U. S. Judicial Conference would extend Rule 53 ban

The weights of the federal judiciary was thrown against "broadcasters" last week when the Judicial Conference of the U. S. announced its condemnation of the taking of photographs and the broadcasting by radio and television and "other means" of judicial proceedings in the courtroom and its "environs".

This action would extend the present ban against commercial and microphones and certain kinds of devices as well. It would also prohibit coverage by commercial radio outlets of the outside side of the courtroom, although the term "courtroom" was not defined. That present prohibition was imposed by Rule 63 of the Federal Rules of Criminal Procedure, adopted by the courts and passed by Congress in 1946.

The conference did not clarify what it means by "other means" but it is presumed that reform to speed reporting and telephone transmissions.

The Conference's action violates all news-gathering and broadcasting industry vigorously urged the American Bar Association to seek its repeal in 1955. This prohibits the photographing or broadcasting of court sessions (BROADCAST



Mr. Fogarty and Mr. Cheverton (VT) Feb. 1900. The broadcast industry's position (Vn), technical improvements have undermined the conditions that led to the imposition of the ban.

23 years ago was supported by Frank P. Rogers, WFOV and WJLA's general manager and the ABC's President of Information Committee, and by RICHARD E. Cheverton, WOOD-TV, Grand Rapids, president of the Radio-Television News Directors Association. Both urged ABC to permit a year-long test to determine whether the ban is still needed.

~~Advice. Not Law ■ The Judicial~~

Conference's action takes the form of a recommendation to its members of the federal judiciary. It does not have the force of law, nor does it ban a defendant photographically and broadcast coverage of criminal trials. The recommendation now goes to the advisory committee which, if it so decides, may recommend that the conference's resolution be entered into law. As to the question of whether the policy statement will be followed generally by all federal courts, the wording of the official resolution which was adopted unanimously follows the suggestion and realizes that the Judicial Conference has the judicial



RADIO MOSCOW vs. THE VOICE OF AMERICA

The Barrage Upon Truth

...a half-hour radio special that has been shipped to stations
 subscribing to Topic A and the Time-Life Broadcast News Service. For President
 John F. Kennedy and Edward R. Murrow, the program is written and narrated by Dick
 McCutchen. Here is yet another example of the lively programming you get when you add
 the service of Time-Life's 550 correspondents to your own news staff. For further informa-
 tion and an audition of "The Barrage Upon Truth" and "Topic A", write to: Ole G. Morby,
 Time & Life Building, Rockefeller Center, New York 20, N.Y. TIME-LIFE BROADCAST



WAVE-TV gives you

28.8% more SMOKERS

—28.8% more viewers, minimum!

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

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

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

CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE

The Katz Agency, National Representatives



ference of the United States condemns the taking of photographs in the courtroom or its environs in connection with any judicial proceeding, and the broadcasting of judicial proceedings by radio, television or other means, and considers such practices to be inconsistent with fair judicial procedure and that they ought not to be permitted in any federal court."

The Judicial Conference comprises the chief judges of the 11 federal courts of appeals, a district judge elected by his fellows representing each of the 11 circuits, and the chief judges of the Court of Claims, the Court of Customs & Patent Appeals. Chief Justice Earl Warren presided at the meeting, which took place in Washington March 8-9. The group meets semi-annually.

The resolution was recommended to the conference by its Committee on Court Administration. This committee is headed by Chief Judge John Biggs Jr. of the Third Circuit Court of Appeals (Philadelphia), and includes Chief Judge John S. Hastings of the Seventh Circuit Court of Appeals (Chicago), Chief Judge J. Edward Lumbard, Second Circuit Court of Appeals (New York), Orie L. Philips, Senior Judge of the 10th Circuit Court of Appeals (Denver), Chief Judge Ben C. Conally, Southern District Court of Texas (Houston), and Chief Judge Edward J. Devitt, District Court of Minnesota, (Minneapolis).

Conditional renewals go to Pope stations

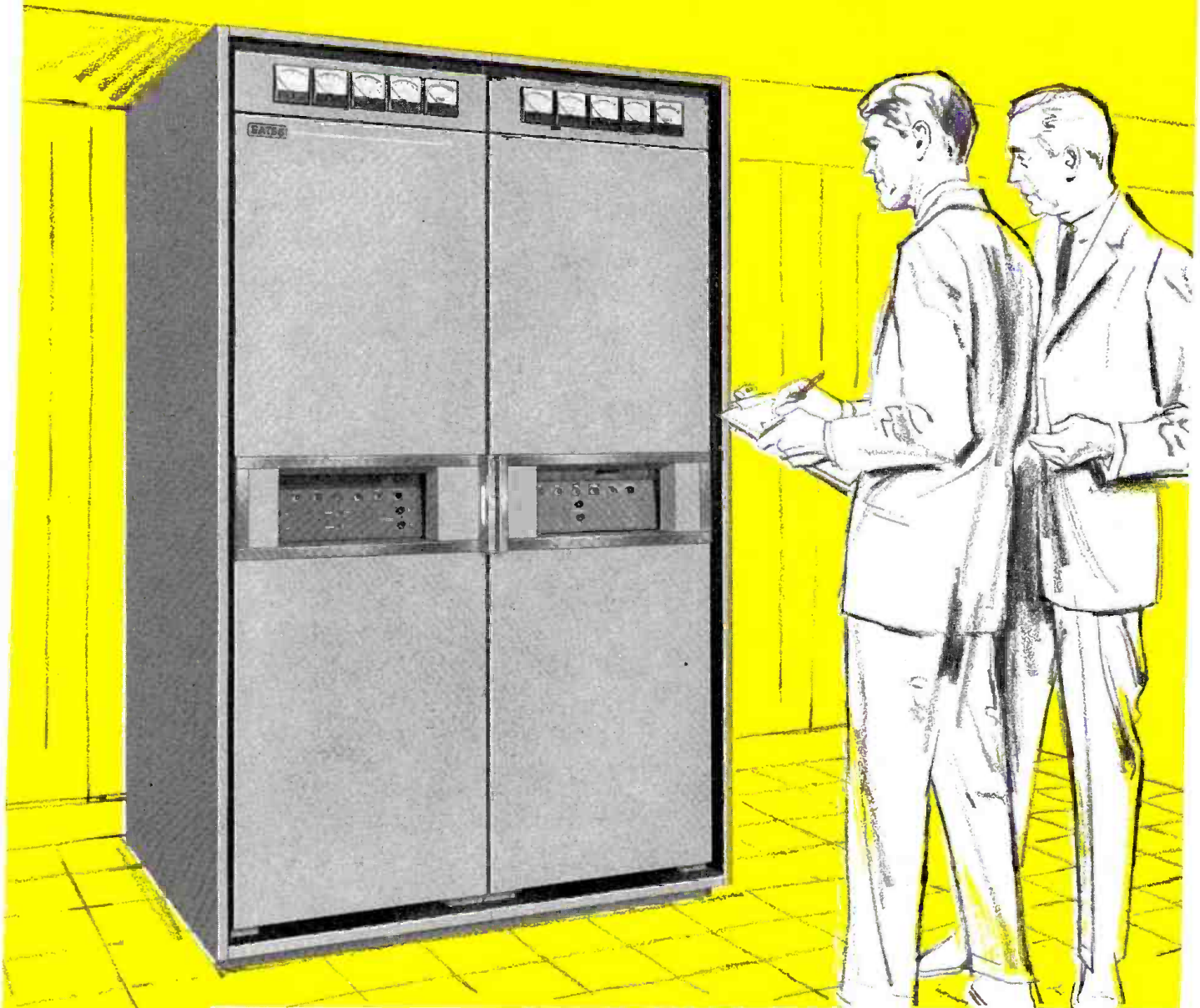
License renewals were granted to WHOM-AM-FM New York and WDOT Burlington, Vt., by the FCC last week on the condition that they may be rescinded if New York State presses charges against Fortune Pope, president of the stations.

Charges of unlawful actions were made against Mr. Pope in 1960 concerning the sale of rock salt to the state and recommendations were made that the district attorney prosecute. The commission also noted that Mr. Pope and his brother, Anthony (they jointly own WHOM and WDOT) were fined \$25,000 and given one-year suspended sentences in March 1961 for violating Securities & Exchange Commission rules.

The FCC said that it is attaching considerable weight to the sentencing judge's statement that it was the first time the two had run afoul of the law. The FCC said WHOM has a meritorious record which outweighs the SEC violation.

Commissioners Newton N. Minow, Frederick W. Ford and Robert T. Bartley voted for a one-year renewal.

ENTIRELY NEW GATES FM-5C 5 KW FM TRANSMITTER—*with new advanced shadow-mold styling, new cooling system, longer tube life, silicon rectifiers throughout and built-in remote control. Just a few of the outstanding features of this entirely new FM transmitter.* ■ The FM-5C is a picture of conservative simplicity, with clean vertical lines accented by an array of controls protectively enclosed in a horizontal three-dimensional setting. Basic cabinet is medium dark glossgray, outlining the soft tones of recessed twin doors and meter panel, further distinguished by brushed aluminum door handles and trim. ■ Inside is an engineer's dream. A new cooling system reduces blower noise to an extremely low level — a low whispering hum is the sound of the FM-5C at work. One type 4CX5000 power tetrode, conservatively rated for long tube life, is used in the final amplifier. Silicon rectifiers are used in all power supplies, and all remote control accessories are included as part of the transmitter. ■ There are many other exceptional features that tell an exciting story of engineering excellence in FM. Write today for complete technical information — yours for the asking.



GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

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**HARRIS
INTERTYPE
CORPORATION**

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

new advanced shadow-mold styling, new cooling system, longer tube life, silicon

HILL GANTLET HARRIES KENNEDY BILL

Congressmen smile on FCC's satellite plan; snipe at JFK's

The chance for enactment of the bill, which would establish a satellite corporation, was indicated by an array of controls protectively enclosed in a protective enclosure. The bill continued to fade last week as the House Commerce Committee added members to the Senate Space Committee.

In a hearing that began Tuesday, both Democrats and Republicans on the House committee appeared antagonistic to the broad-based ownership plan in the administration bill.

House committee members also expressed opposition to the bill's provisions defining the government's supervisory role in the corporation and the State Dept. and

communications satellite corporation. The bill's provisions defining the government's supervisory role in the corporation and the State Dept. and

communications satellite corporation. The bill's provisions defining the government's supervisory role in the corporation and the State Dept. and

Committee (Broadcasting, March 12, March 5) and by communications industry representatives, who have been buttonholing congressmen and senators.

Minors Treated Well The committee's sentiments were evident in the manner witnesses were treated last

week. Spokesmen for the administration bill, Edward C. Welsh, executive secretary of the National Aeronautics

and Space Council, and George C. McGhee, Undersecretary of State, were subjected to critical questioning.

But for the administration bill, Dr. Fred C. Koch, chairman of the

committee, who restated his opposition to the administration proposal for a corporation owned by the general public, was received warmly. So was Dr. Henri

Busines, vice president and general technical director for International Telephone and Telegraph.

After almost three weeks of hearings on the bill, therefore, it appeared that Congress is moving toward legislation to limit ownership in the U. S. portion of the satellite corporation to international carriers and omit any direct reference to State Dept. responsibility in the system.

There is also considerable sentiment for permitting participating carriers to own their own ground station, as has been urged by AT&T, International Telephone and Telegraph and RCA.

The administration bill specifies that the corporation shall own its ground stations but does not say whether the carriers can own stations also.

The Senate Space Committee began extensive sessions on the satellite bill (S 2814) last week, and is reported to be amending it along these lines. Sen. Robert S. Kerr (D-Okla.) is sponsoring legislation (S 2650) which would limit ownership to the overseas carriers. He said last week that no further public hearing will be held by his committee. But further hearings will be held by the Senate Commerce Committee.

Waiting for Bobby With the tide thus running against it, the administration will be counting heavily on the appearance of Attorney Gen. Robert F. Kennedy, who is scheduled to testify Tuesday. "He'll be our big gun," said one administration supporter.

One communications industry representative admitted some apprehension about the effect the attorney general might have. "It's not only what kind of an appearance he'll make before the committee," the industry official said, "but what he'll do behind the scenes."

Mr. Kennedy's politicking, he said, "can be very effective."

Administration spokesmen thus didn't make much of an impression on the committee. Dr. Welsh was on the defensive almost from the start,

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(GOVERNMENT) 59



Robert Kennedy
'Big gun' to testify Tuesday

denying that the bill would actually provide for government control under the guise of private enterprise.

Some committee members expressed fear a provision for presidentially appointed incorporators would pave the way to government control. Dr. Welsh, however, contended that it is merely a device to get the corporation launched, that the incorporators job would cease when this was done.

Dr. Welsh also argued, as have other administration spokesmen, that limiting the ownership to international carriers could lead to domination of the corporation by AT&T, which has said it would invest \$65 million in a limited-ownership corporation.

FCC on Safeguards ■ The FCC, however, countered this argument, as it has before, by contending that, with the safeguards already in the bill, as well as others that could be added, there would be no danger of single-company domination. The commission statement, read by Mr. Minow, also said a limited-ownership company could get the corporation into operation faster, provide service at lower rates, and integrate its facilities into existing communications networks more easily than a broadly based corporation.

At the same time, the commission defended itself against charges it has been unable to regulate AT&T in its conventional operations and could not, therefore, be expected to regulate it as the largest member of the satellite corporation.

The commission since 1935, Mr. Minow said, has brought about a num-

ber of reductions in long-distance telephone rates, with only one general increase in such rates. Given "the limits of our available resources," he said, "we have protected the public's interest."

But the commission also recommended that it be given additional powers to cope with the regulatory problems that would be created by the corporation, an undertaking "without precedent in the communications field."

While opposing the administration on the ownership question, the FCC endorsed another of its bill's provisions that has become controversial, that defining the State Dept.'s role in "super-vising or conducting" the corporation's negotiations with foreign communications interests. The purpose, Mr. Minow said, is to assure that the corporation's agreements dealing with foreign ownership in, or access to, the satellites advances rather than hinders U.S. foreign policy.

Mr. McGhee on Spot ■ Mr. Minow wasn't questioned too closely on this, but Mr. McGhee was. Committee members repeatedly argued that carriers have been able to negotiate agreements with foreign companies on international cables. As a result, they said, there was no need for the State Dept. to be given express authority to conduct such negotiations for the corporation.

Mr. McGhee replied that the corporation presents a "drastically" different situation. Its implications are so far-

reaching and it affects relations with so many countries, that the State Dept. must take a hand, he said. He added that technical and commercial agreements would continue to be negotiated as they have in the past, and that the State Dept. would participate only when broad policy matters are involved.

This didn't satisfy some committee members who said the State Dept. might "give away" more than it got in a negotiation with a foreign country.

Mr. Busignies, in urging a limited-ownership corporation, said the type proposed by the administration would result in an "impossible" administrative problem for the FCC.

With a satellite corporation independent of the carriers, he asked, "How can the FCC establish two rates? Or impose loss-operations on the investors of the satellite corporation? Or decide what traffic will go to the present network or to the satellite system?"

He also suggested that, if the government wants to use the satellite system to advance foreign policy objectives, it should subsidize the system. Developing a communications satellite system with the speed demanded for "prestige" purposes, he said, cannot be accomplished economically.

Other witnesses this week include Reps. Emanuel Celler (D-N.Y.) and William F. Ryan (D-N.Y.), and officials of the National Aeronautics and Space Administration.

JFK supports all-channel legislation

President Kennedy has thrown the full weight of his prestige behind the FCC's effort to secure all-channel-set legislation from Congress this year.

In his special message to Congress last week on Protecting the Consumer Interest, he said, "I strongly urge its [the proposal's] passage as the most economical and practical method of broadening the range of programs available."

The legislation, which would require television-set manufacturers to build only 82-channel sets, is now being examined by the Senate Communications Subcommittee and the House Commerce Committee.

Its chances of passage, however, depend largely on the commission's willingness to declare a moratorium on deintermixture (BROADCASTING, March 12). The commission, which calls the all-channel bill its No. 1 legislative proposal, is reported ready to drop plans to substitute uhf for vhf channels in eight markets. But Congressmen whose home districts are faced with deintermixture aren't committing themselves to the trade

until they see the language of the moratorium to be offered by the FCC.

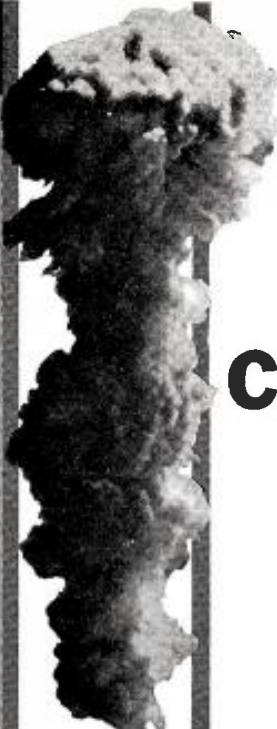
Little Incentive ■ In urging support for the all-channel-set bill, the President said that five out of six home television receivers can receive only vhf signals. This provides "little incentive" for prospective broadcasters to invest in uhf stations, he said, adding, "The result is a sharply restricted choice for consumers."

President Kennedy said the FCC has concluded that the 12 vhf channels cannot provide an "effective and genuinely competitive nationwide television service, with adequate provision for local outlets and educational television stations."

The all-channel set, he said, would help television break bonds imposed by the prevalence of vhf-only sets. Together with federal aid to education, he said, enactment of the all-channel bill "will speed the full realization of television's great potential." An etv measure is close to final passage by Congress (BROADCASTING, March 12).



CULBERTSON BEATING



COUNTDOWN

THE DAYS Chicago remembers

Certain pages on our calendar are underscored because they are **television days** in Chicago especially remembered because of the distinguished programs carried on WBKB.

Such days as:

THE DAY CHICAGO WAS ATTACKED—a two-hour documentary entitled "Countdown: Is Chicago Defensible?"

THE DAYS STEVE ALLEN & ARCHIBALD MACLEISH CAME HOME—two in the unique series of programs entitled "Home Again."

THE DAY ALEX DREIER NAILED THE MUGGERS—a remarkable demonstration of investigative journalism; the breaking of the Warren Culbertson mugging case.

THE DAY WBKB MISSED THE TWISTER—a frank admission of a failure to believe radar; a determination to be on the alert in the future.

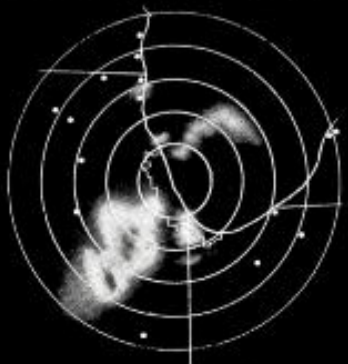
THE DAY ARGONNE OPENED ITS DOORS—a one-hour program, "Argonne Revisited," showing the remarkable progress in making atoms work for peace.

These were special days on WBKB's calendar.

Chicagoans have learned that every day is a vital and exciting day of timely and informative WBKB service to them.

Chicagoans have learned that this kind of programming can come only from a television station whose people work in what we like to call a "Climate of Creativity."

By the way, are **your** clients taking advantage of WBKB's "Climate of Creativity?"



WEATHER BY RADAR



ARGONNE REVISITED



HOME AGAIN

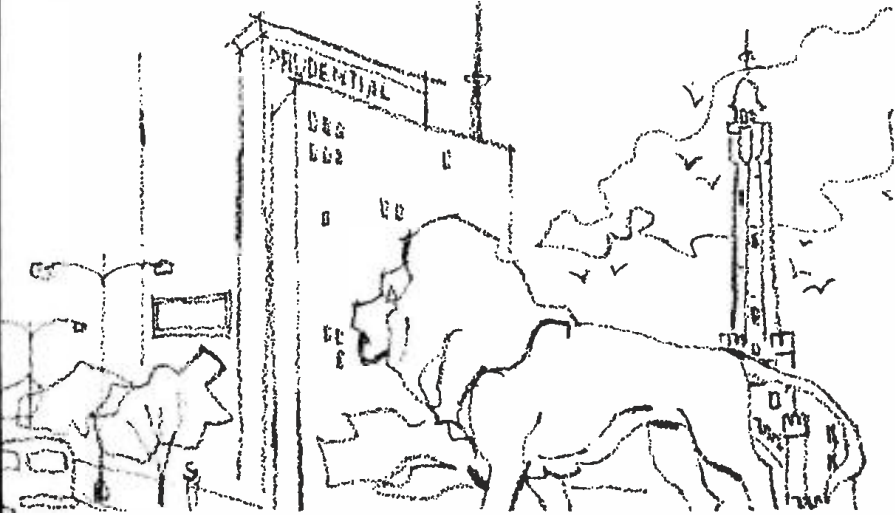
A GOOD
CHICAGO HABIT

WBKB
CHICAGO'S
CHANNEL



America's most exciting network!

An Owned-and-Operated Station of the American Broadcasting Company - A Division of American Broadcasting-Paramount Theaters, Inc.



FCC TO JAM TRAFFICKING

Severe stringencies imposed on station trading during three-year period after acquisition

Trafficking in broadcast station licenses will be a thing of the past if a new rule finalized by the FCC last week is as effective as the agency hopes.

The commission will require applications for approval of am, fm and tv transfers, when the seller has owned the station for less than three years, will be subject to an automatic hearing, with certain exceptions. The decision was reached on a 5-2 vote, Commissioners Rosel H. Hyde and T. A. M. Craven dissenting, the former with a dissenting vote.

Unless there are extenuating circumstances, the sale of a station held for a short time is prima facie evidence of trafficking. The duties of the licensee and the public interest are the basis for the rule. The FCC intends to "embark upon a program of intensified scrutiny of station sales."

A so-called "three-year rule" first proposed by the FCC 15 months ago (Broadcasting, Dec. 12, 1960) last week's order finalizes staff instructions given early this year (Broadcasting, Jan. 8).

The rule states that any station sold after this hearing (March 2) will be subject to a hearing if the seller has owned the station for less than three years.

When the transfer involves (a) a translator station only or (b) a pro-forma assignment of license or transfer of control; (c) when the seller has made an affirmative, factual showing, supported by affidavits, which establishes the lack of capital, death or disability of station principals or other changed circumstances affecting the licensee which occur subsequent to his initial ownership.

A hearing also would be automatic in the case of a licensee who holds a permit for a major change of facilities which is not yet operative and who attempts to sell his station. If the new construction has been made, however, and the station is broadcasting with the new facilities, the date for computing the three-year period would revert to the licensee's original grant.

Multiple owners will be hit, too—those who attempt to sell a station they have owned for more than three years if they have purchased an additional station within the "magic three years." That is, a multiple owner's three years begins on the date he acquired his last station for all the stations he owns, regardless of which station he wants to sell.

Double Check ■ Even for sale ap-

plications filed after the three-year period, the Broadcast Bureau has been ordered to examine them carefully for characteristics of trafficking. The commission said that the number of sales of stations owned less than three years presents an important public interest question: whether communities are being deprived of the benefits which accrue through sustained ownership. Further, the commission has a special obligation to insure that rapid turnover does not constitute trafficking in licenses, the agency said.

Under the new rule, a station sold in changed circumstances beyond a licensee's control, the FCC said, the agency will order hearings on sales made within the three-year period to "fully investigate the material and substantial questions presented as to the care and compliance of the licensee's responsibilities and the effect of the transfer or assignment upon the public interest."

Such a procedure will enable the FCC to determine whether more severe limitations should be placed on station transfers by licensees tempted to traffic. The FCC said that licensees who have not engaged in activities suggestive of trafficking.

Brokers Not Concerned ■ Station

First year for Murrow

On Thursday was Edward R. Murrow's first anniversary as director of the U. S. Information Agency and the location was marked by a reception given by the Washington Chapter of American Women in Radio & Television. Staff members of the White House, the State Dept. and USA were present as were diplomats, members of Congress and broadcasting industry executives. Among the guests were Sens. George Aiken (R-Vt.) and Maurice Neuberger (D-Ore.).



brokers, although opposing the new rule as unnecessary, feel that it will not substantially affect their business. Most of the sales they handle would not fall within the three-year statute, a broker said last week. When the rulemaking was first proposed in 1960, the FCC estimated that of 318 applications for sale approved over the previous nine months, 196 of the stations sold had been owned for less than three years.

And, the commission said, in a majority of the under-three-year sales, the seller made a "substantial" profit.

In his dissent, Commissioner Hyde said neither statistics cited by the FCC nor sales dating back to 1952 justify the majority's conclusions. The FCC decision repeatedly refers to an alleged "accelerated trend" in station sales, he said, though sales have merely increased only in direct proportion to increases in the total number of stations. "Actually the trend as measured by a percentage of the total number of stations owned downward during the years 1959 and 1961."

Hyde said that the FCC's rule has been a "disaster" for the station industry. He said that the rule would "create a new and artificial barrier to the sale of stations" and "create a new and artificial barrier to the sale of stations."

Bureau backs moves for ch. 10 rehearing

In its continuing fight, the FCC Broadcast Bureau has backed petitions by two Tampa applicants for a rehearing in the ch. 10 case in Tampa-St. Petersburg, Fla., to consider new evidence. The hearing record was closed in 1959.

The winning applicant, WTSP-TV Inc., countered that if any party misrepresented facts it was the City of St. Petersburg or Florida Gulfcoast Broadcasters Inc. in petitions for rehearing (Broadcasting, Feb. 26). They charged WTSP-TV erroneously represented its past broadcast record. Among others, City and Gulfcoast charged that WTSP-TV, owned by N. Joe Harris L. and Sam G. Rahall—who also own over 75% of WTSP-TV—dropped much of its public service programming and reverted to a music and news format soon after the tv hearing.

The Broadcast Bureau said that City (which owns WFLA-TV, St. Petersburg on ch. 38) and Gulfcoast have met all the requirements for a rehearing in the "razor-thin" (3-2) decision. WTSP-TV Inc.'s programming record at WLCY was the determining factor in the grant, the bureau said, and that programming

has undergone a "radical change" since the hearing. The FCC's decision on the WLCY-TV and WVLT-TV station with a record of considerable time devoted to live religious discussions and agricultural programming, the bureau said. The bases upon which WLCY-TV won the comparative decision have been "wiped out." The bureau said.

The bureau took issue with a pleading by WVLT-TV that the ST2 votes with two abstentions did not constitute a legal decision. (W)

The Rebuttal by WTSF-TV Inc. said that even if the evidence relied on by City and Gulfcoast is proved in a hearing, it would not affect the basis of the FCC's decision.

WTSF-TV made the point that it is not the licensee of WVLT-TV, but it said had been drawn by the other parties. Every program discontinued on WLCY was made up for at other places in the schedule. WTSF-TV said it called for no space knowledge on space communications as a necessary step to launching an international service.

Broadcasters Silent on FCC fee proposal

Amateur radio operators, business concerns, state and municipal governments have protested to the FCC against the agency's proposal to charge a fee for applications for all types of radio licenses. The FCC said it will not accept the fee proposal.

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Mr. Johnson, chairman of the National Association of Broadcasters, said the FCC's proposal is "a complete and total failure."

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EIA group again votes against set bill

The Electronic Industries Assn's Consumer Products Division last week reiterated its opposition to legislation to require all-channel television sets. The division's 17-member executive committee acted with only two dissenting votes, not identified.

The vote came after members heard L. M. Sandwick, staff director of the unit, report on a study of station failures and the availability of uhf receivers. Mr. Sandwick found, he said, that there is no connection between them.

Mr. Sandwick was authorized to pursue a plan to establish a government-industry committee on allocation, reception, dealers and service men's education and other uhf problems. The project would be under the aegis of the commerce committees of the Senate and House of Representatives and was suggested by the FCC.

gested several weeks ago by Mr. Sandwick, testifying before the two committees.

The EIA meeting was one of a series in Washington last week as part of the EIA Spring Conference. Others included:

The Consumer Products Division elected to its executive committee, to fill three vacancies—Allen E. Allen, Philco; George Conner, Sylvania; and Grant Gardner, Westinghouse.

Bag. Gen. David Samoff, RCA board chairman, was honored by the association on the 55th anniversary of his entrance into the electronics industry. He was given a small

A symposium on television radio-phonographs was conducted for the National Music Merchants Association in New York City.

A visit with President John F. Kennedy March 6 climaxed a three-day trip to New York and

work in the White House. He was accompanied by a large group of EIA members and their families. They were met by the President and Mrs. Kennedy at the White House.

Thomas B. Morgan, a junior at the College of St. Thomas, St. Paul, Minn., was awarded a scholarship by the EIA for his work in the field of electronics.

ROANOKE-VIRGINIA'S NO. 1 TV MARKET*

(757 IN THE NATION)

with 317,900 TV HOMES

as compared to

309,000 in MARKET B

282,800 MARKET C

* SOURCE: TELEVISION MAGAZINE

The people who live in this vast metropolitan urban and

rural market look to WSL-TV 10 (NBC in ROANOKE, VA.)

for quality entertainment and authoritative information.

WSL-TV 10

National Representatives

AVERY-KNODEL INC.

WSL-TV 10

WSL-TV 10

WSL-TV 10



Morgan essay winners visit White House

A visit with President John F. Kennedy March 6 climaxed a three-day trip to New York and Washington for the two winners of the 1961 Edward P. Morgan Essay Contest. Selected from nearly 1,000 undergraduate college students, they are Carol M. Burns, a senior at Reed College, Portland, Ore., and Gerald Thomas Bongard, a junior at the College of St. Thomas, St. Paul, Minn.

Each receives a \$1,350 scholarship for graduate study; the expenses-paid visit to New York and Washington, and a complete set of *En-*

cyclopaedia Britannica. Eight semifinalists also receive the *Britannica* set.

Most of the \$2,700 for the tuition scholarships was contributed by more than 60 affiliated and owned stations of ABC Radio (BROADCASTING, Jan. 15). AFL-CIO, sponsor of the network's *Edward P. Morgan and the News*, contributed \$500, and other cash gifts were made by Furman & Feiner Adv. and by Mr. Morgan.

With the President (above) are Miss Burns, Mr. Bongard and ABC commentator Morgan.

Congress must receive required data—JFK

President Kennedy said last week that an administration official must provide Congress the information it requests unless he personally invokes the doctrine of executive privilege.

In response to a letter from Rep. John E. Moss (D-Calif.), chairman of the House Freedom of Information subcommittee, the President said, "Executive privilege can be invoked only by the President and will not be used without specific presidential approval."

Rep. Moss had raised the question in connection with the President's order to Secretary of Defense Robert S. McNamara to withhold certain information sought by a Senate Armed Forces subcommittee investigating "muzzling" of military brass. The subcommittee wanted to know which department censors had worked on which speeches.

Rep. Moss asked for further "clarification." He said a similar letter from

former President Eisenhower in 1954 had led "to a rash of restrictions on government information." This was in reference to a letter to then Secretary of Defense Charles E. Wilson during the Army-McCarthy hearings.

In his reply, President Kennedy said his letter to Secretary McNamara "made it clear that the directive to refuse to make certain specific information available to a special subcommittee of the Senate Armed Services Committee was limited to that specific request." Each case, he said, "must be judged on its merits."

The FCC last week...

▪ Terminated proceeding on the revocation of license of WLOV (FM) Cranston, R. I. Neighborly Bcstg. Inc., licensee, has 30 days to file a statement denying or seeking to mitigate charges of misrepresentation of fact, remaining silent or operating at reduced power without authorization, failure to take

corrective action upon being informed of such violations, and possible financial unfitness. WLOV has authority to remain silent until May 15.

▪ Designated for hearing the application of Triangle Publications Inc. to change transmitter location, increase antenna height and install a directional antenna system for WNHC-TV (ch. 8) New Haven. The commission made Springfield Tv Bcstg. Corp. (WWLP [TV], ch. 2) Springfield, Mass., and Connecticut Tv Inc. (WHNB-TV, ch. 30) New Britain, Conn., who filed opposing petition, parties to the proceeding.

SWAPPING SPACE DATA

Johnson urges exchange on international basis

Vice President Lyndon Johnson has called for a world-wide sharing of technical knowledge on space communications as a necessary step to launching an internationally owned communications satellite system. He spoke at the opening meeting in Washington of an International Telecommunications Union study group.

The vice president told the delegates of some 20 countries, including the Soviet Union, that the U. S. would show them records of its advances and invite them to see "some" of its approaches to a space communications system. In return, he said, the U. S. seeks their views and advice.

Mr. Johnson, chairman of the National Aeronautics and Space Council, spoke Monday as members of the ITU's International Radio Consultative Committee began two weeks of study on frequencies and other technical problems involved in inaugurating a communications satellite system. The delegates' technical recommendations will be forwarded to an IRCC plenary session to be held in New Delhi, India, next January. The report adopted there will be sent on to the ITU conference on space communications scheduled for Geneva in the fall of 1963.

In his remarks, Vice President Johnson said space communication has become a vital necessity because of "an impending traffic jam" in conventional radio channels. But while there has been much talk of developing an international satellite system, he said, there has not been sufficient action.

"We must not only desire cooperation," he said, "we must take positive steps to achieve it." He said the IRCC meeting represented "the first formal step at an international governmental level by which we can deal with some of the technical problems presented by the new challenges."

PROGRAMMING

MCA Tv to syndicate off-network re-runs

MCA TV Film Syndication is continuing its policy of releasing network series for sale to stations and last week announced that the one-hour *Thriller* and *Frontier Circus* and the half-hour *Wells Fargo* have been placed in syndication (CLOSED CIRCUIT, March 12).

A company spokesman said that before the end of 1962, MCA TV plans to place two additional hour and another half-hour network series in syndication. Other off-network programs MCA TV already has in syndication are *Riverboat*, *Suspicion*, *Overland Trail*, *Cimarron City*, *M-Squad*, *Dragnet* and *Love That Bob*.

MCA TV is supporting release of the latest off-network shows with a \$250,000 advertising-promotion budget, an official reported. *Thriller* consists of 67 hours and currently is on NBC-TV (Mon., 10-10:30 P.M.). *Frontier Circus* covers 26 hours and is on CBS-TV (Thur., 8-9 P.M.). The half-hour version of *Wells Fargo* was on NBC-TV until last September and 167 episodes are being offered to stations.

MCA TV already has sold *Thriller* and *Frontier Circus* in certain markets. Stations which have bought *Thriller* are WPIX (TV) New York, WGN-TV Chicago, KTTV (TV) Los Angeles, WWJ-TV Detroit, WBEN-TV Buffalo, KVOA-TV Tucson, KSHO-TV Las Vegas, KOOL-TV Phoenix and WPTA (TV) Fort Wayne. *Frontier Circus* has been bought by WPIX, WPTA, KSHO-TV and WBAP-TV Fort Worth-Dallas.

TAC plans to add agriculture programs

Television Affiliates Corp., which has functioned since January as a station membership organization for the exchange of local documentary-educational-cultural tv programs, is extending its service on April 1 by offering members locally-produced shows in the field of agriculture. TAC is a subsidiary of the Trans-Lux Corp.

Robert Weisberg, TAC vice president, reported last week that by April 1 the organization's 25 members will be offered 15 films on various facets of agriculture which have been produced by TAC stations. He noted that the programs will be provided to TAC subscribers at no extra charge. (TAC has an annual membership fee, depending on the size of the market in which the station operates.)

The suggestion for an Agricultural Program Exchange was made by Burke

BROADCASTING, March 19, 1962

FERGUSON

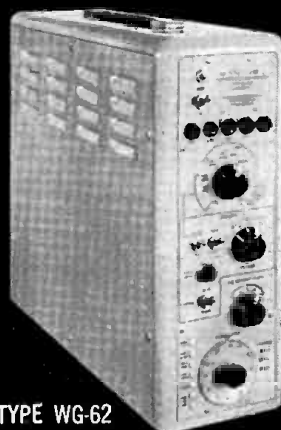
COMPLETELY
TRANSISTORIZED

ADVANCED DIGITAL
CIRCUITRY

FULLY AUTOMATIC
'SYNC-LOCK'

MINIMUM MAINTENANCE

MULTI-STANDARD
OPERATION



TYPE WG-62

NEW SYNC-PULSE GENERATORS



TYPE WG-61

The unique digital design provides accurate operation with no need for any adjustments. The fully automatic sync-lock can be controlled from the front panel or remotely. The field phasing is automatically carried out by the shortest route.

This fully transistorized equipment is reliable, compact and robust. Conservative component ratings used in conjunction with non critical circuit arrangements ensure excellent reliability without frequent maintenance. Change of standard is achieved by replacing 6-8 printed boards in the generator. The printed board construction affords easy accessibility.

For the best and most modern broadcast systems and supplies, look to VISUAL — your SOURCE for Superior Equipment from Specialist Manufacturers.

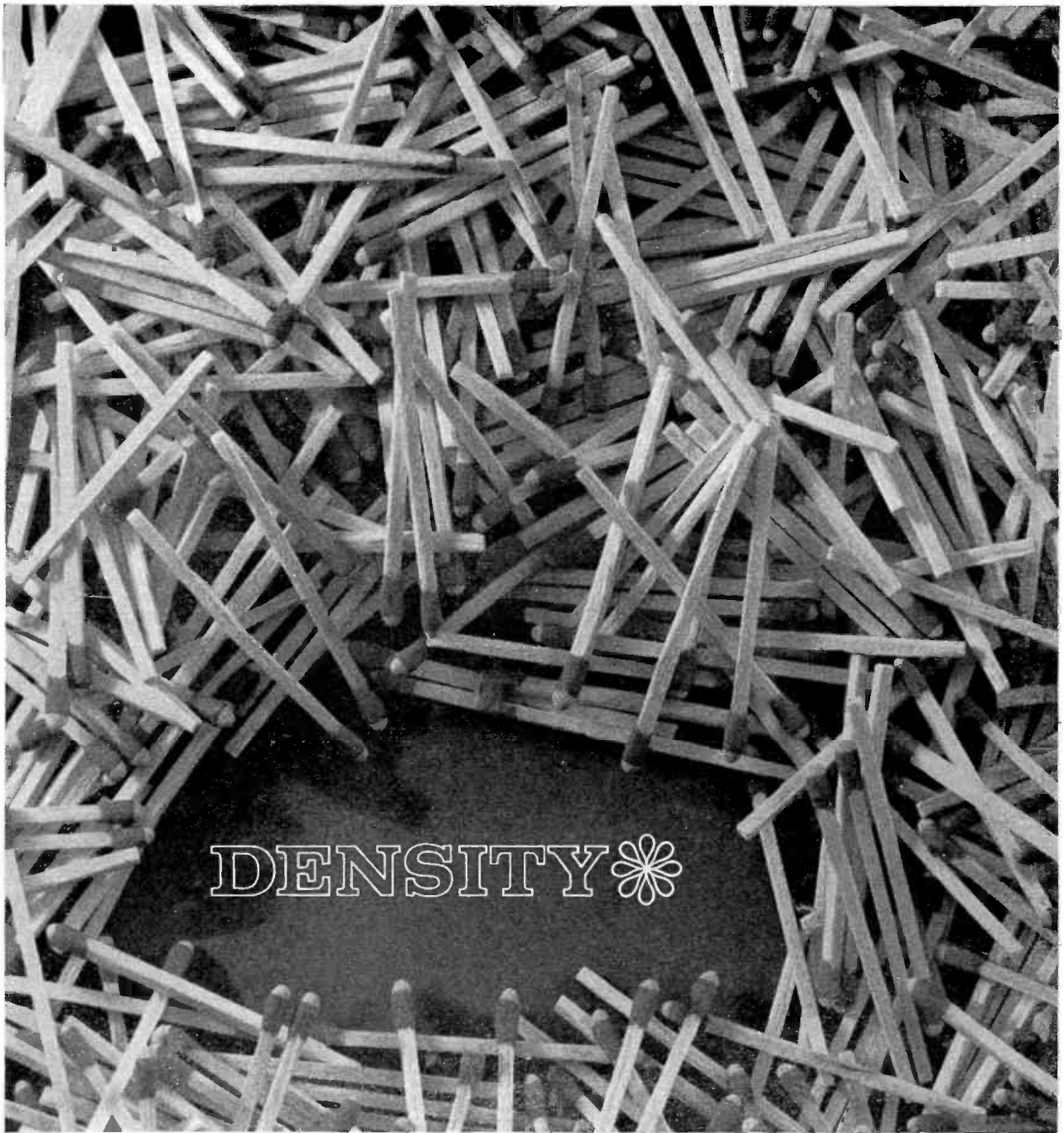
Write today for complete technical specifications.

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BROADCASTING, March 19, 1962



Providence . . . crowded, close, compact

where the significant total homes leadership of WJAR-TV compounds product impact and underscores market reach. Sales conscious advertisers know the receptiveness of more homes, more people in this most crowded market in the country . . . sparked by WJAR-TV . . . a "must buy."



ARB TV Homes

BROADCASTING, March 19, 1962

WJAR-TV
AFFILIATED WITH WJAR RADIO

NBC • ABC

Represented by
Edward Petry & Co. Inc.

show called *ANZAC* is now available for syndication in this country from Amalgamated Television Services Pty. The filmed series of 26 half-hour episodes is being distributed by Peter M. Robeck & Co., 230 Park Avenue, New York. The program's title is derived from initials of Australian and New Zealand Army Corps.

'Space' film in orbit ■ Association Telefilms, New York, has prints of "Mastery of Space," a 58-minute color documentary on the Project Mercury man-in-space program and Col. John Glenn's orbital flight, ready for distribution to tv networks and stations. The program is a National Aeronautics & Space Administration production.

Cultural entertainment ■ The Italian Historical Society of America has awarded citations to RKO-General and Distillerie Stock, U. S. A., broadcaster and sponsor respectively of *The Golden World of Opera*, for "outstanding achievement in the field of television cultural entertainment." The program is a series of 90-minute filmed operas being shown on RKO General's WOR-TV New York (Sundays 7:30-9 p.m.).

Public service spots ■ Singer-actress Anna Maria Alberghetti and actor Troy Donahue have taped and filmed a series

'Laissez faire' in tv

A majority of Americans regards more government control as worse than current programming on tv, a recent national survey indicates.

The McClure Newspaper Syndicate says that in its "What Americans Think" poll, 61.3% of the people questioned believed the FCC should not be given greater control over tv programming and that the present situation should be left as it is. However, 27.4% favored more regulation. The remaining 11.3% were classified "don't know," although few members of this group were without opinions. Many expressed dissatisfaction with present programming but were unsure of how best to deal with the problem, according to Jack Boyle, poll director.

of radio and tv spot announcements for YOU (Youth Out for UNICEF), an international good-will project for teenagers, co-sponsored by *Seventeen* magazine and the U. S. Committee for UNICEF. One 60-second and three 30-

second spots by each of the stars will be distributed to radio stations, and a one-minute 16mm strip by each will be sent to tv stations.

Package of specials ■ Sterling Television Co., New York, is planning to syndicate a package of 26 one-hour programs entitled *The Special of the Week*. It will include "the best of past tv specials" produced in association with its affiliate, Wolper-Sterling Productions, and new programs made especially for the series. The first outside acquisition for the package is the Pierre Crenesse production of "Invitation to Paris," starring Maurice Chevalier. The Wolper-Sterling programs include: "The Legend of Rudolph Valentino," "Biography of a Baseball Rookie" and "The Greatest Athlete in the World," the story of Rafer Johnson.

PR at work ■ Contributions of public relations and advertising to the American standard of living will be highlighted in *Scope Unlimited*, Sunday, 10-10:30 a.m., on KRLA Pasadena, Calif. In the first broadcast, Sunday, Feb. 11, Joe Alvin, president, Joe Alvin Co., spoke on technological pr and psychological warfare; Jim Bishop, president, Bishop & Assoc., on general pr; Natalie Schilling, pr director, Gillette Labs., on new product introduction.

Best seller ■ David L. Wolper Productions has acquired tv, radio and motion picture rights to Theodore H. White's best-selling book, *The Making of the President, 1960*, and will produce two 60-minute tv documentary specials based on the book. Production started March 5, with Jack Haley Jr. and Mel Stuart as co-producers and Mr. Wolper as executive producer. The film will also be used as a theatrical feature abroad and will be made available to schools, colleges, clubs and libraries, Mr. Wolper said.

Free film ■ "A Child Across the Sea," the story of a 10-year-old Chinese boy and his family who escape through the Bamboo Curtain, is available to tv stations on loan from Association Films Inc., New York. The 16mm film, 27½ minutes in length, may be obtained from Association Films' regional libraries in Ridgefield, N.J., La Grange,

Movie bio ■ NBC-TV will trace the history of a movie from inception to world premiere on *Du Pont Show of the Week*, Sunday, May 6 (10-11 p.m. EST). Called "Biography of a Movie," the program will examine the United Artists film, "Road to Hong Kong," which is scheduled for release in the spring. The program will be produced by David Wolper Productions Inc.

**NO ONE ELSE
CAN MAKE THAT
STATEMENT!**



... JUST US!

**Before you buy television
in the Pacific Northwest,
consider this one basic fact: Only KTNT-TV in
this area includes five major cities of Western
Washington within its "A" contour, and KTNT-
TV's tower is ideally located to beam a clear
signal to all of this major market.**

**Ask your WEED TELEVISION man about dozens
of other reasons you should include KTNT-TV
in your advertising plans.**

**of all the
TV stations
in the Pacific
Northwest
only KTNT-TV
includes all
5 cities* in its
"A" contour**

*SEATTLE TACOMA EVERETT
BREMERTON OLYMPIA



KTNT-TV
CHANNEL 11

CBS for Seattle, Tacoma
and Puget Sound area
Studios in Seattle and Tacoma

“Sales EXTRAS we gained with RCA TV Tape started the trend to KVII”

...SAYS CHARLIE KEYS, GEN. MGR. KVII-TV, AMARILLO, TEXAS

“Our RCA TV Tape System has given us tremendous production flexibility—especially since we are also using dramatic RCA Special Effects. It's the equivalent of a large production staff in itself. These sales extras we gained started a trend to 'K-7' for local commercials. We consider RCA TV Tape our most profitable investment to date.”

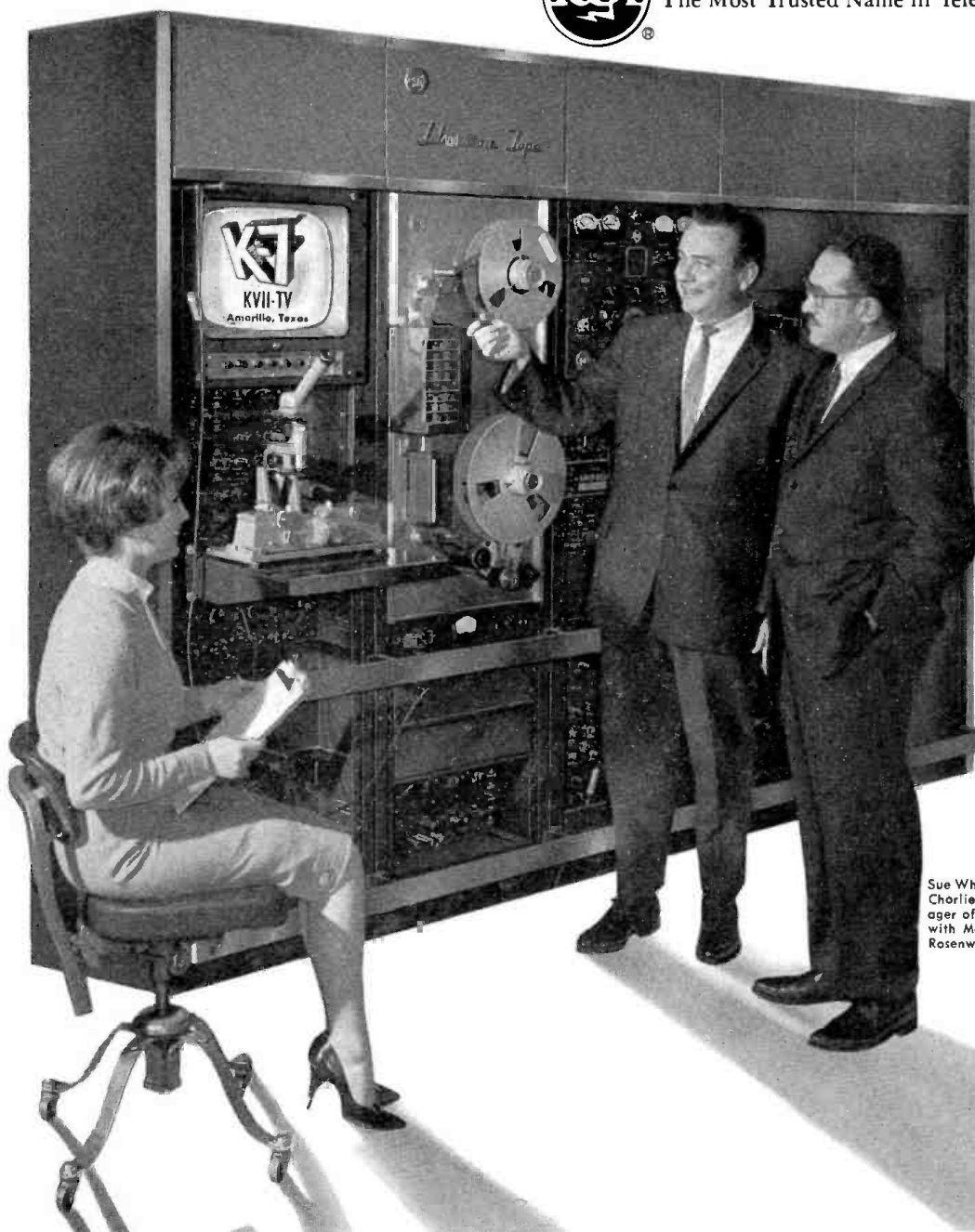
For production flexibility RCA TV Tape Recorders offer these operating features: A central control panel puts the entire operation at your fingertips. A continuously variable speed control enables you to slow down

until audio becomes intelligible for cueing. Simultaneous control track monitoring assures a control-track as you record. You get simultaneous audio playback. And you'll save time, re-makes, and add a new dimension in your TV Tape productions.

The acceptance of RCA TV Tape reflects the technical excellence of the equipment and the special brand of service given to customers. Call your RCA Representative with confidence. Or write to RCA, Broadcast and Television Equipment, Dept. FC-22, Building 15-5, Camden, N.J.



The Most Trusted Name in Television



Sue Whitlock, receptionist and Charlie Keys, General Manager of KVII, Amarillo, Texas with Monte Rosenwald of the Rosenwald Agency (right).

UPS AND DOWNS DON'T DETER UHF

Three u outlets in mountainous Northeast Pennsylvania show how the high band service overcomes physical obstacles

The deintermixture argument in Washington gets hotter each week. An all-uhf system is advocated avidly by some, opposed violently by others—especially those comfortably fixed in established vhf markets with vhf transmitters.

To see how uhf really works in uhf-only markets, BROADCASTING decided to take a close look at three true uhf islands. Last week Senior Editor

J. Frank Beatty gave his impressions of two uhf markets in the flat country of Northern Indiana—South Bend-Elkhart and Fort Wayne. He found uhf had made tremendous progress since 1956, when Northern Indiana was first assayed.

This week BROADCASTING presents his findings in one of the toughest markets for uhf signals—the rugged terrain of Northeast Pennsylvania.

The high ranges and populous valleys of Northeast Pennsylvania pay a daily testimonial to the power of uhf to deliver television service in mountain country and to the desire of 90% of the families to receive it.

Three uhf stations in Scranton and Wilkes-Barre, market center for the Northeast Pennsylvania quadrant and the southern tier of New York, provide the only area-wide medium available to 1½ million people in 22 counties located within 150 miles of a fourth of the U. S. population.

Nature's gift of soaring ridges and strung-out valleys provides the area with one of the nation's gorgeous recreation areas. It also confronts television with one of its most difficult signal problems.

A decade ago they said it couldn't be done when this hilly market was assigned channels in the then untried uhf band. But in the spring of 1956 a BROADCASTING inspection tour up and

down the valleys and across the hills showed that uhf, supported by the ingenious devices of electronic science, was doing the very job for this 46th U.S. market that had once been declared impossible (BROADCASTING, May 14, 1956).

Six years later a return visit to the country of hills, lakes, valleys, rivers and trees reveals all but a small minority of homes can receive service from the three Scranton and Wilkes-Barre stations—WBRE-TV, WDAU-TV and WNEP-TV. How they get this service is a story that blends the engineering, management and operating achievements of factories, station personnel, cable systems, agencies and servicemen.

Million-Watt Beginning ■ Scranton and Wilkes-Barre are the birthplace of applied megawatt television. The three stations combine electronic muscle and hilltop antennas to spread their service within and beyond an average 50-mile

plus area of reliable service.

Shadow pockets? Of course, but often they're little and well scattered. This same problem would vex vhf too, some engineers point out. In any event, where uhf signals can't get behind hills one of 80-odd community cable systems can (see coverage story page 76, cable story page 77).

The result: practically complete coverage of a market whose indicators are described by station operators as paralleling those of Syracuse, N.Y.

A motor tour deep into the Wyoming and Lackawanna valleys and beyond shows uhf antennas all around, even in homes having community cable connections.

It's a well-served area whose megawatt signals haven't yet learned of the gloomy predictions of a past engineering era.

Six years ago BROADCASTING found two megawatt and two 250 kw uhf stations putting out good signals from 25 miles upward, depending on terrain (see facilities story this page). They had 90% uhf conversion in the central cities where no reliable outside service was available. Beyond 25 miles the shadow problems intensified, a technical handicap often overcome by fancy rooftop antennas or community antenna systems.

Losses in '56 ■ The four stations as a group were operating in the red at that time (see finance story, page 75), though they were reaching over 80% of the L&L audience (Lackawanna and Luzerne counties), aided by community antenna circulation.

In 1956 the populous valleys, where 90% of people live, were well served within 25 miles (aside from numerous, scattered nulls) by off-air uhf from the four stations then operating.

The two stations putting out megawatt signals in 1956 were WILK-TV and WBRE-TV; two (WGBI-TV and WARM-TV) had about a fourth of

Uhf profile in Scranton and Wilkes-Barre

Here are the facilities facts of the three uhf stations in Scranton and Wilkes-Barre:

WBRE-TV Wilkes-Barre — ch. 28; 1 megawatt maximum radiated power (589 kw horizontal); NBC-TV network base hourly rate \$625; 20-second spot \$120. Rep. Katz. Wholly owned by Louis G. and David M. Baltimore. RCA 25 kw amplifier, 46-gain antenna.

WDAU-TV Scranton—ch. 22; 1 megawatt maximum radiated power (447 kw horizontal); CBS-TV base hourly rate \$600; 20-second spot \$125. Rep H-R Television. Wholly owned by Mrs. M. E. Megargee and family. GE two-section 45 kw amplifier with sections operated alternate days,

50-gain antenna. Has emitted 2 megawatt signal experimentally.

WNEP-TV Scranton (transmitter in Wilkes-Barre)—ch. 16; 1.7 megawatt maximum radiated power (537 kw horizontal); ABC-TV network base hourly rate \$600; 20-second spot \$160. Rep Petry. Wholly owned by Transcontinent Television Corp. which recently acquired 20% stock interest owned by William W. Scranton and 20% owned by Wyoming Valley Broadcasting Co. Transcontinent in 1958 bought 60% of merged WARM-TV Scranton (ch. 16) and WILK-TV Wilkes-Barre (ch. 34). GE 45 kw amplifier using 15 kw from the tubes to put out 60 kw, 30-gain antenna.

WNEP-TV
Channel 16

facts for your "Best Buy" file

WNEP-TV
Channel 16

the number one station in Pennsylvania's third largest market.

WNEP-TV
Channel 16

the number one station serving the nation's *47th TV Market.

*Total Homes Delivered—ARB's November 1961
Nationwide Sweep Measurement.

WNEP-TV
Channel 16

Scranton/Wilkes-Barre's top rated station for the third straight year. Today's lead—12% more homes reached than the nearest competitor.*

*ARB November 1961 9:00 AM to Midnight.



Call your Petry Man
for availabilities

WNEP-TV

SCRANTON/WILKES-BARRE/ABC



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

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that power. The increase to megawatt power was costly but worth the extra expense in view of the shadows that were filled and the added distance. Four-fold increases in power strength were found to add 6 db to the signals.

Much has happened since 1956:

- The four stations as a whole were losing money then; three are making money now. Total broadcast revenue is up 44%.

- The 100,000-plus community cable sets carrying Scranton and Wilkes-Barre service provide four times the 1956 cable circulation of 25,000, or about a third of all tv home circulation delivered by the Scranton and Wilkes-Barre stations.

Four important developments similar to the trends in South Bend-Elkhart and Fort Wayne, Ind., (BROADCASTING, March 12) have occurred:

- Signals are better and stronger.
- Servicemen have solved most of their problems.
- Receiving sets are improved.
- The number of tv homes is larger.
- Transmitters are more efficient.
- Programming is better.
- The distance uhf signals are re-

ceived is greater; shadows are being filled.

The basic facts of potential circulation are stated this way in the latest American Research Bureau survey (November 1961):

- Only 4% of metropolitan area's tune-in is to outside ("other") stations
- 417,800 homes in survey area
- 376,000 tv homes in survey area
- 156,100 tv homes in metropolitan area

The stations have faced two special problems in their national time-selling campaigns. First, the turnover in agency buyers aggravates the difficulty of keeping this group informed on uhf and its service. Second, many buyers don't understand cable circulation.

The cable segment of the Scranton and Wilkes-Barre audience is extremely important but it has a few minus as well as plus traits. On the minus side: Not all cable systems within reach carry all three stations; not all the cable systems do a superior technical job of delivering the signal, and finally the uhf service must compete with anywhere from two to eight other services delivered to a cable subscriber.

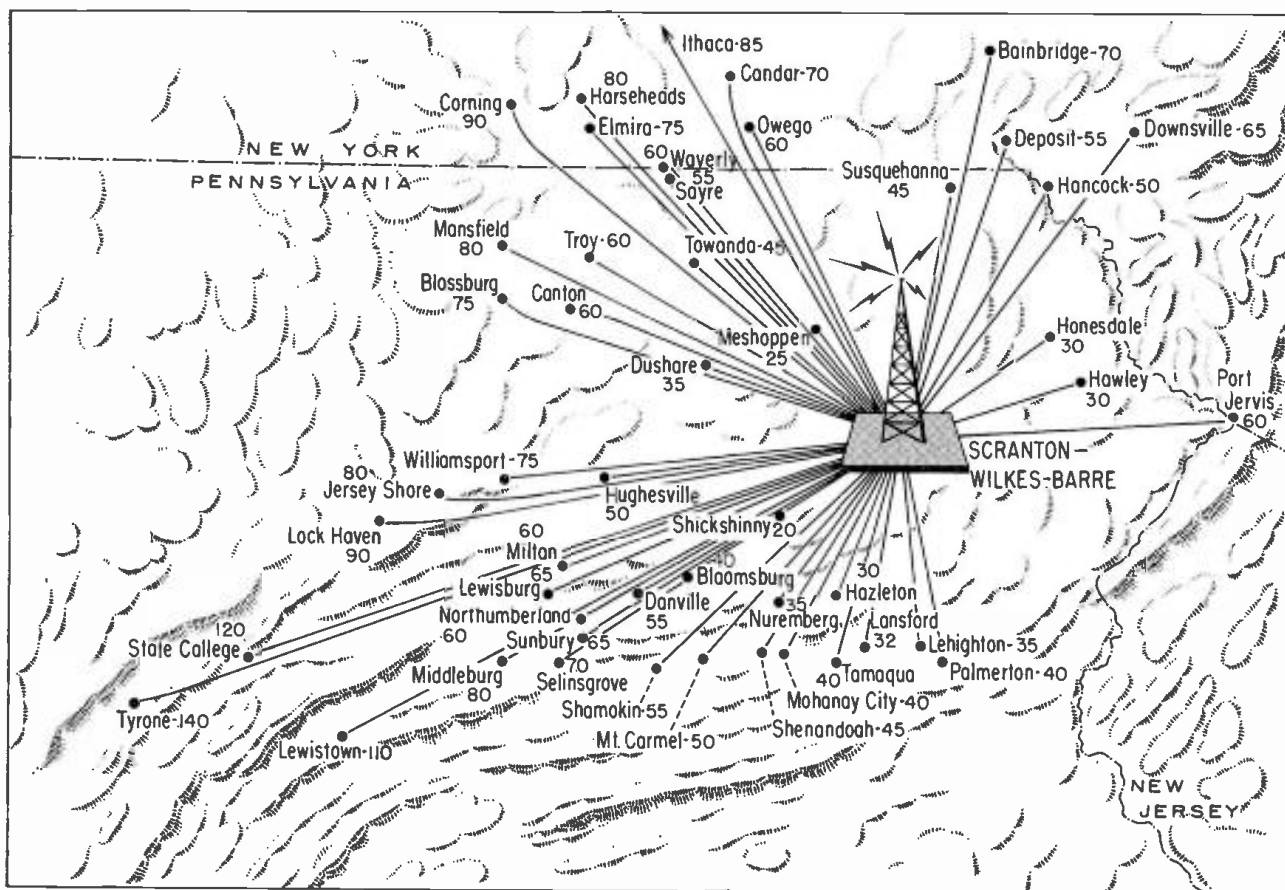
The usual practice is to convert uhf signals to vhf for delivery along with Philadelphia and/or New York vhf stations. (see cable story page 77.)

What do agencies and advertisers think of uhf coverage?

The three uhf stations cover an area ranging from Williamsport 75 miles to the west, to Stroudsburg, 45 miles to the east and Sunbury, 65 miles to the southwest, in addition to communities toward Reading and Allentown-Bethlehem, according to Henry W. Gann, president of Gann Adv., Scranton.

A client, Scranton Dry Goods, uses 30 to 35 spots a week, mostly for specific items or events. This department store, described as the largest in the area, will celebrate its fifth birthday of intensive television use next month. Other Gann accounts on local uhf include Gibbons beer, which has used some color spots during color telecasts of baseball games.

"We use a lot of uhf television," Mr. Gann said, "on the three strong stations that serve this area." He's a color booster. "I couldn't ask for a better home color set," he said. "In four years



At least 80 community antenna cable systems carry programs of one or more Scranton and Wilkes-Barre uhf stations. The map shows mileage of some of the towns that provide more than 100,000 tv home circulation in

addition to normal off-the-air reception. Community systems comprise up to one-third of the total tv circulation in the market. Mileage is from a point midway between Scranton and Wilkes-Barre.

**WILKES-BARRE - SCRANTON
TOP ALL UHF TV MARKET**

(It's The NATION'S 46th!) and

**WBRE-TV
Is THE LEADER!**

New ARB total audience listing puts Wilkes-Barre - Scranton ahead of such big "V" markets as Binghamton, Rochester, Johnstown, Lancaster, Richmond.

Equal in value to Syracuse in all statistics as a prime test market. Ask the Katz Agency, Inc., and Hardingham Broadcast Services for details.

And WBRE-TV is the LEADER:

- First TV Station In The Area
- First With All Color Facilities
- First With Video Tape
- First and Finest Facilities
- First Million Watt Station in the World and Even
- First in the Nielsen Ratings!

And Now Represented by the
FIRST in Representatives -
The KATZ AGENCY, INC.

WBRE-TV



WBRE-TV

BASIC  AFFILIATE

WILKES-BARRE • SCRANTON, PENNSYLVANIA

NBC Affiliate

Represented by:  THE KATZ AGENCY, INC.

David M. Baltimore
Vice President & General Manager



Here's a severe problem:

An air view of the winding Susquehanna and its bordering mountains illustrates one of the unique problems faced—and usually solved—by uhf in the hill country served by Scranton and Wilkes-Barre stations.

At the bottom is part of West Nanticoke. Looking down river (up the photo) is the Hunlock Creek power plant of United Gas Improvement Co. At the top is a bit of Shickshinny, about 15 air miles from the

two Wilkes-Barre transmitters and 30 from Scranton.

Residents of West Nanticoke sometimes have several antennas to help them get uhf signals blocked by a 700-foot hill, switching antennas with the seasons or when the uhf bounce changes—an annoying trick when reception is fickle. Some parts of Shickshinny get off-air reception. Shickshinny Tv Co., a cable firm, claims over 400 subscribers. Some engineers and servicemen believe vhf would have the same shadow problems besides serious ghosting.

Recently 30 families in West Nanticoke complained to tv stations they were getting horrible noises that ruined reception. Chester Sawicki, WNEP-TV Scranton assistant engineering manager, sent a technical crew that soon found the villain—the 6AF4 tube in the front end of an older receiver in a home. A new tube ended the trouble.

Uhf stations are pleased at progress in receiving sets in recent years but believe that if manufacturers made all-channel sets exclusively, they would put more money and time into development of better sets. The result, they add, would be an easing of the uhf shadow problem as well as more distant and better reception.

I've only had to replace a few tubes."

Ann Koplin, sales promotion director of Scranton Dry Goods, said the store is the largest retail user of television in that part of the state. "We're consistent tv buyers," she said. "Mostly we buy adjacencies on the best programs. For our 50th anniversary sale we have bought all the available IDs and chain breaks. Television gets 20% of our advertising budget. We know we get results from our one-day specials."

Donald Smith, vice president of Lynn Organization, Wilkes-Barre agency, said that except for scattered little pockets the three stations cover the Sunbury - Williamsport - southern New York area and the Hazleton region. He said Philadelphia competition must be considered southeast of Hazleton but explained, "You can't buy Philadelphia for the sake of Hazleton." He said people on the northern slopes can get Binghamton, N.Y.

Wise Choice ■ The agency uses "a lot of tv," Mr. Smith said, for Wise potato chips and local clients. The blindest pocket is likely to get one of the three stations, he explained. "They really go after it," he added. Homes on high mountain tops can often get Philadelphia.

"The market—the northeast quad-

rant of Pennsylvania—is 98% uhf," Mr. Smith said. He observed that many business people feel the uhf picture is superior to vhf in fidelity.

Station managers are enthusiastic about the progress of their uhf operations in the last six years.

Mrs. Douglas Holcomb, vice president-general manager of WDAU-TV, said all types of business—network, spot and local—have gone up conspicuously since BROADCASTING examined this mountain-country uhf territory six years ago. Rates have gone up and power has been boosted to a megawatt. The station is tooled up for 2 megawatt operation and for a time operated with this power on an experimental basis.

"Our cable connections passed the 100,000 mark over a year ago," Mrs. Holcomb said. "WDAU-TV was the first station to exploit this important market by setting up a department to maintain close relations with catv operators. This includes personal calls and on-air promotion of cable systems.

"We're still increasing our distant circulation as more community projects are built, and as older circuits grow in number of connections and add our programs. Recently we added Oxford, N.Y., 85 miles; Delhi, N.Y., 85 miles, and New Monroeton, Pa., 75 miles.

While the signal tends to run through the valleys to the southwest, we're received off-the-air 15 miles north of Binghamton, 60 miles, where there is no serious terrain problem."

Mr. Holcomb, WDAU-TV advertising and promotion director, said people in Northeastern Pennsylvania "know no other form of television." He added that pictures technically superior to those of vhf are delivered by the higher-frequency medium. Commenting on the continued growth of the cables, he said that the Elmira, N.Y., cable system, for example, had grown from 2,800 to 4,200 connections since last summer.

WDAU-TV finds first-quarter broadcast sales running ahead of last year. Mr. Holcomb stressed the 22-county coverage of uhf stations in Pennsylvania and the southern tier of New York.

Uniting Factor ■ David M. Baltimore, general manager of WBRE-TV, said television has united the markets of Wilkes-Barre and Scranton. Six years ago WBRE-TV was starting to overcome its early problems of selling (1) the concept of uhf, (2) its ability to serve a mountainous area and (3) the value of megawatt transmission.

Now uhf is established among experienced timebuyers so salesmen con-

centrate on special market aspects of the region along with rating points and cost-per-1,000. WBRE-TV claims it reaches 360,000 tv homes in 21 counties, 18 of which are in Pennsylvania and three are in New York.

"The combined market ranks 46th in the U.S. in number of television homes delivered," Mr. Baltimore said. Both Wilkes-Barre and Scranton are getting results with their separate community programs—Committee of 100 in Wilkes-Barre and LIFE in Scranton.

Mr. Baltimore reminded that people in the coverage area aren't especially aware of the uhf vs. vhf concept. Large numbers of metropolitan area viewers have been getting their signals with indoor bow-tie antennas or a short piece of wire in recent years as signals improve.

A tour through the valleys from the New York State line to the Bloomsburg and beyond country shows outside antennas on nearly every house. In many Scranton and Wilkes-Barre homes these antennas are still there but indoor antennas are being used.

The change from a coal to no-coal economy has left its mark on the market. The thousands of workers once employed in anthracite mining have been absorbed to an important extent in the newer, modern plants that have come into the market, Mr. Baltimore

pointed out, aiding all business.

The popularity of color is mounting rapidly, Mr. Baltimore said. WBRE-TV makes extensive use of its RCA color video tape equipment, the only tv tape recorder in the market, he added.

Improved Reception ■ Thomas P. Shelburne, executive vice president of the Transcontinent station, WNEP-TV, observed that most cities and communities are located in valleys and relatively flat places. He said weak spots are filled in better than 1956 because of improved station performance and reception facilities.

Station rates have gone up steadily in the last six years. During a period of economic difficulty a few local advertisers dropped off but most returned after the transition period.

Since 1958, he said, sales have almost doubled. Prior to 1958 there were two ABC-TV stations in the market—WILK-TV Wilkes-Barre and WARM-TV Scranton. WNEP-TV was formed out of a merger of these two, since the market wasn't supporting four high-powered uhf stations in a manner likely to please their ownership. In 1956 the stations had a loss for the year; now they're making money as a group.

WNEP-TV maintains sales offices in Wilkes-Barre but headquarters are in Scranton. In its selling WNEP-TV de-

scribes a market of 1.65 million people in 23 counties in Northeast-Central Pennsylvania and the southern tier of New York. The video transmitter, 45 kw GE with special antenna having a gain of 30, has a fat lobe because of this lower gain. The 1.7 megawatt signal is described by the station as better for shadow spots than a pattern based on a thinner lobe from a higher gain antenna. The transmitter actually has output of 15 kw from the tubes or a total output of 60 kw.

Though enthusiastic about megawatt-plus uhf, Mr. Shelburne said the area stations will be able to operate with lower power when all-channel receivers operate more efficiently in the uhf band.

These are some of the thoughts offered by those who made uhf the only area-wide medium of Northeast Pennsylvania and who communicate to 90% of the homes.

How times sales keep rising for these u's

Broadcast time sales have been moving steadily since 1956 by the uhf market served by the three Scranton and Wilkes-Barre stations.

Total broadcast sales have increased from \$2,181,902 in 1956 to an esti-

THE DOMINANT VIEW IN THE NATIONS LARGEST



The Scranton-Wilkes Barre market . . . Third largest in the Third Largest State . . . from the area's highest tower, WDAU's dominant position is established beyond all doubt.

It's a fact . . . when you buy WDAU-TV, you buy consistent ARB leadership and extraordinary coverage that includes the world's largest Community Antenna (Cable) Television coverage of 105,000 homes as a plus.

But there's more to a WDAU-TV buy . . . a feeling of community acceptance . . . for WDAU-TV represents the pulse of Central and Northeastern Pennsylvania community life.

WDAU 
scranton-wilkes barre
 and WGBI represented by H-R

mated \$3,135,320 in 1961. That's a gain of 44% in six years.

In 1956, when four uhf stations were operating, a group loss of \$72,333 was reported to the FCC by the stations, based on expenses of \$2,254,235.

FCC data for 1960, latest year available, shows total time sales of \$3,044,-

118 offset by expenses of \$2,668,764, leaving a profit that year (before taxes) of \$375,354.

Time sales by categories increased this way from 1956 to 1960—Network \$631,921 to \$896,801; national spot and regional \$800,766 to \$1,310,438; local \$902,659 to \$990,183.

Pooling the opinions of the three uhf station operators, 1961 would appear to show its best gain in network, with spot next and local revealing a slight increase. These opinions lead to an estimated \$3,135,320 total broadcast income, based on a 3% gain from 1960 to 1961.

Engineers like quality of uhf signals

CITE SUCCESS IN MOUNTAINS, SOME SEE MORE PROBLEMS FOR VHF

Just how good are the uhf signals that travel around, between and sometimes down the far side of Pennsylvania's tumbling terrain?

John Creutz, engineering consultant who has been all over the region many times, said that vhf, too, would have topographical problems in the area. Uhf suffers more than vhf in hill country, he said, but on the other hand vhf signals can bounce around the hills and a viewer might get as many as seven overlapping images from a single vhf station.

The downward-tilted uhf signals are in the megawatt class though FCC rates them lower because its measurements are horizontal. All three Scranton-Wilkes-Barre transmitters are located on mountains above the 2,000-foot level. Maximum signal strength of WDAU-TV and WBRE-TV is measured at a megawatt. WNEP-TV lists its maximum signal at 1.7 megawatts.

Chester Sawicki, assistant engineering manager of WNEP-TV, endorses the theory that vhf would have painful problems in the mountains because of the "terrible ghosting," besides suffering from co-channel and adjacent-channel interference plus man-made noise.

Likes Power ■ "We're really sold on high power," he said. "The weak spots are being filled. There's less snow. The new GE antenna has a 30 gain from two GE 25 kw amplifiers."

WDAU-TV also has two GE 25 kw amplifiers but operates them on alternate days with a 50-gain antenna, according to Kenneth R. Cooke, chief engineer. He noted the improvement in all-channel tuners and the dwindling number of complaints from set owners. The complaints can usually be solved easily, he said, and the public has been educated to keep their sets in good condition. As to the GE amplifiers, Mr. Cooke said, "WDAU-TV hasn't had a factory man at the transmitter in five years."

Fingering a fancy little \$50 GE 6299 preamplifier tube, Mr. Cooke said, "This little baby would be a dream in receivers if it could be turned out on a production basis at low cost." He is happy about the improvement in the

6AF4 front-end receiver tube but sees a lot of room for progress in receivers.

Charles Sakoski Sr., chief engineer of WBRE-TV, said years now go by without operating problems at the RCA 25B uhf amplifier. "The transmitter is better, the 46-gain antenna is efficient, the signal is clearer than vhf, receiver antennas are improved and servicemen are now ingenious in clearing out snow," he said.

Color Better ■ Mr. Sakoski emphasized that color tv signals on uhf are superior to those on vhf. Servicemen have learned to use two bow-ties and leadins if trouble is encountered, he said. They'll find signals even if bow-ties are mounted on tomato stakes in the garden or in the basement.

Because WDAU-TV is located west of Scranton and WBRE-TV and WNEP-TV are east of Wilkes-Barre, large numbers of homes use twin antennas and leadins to bring in all three stations. Mr. Sakoski observed that corrosion is less on chimney-mounted antennas and leadins since homeowners started converting heating plants from anthracite to oil and gas.

WBRE-TV and WNEP-TV fill in a shadow spot behind a mountain a few miles northwest of Scranton (20 miles from the two Wilkes-Barre transmitters) by a small translator. WDAU-TV is close by and has no shadow problem in the Clarks Summit community.

Whenever uhf engineers get together in the market they're apt to discuss the community of Shickshinny. Once this quaintly named town was almost blind to tv though located a bit over 15 miles from the two Wilkes-Barre transmitters, all because of a 700-foot hill and a bend in the river (see cable story page 77 and photo page 74.)

About half of Shickshinny gets all three uhf stations via assorted bounces and the rest of the homes are hitched to a cable. The improved signals and channels combined with better receivers helped off-the-air reception.

Cable in Williamsport ■ The large Williamsport market, 75 miles to the west, gets good uhf signals in some parts of the city but it supports what is often called the world's largest cable

system—really three systems—with an estimated 16,500 cable connections. All carry the Scranton and Wilkes-Barre stations.

WNEP-TV is trying an interesting experiment. The station, with FCC permission, has cut down its audio power to 25% of video power instead of the usual 50%. "The public apparently has not noticed the reduction in audio power," Mr. Sawicki said, but he added that cable companies had to do some adjusting at their pickup points.

In many European countries it's standard practice to use a 5-to-1 video-audio power ratio, he explained.

Mr. Sakoski said operating costs of the RCA transmitter are now comparable to vhf. He said WBRE-TV gets 9,000 hours out of the final transmitter tube and expects to raise the life to 11,000 hours. He has developed a method of flushing out the copper cooling coils without removing the tube, a technique said to add hours to tube life.

Antennas Unneeded ■ Mr. Creutz describes the uhf in the area as "an example of high power, good engineering and good management." He said many of the rooftop antennas seen in the urbanized areas aren't used, particularly in homes having newer receivers. Often a six-inch piece of wire at the end of a short lead produces a good signal. And he reminded that many of the original measurements on which the severe line-of-sight uhf measurements were developed actually came from low-power signals.

In Bloomsburg, 35 air miles southwest from Wilkes-Barre and 50 from Scranton, the two Wilkes-Barre signals come in nicely down along the railroad but there are enough shadow spots plus the desire for CBS-TV on ch. 22 from Scranton to justify a cable system.

Back in 1956, about a year after the megawatts came in from Wilkes-Barre, Joe Follmer, Bloomsburg serviceman, said the high power "made the difference between just a tv picture and a real good picture in over half the homes in Bloomsburg."

He hasn't changed this 1956 position

but concedes viewers have become more critical. The Wilkes-Barre and Scranton uhf signals flow along the valleys so homes with elevation often have signals inferior to those in low spots depending on location. Based on many years of electronic experience, Mr. Follmer likes the no-flutter, no-fade and no-interference characteristics of uhf.

Color Quality Loss on Catv ■ At Catawissa, five miles south of Bloomsburg, the uhf signals bang in better than they do in his city, Mr. Follmer said. And he likes the way uhf carries the color information from WBRE-TV, though noting a loss in color quality on some catv-served receivers.

About 45 air miles from Wilkes-Barre, the town of Danville is in the fringe area for all three megawatt. But don't let that 45-mile radius fool you. Danville has a 1,100-foot range on the northeast side toward Wilkes-Barre and Scranton. And it has a second block, a Shickshinny Mountain, about 17 miles from Wilkes-Barre. Yet Washingtonville, eight miles north of Danville, gets megawatt reception except for one shadow area, according to Clifton Kindt, Zenith dealer in Danville.

Then at Mausdale, two miles from Danville, Wilkes-Barre is good and Scranton fair-to-good, Mr. Kindt said. In some high spots ch 8, WGAL-TV Lancaster, Pa., can be picked up.

Mr. Kindt contends color signals lose some of their quality in the transition from ch. 28 (WBRE-TV) to ch 4 on catv systems, due to the fact the cable carries only part of the color signal. He said he has sold a number of Zenith color sets and had one in the shop ready for early delivery.

The catv system, Service Electric, has 2,000 subscribers in the area, Mr. Kindt estimated. Service has an elaborate pickup system that catches the three uhf stations on ch. 2, 3 and 4 plus WPIX (TV) and WOR-TV from New York on ch. 5 and 6. The New York signals, picked up to the east and micro-

waved into a catv system that also services Lewisburg and Milton, were inferior to the sharp megawatt uhf signals in the Kindt shop, he said.

Danville viewers now pay \$50 installation plus \$3 a month for catv service (\$1.50 for a second receiver) but there were plenty of bow-tie rooftop antennas in the town.

Mr. Kindt, an engineer serviceman and ham operator with at least two-score years experience, said such towns as Bellefonte, Mifflinburg and others up to 100 miles away and even beyond can get the megawatt if terrain is favorable.

CABLE TV THRIVING IN HILLS

Scranton-Wilkes-Barre uhf's add 110,000 tv homes through 80 community systems in their areas

The mountains of Eastern and Central Pennsylvania have spawned one of the most extensive community-cable tv centers in the nation.

Strategically located, the three uhf stations in Scranton and Wilkes-Barre are able to deliver via cable systems up to 110,000 tv homes in many shadow points and remote spots that otherwise would have only sporadic, fringe reception. With the addition of the cables, the three uhf stations can claim more than 350,000 tv homes in their

direct and cable coverage.

Some of the cable homes could get Scranton and Wilkes-Barre stations off-the-air but pay the \$3 upward cable fee to get either a steadier signal or the added service that is supplied from Philadelphia, New York and Lancaster. As many as 10 or 11 channels are served by some cable operators.

Many Cable Systems ■ An estimated 80 cable systems pick up Scranton and Wilkes-Barre. The three uhf stations in these cities show a deep inter-



a statement of WWLP & WRLP

SPRINGFIELD — MASS. — GREENFIELD

(Television in Western New England)

by William L. Putnam

We are pleased to have such note taken of the ability of UHF broadcasting stations to reach and serve the public in the communities to which they are assigned. We regret only that similar opportunity for truly local service has not long since been afforded to much more of the nation.

We would take this means to call to public attention that UHF broadcasting not only serves the public in certain areas, but does a very fine job in many other parts of the country as well. Those who know only enough to object would do well to study the record.

Represented nationally by HOLLINGBERRY

est in the facilities. Each has a staff specialist devoted to cable-relations service. They make frequent trips into the field. Cable specialists at the stations are: WBRE-TV, Jerry Butler; WDAU-TV, Thomas J. Jones; WENS-TV, Dorothy Mugford. The three contact operators of 80 or more cable systems ranging from 25 to 13,000 subscribers.

The catv distances are staggering at times. Recently the Tyrone, Pa., cable system has been picking Scranton and Wilkes-Barre off the air though the airline distance is about 140 miles from Scranton. Not far away, some hilltop homes in the Bellefonte-State College area report they get the uhf pictures off the air.

Not all cable systems are far out from the two-city transmitters. Shick-shinny is less than 20 miles from Wilkes-Barre but is partly blind because of a high ridge and river bends. Some 400 homes in this community buy local cable service.

Measuring Problem ■ The three uhf stations run head-on into a survey problem when their cable circulation is measured. Their uhf signals are converted by the cable companies and delivered to customers on vhf channels, according to David M. Baltimore, general manager of WBRE-TV. He said that cable systems get the full schedules of the three major networks from the local stations without sports blackouts and with local and regional news. WBRE-TV has a large staff of news stringers, he said.

Community cable hookups as a solution to tv blindness have had their most flourishing growth in the shadowy valleys where population is concentrated in Northeastern and Central Pennsylvania. Growth has extended along Southern New York.

Robert J. Tarlton, of Panther Valley Tv Co. in Lansford and Coaldale, Pa., is generally credited with the first Pennsylvania installation. Mr. Tarlton and his father, operating an appliance business, at one time had to run twin-leads as far as 4,000 feet to a mountaintop to supply Philadelphia vhf signals to customers. This haphazard technique required an amplifier. Jerrold Electronics Corp. became interested and developed equipment suited to community cable networks. Panther Valley now carries Scranton and Wilkes-Barre stations as well as Philadelphia and New York.

Closed-Circuit Advertising ■ Interest is starting to develop in the use of cable systems for local programming and advertising via closed-circuit facilities.

The 2,200-subscriber system in Port Jervis, N. Y., is often credited with operation of the first sponsored closed-circuit program system. The town is 60 miles east of Scranton and lists

WDAU-TV on its eight-channel service from distant cities.

Robert Shevlin is president-manager of PJ Tv Inc., the program service. It leases facilities of Port Video Corp. Programming is offered 11 a.m.-11 p.m. five days a week. A substantial list of local business firms use spots on the closed-circuit schedule. The rate card is based on \$10.50 for the highest one-time spot, with substantial discounts on volume contracts. National business hasn't yet come in though many national firms are represented in advertising of local distributors and dealers.

Educational too ■ Programming consists of stills taken by a roving cameraman, sports, school groups, news and local talent. A high school science class puts on projects ranging from computers to skin-diving.

Recently the operators of a cable system in Oneonta, N. Y., spent a day looking over the Port Jervis closed-

circuit programming operation.

A closed-circuit schedule is being offered 4,400 subscribers of Carbon Cable Television Inc. in Palmerton, Pa., 50 miles south of Scranton and tied closely to the Allentown and Philadelphia markets, according to C. E. Reinhard, president.

Palmerton cable subscribers get closed-circuit programming three evenings a week. It includes news, school activities and discussion programs, religious and talent shows. About 25 advertisers pay \$3 to \$4.50 a spot or \$25 for a 15-minute program. "We aren't making any money but it's a lot of fun and good experience," Mr. Reinhard said.

Port Jervis will celebrate its fifth closed-circuit anniversary next September. The system is used for motivational research studies in which the audience is surveyed for reaction to proposed tv commercials.

THE REGION'S RENAISSANCE

New pulsating industrial life has dispelled the gloom of the dying days of anthracite

Few large markets—and the twin cities of Scranton and Wilkes-Barre rank 46th in the U.S.—have benefitted so greatly from a common trade-generating facility tying together competitive elements of a population of 1½ million people living in one of the nation's important concentrations of industry.

An examination of this Northeast Pennsylvania quadrant must start with the metropolitan market in which Scranton and Wilkes-Barre are the hub.

Luzerne County, with Wilkes-Barre and Hazleton as the center, consists of 346,972 people, according to the 1960 U. S. Census; Lackawanna County, with Scranton as the main city, consists of 234,531.

These cities add up to 581,503 people. The reasoning behind the Census Bureau's classification of these contiguous cities as separate markets is locked in the bosom of bureaucracy. But no practical student of commerce can ignore their common trade ties. Television's far-spreading signals mold them into a single core around which a score of counties revolve.

The Dark Days ■ Some years ago both Scranton and Wilkes-Barre were the dubious recipients of national publicity about the decline of their major industry—anthracite. At times they were tagged distress areas, a label that plagued New England during the southward migration of the textile industry.

New England turned to modern scientific and sophisticated industries for employment, and that's exactly what

Scranton and Wilkes-Barre are doing.

Much of the rebuilding is self-centered in the case of the two adjacent cities but the economic benefits are enjoyed by both. The three uhf tv stations are taking a leading role in blending these twin cities in a trade center of 417,800 homes (American Research Bureau's November 1961 survey area of 20 counties).

Uhf television—any one of three stations—is delivering with the intense impact peculiar to the medium an advertising service that would require 21 newspapers or 36 radio stations for similar geographic coverage, according to David M. Baltimore, general manager of WBRE-TV Wilkes-Barre.

A cruise around the network of new super-highways that give Scranton and Wilkes-Barre fast access to New York and Philadelphia, each 120 miles away, and other densely populated areas will show the evidence of diversified industries that are providing better jobs and better living than the underground caverns and topside facilities of the anthracite era could offer the labor force.

Scranton some years ago coordinated its recovery program into LIFE (Lackawanna Industrial Fund Enterprises). Over \$20 million has gone into new industrial buildings where 10,000 are directly employed and annual payrolls exceed \$40 million—all this since World War II.

The New Industries ■ Total employment in Scranton is over 87,300 jobs of which 1,800 are in anthracite. One out of three are employed in industry



Your car, madame . . .



But where is the car? Here we are floating . . .



Magic, you say? Yes! Camera and film magic!

FILM does the unusual!

A writer is in deep thought . . .

"M-m-m—magic ride. How can we do that? A flying carpet? M-m-m—could be? But can't we do better?"

The writer drops back into deep thought. Suddenly . . .

"I've got it! Magic ride! Young couple—riding through the country. No car—just floating. Magic! That's what we want!"

Grand idea. But how to do it?

* * *

Film was the answer—film with all its versatility—its adaptability. Film with a special prism camera—plus time, patience, skill.

Result: a TV commercial to rave about—unusual in every way—beauty—impact—memory value.

But that's film for you! Film does the unusual—gives you the commercials you want—and when!

What's more, film, and film alone, gives you the convenience, coverage and penetration of multiple markets that today's total selling requires.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**

Agents for the sale and distribution of
Eastman Professional Films for Motion
Pictures and Television, Fort Lee, N.J.,
Chicago, Ill., Hollywood, Calif.

ADVERTISER:

Chevrolet Motor Division

AGENCY:

Campbell-Ewald Co., Inc.

PRODUCER:

**Rene Oulmann—
Arco Film Productions, Inc.**

and one out of six in apparel and textiles. The rate of work stoppage is described as well below the national average. Total wages are up 51% since the war. Among large employers are Chrysler, Capitol Records, Daystrom, U. S. Hoffman, International Textbook, Continental Cigars, Waitt & Bond, U. S. Signal Corp. (Tobyhanna), General Electric and Consolidated Products. General Electric has projected a move of its electronic plant out of Scranton, a threat that inspired LIFE, the Chamber of Commerce and political groups into action.

The Keystone Industrial Park development project has caught hold and its lease-purchase proposition is getting results.

Wilkes-Barre, too, is deep in the rebuilding business. The twin cities, 15 miles apart but tied by suburban development, support a two-county metropolitan population of 580,000 (1960 census). A unique local institution, the Labor-Management Citizens Committee, is described as the only one of its type in Pennsylvania and is credited with an exceptional five-year record of work-stoppage prevention.

A Committee of 100 is out searching for—and getting—new plants, and Crestwood Industrial Park is growing. AID of Wilkes-Barre Inc. has a lease-purchase proposition for new industries. Over 8,000 new jobs were brought in during the 1949-1960 period. They are Chamber of Commerce projects.

A look at the industrial picture shows only 6,200 engaged in mining (61,000 in 1930) compared to 41,500 in manufacturing, 18,900 in wholesaling-retailing and 11,500 in government—or a total of 118,000 jobs of all categories.

Other Manufacturers ■ Wilkes-Barre is proud of its beautiful new RCA semiconductor plant, which is said to have an employment potential of 3,000 jobs. Eberhard Faber, famous for its pencils, inspires the claim "Pencil Capital of the Nation" for Wilkes-Barre. The company has a new Holdit item described as "pasteless paste, tackless tack and tapeless tape." It is located at Crestwood.

Among Wilkes-Barre industries are Consolidated Cigar, General Cigar, Faith Shoes, American Chain & Cable, Foster Wheeler boilers, Linear Corp. (gaskets), Cohen-Fein (mens wear) Kanaar Corp. (aircraft, missile parts),

American Tobacco, McGregor Sportswear, Atwater Throwing Co. (synthetic fibers), Stegmaier beer, Natona Mills (lace) and Carter Rubber. Thirteen plants have been brought in by the industrial fund and Committee of 100. Among newer plants attracted to the city by local boosters are Fibrous Glass, Leslie-Henry (toys), Leslie Fay (dresses) and Kinder Mfg. (mobile home furniture).

Like New England, the twin cities were rocked back on their municipal heels when the anthracite decline got under way. But like their Yankee brethren to the north, the cities faced up to the hard facts of declining jobs and population and went to work. The results are encouraging. No observer who takes the time to talk to businessmen and industrialists is likely to heed the "dead cities" prophesies of past-year gloom peddlers.

The Wyoming and Lackawanna Valleys pushed out the Indians just 300 years ago. Their present project is to bring in new industries. Uhf television is adding the power of common communication and effective selling to the effort.

EQUIPMENT & ENGINEERING

IRE COMPLETING N.Y. MEETING PLANS

Disney to install data processing gear

Brig. Gen. David Sarnoff, board chairman of RCA and former secretary of the Institute of Radio Engineers, will be the principal speaker at the IRE's golden anniversary dinner, March 28, at the Waldorf-Astoria Hotel in New York.

Other participants in the special banquet program will include Patrick E. Haggerty, IRE president and president of Texas Instrument Inc., Dallas; Lloyd V. Berkner, IRE junior past president and president of The Graduate Research Center of the Southwest, Dallas; Alfred N. Goldsmith, co-founder and editor *emeritus* of the IRE of

New York, and Donald G. Kink, director of Philco Scientific Labs, Philadelphia, who will serve as toastmaster.

IRE's "Golden Age of Electronics," the theme of the 1962 International Convention, is expected to attract more than 70,000 engineers and scientists from 40 countries. Some 850 exhibitors will display an estimated \$15 million worth of the electronic equipment, filling four floors of the New York Coliseum. One of the major sessions will be a special symposium on "Man and Sophisticated Communications" the evening of March 27 at the Waldorf.

A special meeting scheduled for

Monday morning, March 26, in the Waldorf will deal with the possible consolidation of the IRE and the American Institute of Electrical Engineers (BROADCASTING, Oct. 30, 1961). Discussions will be led by an eight-man joint committee which was formed to study the proposal. Merger principles were approved in general by the boards of directors of both organizations in separate meetings in New York on March 9.

Motorola's earnings down

Motorola Inc.'s annual report for 1961, issued last week, showed sales of \$298.2 million and net earnings of \$9.5 million (\$2.36 per share), compared to \$301 million in sales and \$12.6 in earnings (\$3.14 per share) for 1960.

Motorola still does not plan to re-enter the color tv field at this time, the report indicated, although it is "possible" some manufacturer might decide this year to use Motorola's new 23-inch rectangular color tube.

Zenith profits jump to \$18 million in '61

Zenith Radio Corp. established new records in both earnings and sales during the calendar year 1961, it was announced by Borad Chairman Hugh Robertson and President Joseph S.

Disney to install data processing gear

Walt Disney Productions will install a new RCA 301 electronic data processing system this fall to handle control and recording of television and motion picture costs, and processing of tv and theatre booking. Edward Kearns (r), Southern California manager of RCA's electronic data processing division, explains magnetic tape units of the new system to Lawrence Tryon (l), Walt Disney Productions treasurer.





RCA unveils new four-color tv camera

An experimental color tv camera "which for the first time produces four signals, three in color and one in black-and-white," was announced March 19 by RCA.

The camera produces color pictures of unprecedented richness and

detail, says C. H. Colledge (left), division vice president general manager of RCA broadcast and communications products. RCA will demonstrate a "new generation" of broadcasting equipment, as well as the four-color camera, at the NAB

convention in Chicago, April 1-4.

Mr. Colledge said the addition of an M-channel (monochrome) to the three primary color signals produces an effect much like that of four-color printing in which black imparts fidelity and depth of tone. No change in present color tv receivers is needed for the four colors, he added.

The new broadcast equipment to be shown at the convention will include a tv film recorder described as being capable of a 50% improvement in picture resolution (900 lines compared to 600 lines in conventional kinescope recording).

Also to be demonstrated are a new tv switching system with simplified manual control; production models of three tv tape recorders; a light-truck tv recording unit; a new monochrome camera; and matched studio and transmitting equipment for fm stereo.

At right is Dr. H. N. Kozanowski, manager, tv product advanced development, with the tube used in the camera.

Wright in a preliminary report to stockholders. Zenith said that for the third straight year it was the leader in the production and sale of black-and-white tv sets with more than one million units annually.

Net profits topped \$18 million (\$1.99 per share) in 1961 for an 18% jump over the \$15.2 million net (\$1.70 per share) in 1960 and 8% better than 1959, the previous best year. Consolidated net sales for 1961 totaled nearly \$274.2 million, the highest in Zenith history. This was 8% above the \$254.1 million for 1960 and 5% above the previous record in 1959.

Technical topics...

NASA contracts ■ CBS has received a \$150,000 research and development contract on solid film lubricants. The award was made by the National Aeronautics & Space Administration. In another NASA contract, Philco Corp. was awarded \$500,000 for relay test station antenna system.

Diversified unit ■ A specially designed tv receiver has been announced by General Electric Co. for classroom teaching use. Among differences from the regular home receiver are a front-mounted high quality, 9-in. speaker which can be used separately for radio, tape or phonograph. Also provided are extension speakers for large classrooms. All controls are placed behind a locked panel on the front of the tv receiver to prevent tampering, and the sets come with

an anti-glare hood which shades the tv picture from overhead lights. To mini-

mize reflections, the laminated safety window is tinted and slanted downward.

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

Hard words end NAB-BAR association

SELF-REGULATION UNWANTED—BAR; MONITORING TOO EXPENSIVE—NAB

A five-year association between Broadcast Advertisers Reports Inc., a national broadcast monitoring service, and NAB's code authority flamed to a finish last week.

BAR charged that the code authority is not really interested in enforcing self-regulation of a code that seeks station compliance with commercial standards.

Therefore, BAR said, the monitoring service will not be "privy to a farce" and will no longer supply NAB with its monitoring service.

The points at issue, said BAR, are related: if NAB wanted to strengthen its code review activities it would order



Mr. Swezey

more coverage and as a consequence pay more for the service which BAR feels it has been providing at an underpriced figure. NAB has been paying \$12,500 a year for the service which basically goes to advertisers, advertising agencies, networks and stations.

An obvious point of issue to BAR also is that the service is convinced the timebuyer wants and deserves to know by call letters which stations do or don't live up to code standards but that an industry association, such as NAB, "can never make these facts known." Where "clear-cut" violations of the code have been indicated in BAR's reports, according to BAR, the "most meaningful pressure for enforcement has not come from the NAB" but from advertisers using the reports.

The Other View ■ NAB, however, viewed the differences in another light.

The code authority (Robert D. Swezey, code authority director) asserted BAR wants to limit the tv monitoring coverage to those tv stations which are BAR customers. (BAR said this is but one in "many and various" explorations). And, NAB continued, while effective tv code monitoring would be cut nearly in half, the cost would not be reduced.

NAB said that in effect it served notice on Feb. 20 that it would be "more effective and economical" for the association to accomplish the monitoring in "other ways" unless the current

agreement were for another year and improvements were made in a radio monitoring service.

BAR said it began supplying NAB with some radio reports less than a year ago but that these were "custom made" and "experimental." Mr. Swezey indicated BAR wanted to increase charges for radio monitoring by 25%. It's also known that differences were growing between BAR and NAB over the cost of the radio reports.

In a letter from BAR Board Chairman Phil Edwards to Mr. Swezey released March 15—and Mr. Swezey noted that he hadn't seen the letter until after newsmen called him about it—BAR, which measures the level of commercial compliance among code subscribers, both network and local, aired its charges.

Said BAR: "'Self-regulation' when administered by an industry association for competing business is, top to bot-

tom, nothing more than a canard." "BAR can no longer provide its service under these conditions; we will not continue to be privy to a farce."

Time's Up ■ BAR's contract with NAB in which the service provides monitoring reports covering 240 stations in the top 77 markets is renewable at the end of March. BAR said it won't provide the reports any longer because NAB has failed to work out an expansion program that would make the reports meaningful and added, "It is a fact of broadcast life that BAR has sustained the code's enforcement program almost single-handedly."

Mr. Swezey indicated NAB will obtain its reports elsewhere, that it already has an "outside" firm making a test run in several cities, and that "suffice to say . . . our monitoring coverage will be even more effective than it has been in the past."

BAR's radio reports were limited in



Friendly Group execs meet new management

Executives of the Friendly Group, which may soon have its name changed to reflect its connection with Rust Craft Greeting Cards which are published by its new owners, the United Printers & Publishers, met March 9-11 with executives of United in a manager's conference at the Rust Craft plant in Dedham, Mass.

Highlight of the conference was address by Vincent T. Wasilewski, executive vice president, National Assn. of Broadcasters. Pictured are (l to r) Reeves Lewenthal, president and chief executive officer of United

Printers & Publishers International; Mr. Wasilewski; Jack N. Berkman, president of WSTV Inc., Steubenville, Ohio, and vice president of United Printers & Publishers Inc., and John Mathews, professor of marketing, Harvard U. School of Business.

Friendly Group stations are: WSTV-AM-FM-TV Steubenville; KODE-AM-TV Joplin, Mo.; WBOY-AM-TV Clarksburg, W. Va.; WGRP-TV Chattanooga, Tenn.; WRDW-TV Augusta, Ga.; WPIT-AM-FM Pittsburgh, and WSOL Tampa, Fla.

the number of stations covered and on an experimental basis. Apparently this service hadn't gone far enough for assessment.

Mr. Swezey commented also that "we have no intention of squabbling with Mr. Edwards concerning his gratuitous statements about the efficiency of industry self-regulation."

The "conditions" cited as imposed on it by BAR apparently come roughly to this: BAR claims it has sought to expand its system to cover half of those tv stations not monitored at present but that this proposal has been "ignored," suggesting that NAB is "unable to enlist the support of its members in such an effort, or that NAB does not itself really wish to maintain industry-wide inspection."

Budgeted ■ NAB, it is pointed out, is limited by its operational budget to the amount that can be spent for radio and tv monitoring. According to Mr. Swezey this is what BAR's chief proposal—to increase NAB coverage and the cost over three years—would amount to:

(1) For the first year, a continuation at the present rate (\$12,500) of reports covering 77 markets and an addition of 14 three-station markets for an additional \$21,000, or a total cost of \$33,500.

(2) For the second year, the 77 markets and the additional 14 three-station markets plus a coverage report on 41 two-station markets at an added cost of \$49,000, or a total of \$82,700.

(3) All of this coverage would be increased in the third year with reports for 111 one-station markets for another \$99,100 or a total of \$182,600.

Mr. Swezey said that the code authority would like to have monitoring reports for each member of the tv code but it would be costly. He said also that BAR and NAB had talked of possibly setting up some financing—for a separate corporation—and that this proposal was pending.

The tv code's membership now amounts to about 386 stations. About 50% of these stations are regularly covered. Mr. Swezey said NAB tried to monitor as many as it could and noted the code authority has a mobile unit of its own which monitors some 50 stations in 30 markets.

Thumbs Down ■ Mr. Swezey in a letter to BAR last Feb. 20 said, "It may well be that through our joint efforts we can devise some mechanism for putting into effect the proposal you had in mind for expanding the service to our mutual benefit. The current proposal you make, however, can certainly not be regarded as a step in that direction."

But BAR also released correspondence which indicated a schedule of

BROADCASTING, March 19, 1962

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Talk about handy! Your production staff can create a program or commercial and record it on a tape cartridge. Your salesman can then take this portable playback unit right to the sponsor and let him hear the finished product. No more cumbersome reel-to-reel machines. No time-consuming setting up, threading and rewinding. The **SOUND SALESMAN** weighs only 13 pounds... about the size of a portable typewriter. Just set it on the client's desk and plug it in. Insert the cartridge... hit the start lever... and the audition is on. The **SOUND SALESMAN** is a continuous play unit which is controlled manually for immediate replay. Ideal for selling a new prospect or getting quick approval on new commercial copy. Strictly high fidelity equipment designed and manufactured by Automatic Tape Control. Playback unit \$185. Record and playback unit \$225. Write, wire or phone your order collect.



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rates for radio monitoring rather than tv that was at issue at that time. But this confusion appeared secondary to the main issue.

Mr. Edwards' letter also noted that its monitoring service cost BAR "in excess of over \$750,000 a year to produce and that its agency, advertiser, network and station customers "who do buy our reports as a sales tool have, of course, paid the bill."

The letter referred to what Mr. Edwards termed "counter sanction"; that is, after an agency applies pressure on a station because of a code violation that appears in a BAR report, the "offending station" cancels its regular commercial monitoring service.

Mr. Edwards said KCMO-TV Kansas City had canceled in this way, and, he noted, the station "is managed by the current tv code board chairman, Joe [E. K.] Hartenbower [vice president and general manager]." (Mr. Hartenbower retires as chairman of the code board in early April).

Reached by BROADCASTING, Mr. Hartenbower denied his station had violated the code at any time or that the station had received pressure from anybody. He termed Mr. Edwards' charges as "ridiculous."

Mr. Hartenbower said his tv manager (Sid Tremble) had decided to cancel the BAR service because he felt the

station didn't need it—"It no longer served its usefulness"—and that it had access to other test methods. KCMO-TV canceled on Feb. 8 with 90 days notice, he said, because the four reports per year didn't help the station in today's method of doing business (short-term spot contracts or "flights" for example did not show at all in the BAR reports).

Changing hands

ANNOUNCED ■ *The following sales of station interests were reported last week subject to FCC approval:*

■ **KDAY** Santa Monica, Calif.: Sold by John D. Keating to Rollins Broadcasting Inc. for \$850,000. Rollins owns WAMS Wilmington, Del.; WNJR Newark; WBEE Harvey, Ill.; WGEE-AM-FM Indianapolis; WRAP Norfolk, Va.; WCHS-AM-TV Charleston, W. Va., and WPTZ (TV) Plattsburgh, N. Y. Rollins is also an applicant for ch. 12 in Wilmington and has also applied for an fm station there. KDAY is a 50 kw daytimer on 1580 kc.

■ **WALT** Tampa, Fla.: Sold by Consolidated Sun Ray to Eastern Broadcasting Co. for \$350,000. Eastern Broadcasting, headed by Roger Neuhoff, also owns WHAP Hopewell and WCHV and WCCM-FM Charlottesville, both Virginia. Consolidated Sun Ray con-

tinues to own WPEN-AM-FM Philadelphia. WALT is a 10 kw daytimer on 1110 kc. Broker was Edwin Tornberg & Co.

■ **KFMJ** Tulsa, Okla.: Sold by Tulsa Great Empire Radio Inc. (Bernice L. Lynch, president) to Oral Roberts Evangelistic Assn. Inc. for \$300,000. KFMJ operates with 1 kw daytime on 1050 kc.

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 95).*

■ **WLNH** Laconia, N. H.: Sold by Genevieve Wingate and associates to Marion Park Lewis group for \$132,500. Lewis stations are WINC and WRFL (FM) Winchester, WSIG Mt. Jackson and 60% of WFVA-AM-FM Fredericksburg, all Virginia; WAYZ Waynesboro and WHYI Carlisle, both Pennsylvania, and WELD Fisher, W. Va.

■ **KQTY** Everett, Wash.: Sold by Walter N. Nelskog to Snohomish County Broadcasting Corp. for \$125,000 and agreement not to compete. Snohomish County Broadcasting is a group of local businessmen headed by Clifford H. Hansen, formerly of KRKO Everett, Wash.

Three to receive duPont awards

Recipients of the 1961 Alfred I. duPont Radio and Television Awards are being announced today (Monday). They are KING-TV Seattle, Wash., KPFK(FM) Los Angeles, and NBC's Martin Agronsky. The winners will be honored at a March 26 awards dinner in Washington, D. C.

The duPont Awards Foundation, established by Mrs. Jessie Ball duPont in 1942 in memory of her late husband, are conferred annually for excellence of broadcasting in the public interest. Winners will receive plaques and checks for \$1,000.

KING-TV, winner in the large station category, was cited for "a consistent policy of responsibility toward community needs and interests, for initiative in preparing programs reflecting thoughtful awareness of the public interest and its own role in community life, and for encouraging local talent and self expression, as evidenced during the year 1961 in such programs as *Community Workshop*, programs for children, and a series of forthright documentaries on controversial public issues."

KPFK, the first non-commercial station to win a duPont award, is one of three fm stations operated by Pacifica



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Foundation, which depends on voluntary public subscription for its operations. The awards committee, noting this financial limitation, cited KFPK for its programs that "make radio a positive and creative force in the cultural and intellectual life of its community."

In addition to the two station win-

ners, the duPont judges commended WHAS Louisville, WCAU-TV Philadelphia, WWGP Sanford, N. C., and WTHI-TV Terre Haute, Ind., for "especially meritorious performance."

Speaker at the dinner will be Hugh Carleton Greene, director-general of the BBC (BROADCASTING, March 12).

Houston; David Polinger, WTFM(FM) New York; Mr. Rabell, and George Thorpe, WVCB(FM) Coral Gables, Fla. Economics will be discussed by Paul Braden, WFPB-FM Middletown, Ohio; Gary Gielow, KPEN(FM) San Francisco, and Henry W. Slavick, WMC-FM Memphis. Representing Electronic Industries Assn. will be L. M. Sandwick.

Money and Sales — A convention seminar on sales and money-saving methods will be held April 3, 8:30-10 a.m. Robert F. Wright, WTOK-TV Meridian, Miss., an NAB Tv Board member, will moderate a seminar with two titles, "How to Save Money" and "How to Get More Sales."

Stanley Deck, KDIX-TV Dickinson, N. D.; Stuart T. Martin, WCAX-TV Burlington, Vt., and Robert E. Schmidt, KAYS-TV Hays, Kan., will participate in a panel on cutting of operating costs. It will deal with community programming, automation in the administrative and business operations, and cost control in studio, film and slide production.

Norman E. Cash, president of Television Bureau of Advertising, and John B. Soell, KTVE(TV) El Dorado, Ark., will take part in a session devoted to local advertising revenue and national spot development.

FINAL CONVENTION PLANNING

NAB fitting final pieces in Chicago agenda; fm scheduled for spotlight March 31, April 1

Broadcast sales, money-saving techniques, program quality, fm and stereo, FCC regulatory problems and a proposed splitup of Broadcast Music Inc. will top the program of the annual NAB convention, to be held April 1-4 in Chicago.

Final events were being wrapped up at NAB Washington headquarters with the convention only a fortnight away. NAB President LeRoy Collins and the staff were deep in details at the weekend. A few members of the convention-managing group were leaving for the Conrad Hilton Hotel, where the annual sessions will be held.

George Bartlett, NAB engineering manager, was completing the program for the Broadcast Engineering Conference, to be held concurrently with the management convention.

Both meetings will honor industry leaders. Edward R. Murrow, director of the U. S. Information Agency, will be presented the NAB Distinguished Service Award April 2 at the management conference. Ralph Harmon, engineering vice president of Westinghouse Broadcasting Co., will receive the annual technical award.

The three management luncheon speakers are—April 2, Gov. Collins; April 3, FCC Chairman Newton N. Minow; April 4, James E. Webb, administrator, National Aeronautics & Space Administration.

The engineering agenda includes luncheons April 2, with Sir Harold Bishop, engineering director of British Broadcasting Corp., as speaker; April 3, with Dr. J. R. Pierce, Bell Telephone Labs as speaker, and April 4 with Dr. George Brown, RCA research-engineering vice president, as speaker.

Separate radio and tv engineering agendas have been arranged for April 3.

Fm Spotlight — Two days of fm programming are scheduled. National Assn. of Fm Broadcasters, sales arm of the fm industry, will meet Saturday, March 31. Fred Rabell, KITT(FM) San Diego, is NAFMB chairman. NAB has designated Sunday, April 1, as "Fm Day." NAFMB will program the morning meeting; NAB will be in

charge of the afternoon agenda, which will be devoted entirely to fm stereo.

Ben Strouse, WWDC-AM-FM Washington, chairman of the NAB Fm Radio Committee, will preside Sunday afternoon. He will deliver a report from the committee.

The rest of the afternoon will be devoted to technical, programming and economic aspects of fm stereo. Taking part in a technical panel will be Everett Dillard, WASH(FM) Washington; James Gebbert, KPEN(FM) San Francisco; Harold Tanner, WLDM (FM) Detroit, and William Tomberlin, KMLA Los Angeles.

Participants in a programming panel will be Lynn Christian, KODA-FM

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CBS SALES UP, INCOME DOWN IN '61

Network 'world's largest' ad medium, annual report says

Net sales of \$473,843,935 and net income of \$22,037,828 were announced by CBS Inc. in its annual stockholders' report distributed last week. The 1960 figures were \$464,598,318 in net sales and \$23,235,074 in net income.

Net income per share was listed at \$2.55 as against \$2.69 in 1960. In a note to stockholders, CBS Board Chairman William S. Paley and President Frank Stanton observed the rise in sales and the modest dip in income, and explained: "During the summer [of 1961], the unprofitable CBS Electronics Div., which manufactured semiconductors and electron tubes, was discontinued in order to eliminate its drain on earnings."

The report claimed that CBS-TV in 1961 was "the world's largest advertising medium" and that four of the five CBS-owned tv stations — WCBSTV New York, KNXT (TV) Los Angeles, WBBM-TV Chicago and KMOX-TV St. Louis—were "first in their communities in circulation and sales." The fifth, WCAU-TV Philadelphia, was also first "intermittently."

Columbia Records' dollar volume increased 33% over that of 1960, the report said, and "expansion of its domestic and foreign operations further enhanced the company's position in the phonograph records industry."

Other highlights of the report: CBS International sales for 1961 reached a

"new high"; overseas investments by CBS Inc. were "profitable and the trend is toward greater profits from these sources in the future"; CBS Radio had a "gratifying" year in 1961 with network sales improving in the last half, the fourth quarter exceeding the previous year's comparable period by 25%. CBS paid cash dividends of \$1.40 a share in 1961 plus a stock dividend of 3%. The company has paid over \$128 million in dividends since its formation in 1927.

Wometco '61 earnings set record—Wolfson

Wometco Enterprises Inc., group broadcasting and amusement company, had higher earnings in 1961 than in any year since the company was formed in 1925, according to Mitchell Wolfson, president.

In a year-end report, Wometco reported gross income in 1961 of \$15,999,469 and net income of \$1,353,255 after income taxes. This compares to a 1960 gross of \$12,673,650 and a net of \$1,013,429. Gross income was up 26.2% from the preceding year and net income up 33.5%. Earnings per share, based on shares outstanding at the end of the calendar year, were \$1.34 as compared to \$1.01 in 1960. In 1961, 33.3% of income (\$450,520) was paid out in dividends.

WTHI-TV's secret

When the *real* Betty Chadwick of WTHI-TV Terre Haute, Ind., stood up on CBS-TV's *To Tell the Truth*, only one of the four panelists had picked her out of the imposters. Miss Chadwick, a native of Brazil, is WTHI-TV's chief photographer and has been for four years, covering such events as the Miss America pageant, the 1960 political conventions, the 1961 Presidential inauguration and the Terre Haute Viking Mine disaster. The reason for Miss Chadwick's appearance on *To Tell the Truth* is that she is believed to be the only female chief station tv news photographer in broadcasting.

In June 1961 Wometco took over KVOS-TV Bellingham, Wash. Earnings from this station have been included only for the last half of the year. In August Wometco acquired a franchise for Canda Dry in the Bahamas. The company also acquired several vending companies in Florida.

The company's annual stockholders meeting is scheduled April 9 in Miami Beach. Other Wometco broadcast properties are WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N.C., and 47.5% of WFGA-TV Jacksonville, Fla.

Laguna Video buys catv

The sale of Tel-I-Clear System Inc., a catv system in Laguna Beach, Calif., by Lewis Lemieux and associates to Laguna Video Inc. for \$650,000 was announced last week. Laguna Video Inc. is primarily owned by Narragansett Capital Corp. of Providence, R.I., headed by Royal Little, former president and chairman of the board of Textron Inc.

The catv system serves approximately 2,300 subscribers, and will be operated by Systems Management Co. under a management contract. Mr. Lemieux has agreed to continue his services for an indefinite period. The broker was Daniels & Assoc.

Iowa daytimers to meet

Owners and managers of daytime radio stations in Iowa will meet Wednesday (March 21) in Des Moines to discuss proposed FCC rulemaking to stop daytime stations on regional frequencies from going on the air before sunrise.

According to George Volger, KWPC Muscatine, who called the meeting, more than half of the state's 34 day-



Combination rate for WROW, WSNY

Agency executives attended presentations on behalf of WROW Albany and WSNY Schenectady, both New York, which are being offered at a combination rate. A 10-minute film presentation, called "The Tri-City Bi-Station Buy," was shown to the groups. It was designed to show the cost efficiency of buying stations in combination and outlined the pro-

motional and merchandising support given to advertiser purchases. In attendance at last Monday's meetings were (l to r) Edna Cathcart, J. M. Mathes; Doug Humm, Charles W. Hoyt Co.; Helene Thomas, Street & Finney; Bob Peebles, general manager, WROW; Jim LeBaron, H-R Representatives Inc. and Jim Alspaugh, H-R Representatives Inc.

timers would be affected if the rule-making becomes law. The station heads meet at 10 a.m. in the Hotel Fort Des Moines.

Subcommittee discusses NAB tv code changes

Proposed revisions of the language and construction of the NAB Television Code were discussed last week by a subcommittee which met at NAB's Washington headquarters. The codification process has been under way more than a year; proposed changes were reviewed at the winter NAB Tv Board meeting.

A meeting of the tv code board is scheduled during the NAB Chicago convention, according to Robert D. Swezey, code authority director. The board will review the progress of negotiations with the three tv networks to set up a liaison arrangement.

E. K. Hartenbower, KCMO-TV Kansas City, tv code chairman, will go out of office at the convention. He has completed the maximum of two consecutive terms. Joe Herold, formerly KBTv (TV) Denver, has resigned as a board member following his move to Honolulu.

Seeks N.Y. fair space

Communications Plaza Inc., an independent entrepreneur, has submitted to the 1964 New York World's Fair a proposed exhibit for companies in the communications industry.

The exhibit space would include pavilions for a radio-television, press and communications' arts group around a tower and open court, according to Communications Plaza. The radio-tv pavillion will house networks, stations and equipment manufacturers.

Media reports...

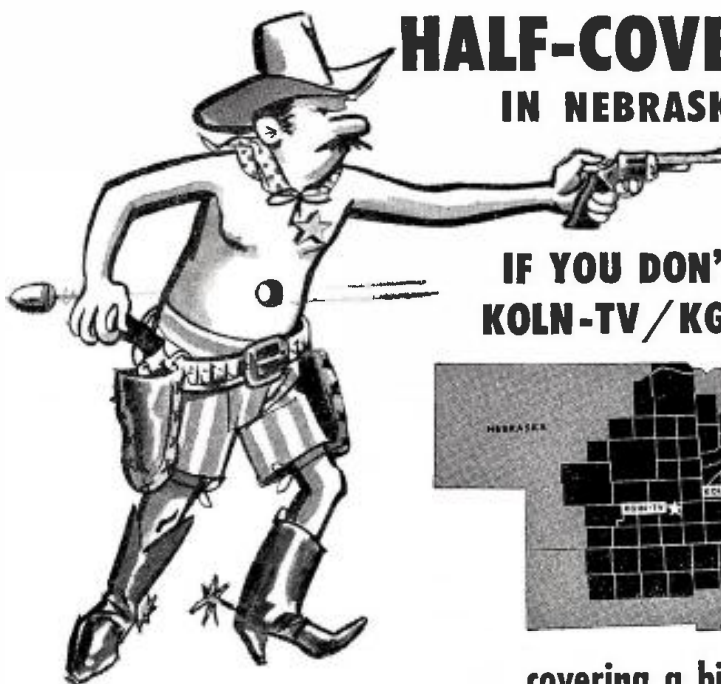
Semi-annual policy ■ The board of directors of Metromedia Inc. last week announced the adoption of a regular semi-annual dividend policy and declared a dividend of 10 cents a share on its common stock, payable May 31 to stockholders of record on April 27. Metromedia is the parent company of Metropolitan Broadcasting, which operates radio and television stations throughout the country.

New affiliate ■ WVNA Tuscumbia, Ala., today (March 19) joins CBS Radio. The new affiliate is a 5 kw station on 1590 kc, and is owned and operated by Elton H. Darby.

Appointment ■ Harrington, Walker & Strickland, Harrisburg, Pa., advertising and public relations agency, has been appointed by WSBA York and WARM Scranton, both Pennsylvania.

BROADCASTING, March 19, 1962

YOU'RE ONLY HALF-COVERED IN NEBRASKA



**IF YOU DON'T USE
KOLN-TV / KGIN-TV!**



**...covering a bigger,
better Lincoln-Land**

Tracking down the big television markets in Nebraska? You'll find just two—the extreme East and Lincoln-Land.

The Eastern TV market presents somewhat of a problem. It's split three ways by three top TV stations. But in the other big market the story is just the opposite. Two stations—KOLN-TV and satellite KGIN-TV combine for a bigger and better Lincoln-Land than ever before! Check the facts on Nebraska's "other big market"—then see how they compare with any other Nebraska station.

Avery-Knodel will gladly furnish you with all the facts on KOLN-TV/KGIN-TV—the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

AVERAGE HOMES MONDAY THROUGH FRIDAY

November 1961 ARB 10:00 PM

KOLN-TV/KGIN-TV	59,100
Omaha "A"	50,600
Omaha "B"	49,000
Omaha "C"	36,500

The Feltzer Stations

WIZO-TV—GRAND RAPIDS-KALAMAZOO
WIZO RADIO—KALAMAZOO-BATTLE CREEK
WRF RADIO—GRAND RAPIDS
WRF-FM—GRAND RAPIDS-KALAMAZOO
WWTV—CADILLAC-TRAVERSE CITY
KOLN-TV—LINCOLN, NEBRASKA
KGIN-TV—GRAND ISLAND, NEBRASKA



The Feltzer Stations

WIZO-TV—GRAND RAPIDS-KALAMAZOO
WIZO RADIO—KALAMAZOO-BATTLE CREEK
WRF RADIO—GRAND RAPIDS
WRF-FM—GRAND RAPIDS-KALAMAZOO
WWTV—CADILLAC-TRAVERSE CITY
KOLN-TV—LINCOLN, NEBRASKA
KGIN-TV—GRAND ISLAND, NEBRASKA

KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS
1069 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

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



Los Angeles personalities bowl for heart fund

Participation in the Los Angeles heart fund by the broadcast media was heightened by a special bowling promotion. Ten radio-tv personalities earned 50 cents per pin for the Los Angeles County and Bud Baker Memorial Heart Funds in the second annual "Disk Jockies Bowl Over Heart Disease" event from the Holly-

wood Legion lanes.

The participants (l to r): Jim O'Leary, KBIG; Bill Yunge, KRHM-FM; Ira Cook, KMPC; Larry McCormick, KGEJ; Dan Lamond, KTTV; Smiley Monroe, KTYM; Jim Todd, KFI; Art La Boe, KDAY; Roy Elwell, KRLA; Johnny Gunn, KEZY.

Nearly 1,400 pins fell as two competing teams bowled one complete game with represented stations and advertisers picking up the tab for the heart fund. Winning team and high score trophies were presented on the show—telecast by KTTV (TV)—by Sandra Jenkins, the 1962 heart fund queen.

WEMP plans show 'strictly for birds'

It isn't done often, but this Wednesday (the first day of spring) WEMP Milwaukee will present a show strictly for the birds, a takeoff on a similar program it inaugurated last year.

Actually, personality Robb Thomas will devote a four hour segment exclusively to recordings containing reference to specific species of birds—"Bye Bye Blackbird," "Flamingo," "Cry of the Wild Goose," etc.

Like last year, WEMP has chosen selected persons to witness the program in the station's main broadcast studio. Invitations delivered by carrier pigeon were sent to members of the Audubon Societies and bird-watching groups.

Arrangements have been made with the Milwaukee County Zoo to provide several live birds of various types to be released in the broadcast studio while

the show is in progress. WEMP will provide all studio guests with umbrella type hats to circumvent "embarrassing" incidents which occurred last year.

The studio audience also will be the station's guests for a luncheon—fowl, naturally. The buffet bill of fare includes egg drop soup, pheasant under glass, creamed chicken on toast and Four and Twenty Blackbirds baked in a pie.

CKLW's ski carnival

CKLW Windsor, Ont.-Detroit reported that more than 6,000 persons turned out for its Mt. Christie Ski Carnival to try their luck in various special events and meet personalities from the entertainment and sports fields.

Two former professional hockey players, Ted Lindsay (CKLW) and Marty Pavelich, won the Personality Downhill and the Professional Sports Personality races, respectively. These were the two main events.

Drumbeats...

Record giveaway ■ KBER San Antonio started a "Name It and Claim It" promotion in which it played records on the air and gave the discs away to the first person who could name each tune correctly.

Turnabout ■ The tables were turned in Wheeling when instead of a tv station invading an agency to make a pitch, the agency invaded the station. Those involved were Gutman Adv., that city, which took over WTRF-TV to demonstrate to one of its clients (Weimer Packing Co.) how it was going to use television to carry out its 1962 advertising campaign.

Long telegram ■ What has been described as the longest telegram in the history of Jacksonville is being claimed by WMBR, that city, when the station sent a congratulatory wire to Astronaut John Glenn upon his arrival in Wash-

ington. 700 citizens' signatures helped to swell the length of the message to 20 feet.

D.j.s' orbit • Compared to John Glenn's speed of 89 minutes for one orbit around the earth, it was slow-traveling for two KVI Seattle d.j.'s who went around the world in opposite directions for a joint promotion of the Seattle World's Fair and the Bulova Watch Co. Buddy Webber and another personality, known only as Hardwick, were scheduled last week to make their respective flights via commercial airlines in approximately 55 hours, with brief stopovers in 29 major foreign cities to present invitations and models of the Space Needle fair symbol. They wore 24-hour Bulova Accutron electronic time-

pieces designed especially for astronauts and test pilots.

Weather watchers • KELO-TV Sioux Falls, S. D., has been offering listeners a plastic "weather watcher" wind and temperature indicator for \$1 and reported it is being "snowed under" with requests, a total of more than 4,600 in past four weeks.

WBKB (TV) contest to "test" timebuyers

WBKB (TV) Chicago, in conjunction with its recent multi-million dollar purchase of Seven Arts' *Films of the Fifties* (Vol. 3) is conducting a Timebuyers' Talent Test—open to bona fide timebuyers only.

Object of the contest is for the entrant to predict the ratings and share of the audience for the first six weeks of *Films of the Fifties* which will have its premiere on WBKB March 25.

Entries will be judged by Advertising Distributors of America Inc. on the basis of averages of Trendex's telephone recall to be taken for the six week period.

Contestants may enter only once. Four awards will be given, one each for the following regions: New York metropolitan area; Eastern Standard Time Zone (excluding New York); Central Standard Time Zone; Mountain and Pacific Times Zones.

All entries must be postmarked not later than midnight, March 24.

INTERNATIONAL

BBG approves new am station, tv translator

FIVE AM STATIONS, ONE TV, TO GET MORE POWER

The Canadian Board of Broadcast Governors has recommended government approval of applications for (1) a new am station at Wilmot Station, N. S., and (2) a new vhf translator station at Nakusp, B. C.

The new am station, applied for by Evangeline Broadcasting Ltd., is to be a fulltimer on 1490 kc with 1 kw day and 250 w night, and will be programmed part-time from the studios of CKEN Kentville, N. S.

The translator has been applied for by Arrow Lakes Tv Society and will operate on ch. 2 in Nakusp, translating programs of CHBC-TV Kelowna, B. C.

Also recommended by the board for government approval were the following applications:

- Increases in power for the following stations: CJLX Ft. William, Ont., from 5 kw to 10 kw-D, 5 kw-N; CHEX-TV Peterborough, Ont., from 102 kw visual and 61.2 kw aural, to 139 kw visual and 83.4 kw aural, with an increase in antenna height from 396 ft. to 772 ft.; CKCR Kitchener, Ont., from 250 w to 10 kw-D, 5 kw-N, with change in antenna site; CJCS Stratford, Ont., from 250 w to 500 w-D, 250 w-N; CKBM Montmagny, Que., from 250 w to 1 kw-D, 250 w-N, plus a new additional studio in Ste. Anne de Beaupre, Que.; CBI Sydney, N. S., from 5 kw to 10 kw; CJCB Sydney, from 5 kw-D, 1 kw-N to 10 kw fulltime.

- Change of frequency for CKYL Peace River, Alta., from 630 kc to 610 kc.

- Change in studio site for CKPR Ft. William, to 87 N. Hill St., Port Arthur, both Ontario.

- Change in daytime directional antenna pattern on 920 kc for CKCY

Sault Ste. Marie, Ont.

The board also recommended for approval the following ownership-change applications:

- For the licensee of CHAM-AM-TV Moose Jaw, Sask., change in corporate name from Radio Station

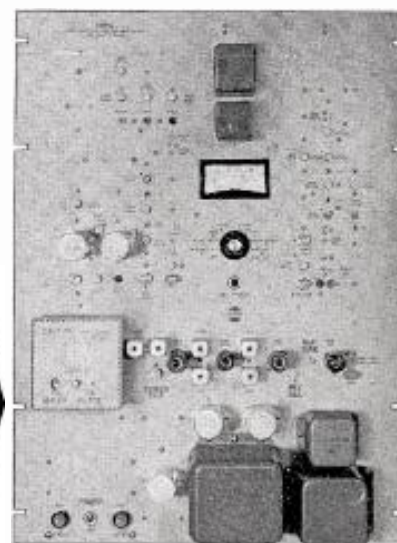
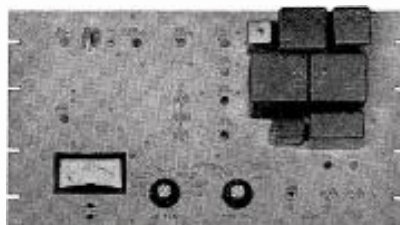
CHAB Ltd. to CHAB Ltd.

- For CHED Edmonton, Alta., transfer of ownership and control from CHED Ltd. to Radio Station CHED Ltd.

- For CKAC Montreal, transfer of stock in its licensee, La Compagnie de Publication de *La Presse* Ltd.

- Sale of CFCO Chatham, Ont., from John G. Beardall to Donald G. Hildebrand.

- Transfer of all issued stock in



Your direct approach to FM stereo

Collins new time division system ends the unstable and costly conventional dual channel method of stereo injection. Now, Collins 786M-1 FM Stereo Multiplex Generator feeds *both* stereo channels directly to the Collins 830A-2 Exciter on a *single*, composite signal. By feeding monaural audio and the sub-channel to this wide band exciter on a single signal, matrix networks are eliminated. Mount the units into a Collins 830 series FM transmitter and you'll have the finest FM stereo broadcast equipment available on the market. The 786M-1 and the 830A-2 are compatible with most existing FM transmitters as well. Call your Collins salesman now for full details.



Collins Radio Company • Cedar Rapids • Dallas • Los Angeles • New York

Peterborough Broadcasting Ltd., licensee of CKPT Peterborough, Ont., from Watergrove Investments Ltd. to Radio CHUM-1050 Ltd. and Barrie Broadcasting Ltd.

Also approved by the board was a proposed arrangement between WKMh Dearborn, Mich., and CHVC Niagara Falls, Ont., whereby they would form a two-station network to broadcast regularly scheduled games of the Detroit Tigers, from April 9 to Sept. 30.

Decision on programs expected from Geneva

A significant decision that will affect the future of television programming in the markets of the world is expected shortly in Geneva, according to John G. Mc Carthy, president of the Television Program Export Assn.

In that city are meeting 37 nations which are signatories of the General Agreement on Tariffs & Trade. Mr. Mc Carthy is serving as the tv industry's technical advisor to the U. S. GATT delegation.

On the outcome of the Geneva negotiations on tv programs, he says, "hinges the answer to the question whether these programs shall move freely in international trade or whether they shall be hampered and restricted by all kinds of national quotas."

The U. S. delegation, he said, is pressing for the "greatest possible liberalization in handling television programs in international trade." Mr. Mc Carthy said he plans to return to Geneva shortly for final action on recommendations to be made by a 10-country committee.

Toronto ad standards

Toronto radio and television stations and newspapers have launched the "Toronto Plan for Advertising Standards," described as "the first unified effort to support the standards of truth in advertising and to eliminate exaggerations, deceptive or misleading statements."

A code has been prepared by the Better Business Bureau of Metropolitan Toronto, the Advertising & Sales Club, Assn. of Canadian Advertisers, Canadian Assn. of Advertising Agencies, and Assn. of Industrial Advertisers, and a panel from the Advertising and Sales Club of Toronto will help adjudicate disputes.

The Toronto plan is similar to that in use in a number of U. S. cities.

CFCF-TV 1961 losses big

CFCF-TV Montreal cost Canadian Marconi Co. Ltd. \$1,313,947 in its first year of operation.

The company's annual report covering CFCF-AM-TV and electronic equipment manufacturing facilities showed a net profit of \$48,573, as against a loss in 1960 of \$394,734. Excluding the television station operation, Canadian Marconi made a profit of \$1,362,520.

The CFCF-TV losses including an operating loss of \$619,785, allowance for depreciation of \$260,607, pre-pro-

duction expenses written off \$175,555, and interest expenses of \$258,000.

CFCF-TV started Jan. 20, 1961, and like other Canadian tv stations had an operating revenue below the anticipated level. The annual report stated that in its first year the station gained a large audience and that the future holds promise.

GEL's Canadian marketing

General Electronic Labs, Cambridge, Mass., has announced an agreement with Canadian General Electric Co., Toronto, in which CGE will market the former's line of fm transmitters and multiplex equipment in Canada on an exclusive basis.

The GEL line includes transmitters of 1, 10, 15, 20 and 30 kw, and multiplex systems for the addition of stereo broadcasting.

Abroad in brief...

U. S. sales rep ■ ABC International Television Inc. has been appointed U.S. sales representative for CFTO-TV Toronto.

Tape sales ■ Canadian General Electric Co. Ltd., Toronto, Ont., has been appointed exclusive distributor in Canada for Automatic Tape Control Inc., Bloomington, Ill., manufacturers of tape equipment for automatic broadcasting.

Canadian rep ■ CFUN Vancouver, B.C., appointed Tyrrell and Nadon Broadcast Representatives, as national representatives at Toronto and Montreal.

FATES & FORTUNES

BROADCAST ADVERTISING

Charles V. Dinges, executive art director, Post & Morr Inc., Chicago, elected vp. Mr. Dinges, formerly with Young & Rubicam, Detroit, joined Chicago agency in August 1961.

Charles Bellante, tv group supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, elected vp.

Ross M. Legler, account executive, Ted Bates & Co., New York, elected vp. Mr. Legler joined Bates one year ago after serving as vp at Compton Adv., New York.

J. W. Selden, division vp for chemicals, and **Dr. C. W. Walton**, vp for research, Minnesota Mining & Manufacturing Co., St. Paul, named division vp for new products commercial development and vp for research and development, respectively.

Ron Ross, former general manager, WPTA (TV) Roanoke, Ind., elected vp

and director of public relations and media, Gotsch Affiliates, Fort Wayne advertising agency.

John W. Little, advertising and sales promotion director, Wellington Sears Co., elected chairman of textile group of Assn. of National Advertisers, New York. He succeeds **Jay Kaner**, advertising and merchandising manager, American Enka Corp.

W. Dewees Yeager Jr., formerly with J. Walter Thompson, New York, joins Donahue & Coe, that city, as account executive on Corn Products Div., Best Foods Corp.

Roger Beck, popular music and records editor, *Los Angeles Mirror*, and **William R. Coart**, reporter and rewrite man, *Los Angeles Examiner* and UPI, join Los Angeles office of Harshe-Rotman, pr firm, as account executives.

Marjorie Hoyne, fashion editor, *Living for Young Homemakers*, joins pr department, D'Arcy Adv., New York,

as account executive on Courtaulds fibers.

William A. Clark, publicity manager, Bankers Trust Co., New York, joins Jay DeBow & Partners Inc., corporate pr consultants, that city.

Greacen R. Mitchell, marketing consultant vp and manager, Harrington-Richards, Los Angeles, joins Boylhart, Lovett & Dean, that city, as account executive.

Joseph L. Brechner, president and general manager, WLOF-TV Orlando, Fla., elected president of Advertising Club of Orlando. Other officers elected: **Don S. Barbour**, Barbour Outdoor Adv., first vp; **Bruce E. Webb Jr.**, Daniels Inc., second vp; **Ellis Lavin**, Ivey's of Orlando, treasurer, and **Mildred Lavin**, secretary.

T. R. Snyder, formerly with Benton & Bowles, joins account contact department of Geyer, Morey, Madden & Bal-

lard, New York. He is assigned to Rambler auto account.

Harold C. Heaslip, former advertising manager, Lummus Co., industrial engineering and construction firm, joins Ketchum, MacLeod & Grove, New York, as executive on American Gas Assn. account.

William G. Rolley, sales promotion account executive, The Rumrill Co., Rochester, N. Y., advertising agency, promoted to director of marketing services department. Before joining Rumrill, Mr. Rolley was general sales manager, Theater Network Television Co., New York, for two years.

Sherman L. Agins, formerly with Alfred Politz organization, joins J. M. Mathes Inc., New York, as assistant research director.

James Lindsey, research department, Richard K. Manoff Inc., New York advertising agency, joins research department, Hicks & Greist, that city.

George Jones, member of marketing department, Hixson & Jorgensen, Los Angeles, appointed agency's industrial and technical media buyer.

Dorothy Davis-Smith joins Wesley Assoc., New York, as copy supervisor. She was formerly on Revlon account at Mogul Williams & Saylor, New York, and on Max Factor account at Anderson-McConnell Adv., Los Angeles.

Stanford C. Kaatz, for seven years senior copywriter with Erwin Wasey, Ruthrauff & Ryan, Chicago, joins Phillips & Cherbo, advertising agency that city, in similar capacity.

Richard M. McConnell, formerly with Leo Burnett Co. and Keyes, Madden & Jones, both Chicago, joins copy staff, Clinton E. Frank Inc., that city. **Louis Pappas**, former art director with O'Grady-Payne Studios, Campbell-Mithun and BBDO, all Chicago, joins Frank in similar capacity.

Gerry Sussman, formerly with Elington & Co. and Benton & Bowles, both New York, joins copy staff, The Wexton Co., that city.



SARKES TARZIAN INC
Electronic Products of Tomorrow—Today

James G. Beardsley, former vp and creative director, Erwin Wasey, Ruthrauff & Ryan, New York, appointed associate copy creative director, Clay Stephenson Assoc., Houston.

THE MEDIA



Mr. Costello

Edward Costello, sales manager, KOSA-TV Odessa, Tex., elected vp of Southwest States Inc. He will continue as sales manager of Odessa outlet. Mr. Costello began his broadcasting career in 1946 with KAVE Carlsbad, N. M., as sportscaster. He moved to KOSA in December, 1946, as news and sports director, remaining until October, 1955, when he joined KOSA-TV in his present position as sales manager. Southwest States stations are: KOSA-AM-TV Odessa, KVII-TV Amarillo, KROD-AM-TV El Paso, all Texas, and KRNO San Bernardino, Calif.

Walter K. Mickelson, president and owner, KNUJ New Ulm, Minn., retires from active management of station to become chairman of board of directors. **Walter K. Mickelson Jr.** succeeds his father as president.

Merrill Smith, program director, WONN Lakeland, Fla., appointed general manager, WTAO and WXHR (FM), both Boston.



Mr. Lynn

Jack Lynn, director of film programming for Metropolitan Broadcasting, New York, elected vp in charge of tv programming for Metropolitan's six tv stations: WNEW-TV New York; WTTG (TV) Washington; KMBC-TV Kansas City, Mo.; KOVR (TV) Sacramento-Stockton, Calif.; WTVH (TV) Peoria, and WTVP (TV) Decatur, both Illinois. Mr. Lynn joined Metropolitan Broadcasting in May 1959 as program manager for WNEW-TV.

Bentley A. Stecher, former general manager, WEBB Baltimore, joins KATZ St. Louis in similar capacity. **Dave Dixon**, KATZ announcer, promoted to program director.

Ron Mendler, program-promotion director, WBVL Barbourville, Ky., appointed sales manager and assistant station manager, WNTT Tazewell, Tenn.

William K. McDonald, executive vp, NBC Radio, elected chairman of tv-radio and entertainment division for 1962 Red Cross drive in New York.

We're proud of our Stainless TOWER

... say these
leading
broadcasters



PHIL HEDRICK
Operations Manager

WSJS
WINSTON-SALEM, N. C.



LEON LASLEY
Chief Engineer

If you're planning a tower, take advantage of Stainless' experience in designing and fabricating AM, FM and TV towers of all kinds —up to 1749' tall.

S Get your free book describing these installations.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

Patrick Callihan, manager, WMSB (TV) East Lansing, Mich., joins National Educational Television & Radio Center, New York, as executive assistant for network affairs. NETRC is headquarters and programming agency for National Educational Television Network.

Wayne (Bart) Bartholemy, salesman, KEX-AM-FM Portland, Ore., joins sales department, KGW, that city.

John H. Wrath, **Mitchell DeGroot**, **Robert Richmond** and **Powell Ensign** elected vps of Paul H. Raymer Co., New York. Mr. Wrath will serve as vp in charge of central division. He joined Raymer in 1961 after 21 years with Headley-Reed Co., of which he was president. Mr. DeGroot, radio sales manager since 1957, will be vp in charge of national radio sales. He was director of advertising for ABC-TV before joining Raymer in 1955. Mr. Richmond will be vp and eastern sales manager for radio. Mr. Ensign, formerly executive vp, Everett-McKinney Co., will serve as vp in rep firm's New York radio department.

Thomas C. McCray, vp and general manager, KRCA (TV) Los Angeles, elected chairman of board of directors of Los Angeles Better Business Bureau.



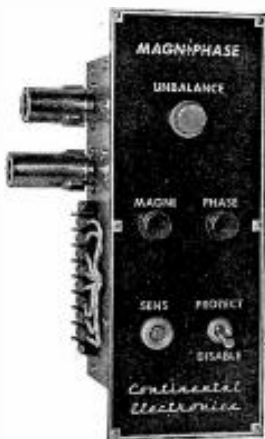
Industry execs gather to honor CBS's Stanton

The night of March 8 at the Waldorf-Astoria in New York was turned over to a testimonial banquet and star entertainment for CBS President Dr. Frank Stanton who received the 1962 Gold Medal of the Radio & Television Executives Society "for outstanding achievement in broadcasting" (BROADCASTING, March 12). The Gold Medal and scroll were presented to Dr. Stanton

by Matthew J. Culligan, Interpublic Inc. corporate executive.

At a reception preceding the dinner were (l to r): NBC Board Chairman Robert W. Sarnoff; CBS Board Chairman William S. Paley; Senate Interstate & Foreign Commerce Committee Chairman Warren D. Magnuson (D-Wash.); Dr. Stanton, and Henry R. Luce, editor-in-chief, Time-Life-Fortune publications.

MAGNIPHASE



LINE PROTECTION SYSTEM

MAGNIPHASE — protects antenna system from damage caused by static discharge or transmission line faults. **MAGNIPHASE** — will instantaneously squelch transmitter output, preventing arc from being sustained by RF energy. Immediately self-restoring, transmitter interruption goes unnoticed on the air.

Continental Electronics
MANUFACTURING COMPANY

4212 SOUTH BUCKNER BLVD. DALLAS 27, TEXAS
LTV Subsidiary of Ling-Temco-Vought, Inc.

William C. Fitts III, former production manager, WCAU-TV Philadelphia, appointed administrative manager for CBS Television Sports, New York.

Lee Polk, producer-director for Regents Educational Television Project of New York State Education Dept., appointed production director for ch. 13, New York, etv facility of Educational Television for the Metropolitan Area Inc.

Dr. Charles Winick, psychologist and specialist in field of juvenile behavior, has been retained by NBC as consultant on children's programming.

John St. Leger, corporate advertising director, *Investment Dealers' Digest*, and former radio newsman, joins Time-Life Broadcast Inc., as on-air-editor of *Topic A—Business*, daily radio program.

James Ayers, former transmitter engineer, KJEO (TV) Fresno, appointed director of engineering, KSAN-AM-TV San Francisco, KICU (TV) Visalia, and KBIF Fresno, all California. Stations are owned by Norwood J. Patterson.

James L. Anderson, announcer-engineer, KSET El Paso, Tex., joins KENS San Antonio as transmitter engineer.

Lee Carle, production head and chief announcer, WGSM Huntington, ap-

pointed program director, WGBB Freeport, both New York. **Andy Rage**, assistant to director of research, Willmark Service Systems, New York, and former continuity director, WGBB, returns to station in similar capacity.

Robert S. Yeager, program director, WTVN (TV) Columbus, Ohio, appointed public affairs director, KYW-AM-FM Cleveland, succeeding **James Holston**, resigned.

Thoren J. Schroeck, media buyer, Gardner Adv., St. Louis, appointed account executive, CBS-owned KMOX-TV, that city, succeeding **Tom Stanton** who moves to Chicago office of CBS Television Stations National Sales.

James W. Phillips, advertising and sales manager, Bardahl International Oil



SARKES TARZIAN INC
Electronic Products of Tomorrow—Today

Corp., joins KING-TV Seattle as promotion director. He succeeds **Eric Bremner** who will serve in station's documentary and editorial field as assistant to Bob Schulman, special features director.

Lee Eneff and **Bill Kerwin** join KTVH (TV) Hutchinson - Wichita, Kan., as account executive and announcer, respectively.

Bill McGivern, news chief, KSTP Minneapolis-St. Paul, appointed director of news operations, KSTP-TV, that city. **Harold Meier** succeeds Mr. McGivern as news chief.

John Holbrook, newscaster, Mutual Network, joins KKHI San Francisco news department.

Rex Davis, news director, KMOX-AM-FM St. Louis, assumes additional duties as director of news and public affairs. **Steve Rowan**, former night news editor, appointed assistant public affairs director. **Robert Reh** named writer-producer for special programs.

Robert J. Craft, news director, KONG-AM-FM Visalia, Calif., joins ABC, Los Angeles, as news writer.

Paul Miller, news department, WCKY Cincinnati, promoted to news director.

Jay Nagle, news and sports announcer, WSAZ-TV Huntington, W.Va., promoted to sports director.

Leif Jensen, announcer, WINF Manchester, Conn., joins WNAC-AM-TV and WRKO (FM) Boston.

Frank Benedict, formerly with KBEA Mission, Kan., joins KPHO Phoenix as announcer. **Chuck Glance**, production manager, and **Kay Shake**, chief of continuity and traffic, KPHO-TV, promoted to program director and operations manager, respectively.

Harry Jones joins WERE-AM-FM Cleveland as sportscaster for 1962 Cleveland Indian baseball games.

Robert L. Palmer, producer, Douglas Productions, Chicago, appointed publicity director, KMPC Los Angeles.

Joseph J. Derby, supervisor of tv program publicity, Young & Rubicam, New York, joins NBC press department as director of news publicity. **Robert Brown**, press editor, news and public affairs, promoted to press supervisor, news and public affairs.

Claude C. Cox, producer-writer-cameraman, KRLD-TV Dallas-Ft. Worth, joins Great Southwest Corp., Arlington, Tex., as assistant publicity director.

Bill Weyse, public affairs director, WNBC-AM-FM New York, joins WJZ-TV Baltimore in similar capacity. **Harry**

NBC News award

John Herrington, night news editor, WDAF - AM - TV Kansas City, Mo., has been named winner of the fifth annual Earl Godwin Memorial Award, presented by NBC News. The award, which includes a six-month assignment as an NBC News correspondent in London, was established in memory of Earl Godwin, NBC Washington newsman, who died in 1956.

Mr. Herrington won for an entry of 30 reports used on NBC Radio during 1961.

J. Wiest and **James A. Butcher** to WJZ-TV as producer-director and reporter-cameraman, respectively. **Robert J. Guilian**, **Richard P. Lusher** and **Rich-**

ard J. Murphy appointed director of special film projects, director of production and operations and traffic manager, respectively.

Glenn Tryon joins WEDO McKeesport, Pa., as air personality.

PROGRAMMING

Leon Janney, **Adrienne Moore** and **Verne Smith** elected interim members of Screen Actors Guild's board of directors by guild's New York council. Appointments fill vacancies created by enlargement of board and will last until November election.

Leonard E. Hammer, eastern division sales manager, United Artists Assoc., New York, has resigned.

Johnathan J. Oscher, associate producer, Ray-Eye Productions, resigns to join Jayark Films Corp., New York, as sales executive for southern territory.

WHAT DO YOU SAY TO A KID WHO CAN'T WALK ?

For her, learning to walk is hard, hard work. Sometimes she cries.

Usually you can josh her along. But words don't always help. So you love her—until she gets her fight back. Then she's ready to try again.

Love is one of three things that help a crippled child walk. The other two are skill and money.

We've found people with love and skill to give, like the Easter Seal therapist in the picture.

We're looking to you for the money. Not a lot—just enough to put one kid one day closer to walking. That's about \$5.



"Fight with them—against crippling"

EASTER SEAL FUND APPEAL

ADDRESS: CRIPPLED CHILDREN, C/O YOUR LOCAL POSTMASTER





Mr. Crawford

Kenneth G. Crawford, Washington bureau manager, *Newsweek* magazine, will present, beginning April 2, five-minute news analysis Monday through Friday following 11 P. M. Report on WTOP-TV

Washington. Mr. Crawford's analysis will cover international and national scene and will reflect his thoughts on major news stories of the day.

Lawrence E. Madison, MPO Productions, joins Filmways Inc., New York, as director of industrial and documentary film division.

Philip Nicolaides, account executive, MGM Telestudios, joins Videotape Productions of New York, as promotion and sales development manager.

Sam Rolfe, former writer-producer of *Have Gun, Will Travel* series on CBS-TV, joins MGM-TV as producer of *The Eleventh Hour*, new hour-long dramatic series to start on NBC-TV this fall.

Carl O. Miller, account executive, Independent Television Corp., appointed southwest division account executive for Seven Arts Assoc., New York. He will have headquarters in Dallas.

Fred Coe, veteran tv and stage producer-director who presently is producing NBC's *Theatre 62* series, will produce National Academy of Television Arts & Sciences' 14th annual Emmy Awards presentation, to be aired for 8th consecutive year on NBC Television Network. This year's 90-minute telecast, originating from New York, Hollywood and Washington, will be seen on May 22 at 10 p.m. EDT.

INTERNATIONAL

Donald M. Hine, director of programming and public affairs, TransContinent Television, joins ABC International, New York, as program manager.

ALLIED FIELDS

William C. Weber Jr., executive director, Electronic Representatives Assn., Chicago, resigns, effective May 1, to join newly formed Compar Corp., San Francisco electronic marketing firm, as executive vp and general manager. ERA committee has been formed to select Mr. Weber's successor.

Donald B. Martin, formerly with Outdoor Advertising Assn. of America for 12 years, joins Consumer Mail Panels Inc., new subsidiary of Market Facts Inc., Chicago, as marketing director.

EQUIPMENT & ENGINEERING



Mr. Freeman

Eugene J. Freeman, vp and general manager, Roberts Electronics Inc., Los Angeles, resigns to become president and chairman of board of directors, Citroen Electronics Corp., that city, manufacturer of stereo tape recorders and communications equipment. He succeeds I. Jack Berger who will continue with Citroen as executive vp. Mr. Freeman, according to terms of an agreement signed with Roberts, will serve as management consultant to company for another year.

Dr. Bernard R. Linden, assistant manager, special electron tube department, CBS Laboratories, Stamford, Conn., elected vp of department.

Robert L. Jannen, assistant vp and director of marketing, Leach Corp., Compton, Calif., electronic manufacturing company, elected vp in charge of sales.

E. Clinton Frank promoted to regional commercial manager for Raytheon Co., Lexington, Mass., responsible for coordinating sales activities for electronics firm's commercial products from Maryland to Florida.



Mr. Tingley

G. Richard Tingley, vp, CBS Laboratories, Stamford, Conn., elected vp, Telemet Corp., newly formed subsidiary of Giannini Scientific Corp., which will manufacture, sell and service former Telechrome line of commercial electronic equipment. Mr. Tingley will also serve as assistant to Dr. Gabriel M. Giannini, president, Giannini Scientific Corp., who will personally manage new company's operations. **Jack Horowitz**, former Telechrome vp in charge of manufacturing, named Telemet's vp for operations. Other appointments: **George R. Crofford**, treasurer; **Hans Schmid**, chief video engineer; **S. S. Krinsky**, western operations manager, and **Harry V. Seaman**, chief project engineer.

DEATHS

William D. Heller, 49, executive vp and general manager, Revlon International Corp., New York, died of heart attack March 14.

Frances M. Velthuys, media director, radio and tv network broadcasting, D'Arcy Adv., New York, died March 10 of apparent cerebral hemorrhage at Roosevelt Hospital, New York. Before joining D'Arcy in May 1956, Miss Velthuys was with McCann-Erickson and Compton Adv., both New York, and with several agencies in Chicago.



Mr. Carey

John T. Carey, 57, retired sales and management executive, WIND Chicago, died March 9 in Palm Springs, Calif. Mr. Carey joined WIND in 1935 and became station's vp and general manager. He retired in 1959 but for a time owned KROY Sacramento, Calif. Mr. Carey was organizer of Am Radio Sales Co., New York.

Edward Sobol, 70, veteran tv producer who had produced *Lawrence Welk Show* on ABC-TV since its inception in 1955, died March 10 at St. John's Hospital in Santa Monica, Calif. Mr. Sobol was active in Broadway theatrical production before joining ABC in 1939. In 1948 he became producer of *Milton Berle Show* and subsequently was associated with Bob Hope, George Gobel and Abbott & Costello tv programs.

John Joanides, 51, transmitter engineer, KGFJ Los Angeles, for past ten years, died of heart attack March 7 at his home in that city.



FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 7 through March 14, 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

APPLICATIONS

Huntsville, Ala.—Smith Bestg. Inc. Uhf ch. 19 (500-506 mc); ERP 500 kw vis., 251.74 kw aur. Ant. height above average terrain 989.92 ft., above ground 249.40 ft. Estimated construction cost \$360,084.79; first year operating cost \$180,000; revenue \$180,000. P. O. address box 986, Huntsville. Studio and trans. location Huntsville. Geographic coordinates 34° 44' 18.3" N. Lat., 86° 31' 57.4" W. Long. Trans. RCA TTU-25B; ant. RCA TFU-27J. Legal counsel George O. Sutton, Washington, D. C.; consulting engineer Claude M. Gray, Birmingham, Ala. Principals: M. Davidson Smith III (98%) and others. Mr. Smith owns 98% stock in WAAV Huntsville, Ala.; 51% stock in WNUF Fort Walton Beach, Fla.; and 98% stock in WJIG Tullahoma, Tenn. Company is applicant for new fm station in Huntsville. Ann. March 9.

*Newark, Ohio—Newark Public School District of Newark, Ohio. Uhf ch. 28 (554-560 mc); ERP 14.65 kw vis., 8.55 kw aur. Ant. height above average terrain 512 ft., above ground 448 ft. Estimated construction cost \$58,000; first year operating cost \$22,000. P. O. address 19 North Fifth Street, Newark. Studio and trans. location Newark. Geographic coordinates 40° 05' 28" N. Lat., 82° 24' 28" W. Long. Trans. GE TT-20-A; ant. GE TY-24-C 4 Bay. Legal counsel Cohn & Marks, Washington, D. C.; consulting engineer W. F. Justus Jr., Columbus, Ohio. Ann. March 8.

Existing tv stations

CALL LETTERS ASSIGNED

KATC(TV) Lafayette, La.—Acadian TV Corp.

New am stations

ACTION BY BROADCAST BUREAU

Eugene, Ore.—Willamette Family Stations Inc. Granted 1540 kc, 1 kw D. P. O. address box 1122, Eugene. Estimated construction cost \$55,727; first year operating cost \$60,424; revenue \$60,528 (all for am-fm combination). Principals: Marvin R. Steffins (24%), Marvin R. Steffins Jr. (26%), K. Ray Barnes and Clarence E. Brenneman (each 12%) and others. Mr. Steffins has been majority stockholder in KGEI Detroit, and engineer of equipment with telephone company; Mr. Steffins Jr. is with furniture company; Mr. Barnes is with insurance company; Mr. Brenneman is president and manager of sign company. Action March 7.

APPLICATIONS

Santa Fe, N. M.—Capital Radio. 1020 kc, 10 unl., DA-N. P. O. address Laposada, E. Palace Avenue, Santa Fe. Estimated construction cost \$52,900; first year operating

cost \$97,800; revenue \$132,000. Merrill B. Johns Jr. sole owner, owns ranch. Ann. March 9.

Monroe, N. C.—Risden Allen Lyon. 960 kc, 500 w D. P. O. address box 341, Wadesboro, N. C. Estimated construction cost \$19,075; first year operating cost \$30,000; revenue \$40,000. Mr. Lyon is 50% owner of WADE Wadesboro, owner of WKDX Hamlet, and applicant for cp in Charlotte, all North Carolina. Ann. March 9.

Woodburn, Ore.—O. L. Withers. 940 kc, 250 w D. P. O. address 245 Young St., Woodburn. Estimated construction cost \$15,851; first year operating cost \$24,000; revenue \$30,000. Mr. Withers owns retail lumber and building material firm. Ann. March 14.

Huron, S. D.—Central South Dakota Bestg. Co. 1530 kc, 1 kw D. P. O. address box 831, Huron. Estimated construction cost \$19,330.51; first year operating cost \$45,000; revenue \$45,000. Principals: M. Tracy Gitchell (66%), Dwight Coursey (24%) and others. Mr. Gitchell is hotel manager; Mr. Coursey has been commercial manager of KIJV Huron, and is owner of retail gift shop. Ann. March 9.

Existing am stations

APPLICATIONS

WBIE Marietta, Ga.—Cp to change frequency from 1050 kc to 1080 kc, increase power to 10 kw, install new trans. and install DA-D. Ann. March 9.

KID Idaho Falls, Idaho—Cp to change frequency from 590 kc to 720 kc, increase power to 25 kw-LS, install new trans, install new DA (change from DA-N to DA-D-N (DA-2)) and delete remote control operation. Ann. March 9.

WMPL Hancock, Mich.—Cp to change frequency from 920 kc to 1400 kc, change hours of operation to unl., using power of 250 w, 1 kw LS. Ann. March 14.

WBIP Booneville, Miss.—Mod. of license to change weekly SH to 6 a.m. to 8 p.m. Ann. March 9.

WGRM Greenwood, Miss.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. March 9.

WXXX Hattiesburg, Miss.—Cp to change frequency from 1310 kc to 1290 kc, increase hours of operation to unl., 1 kw-5 kw LS, install new trans. and DA-D-N (DA-2) and change ant.-trans. location. Ann. March 12.

KLME Laramie, Wyo.—Cp to increase power from 100 w, unl. to 250 w, 1 kw LS and install new trans. Ann. March 13.

CALL LETTERS ASSIGNED

WRYM New Britain, Conn.—Hartford Bestg. Corp.; changed from WKNB.

WENG Englewood, Fla.—Sarasota-Charlotte Bestg. Corp.

WJBI Indian Rocks Beach, Fla.—Johnson Bestg. Corp.

KSNM Pocatello, Idaho—Pocatello Bestg. Co.; changed from KYTE.

WLEL Raleigh, N. C.—Baron Bestg. Corp.; changed from WSHE.

KROW Dallas, Ore.—Polk County Bests.

Inc.; changed from KPLK.

WAKI McMinnville, Tenn.—Regional Bestg. Corp.; changed from WMMT.

KGAR Vancouver, Wash.—Gordon A. Rogers.

New fm stations

APPLICATIONS

Lincoln Neb.—Wendell Holmes Graham. 93.1 mc, 3.478 kw. Ant. height above average terrain 40.39 ft. P. O. address 325 South 11th St., Lincoln. Estimated construction cost \$20,212; first year operating cost \$21,360; revenue \$29,702. Mr. Graham owns printing service. Ann. March 14.

Isabela, P. R.—Sergio Martinez Caraballo. 101.7 mc, 4.02 kw. Ant. height below average terrain 123 ft. P. O. address Corchado Street, box W, Isabela. Estimated construction cost \$11,842; first year operating cost \$3,000; revenue \$6,000. Mr. Caraballo is accountant and owner of WISA Isabela. Ann. March 9.

Murfreesboro, Tenn.—Arthur D. Smith Jr. 93.6 mc, 6.7 kw. Ant. height above average terrain 767 ft. P. O. address St. Elmo, Rt. 4, Chattanooga, Tenn. Estimated construction cost \$10,874; first year operating cost \$10,000; revenue \$12,000. Mr. Smith owns WMTS Murfreesboro, one-half of WOKE Oak Ridge, and WDEH Sweetwater, and one-third of WZYX Cowan, all Tennessee. Ann. March 13.

Prosser, Wash.—Cormac C. Thompson. 102.3 mc, 440 w. Ant. height below average terrain 393 ft. P. O. address 1124 Fifth St., Prosser. Estimated construction cost \$7,290; first year operating cost \$5,870; revenue \$7,300. Mr. Thompson is registered architect; holds first class phone license. Ann. March 9.

Existing fm stations

APPLICATIONS

WDJK(FM) Atlanta, Ga.—Mod. of cp (as modified, which authorized new fm station) to decrease ERP to 20 kw, decrease ant. height above average terrain to 231 ft., change type trans., change trans. studio and remote control location and change station location to Smyrna, Ga. Ann. March 9.

WEPM-FM Martinsburg, W. Va.—Cp to change frequency from 94.3 mc, to 97.5 mc, increase ERP to 5 kw, install new trans. and ant. system and change ant.-trans. location. Ann. March 9.

CALL LETTERS ASSIGNED

*KUAC(FM) College, Alaska—U. of Alaska.

KTPM(FM) Sun City, Ariz.—Sun City Bestg. Co.

KLST(FM) Colorado Springs, Colo.—Little London Bestg. Co.

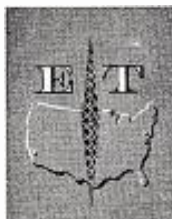
WRYM-FM New Britain, Conn.—Hartford County Bestg. Corp.; changed from WKNB-FM.

KHUA(FM) Honolulu, Hawaii—William E.

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531



Neumann.

WLO-FM Frankfort, Ind.—Vernon J. Kaspar.

WXTO(FM) Grand Rapids, Mich. — Aquinas Bcstg. Society of the Roman Catholic Diocese of Grand Rapids, Mich. KMSJ(FM) Minneapolis, Minn.—Charles B. Persons & Assoc.

WTCN-FM Minneapolis, Minn.—Time-Life Bcstg. Inc.

KPWD(FM) Plentywood, Mont.—Plentywood Bcstg. Co.

WBEU-FM Beaufort, S. C.—Beaufort Bcstg. Inc.

Ownership changes

APPLICATIONS

KEPI-FM Phoenix, Ariz.—Seeks assignment of license from Ward James Atkinson to Ward Atkinson (50%), William W. St. Clair, Wilbur C. Donaldson and James McCollister (each 18 2/3%), d/b as Golden Sounds Inc.; consideration aggregate sum of \$12,000 from Messrs. St. Clair, Donaldson and McCollister, to Mr. Atkinson. Mr. Atkinson owns KEPI and is engineer; Mr. St. Clair is partner in ranch and has controlling interest in men's clothing store; Mr. Donaldson is president and 50% owner of pipe line construction company; Mr. McCollister is attorney. Ann. March 9.

KKIS Pittsburg, Calif.—Seeks assignment of license from Kay Kis Corp. to John H. Pace, Bedford F. Pace, James H. Shear and Julia Selina Shear (each one-fourth), d/b as Pace-Shear Radio Inc.; consideration \$300,000. John Pace has been general manager of KABC Los Angeles and KDEO San Diego and managing director of KGO San Francisco. He was vice president, general manager, director and stockholder in Southland TV Co., applicant for ch. 12, Shreveport, La., which was denied after comparative hearing. Dr. Bedford Pace is M.D.; James Shear is superintendent for oil company; Julia Shear has no business connections. Ann. March 8.

KFNV Ferriday, La.—Seeks assignment of license from Miss-Lou Bcstg. Co. to George W. Wilson; consideration \$25,000. Mr. Wilson

is general manager and chief engineer of KFNW. Ann. March 8.

WHHH Warren, Ohio—Seeks assignment of license and cp from The Warren Tribune Radio Station Inc. to Radio Station WHHH Inc.; consideration \$75,000. Radio Station WHHH Inc. is wholly owned by Helen Hart Hurlbert Trust established by Helen Hart Hurlbert who also owns 94% of licensee. Ann. March 8.

KCAS Slaton, Tex.—Seeks assignment of cp from Troyer H. Harrell (50%) and Kermit S. Ashby (50%), d/b as Star of the Plains Bcstg. Co., to Mr. Ashby as sole owner of permittee; consideration assignment of 125 shares of stock in Border Bcstrs. (KVOZ Laredo, Tex.) to Mr. Harrell. Ann. March 6.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that January 15 initial decision which looked toward granting the application of Batavia Bcstg. Corp. to increase daytime power of station WBTA Batavia, N. Y., from 250 w to 500 w, continued operation on 1490 kc, 250 w-N; interference condition became effective March 6 pursuant to Sec. 1.153 of rules. Action March 9.

■ Commission gives notice that January 15 initial decision which looked toward granting applications of The Fort Hamilton Bcstg. Co. (WMOH), Hamilton, Ohio, and Lafayette Bcstg. Inc. (WASK), Lafayette, Ind., to increase daytime power from 250 w to 1 kw and Indiana Bcstg. Corp. (WANE), Fort Wayne, Ind., to increase daytime power from 250 w to 500 w, each continued operation on 1450 kc, 250 w-N; interference condition became effective March 6 pursuant to Sec. 1.153 of rules. Action March 9.

INITIAL DECISIONS

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Town and Country Bcstg. Inc., to increase power of WREM Remsen, N. Y., from 1 kw to 5 kw, continued operation on 1480 kc. D.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner John S. Cross

■ Granted petition by United Tv Co. of New Hampshire and extended time to March 19 to file exceptions to initial decision in proceeding on its application to change existing facilities of WMUR-TV (ch. 9), Manchester, N. H. Action March 9.

■ Granted petition by The First Presbyterian Church of Seattle, Wash., and extended time to March 22 to respond to opposition of Washington State U. to petition by The First Presbyterian Church for reconsideration in proceeding on their applications for renewal of license and for modification of license of KWSC Pullman, and for renewal of license of KTW Seattle, both Washington. Action March 7.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Granted joint petition by Higson-Frank Radio Enterprises and S B B Corp., applicants for new daytime am stations to operate on 1520 kc, in Houston, Tex., Higson-Frank with 500 w, 250 w (CH) and S B B with 1 kw, DA, approved agreement whereby Higson-Frank would pay S B B Corp. \$4,995 in payment of out-of-pocket expenses incurred in connection with latter's application in return for its withdrawal; dismissed application of S B B Corp., but with prejudice, and retained in hearing status application of Higson-Frank Radio Enterprises. Action March 7.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Francis M. Fitzgerald, applicant for new am station to operate on 1510 kc, 1 kw (250 w-CH), D, in Greensboro, N. C., and motion by E. Raymond Parker, applicant for new am station to operate on 1500 kc, 1 kw (250 w-CH), D, in Gaffney, S. C.; and severed their applications from consolidated am proceeding in Docs. 13624 et al. Action March 12.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau and extended time from March 9 to March 23 to file proposed findings in proceeding on am applications of Vernon E. Pressley, Canton, N. C., and Folkways Bcstg. Inc. (WTCW), Whitesburg, Ky. Action March 8.

By Hearing Examiner Asher H. Ende

■ Cancelled further prehearing conference scheduled for March 12 in proceeding on application of Radio-Active Bcstg. Inc. (WATO), Oak Ridge, Tenn., subject to such further order of examiner as may be issued upon consideration of substantive merits of applicant's petition for leave to amend and responses thereto. Action March 9.

By Hearing Examiner Charles J. Frederick

■ Reopened record in matter of revocation of license of Mandan Radio Assn. for am station KBOM Bismarck-Mandan, N. D., received into evidence Mandan's Exhibit 11 and closed record. Action March 12.

■ Granted joint petition by applicants, changed certain procedural dates and continued April 23 hearing to May 8 in proceeding on applications of Wolverine Bcstg. Co., for new am station in Wyoming, Mich., et al. Action March 8.

By Hearing Examiner Millard F. French

■ Granted petition by applicant and continued without date March 12 hearing in proceeding on application of Rounsaville of Miami Beach Inc. for modification of license of WFUN South Miami, Fla. Action March 8; granted motion by applicant for withdrawal of notice to take depositions in the proceeding. Action March 9.

By Hearing Examiner Walther W. Guenther

■ Granted joint motion by applicants and continued time from March 23 to April 6 to file proposed findings by applicants, from May 15 to May 29 to file reply findings and proposed conclusions and submission of corrections to transcript and from May 31 to June 14 for reply conclusions in Wilmington, Del., tv ch. 12 proceeding. Action March 7.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Higson-Frank Radio Enterprises for leave to amend its application for new am station in Houston, Tex. to reflect specified corrections in programming percentages; application is consoli-

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 15

	Lic.	Cps.	ON AIR	CPS	TOTAL APPLICATIONS
				Not on air	For new stations
AM	3,645	61		148	633
FM	929	50		185	141
TV	484 ¹	74		84	108

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, March 15

	VHF	UHF	TOTAL
			TV
Commercial	468	90	558
Non-Commercial	42	14	56

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 28

	AM	FM	TV
Licensed (all on air)	3,636	908	484 ¹
Cps on air (new stations)	68	67	73
Cps not on air (new stations)	146	186	84
Total authorized stations	3,850	1,161	652 ²
Applications for new stations (not in hearing)	450	119	40
Applications for new stations (in hearing)	182	19	65
Total applications for new stations	632	138	105
Applications for major changes (not in hearing)	486	88	38
Applications for major changes (in hearing)	61	4	11
Total applications for major changes	547	92	49
Licenses deleted	1	0	2
Cps deleted	1	2	2

¹There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. ²Includes one STA.

dated for hearing with S B B Corporation for am facilities in Houston. Action March 8.

■ Granted motion by WEXC Inc. and further extended date from March 13 to March 23 for filing proposed findings and from March 28 to April 9 for filing replies, if any, in proceeding on its application for new am station in DePew, N. Y., et al. Action March 7.

■ By memorandum opinion & order in proceeding on applications of The News-Sun Bstg. Co. and Radio America for new fm stations in Waukegan and Chicago, Ill., granted pleading by News-Sun for dismissal of its petition for leave to amend, to reopen record, and for further proceeding and held moot its proposed amendment; on own motion, suspended indefinitely all further proceedings, including filing of proposed findings of fact and conclusions and replies pending finalization of fm rule-making in Doc. 14185. Action March 7.

■ Denied petition by Bartell Bstgs. Inc. (WOKY), Milwaukee, Wis., to enlarge issues in proceeding on its application for change of operation on 920 kc from 1 kw. DA-1, uncl., to 1 kw-N, 5 kw-LS, DA-2, and Don L. Huber for new am station to operate on 920 kc, 1 kw, DA-D, so as to include financial (sufficiency of funds) issue with respect to Huber application. Action March 6.

By Hearing Examiner Annie Neal Huntting

■ Granted motion by Lapeer Bstg. Co., Lapeer, Mich., and continued without date March 13 hearing on its application for new am station which is consolidated for hearing in Docs. 14085 et al., pending consideration and disposition of (1) petition for severance filed March 5, and (2) joint request for approval of agreement and supplement thereto filed respectively on March 6 and 7 in proceeding. Action March 12.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Ridge Radio Corp. and continued March 19 further hearing to March 26 in proceeding on its application and Windber Community Bstg. System for new am stations in Windber, Pa.; on own motion, ordered that engineering exhibits to be prepared for introduction into record on March 26 shall be exchanged among counsel, with copy to examiner, no later than March 21. Action March 9.

■ Granted petition by Syracuse Tv Inc. for leave to amend its application for new tv station to operate on ch. 9 in Syracuse, N. Y., to reflect changes in officers and directors of two corporate stockholders of applicant and to correct program schedule. Action March 9.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Crosby County Bstg. Co. to reopen record and for leave to amend its application for new am station in Ralls, Tex., to add certain documents, received in evidence petitioner's Exhibits 34, 35, 36, and 37 and closed record. Action March 12.

By Hearing Examiner Forest L. McClenning

■ Granted request by South Texas Telecasting Inc. (KVDO-TV), Corpus Christi, Texas, and extended time from March 19 to March 29 for filing proposed findings of fact and from April 20 to April 30 for filing reply findings, and from May 7 to May 17 for filing conclusions of law in Corpus Christi tv ch. 3 proceeding. Action March 12.

■ Granted petition by Broadcast Bureau and extended time from March 8 to March 15 for filing reply findings to applicant's proposed findings in proceeding on application of Lake Shore Bstg. Inc. (WDOE), Dunkirk, N. Y., for modification of license for dual city identification. Action March 7.

■ Granted petition by WFYC Inc. (WFYC), Alma, Mich., and continued March 14 hearing to April 10 in proceeding on its am application. Action March 7.

By Hearing Examiner Herbert Sharfman

■ Pursuant to provisions of Sec. 1.351(c) of rules, removed from hearing doc. and placed in pending file applications of Smackover Radio Inc., Smackover, Ark. (610 kc) and Magnolia Bstg. Co. (KVMA), Magnolia, Ark. (630 kc). Action March 13.

■ Granted petition by Hayward F. Spinks to amend his application for new am station in Hartford, Ky., to augment his financial showing; application is consolidated for hearing with Greenville Bstg. Co. for new am station in Greenville, Ky. Action March 7.

RADIO-TV SET COUNTS

1960 U.S. CENSUS OF HOUSING

DELAWARE

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
State totals	446,292	128,582	120,151	93.4	55,020	116,157	90.3	15,251
COUNTY TOTALS								
Kent	65,651	18,165	16,276	89.6	6,382	15,812	87.0	1,553
New Castle	307,446	88,406	83,430	94.4	42,328	82,754	93.6	12,905
Sussex	73,195	22,011	20,445	92.9	6,310	17,591	79.9	793
Metropolitan Areas								
Wilmington	366,157	105,470	98,773	93.7	49,449	98,623	93.5	15,368

FLORIDA

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio percent Saturation	2 or more sets	Total Tv Homes	Television percent Saturation	2 or more sets
State totals	4,951,560	1,550,414	1,333,811	86	390,583	1,298,660	83.8	118,949
COUNTY TOTALS								
Alachua	74,074	19,888	171,129	86.1	5,016	13,776	69.3	404
Baker	7,363	1,743	1,460	83.8	142	1,367	78.4	43
Bay	67,131	18,331	16,892	92.1	5,299	15,392	84.0	883
Bradford	12,446	3,384	2,745	81.1	633	2,574	76.1	238
Brevard	111,435	32,655	28,610	87.6	9,604	27,853	85.3	2,889
Broward	333,946	108,602	95,280	87.7	28,440	99,195	91.3	12,616
Calhoun	7,422	2,032	1,820	89.6	195	1,137	56.0	63
Charlotte	12,594	4,699	4,075	86.7	689	3,644	77.5	168
Citrus	9,268	3,130	2,239	71.5	395	2,208	70.5	83
Clay	19,535	5,385	4,697	87.2	1,251	4,342	80.6	269
Collier	15,753	4,850	3,618	74.6	754	3,281	67.6	237
Columbia	20,077	5,587	4,836	86.6	728	4,020	72.0	108
Dade	935,047	308,325	267,341	86.7	86,106	266,768	86.5	32,378
De Soto	11,683	3,050	2,420	79.3	410	2,241	73.5	147
Dixie	4,479	1,296	1,086	83.8	80	588	45.4	35
Duval	455,441	129,503	113,107	87.3	36,797	113,155	87.4	12,444
Escambia	173,829	47,344	40,626	85.8	10,585	41,456	87.6	2,810
Flagler	4,566	1,298	1,078	83.1	168	952	73.3	44
Franklin	6,576	2,135	1,651	77.3	368	1,294	60.6	16
Gadsden	41,989	8,709	6,925	79.5	1,075	5,515	63.3	187
Gilchrist	2,868	824	631	76.6	110	588	71.4	—
Glades	2,950	789	678	85.9	49	454	57.5	—
Gulf	9,937	2,759	2,264	82.1	537	1,879	68.1	78
Hamilton	7,705	2,058	1,637	79.5	296	1,147	55.7	19
Hardee	12,370	3,643	2,571	70.6	403	2,939	80.7	56
Hendry	8,119	2,355	1,799	76.4	308	1,439	61.1	41
Hernando	11,205	3,539	2,767	78.2	646	2,684	75.8	107
Highlands	21,338	6,855	5,364	78.2	1,165	5,149	75.1	238
Hillsborough	397,788	123,158	104,359	84.7	29,548	104,552	84.9	9,081
Holmes	10,844	3,129	2,740	87.6	286	1,567	50.1	59
Indian River	25,309	8,247	7,531	91.3	1,899	6,203	75.2	156
Jackson	36,208	9,694	8,172	84.3	1,361	5,732	59.1	213
Jefferson	9,543	2,463	1,751	71.1	136	1,401	56.9	94

Continued on page 98

Radio-tv set counts previously published:

Alabama	Mar. 5, 1962	Nevada	Jan. 1, 1962
Arizona	Mar. 5, 1962	New Mexico	Jan. 22, 1962
Colorado	Jan. 1, 1962	North Carolina ¹	Jan. 1, 1962
Connecticut	Mar. 5, 1962	North Dakota ²	Feb. 19, 1962
District of Columbia	Mar. 5, 1962	Oklahoma	Feb. 5, 1962
Georgia	Feb. 12, 1962	Oregon	Feb. 12, 1962
Hawaii	Jan. 22, 1962	Rhode Island	Mar. 5, 1962
Louisiana	Dec. 25, 1961	South Carolina	Feb. 5, 1962
Maine	Dec. 18, 1961	South Dakota	Feb. 5, 1962
Massachusetts	Feb. 19, 1962	Tennessee	Jan. 8, 1962
Minnesota	Jan. 29, 1962	Utah	Jan. 22, 1962
Mississippi	Jan. 22, 1962	Washington	Mar. 5, 1962
Montana	Jan. 1, 1962	Wisconsin	Jan. 22, 1962
Nebraska	Feb. 19, 1962		

¹ Also see Feb. 5, 1962 issue for corrections in Hawaii figures.

² Also see Feb. 19, 1962 issue for corrections in South Carolina and South Dakota figures.

RADIO-TV SET COUNTS continued

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
Lafayette	2,889	848	643	75.8	89	427	50.4	54
Lake	57,383	18,388	15,400	83.8	3,192	15,285	83.1	915
Lee	54,539	17,712	16,181	91.4	3,705	15,452	81.6	768
Leon	74,225	19,420	17,007	87.6	6,296	15,080	77.7	1,252
Levy	10,364	3,135	2,527	80.6	551	1,651	52.7	37
Liberty	3,138	898	694	77.3	59	556	61.9	—
Madison	14,154	3,781	3,260	86.2	670	1,820	48.1	83
Manatee	69,168	24,628	21,158	85.9	5,639	20,985	85.2	1,292
Marion	51,616	15,305	13,245	86.5	3,010	10,602	69.3	486
Martin	16,932	5,711	4,908	85.9	1,222	4,586	80.3	286
Monroe	47,921	13,744	12,244	89.1	3,934	8,539	62.1	484
Nassau	17,189	4,601	4,018	87.3	760	3,790	82.4	193
Okaloosa	61,175	16,114	14,766	91.6	5,026	13,890	86.2	1,036
Okeechobee	6,424	1,760	1,277	72.6	391	1,412	80.2	43
Orange	263,540	79,853	70,794	88.7	26,147	69,573	87.1	8,226
Osceola	19,029	6,761	5,678	84.0	1,099	5,289	78.2	158
Palm Beach	228,106	76,178	63,731	83.7	17,925	62,639	82.2	6,246
Pasco	36,785	12,286	9,864	80.3	2,093	10,085	82.1	364
Pinellas	374,665	141,825	122,820	86.6	36,742	123,352	87.0	9,312
Polk	195,139	57,566	47,215	82.0	11,729	48,198	83.7	3,319
Putnam	32,212	9,372	7,802	83.2	2,009	7,414	79.1	479
St. Johns	30,034	9,097	7,755	85.2	1,833	7,301	80.3	591
St. Lucie	39,294	12,052	10,461	86.8	3,193	9,490	78.7	366
Santa Rosa	29,547	7,598	6,538	86.0	1,649	6,517	85.8	418
Sarasota	76,895	27,682	23,951	86.5	8,391	23,427	84.6	2,121
Seminole	54,947	15,899	13,324	83.8	3,626	13,592	85.5	1,040
Sumter	11,869	3,485	2,537	72.8	619	2,508	72.0	61
Suwannee	14,961	4,231	3,615	85.4	756	2,449	57.9	—
Taylor	13,168	3,672	2,793	76.1	585	2,231	60.8	113
Union	6,043	1,170	900	76.9	195	794	67.9	17
Volusia	125,319	45,059	38,917	86.4	10,751	38,069	84.5	2,830
Wakulla	5,257	1,455	1,058	72.7	105	1,118	76.8	—
Walton	15,576	4,486	3,995	89.1	782	2,968	66.2	94
Washington	11,249	3,183	2,840	89.2	331	2,079	65.3	61
Metropolitan Areas								
Fort Lauderdale-Hollywood	333,946	108,602	95,280	87.7	28,440	99,195	91.3	12,616
Jacksonville	455,411	129,503	113,107	87.3	36,797	113,155	87.4	12,444
Miami	935,047	308,325	267,341	86.7	86,106	266,768	86.5	32,378
Orlando	318,487	95,752	84,118	87.8	29,773	83,165	86.9	9,266
Pensacola	203,376	54,942	47,164	85.8	12,234	47,973	87.3	3,228
Tampa-St. Petersburg	772,453	264,983	227,179	85.7	66,290	227,904	86.0	18,393
West Palm Beach	228,106	76,178	63,731	83.7	17,925	62,639	82.2	6,246

MARYLAND

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
State totals	3,100,689	863,001	805,816	93.4	383,734	790,046	91.5	141,463
COUNTY TOTALS								
Allegany	84,169	25,943	23,734	91.5	9,431	22,389	86.3	1,275
Anne Arundel	206,634	51,180	48,149	94.1	22,968	47,438	92.7	8,588
Baltimore	492,428	134,556	129,231	96.0	74,357	129,735	96.4	31,067
Baltimore City	939,024	275,597	258,322	93.7	114,521	250,834	91.0	46,750
Calvert	15,826	3,777	3,179	84.2	818	3,073	81.4	209
Caroline	19,462	6,030	5,144	85.3	1,426	4,822	80.0	313
Carroll	52,785	14,186	13,405	94.5	5,327	13,114	92.4	1,268
Cecil	48,408	12,030	9,308	77.4	3,477	11,039	91.8	860
Charles	32,572	7,740	6,397	82.6	1,821	6,489	83.8	473
Dorchester	29,666	9,041	8,416	93.1	2,493	7,218	79.8	449
Frederick	71,930	20,092	17,976	89.5	5,969	18,016	89.7	1,291
Garrett	20,420	5,520	4,701	85.2	1,008	4,064	73.6	140
Harford	76,722	20,357	18,293	89.9	7,279	18,592	91.3	2,048
Howard	36,152	9,459	8,783	92.9	4,161	8,744	92.4	1,712
Kent	15,481	4,599	4,071	88.5	1,563	3,954	86.0	277
Montgomery	340,928	92,433	88,639	95.9	56,946	87,067	94.2	22,498
Prince Georges	357,395	94,995	88,523	93.2	45,654	89,992	94.7	17,564
Queen Annes	16,569	4,901	4,218	86.1	1,207	4,058	82.8	274
St. Marys	38,915	8,915	7,848	88.0	2,917	7,816	87.7	745
Somerset	19,623	5,793	5,145	88.8	1,090	4,200	72.5	112
Talbot	21,578	6,768	6,132	90.6	2,196	5,874	86.8	469

Continued on page 100

BROADCAST ACTIONS by Broadcast Bureau

Actions of March 14

■ Granted renewal of license for following stations: KALM Thayer, Mo.; KBHM Branson, Mo.; KCBC Des Moines, Iowa; KCFM (FM) and SCA, St. Louis, Mo.; KCGM Columbia, Mo.; KCHI Chillicothe, Mo.; KICK Springfield, Mo.; KOEL Oelwein, Iowa; KOKO Warrensburg, Mo.; KPCA Marked Tree, Ark.; KSGM Ste. Genevieve, Mo.; *KSLH-FM St. Louis, Mo.; KSTL St. Louis, Mo.; KSWI Council Bluffs, Iowa; KWPM KWPM-FM West Plains, Mo.; KYTV (TV) Springfield, Mo.; WAKO Lawrenceville, Ill.; WAOK Atlanta, Ga.; WAVL Apollo, Pa.; WBKV-FM West Bend, Wis.; *WBWC-FM Berea, Ohio; WCRK Morris-town, Tenn.; WFHK Pell City, Ala.; WFRK Reidsville, N. C.; WHBB Selma, Ala.; WICK Scranton, Pa.; WLCS Baton Rouge, La.; WOOF Dothan, Ala.; WREO-FM Ashtabula, Ohio; KLID Poplar Bluff, Mo.

Actions of March 13

WRFK-FM Richmond, Va.—Granted cp to change frequency to 106.5 mc.
WFO-FM Fremont, Ohio — Granted change of operation from class A on 99.3 mc to Class B on 99.1 mc; ERP from 1 kw to 6 kw; ant. height from 200 ft. to 195 ft.
■ Granted licenses for following fm stations: WJGG Houghton Lake, Mich.; WBOB-FM Galax, Va.
WKOZ Kosciusko, Miss.—Granted license covering change of frequency, hours of operation, and installation of new trans.
WBNX New York, N. Y.—Granted mod. of license to operate main trans. by remote control; conditions.
WNNJ-FM Newton, N. J.—Granted cp to install new trans. as alternate main trans.; condition.
KCFM (FM) St. Louis, Mo.—Granted cp to install new trans.
WMRT-FM Lansing, Mich.—Granted cp to make changes in trans. (change type to composite).
■ Granted cps to make changes in ant. system for following stations: WBBW Youngstown, Ohio, and WMAX Grand Rapids, Mich.
KSPF-FM Stillwater, Okla.—Granted cp to make changes in trans.
KPFK (FM) Los Angeles, Calif.—Granted cp to increase trans. output power to 15 kw; ERP to 110 kw; condition.
■ Granted mod. of cps to change type trans. for following stations: WJON St. Cloud, Minn., condition, and WSGW Saginaw, Mich.
WXUR Media, Pa.—Granted mod. of cp to change type trans. and make changes in ant. system (decrease height).
KCOM Comanche, Texas—Granted mod. of cp to change type trans. and make changes in ant. system.
■ Following stations were granted extensions of completion dates as shown: WMLO Beverly, Mass., to Aug. 20; WFMH Cullman, Ala., to April 15; WSGW Saginaw, Mich., to April 2; WISZ Glen Burnie, Md., to Aug. 28.

Actions of March 12

KIXI Seattle, Wash.—Granted license covering change of studio, ant-trans. and station location.
WKDX Hamlet, N. C.—Granted license covering change of frequency, hours of operation, installation of new trans., changes in ant. system and specify type trans.; conditioned that pre-sunrise operation with daytime facilities precluded pending decision in Doc. 14419.
KIXI, Cutie Radio Inc., Renton, Wash.—Granted mod. of license to change name to K-91, Inc.
K03AB Delta Junction, Alaska—Granted cp for new vhf tv translator station on ch. 3 to translate programs of KTVF (ch. 11) Fairbanks, Alaska.
WAZZ (FM) Pittsburgh, Pa.—Granted mod. of cp to decrease ERP to 72 kw; ant. height to 430 ft.; change type trans. and install new ant.; remote control permitted; waived Sec. 3.205 of rules to permit studio to be located at site outside city limits of Pittsburgh and not at trans. site.
WOKS Columbus, Ga.—Granted mod. of cp to change type trans.
■ Granted mod. of cps to change type trans. for following vhf tv translator stations: K02AZ, Gordon Tv Booster Club, Gordon, Neb., and K09CA, Devil Mountain Tv Assn., Dyke, Colo.
WDDW Halfway, Md.—Granted mod. of cp to change ant-trans. and main studio location to east side of Route 632, one-half mile south of Hagerstown city limits and change type trans.
KLUK Evanston, Wyo.—Granted author-

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RADIO-TV SET COUNTS continued

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
Washington	91,219	27,200	25,369	93.3	10,382	23,801	87.5	2,146
Wicomico	49,050	14,640	13,319	91.0	5,231	12,443	85.0	842
Worcester	23,733	7,249	6,314	87.1	1,492	5,274	72.8	91

Metropolitan Areas

Baltimore	1,727,023	484,978	457,890	94.4	221,334	449,865	92.8	89,387
Washington, D.C.	2,001,897	590,621	544,488	92.2	258,398	527,787	89.4	94,044

WEST VIRGINIA

State totals	1,860,421	521,142	452,321	86.8	137,024	434,192	83.3	31,930
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COUNTY TOTALS

Barbour	15,474	4,284	3,593	83.9	876	3,152	73.6	39
Berkeley	33,791	9,783	9,034	92.3	2,796	8,524	87.1	610
Boone	28,764	7,292	5,811	79.7	1,125	5,998	82.3	121
Braxton	15,152	4,136	3,144	76.0	626	2,522	61.0	64
Brooke	28,940	8,070	7,694	95.3	2,825	7,552	93.6	1,009
Cabell	108,202	32,990	28,726	87.1	10,725	29,503	89.4	4,190
Calhoun	7,948	2,170	1,724	79.4	297	1,510	69.6	—
Clay	11,942	2,853	2,413	84.6	265	2,001	70.1	45
Doddridge	6,970	2,072	1,756	84.7	568	1,494	72.1	74
Fayette	61,731	16,477	13,808	83.8	3,011	13,660	82.9	615
Gilmer	8,050	2,203	1,791	81.3	416	1,518	68.9	19
Grant	8,304	2,213	1,950	88.1	228	1,473	66.6	—
Greenbrier	34,446	9,565	7,883	82.4	1,654	7,510	78.5	281
Hampshire	11,705	3,281	2,739	83.5	537	2,139	65.2	21
Hancock	39,615	11,122	10,313	92.7	3,782	10,751	96.7	1,313
Hardy	9,308	2,564	2,335	91.1	519	1,564	61.0	63
Harrison	77,856	23,659	21,707	91.7	8,391	21,349	90.2	1,388
Jackson	18,541	5,053	4,392	85.2	917	4,437	87.8	216
Jefferson	18,665	5,186	4,390	84.7	1,451	4,380	84.5	304
Kanawha	252,925	72,699	65,243	89.7	24,657	64,469	88.7	6,346
Lewis	19,711	5,283	4,740	89.7	1,637	4,117	77.9	173
Lincoln	20,267	4,992	3,948	79.1	455	3,916	78.4	100
Logan	61,570	15,146	11,699	77.2	2,509	12,688	83.8	830
McDowell	71,359	17,517	12,936	73.8	2,642	14,199	81.1	756
Marion	63,717	19,799	17,698	89.4	5,736	16,867	85.2	704
Marshall	38,041	10,772	9,760	90.6	3,236	9,685	89.9	907
Mason	24,459	6,628	5,309	80.1	1,169	5,911	89.2	428
Mercer	68,206	19,190	16,774	87.4	5,254	16,456	85.8	1,375
Mineral	22,354	6,402	5,651	88.3	1,519	4,980	77.8	279
Mingo	39,742	9,647	7,253	75.2	1,256	7,109	73.7	342
Monongalia	55,617	16,033	14,531	90.6	5,023	12,573	78.4	792
Monroe	11,584	3,100	2,467	79.6	396	2,134	68.8	94
Morgan	8,376	2,519	2,300	91.3	544	1,986	78.8	89
Nicholas	25,414	6,586	5,273	80.1	1,108	5,159	78.3	239
Ohio	68,437	21,838	20,310	93.0	8,450	20,057	91.8	3,226
Pendleton	8,093	2,071	1,892	91.4	471	1,403	67.7	52
Pleasants	7,124	1,959	1,626	83.0	496	1,612	82.3	100
Pocahontas	10,136	2,865	2,482	86.6	669	1,701	59.4	44
Preston	27,233	7,276	6,208	85.3	1,725	5,410	74.4	60
Putnam	23,561	6,355	5,279	83.1	1,301	5,573	87.7	251
Raleigh	77,826	20,991	18,847	89.8	4,963	17,561	83.7	1,012
Randolph	26,349	7,075	6,478	91.6	2,116	5,133	72.6	139
Ritchie	10,877	3,324	2,498	75.2	560	2,248	67.6	50
Roane	15,720	4,178	3,245	77.7	535	3,051	73.0	85
Summers	15,640	4,291	3,798	88.5	1,044	2,994	69.8	19
Taylor	15,010	4,540	4,102	90.4	1,388	3,427	75.5	59
Tucker	7,750	2,283	2,077	91.0	500	1,603	70.2	90
Tyler	10,026	3,039	2,635	86.7	755	2,278	75.0	121
Upshur	18,292	5,102	4,601	90.2	1,283	3,868	75.8	136
Wayne	38,977	10,501	8,435	80.3	2,088	8,617	82.1	561
Webster	13,719	3,488	2,760	79.1	438	2,283	65.5	187
Wetzel	19,347	5,695	4,914	86.3	1,257	4,798	84.2	440
Wirt	4,391	1,265	1,108	87.6	215	941	74.4	80
Wood	78,331	23,400	21,543	92.1	7,727	19,741	84.4	1,121
Wyoming	34,836	8,320	6,698	80.5	893	6,606	79.4	271

Metropolitan Areas

Charleston	252,925	72,699	65,243	89.7	24,657	64,469	88.7	6,346
Huntington	254,780	74,452	64,020	86.0	20,476	65,940	88.6	7,884
Steubenville	167,756	48,193	45,200	93.8	17,737	45,283	94.0	5,634
Weirton	190,342	58,578	53,843	91.9	20,738	53,425	91.2	7,054

ity to operate SH for period ending Sept. 15.

KODI Cody, Wyo.—Granted authority to operate SH for period ending June 1.

WZOK-FM Jacksonville, Fla.—Granted authority to remain silent for period beginning Feb. 26 and ending May 7.

■ Following stations were granted extensions of completion dates as shown: WAZZ (FM) Pittsburgh, Pa., to Aug. 29; WVEC Hampton, Va., to May 27; WOSC-FM Fulton, N. Y., to April 30; KLUE-FM Longview, Texas, to June 21; WSSL North Augusta, S. C., to June 15; WSLR Roanoke, Va., to June 1; WION Ionia, Mich., to June 14; KETX Livingston, Texas, to Aug. 21; WHLS Port Huron, Mich., to June 6; K10AK, K12AK Crested Butte, Colo., to Sept. 12; K09BF Deer Lodge, Mont., to Sept. 12; K09BO, K11BW, K13BX Antimony, Utah, to Sept. 12; K06AS, K12BB Martinsdale and Lennep, Mont., to Sept. 12; W74AF Adams, Mass., to Sept. 12.

WNBC New York, N. Y.—Granted extension of completion date to Aug. 23; 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; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

Actions of March 9

KELE Phoenix, Ariz.—Granted extension of authority to remain silent pending action by commission on assignment of license.

KTXJ, Jasper Bstg. Service, Jasper, Tex.—Granted assignment of license from J. C. Howard, William Glen Dodson and Frank J. Carpenter to Howard, tr/under same name; consideration \$10 and assumption of about \$30,000 due former owners.

WVUA-TV, Coastal Television Co., New Orleans, La.—Granted assignment of cp to New Orleans Tv Corp.

WOWL-TV, Tv Muscle Shoals Inc., Florence, Ala.—Granted acquisition of positive control by Richard B. Biddle and Radio Muscle Shoals Inc., through sale of stock by C. V. Green to Television Muscle Shoals Inc.

■ Granted licenses for the following am stations: WZOE Princeton, Ill.; KODA Houston, Tex.; WJFC Jefferson City, Tenn.

*WOBC-FM Oberlin, Ohio—Granted license for noncommercial educational fm station.

■ Granted licenses for following fm stations: KEPI (FM) Phoenix, Ariz.; WGMF (FM) Tyrone, Pa.; WHFS (FM) Bethesda, Md.; WNEM (FM) Bay City, Mich., and specify type trans; WCHN-FM Norwich, N. Y., and specify type trans; WVLC-FM Lexington, Ky., and specify main studio location (trans. site); WTOF (FM) Canton, Ohio; KZAM (FM) Seattle, Wash.; WFTG-FM Sumter, S. C.; WVGR (FM) Grand Rapids, Mich.; WEEC Springfield, Ohio; WEOK-FM Poughkeepsie, N. Y.; WAKW (FM) Cincinnati, Ohio; WWTW-FM Cadillac, Mich.; WFMV (FM) Richmond, Va., and specify main studio and remote control point.

WOLS Florence, S. C.—Granted license covering increase in daytime power.

KFAX San Francisco, Calif.—Granted license covering change in daytime facilities, increase in daytime power, new trans., installation of DA and new trans. site (2 main trans. and 2 trans. sites).

WHGR Houghton Lake, Mich.—Granted licenses covering installation of new main trans. and new auxiliary trans.

WESC Greenville, S. C.—Granted license covering installation of new trans. at main trans. location for auxiliary purposes.

KDLM Detroit Lakes, Minn.—Granted license covering increase in daytime power and installation of new trans.

WRNL-FM Richmond, Va.—Granted licenses covering installation of new trans., increase in ERP and deletion of remote control operation; and use of old main trans. as auxiliary and operation by remote control.

WTSA Brattleboro, Vt.—Granted licenses covering increase in daytime power and installation of new trans.; and use of former main trans. as alternate main night and auxiliary day.

KAYL-FM Storm Lake, Iowa—Granted license covering installation of new ant. and increase in ERP.

WAJC(FM) Indianapolis, Ind.—Granted license covering change in ERP, ant. height, trans. and studio location, installation of new trans. and ant. and changes in ant. system.

WMUU-FM Greenville, S. C.—Granted li-

cense covering installation of auxiliary trans.

WRVA-FM Richmond, Va.—Granted license covering change in ERP, ant. height, ant.-trans. location, installation of new trans. and ant. and changes in ant. system.

WMIX-FM Mt. Vernon, Ill.—Granted license covering installation of new trans.

WHIO-FM Dayton, Ohio—Granted license covering increase in ERP.

WRRN(FM) Warren, Pa.—Granted license covering change in ERP and installation of new trans.

WFMT(FM) Chicago, Ill.—Granted license covering change in ERP and installation of new ant.

WSNW-FM Seneca, S. C.—Granted license covering increase in ERP and installation of new trans.

WVCO-FM Columbus, Ohio—Granted license covering installation of new trans.

WSJS-FM Winston-Salem, N. C.—Granted license covering change in ERP, ant. height, ant.-trans. location and change in ant. system.

WJWS South Hill, Va.—Granted license covering increase in power and installation of new trans.

WHRB-FM Cambridge, Mass.—Granted license covering change in ERP, ant. height, ant.-trans. location, ant. system and remote control operation.

WMNA-FM Gretna, Va.—Granted license covering installation of new trans. and specify type trans.

WBUY-FM Lexington, N. C.—Granted license covering change in frequency, ERP, ant. height, and installation of new trans. and ant.

KPOJ-FM Portland, Ore.—Granted license covering change in ERP and installation of new transmission line.

WJAC-FM Johnstown, Pa.—Granted license covering change in ERP, installation of new trans. and specify type trans.

KOIN Portland, Ore.—Granted mod. of license to operate trans. by remote control; conditions.

■ Granted cps to replace expired permits for following vhf tv translator stations: K10BL, Spotted Horse T. V. Booster Club, Spotted Horse, Wyo., and specify type trans.; K08BG, K10AF, Troy Non Profit Tv Assn., Troy, Mont., and specify type trans.; K04AC, Pelton Telecasters, Gateway and Mud Springs, Ore.; K12AR, Lander Valley Tv Assn., Lander Valley, Wyo., and specify type trans.

KWIZ Santa Ana, Calif.—Granted mod. of cp to make changes in ant. and ground systems.

■ Granted cps for following vhf tv translator stations: Pinkham Mountain Tv Club on ch. 11, Glen Lake area, Mont., to translate programs of KHQ-TV (ch. 6) Spokane, Wash.; Pinos Altos Tv Assn. on chs. 6 and 7, Silver City, N. M.; KTSM-TV (ch. 9) and KROD-TV (ch. 4), both El Paso, Tex.; Northfork Tv Assn. on ch. 2, Northfork, Idaho; KID-TV (ch. 3) Idaho Falls, Idaho, via intermediate translator; Northern Tv Inc. on ch. 3, Clear, Alaska (ch. 11) Fairbanks, Alaska, conditions.

Humboldt County Tv Maintenance Board Paradise Valley, Golconda, and Winnemucca, Nev.—Granted cps for new uhf tv translator stations on chs. 72 and 78 to translate programs of KTVB (ch. 7), and KBOI-TV (ch. 2) via intermediate translator, both Boise, Idaho.

Actions of March 8

KRDO-AM-TV Colorado Springs, Colo.—Granted transfer of control from Joan G.



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only **BROADCASTING** qualifies for
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Business Publications

and Harry W. Hoth Jr., to Harry W. Hoth Jr., individually and as joint owner with Joan G. Hoth.

KWLW, Chester C. Whittington, Nampa, Ida.—Granted license for am station.

WDYL, WDYL Radio Inc., Ashland, Va.—Granted license for am station.

■ Granted licenses for following am stations: WQMF Babylon, N. Y., and WIFN Franklin, Ind.

Westinghouse Bestg. Inc., Cleveland, Ohio—Granted license for low power station.

KXRX San Jose, Calif.—Granted license covering increase in daytime power, change type trans. and changes in DA and ground systems (2 main trans.).

KTIL Tillamook, Ore.—Granted license covering increase in power, installation of new trans., DA-N, and changes in ground system; condition.

WTFM(FM) Lake Success, N. Y.—Granted license covering changes in ERP, ant. height, change in station location, ant.-trans. and studio location, installation of new trans. and ant., changes in ant. system and operation by remote control.

KPOL-FM Los Angeles, Calif.—Granted license covering installation of new trans., increase in ERP, changes in ant. system and specify main studio location (trans. site).

KPOL-FM Los Angeles, Calif.—Granted license covering installation of auxiliary trans. and specify main studio location (trans. site).

KGB San Diego, Calif.—Granted license covering installation of trans. as alternate main nighttime and auxiliary daytime and operation by remote control.

WAUG-FM Augusta, Ga.—Granted license covering installation of new trans. and increase in ERP.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WCOT Winchester, Tenn. and KIST Santa Barbara, Calif.

KRNO San Bernardino, Calif.—Granted license covering increase in daytime power and installation of new trans.

KOA Denver, Colo.—Granted mod. of license to operate main trans. by remote control.

WQAM Miami, Fla.—Granted cp to move auxiliary trans. (main studio location) to main trans. location.

KAAB Hot Springs, Ark.—Granted cp to install old main trans. as an auxiliary daytime trans. at main trans. location.

WJMR New Orleans, La.—Granted cp to install new trans.

KCOH Houston, Tex.—Granted cp to make changes in ant. system (decrease height) and make changes in ground system.

KQEO Albuquerque, N. Mex.—Granted cp to install old main trans. as an auxiliary trans. at main trans. location.

WFMK(FM) Mount Horeb, Wis.—Granted mod. of cp to change type trans. and type ant.

WABH Deerfield, Va.—Granted mod. of cp to change type trans. and ground system.

WQDY Calais, Maine—Granted mod. of cp to change type trans.; condition.

WRIM Pahokee, Fla.—Granted extension of authority to May 31 to remain silent.

KRPM(FM) San Jose, Calif.—Granted authority to remain silent for period beginning March 2 and ending May 7.

■ Following stations were granted extensions of completion dates as shown: WWOL-FM Buffalo, N. Y., to Aug. 24; KVAL-TV (main trans. & ant.) Eugene, Ore., to Sept. 8; WTEV-TV New Bedford, Mass., to Sept. 8; KACE-FM Riverside, Calif., to April 16; KCDI Kirkland, Wash., to Sept. 4; WJEJ Hagerstown, Md., to April 21; WEMP-FM Milwaukee, Wisc., to July 21.

■ Granted cps for following new vhf tv translator stations: Middle Fork Tv on ch. 13, Middle Fork of Clearwater River, Idaho, to translate programs of KLEW-TV (ch. 3) Lewiston, Idaho, condition; Superior Tv Booster Club on ch. 9, Superior, Mont.; KMSO-TV (ch. 13) Missoula, Mont.; Adel Tv, Inc. on ch. 4, Adel, Ore.; KOTI (ch. 2) Klamath Falls, Ore.

Kern County Bestg. Co., Porterville, Calif.—Granted cp for new uhf tv translator station on ch. 77 to translate programs of KLYD-TV (ch. 17) Bakersfield, Calif.; condition.

Actions of March 7

WZIP-FM Cincinnati, Ohio—Granted extension of completion date to Aug. 31.

■ Granted renewal of license for following stations: KAVI Rocky Ford, Colo.; KBOL Boulder, Colo.; KBUN Bemidji, Minn.; KCRT Trinidad, Colo.; KDAL-AM-TV Duluth, Minn.; KDEN-AM-FM Denver, Colo.; KDZA Pueblo, Colo.; KEXO Grand Junction, Colo.; KEYJ Jamestown, N. D.; KEYZ Williston, N. D.; KFEL Pueblo, Colo.; KFKA Greeley, Colo.; KFLJ Walsenburg, Colo.;

KFYR, KFYR-TV, KE-8371, KAL-34, KDB-40-3, Bismarck, N. D.; KGCK Sidney, Mont.; KGEK Sterling, Colo.; KGLN Glenwood Springs, Colo.; KGVW Belgrade, Mont.; KIUP Durango, Colo.; KLAQ Lakewood, Colo.; KLGR Redwood Falls, Minn.; KLIR-AM-FM Denver, Colo.; KLPM Minot, N. D.; KLTZ Glasgow, Mont.; KLYQ Hamilton, Mont.; KMHM Marshall, Minn.; KNOX Grand Forks, N. D.; KOBH Hot Springs, S. D.; KOLY Moberg, S. D.; KORN Mitchell, S. D.; KOVC Valley City, N. D.; KOZY Grand Rapids, Minn.; KRBI St. Peter, Minn.; KROX Crookston, Minn.; KSDN Aberdeen, S. D.; KSJB Jamestown, N. D.; KVCK Wolk Point, Mont.; KVFC Cortez, Colo.; KWLM Willmar, Minn.; KWNO Winona, Minn.; KWYR Winner, S. D.; KXLO Lewistown, Mont.; KYOU Greeley, Colo.; KYSM Mankato, Minn.; KYSS Missoula, Mont.; WCAL Northfield, Minn.; WEBE Duluth, Minn.; WEVE Eveleth, Minn.; WHLB Virginia, Minn.; WMFG Hibbing, Minn.; WNAX Yankton, S. D.; KFMH(FM) Colorado Springs, Colo.; KKTU (TV) Colorado Springs, Colo.; KLZ-TV Denver, Colo.; KMOT(TV) Minot, N. D.; KMMT(TV) Austin, Minn.; KMSO-TV Missoula, Mont.; KTVR(TV) Denver, Colo.; KUMV-TV Williston, N. D.

KIWA, Elder C. Stangland, Sheldon, Iowa—Granted license for am station.

■ Granted licenses for following fm stations: WHIZ-FM Zanesville, Ohio, and specify type trans. and main studio location; KSTN-FM Stockton, Calif.; KNBB Newport Beach, Calif.; WPBS Philadelphia, Pa.; WFLT Franklin, Tenn., and specify type trans.; KORK-FM Las Vegas, Nev.

KITT(FM) San Diego, Calif.—Granted license covering increase in ERP by utilizing full power of trans.

KTAL-FM Texarkana, Tex.—Granted license covering change in ERP; ant. height; ant.-trans. location; installation of new trans. and ant.; changes in ant. system and specify main studio location (trans. site).

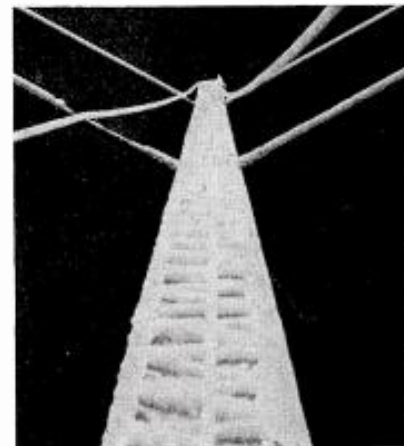
KNFM(FM) Midland, Tex.—Granted license covering installation of new trans.

WJEF-FM Grand Rapids, Mich.—Granted license covering change in ERP; ant. height;

Continued on page 107

ROHN TOWERS STAND THE TEST!

Heavy ice loading, coupled with high winds, is the severest of all tests for a tower. It PROVES sturdiness and sound engineering. Below is a ROHN Communication Tower that clearly withstood such a test.



For Towers That Can Stand Rigorous Abuse, Call or Write. Complete engineering and erection service available.

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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

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- 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-minded general manager of independent in major Tennessee market. Substantial salary and profit incentive. Will also consider ownership incentive. Experienced man interested in permanent place in community. Replies to Box 180K, BROADCASTING.

Manager wanted for established southern New England AM station. 500,000 population primary area. Must be prepared to invest \$10,000 and upward for substantial share of stock. Principal owner has other business interests. Box 203K, BROADCASTING.

Manager at \$1,000.00 per month plus written agreement for share in profits and stock options. Fulltime in Texas city of 160,000 that is growing rapidly. Top 40 and rated No. 1 in the market. Must have management or sales management experience. Box 220K, BROADCASTING.

Perhaps you're the man we're looking for and don't know it! Actually you are now the manager or sales manager of a successful radio station—you're doing a good job and doing well where you are—but you have been keeping your eyes on Broadcasting's help wanted management section for just that right ad. If this describes you and you're the man we are looking for, this is the ad you've been waiting for. The job is station manager of a highly successful, high rated radio station in the east. Although the opening is now available, if you're the man for this job according to what you tell us and what we can learn about you, we'll wait until you're ready to make the move. We're not testing the pulling power of this ad in the hopes of receiving lots of replies—we're interested in one man whose doing a good job now joining us and doing a great job of managing our radio station. Are you that man? Of course all replies confidential. Box 230K, BROADCASTING.

Sales

New England—Major indie needs good strong salesman. Real opportunity with growing multiple chain for man looking to the future. Resume to Box 837H, BROADCASTING.

Florida East Coast fulltime in metropolitan market needs experienced salesman with proven sales record. \$100 base plus 15%. Give complete resume first letter. Box 40K, BROADCASTING.

Tired of the smoke, smog, and big city turmoil? You'll find a real business opportunity in a wonderful country in a perfect city. This sales opportunity is in Western Montana. We have a top rated station in a well-established, progressive community. There are plenty of prospects and a large volume of sales for the right man. For complete information, send a complete resume to Box 185K, BROADCASTING.

One top-producing salesman, congenial, able to take top billing for new station with top forty format. Good drawing account against commission. No floaters, no "want to be" salesman. Must be working in Carolinas or nearby southern states at present. Box 268K, BROADCASTING.

Wanted—Hard working salesman for FM Radio in Westchester, N. Y. area. You'll be in good company. Box 269K, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Salesmen—Announcers . . . New independent tv in Fresno area market offers most rewarding commissions for men who can sell and announce variety, teenage, foreign language, and special events shows . . . send photos and resume to Harold Gann, KDAS-TV, Kingsburg, California.

Executive caliber salesman with proven sales and promotion background. Full time travel, protected territory. Send resume, pix, Bess Gilmore, Community Club Awards, Westport, Connecticut.

Sales manager to live in paradise. Suburban Honolulu station needs experienced family man seeking permanent, growing future. Not a desk job; need hard-working advertising man with ideas, able to outsell any competition. Salary plus override—figure open. Adult programming, good local ratings. World's best living conditions. K-Lei, Kailua, Hawaii.

"If you're a sales producing pro, selling retail in small, medium market, this is opportunity to join good organization with growth plans. You'll be paid top salary, best commissions and rep top station. Want married man with community responsibility. This is a modern, desirable city of 80,000. Move up the ladder once you've proven yourself. Creative position. Sales staff knows of ad. Write, wire, call—Ralph Pettit—General Manager, KOOK Radio, Billings, Montana."

State Franchise—No Fee! If you can put 5 saleswomen or men on \$250 weekly commission selling low cost advertising in consumer magazine to local retailers around your State, you can earn \$25,000 up. Resume required. Publisher, Box 369D, Westport, Connecticut.

Experienced radio salesman wanted. WBIC, 540kc, Long Island, N. Y. Salary plus commission—call or write for appointment. PE 5-0540, 1 E. Main St., Bayshore, N. Y.

Suburban Chicago. Permanent position expanding organization. Original ownership. 5kw AM-180kw FM. 25%—Reasonable draw. Complete details. Wheeler, WEAU, Evanston, Ill.

Announcer-salesman with accent on sales. To do 6 pm to midnight shift on swinging album FM station. Minutes away from the Nations Capital. Send tape and resume to WSMO-FM, Waldorf, Maryland.

Announcers

Announcer wanted—morning man, 5000 watt station. Upper Midwest—some tv duties experience necessary. Send picture and audition tape to Box 38K, BROADCASTING.

#1 station in top Ohio market desires experienced swinging jock with good mature voice. No screamers. Send tape, resume, recent photo and salary requirements to Box 185K, BROADCASTING.

Experienced announcer—prefer first phone Michigan 5kw medium market. Send resume, photo, and tape. Box 209K, BROADCASTING.

Announcer to please the ladies . . . Morning shift open for good voice on Texas station. Send tape and details first letter. Box 237K, BROADCASTING.

Experienced news director wanted by Illinois daytimer. Must have 1st phone. Good location, excellent working conditions. If you can qualify write. Box 214, BROADCASTING. Permanent position. Salary open.

Help Wanted—(Cont'd)

Announcers

Summer replacement! Experienced announcer, good voice, ability to gather and deliver news, and take orders. Local condition, salary commensurate with ability. From approximately May 15th to September 1st. Box 213K, BROADCASTING.

Expanding . . . Need fast moving announcer with first ticket. Experience not necessary but helpful. Emphasis on announcing. Progressive station in western Tennessee. Tape and resume. Box 242K, BROADCASTING.

Downstate Illinois—need experienced, loyal cooperative worker. \$90 or with first ticket, \$100. Send tape and resume. Box 244K, BROADCASTING.

Announcer-salesman for growing Eastern Iowa station. Must have some experience in both announcing and selling. Salary plus commission. Send tape and resume to Box 265K, BROADCASTING.

Disk jockey wanted: Send tape, resume. Box 260K, BROADCASTING.

Disc-jockey wanted for Montanas most progressive radio station, programming for music. Married man, tight board, bright personality. Best climate and modern city of 80,000. Good future for hard worker—good base to start. Mature responsible man. Contact Jack Bolton, Operations Manager, KOOK Radio, Billings, Montana.

News man, experienced in gathering, writing, local news. Must be able to report for both radio-tv. AM is state's largest independent. Send photo, tape, salary, to General Manager, KFBB, AM-TV, Great Falls, Montana.

Announcer—1st ticket engineer for good music station, maintenance necessary. George Williams, KGHM, Brookfield, Missouri.

Wanted—Salesman, announcer, engineer, work under Chief. Combination man preferred. Religious programming. KWLW, Nampa, Idaho.

Northern Maryland independent needs fully experienced announcer for immediate opening. Send audition tape, resume and photo. WASA, Havre de Grace, Maryland.

Happy, big voices are needed by fun station—WDMV—in Pocomoke City, Maryland—home of world's largest bass. First ticket helpful, not necessary. Contact Erny Tannen, at once!

If you have a first phone, like and know adult music and can produce a good all nite radio show, send air check, resume and salary to: WEAT, P. O. Box 70, West Palm Beach, Florida.

Suburban Chicago—Combo. 1st class—\$125/wk. Wheeler, WEAU, Evanston, Illinois.

Immediate opening, experienced, mature delivery for 5-kw daytimer. Complete resume and audition to WLSI, Pikeville, Kentucky.

Announcer-sportscaster or combo salesman. Send tape and resume to WMBO—Auburn, N. Y.

"Adding good pop music D.J. with tight production and entertaining approach. Future in growing organization. Live in top western market of 80,000. Send tapes, write, call—Jack Bolton, Operations Manager, KOOK Radio, Billings, Montana."

Help Wanted—(Cont'd)

Announcers

"Negro Chain—rated No. 1 in the Nation—expanding, seeking top Religious and R & B personalities. Minimum 2 years experience. Send photograph—complete resume—references—first letter to: McLendon Broadcasting Company, P. O. Box 197—Suite 980 Milner Building—Jackson, Mississippi."

Technical

If you are a competent technical man with 1st phone who likes to get things done and likes creative, challenging work and are interested in growing with an East-Coast 2-station management with more to come, please write soon to Box 76K, BROADCASTING.

Top notch Chief Engineer for 5 kilowatt daytimer. Stress engineering and administrative ability. Box 179K, BROADCASTING.

Wanted: Chief Engineer, preferably combo man, for Central Pennsylvania station . . . non-directional AM/FM and remote control. State experience and references. Salary based on experience. Immediate opening! Box 194K, BROADCASTING.

Vacation relief technicians for radio and television operations in New England. Box 217K, BROADCASTING

"Broadcast Engineer—Long term European assignment with private organization engaged in construction and operation of large high-powered shortwave radio stations. Top qualifications, experience and executive ability desired. Good salary plus overseas benefits. Reply to Box 222K, BROADCASTING."

Chief engineer, unusual opportunity at Eastern market AM and FM. Send resume. Box 255K, BROADCASTING.

Wanted—First class radio telephone operator. Starting wage will be between \$375-\$400 which is average for this area. Man to be employed will work on a full time basis. Contact Mike Donovan, Radio Station KANA, Anaconda, Montana.

Wanted: Not just first ticket, but an engineer. Little or no announcing required. Need man who has pride in and knows equipment and is proud of title of chief engineer. Small station, small market, large ideas. Contact Mason Dixon, Owner, KFTM, Radio, Fort Morgan, Colorado.

Beginning engineer with 1st class ticket. Immediate. Call Manager, WDBC, Escanaba, Michigan.

Working, chief engineer must be capable of handling regular schedule of transmitter and studio maintenance including equipment installation both AM and FM. Salary open. Submit experience, family status and recommendation by letter only. No phone calls. Position open next 30 to 90 days. See Leslie Golliday, General Manager, WEPM, Martinsburg, West Virginia.

Chief Engineer. Preferably with at least 5 years practical FM experience. Send resume and picture WKFM, 188 W. Randolph, Chicago 1, Illinois.

Engineer-announcer. Maintain equipment at new 500 watt daytimer. Tape, resume, salary requirements to Manager, WLKM, Three Rivers, Michigan.

Production-Programming, Others

Northern Illinois station has opening for competent commercial copy writer and traffic manager. Fine opportunity. Progressive station in university city. Send pic and resume to Box 177K, BROADCASTING.

Experienced news director wanted by Illinois daytimer. Must have 1st phone. Good location, excellent working conditions. If you can qualify write, Box 215K, BROADCASTING. Permanent position. Salary open.

Bright writer, 50,000 watts New York City. Resume, 5 minute newscast, salary needs. Box 85K, BROADCASTING.

New Jersey. Journalist-announcer for adult music station. Permanent. Send resume and tape. Box 264J, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Immediate opening for experienced, aggressive news-man on middlewestern, news conscious station. Send resume and tape to Box 790J, BROADCASTING.

Northwestern Pennsylvania station in small one station college community has immediate opening for experienced program director. Better than average salary. Send tape and resume. Box 243K, BROADCASTING.

Mature morning combo man with sound news experience or 1st class license. Good salary for small city, network station. Contact Wally Stone, KAAA, Kingman, Arizona.

News writer for radio/tv, must be experienced reporter and writer. AFTRA salary range—\$103.75 to \$132.75. Send detailed resume to Personal Office, Crosley Broadcasting Corp., 140 West 9th St., Cincinnati 2, Ohio.

Unusual opportunity. Illinois daytimer needs copywriter with first-phone. This is a top daytime station with lots of chances to advance. Also in need of news director with 1st phone. Salary open. Write Box 216K, BROADCASTING.

News man with good reporting sense and voice for active news department located in Ohio market. Needed for immediate opening. Good position for ambitious news man with experience. Send tape, resume and recent photo to Box 267K, BROADCASTING.

A working PD, can write production spots, lively voice on air, a Jack of All Trades. Is such a person available! We are willing to pay well for your experience. Send tape, resume, references, photo to Bob Michael, Manager—Radio WATS, Sayre, Pennsylvania.

RADIO

Situations Wanted—Management

22 years broadcast experience; 15 years manager of one AM-FM met; 7 years chief engineer and chain chief. Desire general manager and/or chief engineer large facility. Box 39K, BROADCASTING.

Manager that sells! Heavy on local programming; age 32, with 11 years experience. Box 121K, BROADCASTING.

General and sales management team-husband and wife. Local, regional, national radio and tv experience. Available for interviews NAB convention. Box 204K, BROADCASTING.

Major advertising agency account supervisor, 12 years experience, heavy broadcast, desires position with network or station. Understand programming, sales problems. Prefer East Coast. College graduate. Married. Currently employed. Box 223K, BROADCASTING.

Hardworking chief engineer desires manager—engineer position in small or medium Southern market. College graduate, married. Ten years experience 250w-5kw. directionals, construction, applications, business. Box 227K, BROADCASTING.

Why Not? . . . Experienced general manager with original sales and programming ideas seeks southeastern station management with ownership possibilities. Radio since 1951. Married, Veteran. Box 228K, BROADCASTING.

Top quality highly experienced manager—Former owner and general manager top 60 markets. Sales leader, heavyweight promoter—character and ability stands full investigation. Could invest—married 38, excellent organizer prefer new operation. Box 233K, BROADCASTING.

Seeks managerial spot: Experienced, aggressive, and responsible radio broadcaster. Strong on sales and community relations. 40. Best references. General manager for past 4 years—AM. Would consider investment. Will look at small markets in mid-west. Anxious to go after selling own property. Box 240K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Available immediately! Commercial manager of WAKY, formerly the McLendon station in Louisville, Ky., desires to relocate. Excellent sales & sales management record. Exceptional references. John McCarthy, WH 5-7381, New Albany, Indiana.

Now available . . . General Manager . . . small or medium market. 14 years continuous experience in engineering . . . programming . . . sales . . . and management. Contact: Clint Morse, 311 E. William St., Salisbury, Maryland. Pioneer 2-7844.

Sales

Top account executive—commercial manager now employed, wants relocate North or South Carolina. Experienced, references, no drifter. Apply Box 221K, BROADCASTING.

Newsman, 3 years radio experience, desires entering sales. College grad. 25, draft exempt. Box 239K, BROADCASTING.

Young man desires sales position 6 years experience. Wisconsin, Iowa or Illinois. Richard Flodin, 208 Parkview Terrace, Fulton 7-1444, Marshfield, Wisconsin.

Announcers

Country disc jockey, desires full time air work. Experienced, employed. Box 859J, BROADCASTING.

Sports announcer looking for sports minded station. Finest of references. Box 922J, BROADCASTING.

Soft-sell personality with thorough musical knowledge, including classical, desires afternoon or all-night show. B.S. degree, excellent references. Experience as p.d. married-family. Box 47K, BROADCASTING.

Announcer, first phone. Single. 20. Six months experience. Any location. Box 118K, BROADCASTING.

Grown-up announcer, the best, with 1st ticket; top news man, interviewer, commercializer. Box 137K, BROADCASTING.

D.J. (Negro) fast pace, grooving kind, central market, sell any show, night spot prefer, experience, air check. Box 188K, BROADCASTING.

Disc jockey—announcer—news experience. Bright sound. Tight production technique, personality—not a floater. Box 190K, BROADCASTING.

Ohio, Indiana, Kentucky. Announcer, dj, with 2 years commercial experience seeks medium market. College grad. Tape, resume at once. Box 191K, BROADCASTING.

Creative, hardworking news-caster, strong on adult music, desires permanent position in Indiana, Ohio or Pennsylvania. 28 year old family man with education and experience. Tape available. Box 192K, BROADCASTING.

Attention all stations. Have family will travel. Beginning announcer needs full time position immediately. Write at once to Box 200K, BROADCASTING.

Announcer, dee-jay. Experienced, solid news, tight board, bright—happy sound. Want permanence. Box 201K, BROADCASTING.

Free love? Nope, just a top-notch summer replacement. 1st phone, four years. Experience announcing/maintenance/copy. Last year college. Now employed—part time. Box 205K, BROADCASTING.

Announcer, dee-jay. Bright-young sound, authoritative news, tight board. Want to settle. Box 206K, BROADCASTING.

Top rated DJ—first phone, heading south. Play-by-play, production, dependable family man. Medium or metro market. Box 212K, BROADCASTING.

Bright, young dj-announcer-news-caster. Experienced. Pleasing delivery. Want to settle. Salary—\$110. Box 218K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young, bright sounding announcer wants start in radio. Broadcasting school graduate. Will relocate. Box 225K, BROADCASTING.

Excellent staff announcer and/or format disc-jockey. 4 years experience, love to work? Desires change. Box 226K, BROADCASTING.

Announcer, resonate voice, tight board; experienced, veteran, want to settle. Box 232K, BROADCASTING.

Have had 24 weeks at Broadcasting School. Would like a position in or very near to Berkeley, California. No experience. Box 238K, BROADCASTING.

Experienced, dj, newscaster. Bright, tight, dependable, non prima-donna. Available now. Box 250K, BROADCASTING.

Negro announcer, dj, fast board. Bright sound, veteran, will relocate. Box 249K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced disc jockey, announcer. Bright happy, married, not floater. Prefer tight production. Combo. Box 241K, BROADCASTING.

Negro announcer dj. Experienced, bright sound, fast board, married, matured, veteran. Will relocate. Box 251K, BROADCASTING.

Negro announcer, experienced. Recent Walton chain employee. Authoritative news, good productions. Box 252K, BROADCASTING.

Good experienced format or otherwise, dj. —announcer with first phone. Available now. Box 254K, BROADCASTING.

Announcer-Newsman, eight years experience. Seeks Arizona. Good voice, first phone, tape. Box 257K, BROADCASTING.

Top 40 DJ leaving Army; 6 year background; results with teens, community. Box 259K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young personality, experienced in top forty air work and production. Minimum \$100 per week. Write Box 264K, BROADCASTING.

Top 40—three years experience. Desire fast-paced station in midwest. Dependable, married. Best references. Box 266K, BROADCASTING.

Announcer, fast board, bright happy sounds, neat, clean, permanent, married. Box 270K, BROADCASTING.

Survey proved number 1 morning show. Experienced announcer, all-around capabilities, 1st phone. Hours no object. 7 years professional entertainer. Veteran. Married-family. Active community interest. Prefer Southern California. Write Ramon Dante, 311 S. Montreal, Dallas 8, Texas.

Just finished stint with Howard Miller enterprises as air personality and music director. 3 1/4 years experience but still just 21. Complete knowledge of pop music and music programming. Excellent news delivery. Tight, fast paced dj show. Family man. Hard worker. Top references. Available now. Can fill the bill as music director, dj, or newscaster or all three. Jack DuLong, WGEZ, Bellot, Wisconsin. EMERSON 2-5504.

Announcer, 3 years experience, 2 yrs. experience copywriter. 3 years maintenance, first phone soon. 25. veteran, prefer east Tennessee or surrounding area. Preferably no top 40. Available for interview. C. Baker Fraley, Rt. 2, Box 1, Big Stone Gap, Virginia.

Top dj. 22. presently employed ready to move up. 3 years experience morning and afternoon. Must be challenging. Good job —too references. Bob Harrington, WOHP, Belle Fontaine, Ohio.

Announcing and sales experience. Restricted ticket. Bill Huntington, 9952 Schiller, Franklin Park, Illinois. GLadstone 5-7997.

Any Stations Left? Need of early morning entertainer. Twenty years successful background. Will send brochure. Personal interview. Bob Jones, 1828 Park Drive, Charlotte, North Carolina. ED 4-6115.

University Radio-Television graduate, veteran, family. Some commercial experience. Want to learn and advance in sales while announcing. No top 40. Available middle of August. Larry P. Justus, 1008 Ratone, Manhattan, Kansas.

Experienced announcer eight years all phases. Wire J. McFadden, 963 West Eighth St., East Liverpool, Ohio—Now.

D.J. announcer, experienced, good music & top 40. Want to come back to Michigan, Ohio. Presently employed S. California. 5 kw. Dan Newton, General Delivery, Apple Valley, California.

Inexperienced, choosy, New Englander wants to learn, grow with good music station—20. College, theater, some radio experience. R. Perry, Box 414, De Bary, Florida.

Swinging dj-announcer, fast board. Bright sound, not a prima donna. Not a floater. Available immediately. George A. Phinn, 825 Quincy Street, Brooklyn 21, N. Y.

You name it "Pepe" can do it. Experienced combo and entertainer. Veteran, family, college. Would like to settle near my old home, Los Angeles. Write Pepe Potter, 530 N. Calvert, Liberal, Kansas.

Announcer, presently employed, experienced in programming music, making up spots etc. 2477 W. Fir, Merced, California. Phone RA 2-3159.

First phone, some experience, c&w or good listenable music. Mature announcer. Box 38, DeSoto, Mo.

Young man, 21, desires employment. Along east coast prefererd. Holds first class F.C.C. license, Grantham graduate, six months training at R. I. Radio School. Telephone Lyric 6-1477. Write George Schackner, 137 High Street, Westerly, Rhode Island.

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

School of Broadcasting and Announcing graduates available. Thoroughly trained, eager. 1697 Broadway, N. Y.

Limited experience, 1st phone, prefer small market, good voice. Wade Waydel, 3929 Lively Lane, Dallas, Texas.

Technical

Chief Engineer. Presently employed. Experienced am/fm — construction-maintenance-directional systems. Some tv—all audio. \$175.00 minimum. Box 113K, BROADCASTING.

First phone, limited operating experience. Veteran. Desires xmtr watch, prefer California but will consider Pacific Northwest. Box 142K, BROADCASTING.

Manager, chief engineer, 11 years experience in all phases of operation. Available immediately, best reference. Box 198K, BROADCASTING.

Chief engineer, technical school graduate, currently employed. Seeks position in gulf coast area. Three years experience. No announcing. Box 261K, BROADCASTING.

Transmitter-studio engineer. Experience 5 kw remote operation. Long on maintenance and trouble shooting. Want job in or within 100 miles of Philadelphia. Anthony Ostapoff, WKLM, call Roger 3-7925, Wilmington, North Carolina.

First phone combo man. Transmitter maintenance and repair. Control room operation and maintenance. Will announce if needed. Prefer Southwest. Call 298-3474, Albuquerque, New Mexico. Five years experience.

Have 1st phone but shy on experience. Would like to learn your operation. Riley Randolph, 3118 Carlson, Dallas, Texas.

Production-Programming, Others

Writer, director-producer wants responsible position overseas. Box 999J, BROADCASTING.

Hard-working, seasoned, Washington newsman available to handle your national, regional or local news reporting from Capital via voice or written word. Box 87K, BROADCASTING.

Canadian, 33, 13 years radio-tv writing, announcing, news. Was p.d. of 10kw fine music station. Offers? Box 133K, BROADCASTING.

Here's the biggest news yet!! A skilled two man news-team ready to scoop your market with the biggest success story of '62! Intelligent down-to-earth coverage of all major local and world happenings. Over nine year combined experience with sound education and background. Permanent. Write or wire. Box 208K, BROADCASTING.

Newsman has been doing everything, except air shift, in large radio and tv news department in northeast for 2½ years. He has 54 hours of graduate and undergraduate credit in Political Science and International affairs. He now wants to concentrate on clear, concise, comprehensive radio or tv reporting in these areas. Is there an opening for someone on the way up in this area? Box 234K, BROADCASTING.

Production manager: Creative professional. Stimulates best team operation. Tops present market, but interested step up. Seven years experience. Top references. Box 236K, BROADCASTING.

Music library need full-time help? Patient, analytical college grad available. Pd, Music Lib., classical announcer college station. Aim: management music/programming. Box 247K, BROADCASTING.

2nd class license—age 36, can type, write copy and ad-lib (if its written clearly). Tom Stanton, PE 8-4211, 1209 Clover Ave., Ft. Worth, Texas.

TELEVISION

Help Wanted—Sales

Rocky Mountain West TV station needs young alert salesman for medium market. Active accounts plus guarantee . . . No. 1 station in a boom area. Send pix and resume to Box 986J, BROADCASTING.

Wanted-Sales Manager for NBC outlet in medium market. Excellent opportunity for man long on local-regional sales ability. Box 36K, BROADCASTING.

TV station in top 35 in Central Atlantic has opening for experienced, creative man who knows how to make presentations and close. Growing company now in 3 markets. Guaranteed open depends upon background and ability against good commissions. Interested only in men capable of earning \$12-\$14,000. Box 174K, BROADCASTING.

Salesmen-Announcers . . . New independent tv in Fresno area market offers most rewarding commissions for men who can sell and announce variety, teenage, foreign language, and special events shows . . . send photos and resume to Harold Gann, KDS-TV, Kingsburg, California.

Announcers

Television and radio station in major market has opening for experienced sports announcer to handle one radio and three tv shows daily. A background in athletics and ability to handle personal contacts in addition to on-the-air duties preferred. This is excellent opportunity for the right man. Send resume, picture, tapes, all pertinent information to Box 199K, BROADCASTING.

Opening for staff announcer, mostly booth work. Send all pertinent information and audition to Don Stone, KTIV, Sioux City, Iowa.

Announcer-Director. Modern television production center has opening for versatile man who is a proven professional announcer as well as capable director. Send complete resume, tape, picture. WSAV-TV, Savannah, Georgia.

Technical

TV control room maintenance and operations man wanted by southeastern CBS-VHF outlet. Good pay plus chance for advancement. Send full resume plus salary requirements. Box 93K, BROADCASTING.

Have immediate opening for combined transmitter and studio engineer. Location, northwestern Pennsylvania. Duties will include remote television pick ups. Full details first letter. Box 136K, BROADCASTING.

Wanted engineering supervisor experienced with tv transmitters and video equipment with ambitions to Chief Engineer. Box 256K, BROADCASTING.

TV trans. and studio engineer. Minimum of 2 years experience both trans. and studio desired. Require operations and maintenance ability. Permanent position & auto. salary increases. WCCO-TV, 50 So. 9th St., Minneapolis 2, Minnesota, Att. Dir. of Eng.

TV Engineer—Station expanding technical facilities has opening for young man thoroughly grounded installation and maintenance tv equipment or who has fundamental knowledge and capability learn quickly under guidance of Chief Engineer. WSAV-TV, Savannah, Georgia.

Production-Programming, Others

News Director—Our present department head going with network creates opening for newsman with solid educational and professional background. Must be equally adept in gathering, writing and on-camera performance of news. Only top-flight man will be considered. WSAV-TV, Savannah, Georgia.

Wanted-Artist for NBC outlet in medium size market, multiple station ownership. Send sample of work and salary requirement. Box 35K, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Help wanted: Director-Switcher. 40 hour week. Ideal climate and living conditions. KKTU, Colorado Springs, Colorado.

GIRLS—TV traffic girl wanted with experience in handling avails and twx. Plush offices, many extra benefits. Write, wire or call, PL 9-6800—H-R TV, 375 Park Avenue, NYC, N. Y.

TELEVISION

Situations Wanted—Management

Experienced assistant manager. 20 years. radio and tv. Family man. Box 16K, BROADCASTING.

Solid manager, 47, 28 years imaginatively commercial experience—all phases. Box 65K, BROADCASTING.

Sales

After 15 years of top television production, I desire to join television sales staff. Past experience as production head, advertising executive, tangible and intangible salesman great asset. Resume. Box 149K, BROADCASTING.

Experienced TV salesman available immediately. Know many leading New York agencies personally. College graduate. Married, one child. Age 30. Background includes buying and producing in top ten agency, national selling for leading station Rep. Good record. Excellent references. Box 178K, BROADCASTING.

Experienced, successful research executive has the creative flair and instinct for good promotion that makes facts sing. Former newspaper columnist and big-agency copywriter—trained in the tough disciplines of serving blue ribbon clients. Hep in marketing—creative persuasive presentations have delivered billing totaling millions. Currently serving well-known research service; commissions and draw over \$20,000 exclusive of profit-sharing. Formulates own plans, designs questionnaires for pre-test, writes and delivers the final reports. Excellent board-room and platform personality. Sense of humor, a hard worker, no ulcers. No tedious shotgun "resumes" at this point please—but full documentation and references upon meeting. New York area only. Box 210K, BROADCASTING.

I'm not just another salesman: I'm ambitious and have 12 solid years experience in television as production manager, agency, film sales. Presently employed but want move to local sales manager or salesman in metropolitan market, in mid-west or east. Box 246K, BROADCASTING.

Announcers

TV announcer—newsman desires position in Southwest locale. 25, married—draft exempt. Box 189K, BROADCASTING.

Versatile tv announcer with plenty of experience radio/tv. Major markets. Box 248K, BROADCASTING.

Announcer-Newsman—Photographer, eight years radio, two years professional photographer. Box 258K, BROADCASTING.

Youth and Experience. Age 26, resigned program director and announcer seeks employment in medium or large market. Personable, ambitious, intelligent. Much to offer now, much more in future. Announcing or production desired. Will locate anywhere. Available immediately. Jerry Steele, 650 Hickory St., Scranton 5, Pa. DI 7-6787.

Technical

Capable assistant chief seeking similar position with a future. Eight years experience all phases tv. Excellent references—proven ability. Box 231K, BROADCASTING.

Trained broadcast technicians available immediately, 1st phone—Matus of Announcer Training Studios, 25 W. 43 St., NYC, N. Y.

Situations Wanted—(Cont'd)

Production-Programming, Others

Reporter for Chicago daily newspaper seeks TV newswriting job. Box 164K, BROADCASTING.

Top-notch kiddie show now available. Currently working 5th market. 28, married, loads of talent. Box 187K, BROADCASTING.

Award winner, Producer/director. 8 years experience: TD/director/production manager. Degree. References. West/Southwest. Box 202K, BROADCASTING.

Production/Program Director. Director 12 years in major midwest TV market. College graduate. Married. Family man. Mid-thirties—will relocate. Excellent references. Box 235K, BROADCASTING.

FOR SALE

Equipment

Standard teleprompter cueing device equipment with typewriter. Box 112K, BROADCASTING.

Used GPL 35MM telecast projector model PA-200. Reasonable. Box 139K, BROADCASTING.

For Sale: 250-C Gates AM transmitter. Good condition. Recently removed from service. First \$600 gets it. FOB. Box 193K, BROADCASTING.

Gates BC-1E, 1000 watt transmitter, excellent condition \$2,400.00 plus crating and freight. Box 245K, BROADCASTING.

G.E. 3kw FM transmitter—ready to go on the air—\$3,000.00. Jim Corry, KFMK. 1424 Westheimer. JA 6-2166, Houston 6, Texas.

Best offer plus freight for operative RCA console model 76-B. \$100 for console Concertone model A 2454. KHAS Radio, Hastings, Nebraska.

Port-O-Vox wireless microphone type 2751, 26.37 mcs. Excellent condition. Cost \$1400 new. Will consider any reasonable offer. KHOW, Denver, Colorado.

Master Control Audio System: Including large 6-channel preset console: 6 VU meters; dial monitor system; tel co, 12 bdcst lines and PE's; 10-BA-3C Program Amps; 5-BA-4C Monitor Amps; 1-BA-2A Pre Amp; 11-BA-1A Isolation Amps and 2-BX-1C Power Supplies; 2-BX-3A 12V Power Supplies; 2-K-182608 12V Power Supply; 9 racks BK84D, patching facilities. In daily service since 1948. Also TP8C Color Projector. J. E. Risk, KSD, 1111 Olive, St. Louis, Mo.

Four Antenna rings for 1 5/8" line. Will tune from 97 to 102 Mos. Price \$275, f.o.b. Write or wire KUTE Radio Station, 217 West Broadway, Glendale 4, Calif.

Rek-O-Cut Model B-16-H turntable. Gates Studio console model 30. Presto 6N Cutting table recording amplifier. Presto model T-2. GE model BC-3-A transmitter console. Auto Dryaire pump model 45. Western Electric 506B-2 10,000 watt FM transmitter. Blaw Knox FM 54A 8 Bay Clover Leaf antenna. Discount on package. Chief Engineer, WNEX, Macon, Georgia.

3000 watt Federal 192A, FM transmitter now in service, available late spring. Attractively priced . . . WPAC, Patchogue, N. Y.

Disc recording lathe, 3-speed, Presto-8DG. Excellent condition, reasonable. Write: Box 832, Rochester, Minnesota.

Schafer Model 60 automation package. A-1 factory reconditioned. Can be seen in operation. Asking \$5,000. Contact Chet Miller, WVPO, Stroudsburg, Pennsylvania.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line. \$40.00 for 20' length; 3/8" ditto, 90¢ foot; 6 feet. Dishes with hardware, \$150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company. 1401 Middle Harbor Road, Oakland 20, Calif.

For Sale—(Cont'd)

Equipment

Am, fm, tv equipment including transmitters, tubes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Interested in a used G-24 Guyed AM stainless 256 feet tower, 0". Need immediately. Box 272K, BROADCASTING.

Need up to 1100 feet of 3 1/8" inch coax transmission line. Write stating make, type, impedance, location, condition, length and price. Box 128K, BROADCASTING.

G.P.L. Film recorder with Maurer sound galvanometer unit. Good working order. Box 146K, BROADCASTING.

Used TV equipment; Special effects amplifier system, studio Zoomar lens, Video tape recorder. No junk. State prices wanted. Box 229K, BROADCASTING.

Wanted—by our clients. Radio, FM, and TV test and measuring equipment. "Thirty Years in Broadcast engineering." Arjel Electronics, Box 725, Sag Harbor, N. Y.

Wanted, used remote amplifiers, one, two or three channel. State price with first letter. KDLM Radio, Detroit Lakes, Minnesota.

Used UHF 12kw TV amplifier. Lee Golden, 308 S. Fruit, Fresno, California. AM 4-1309.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

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.

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.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting May 9, July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

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.

Can you qualify for your first class F.C.C. license in six weeks? Yes, you can do it at Pathfinder School in Hollywood. New classes starting April 17 and June 12. Modern classroom, excellent instructor, small class for truly personalized instruction. Make reservation now, to secure your enrollment in the class of your choice. Pathfinder School, 5504 Hollywood Blvd., Hollywood 28, California. Tel HO 9-7878.

Instructions—(Cont'd)

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

28,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

Instant gags for deejays!—100 gag topics available such as Radio, Weather, Traffic, TV, etc. Write for list Show-Biz Comedy Service (Dept. B) 65 Parkway Court, Brooklyn 35, New York.

First person news—Interview and story suggestions. \$3.00 for 3 month trial. Montgomery—Macoupin Audio, Litchfield, Illinois.

Business Opportunity

Australia American Radio-TV director, Sydney Advertising Agency. Have Australian industry contacts. Propositions acknowledged immediately. Box 211K, BROADCASTING.

RADIO

Help Wanted

Production-Programming, Others

NEWSWRITERS

Eastern 50kw clear channel needs 2 reporter-newswriters. Outstanding opportunity for young journalism, history or English graduate. Newspaper experience acceptable in lieu of radio-tv. Finest technical facilities and large staff. Air work not prerequisite, but helpful. Good pay and company benefits. Send complete resume, tape and recent photo to:

Box 263K, BROADCASTING

Situations Wanted—Management

MANAGEMENT-PERFORMANCE

Leading performer in gigantic market seeks part ownership in radio station. Rich background in performance and programming; administrative training; familiarity of sales. Broad knowledge of marketing. Mature. Sterling credits and credentials. Prefer East or Southeast. Must grow.

Box 219K, BROADCASTING

Announcers

EXPERIENCED-SUCCESSFUL

announcer-news and program director seeks permanent position with quality station in thriving market. 15 yrs. in broadcasting. Excellent references. Write:

Write Box 207K, BROADCASTING

ANY STATIONS LEFT?

Need Of
Early morning entertainer.
Twenty years successful background.
Will send brochure. Personal interview.

BOB JONES
1828 PARK DRIVE
CHARLOTTE, N. C.
ED 4-6115

TELEVISION

Help Wanted—Management

ATTENTION: TV STATION & SALES MANAGERS

No revenue from real estate? Fringe time unsold? 10-year old program now in 16 markets may be available for your market. We work on percentage basis with no guarantee and do the whole job. If interested, would like to speak to you at the Convention. Drop me a line or call me when you get to Chicago. (I'll probably be at the Pick Congress.) Cy Newman, HD Productions, P. O. Box 3107, Bon Air, Va.

Sales

CAN YOU SELL? CAN YOU ANNOUNCE?

10 yr. old company needs several TV Salesmen—Announcers for West Coast, Midwest, Mid-Atlantic. No travel. Draw and car allowance. Send resume and recent photo. Interview arranged at NAB convention Chicago, N. Y. or Richmond. Cy Newman, HD Productions, P. O. Box 3107, Bon Air, Va. BR 2-0200.

EMPLOYMENT SERVICE

IMMEDIATE NEED!

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION

Write for application NOW

WALKER EMPLOYMENT SERVICE

Jimmy Valentine Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
Federal 9-0961

INSTRUCTIONS

THE AMERICAN BROADCASTING SCHOOL

Offers fully trained and commercially oriented personnel. What are your needs?
News • Sports • C&W • Top 40 • Jazz
Sales • Programming • Men • Women
HELENA BLDG., NORFOLK, VA.
State Needs—Tapes, Photo, Resume Rushed

MISCELLANEOUS

"MAN BURIED ALIVE"

CRACK STUNT, LEGIT
VERY COMMERCIAL
COMPLETE DETAILS, \$15.00

WSLM currently holds world's record for a man buried alive in an animate state, "Mike-the-Mole." Send Check to:

WSLM, SALEM, IND.

Miscellaneous—(Cont'd)

MAIL-PULL

... that's what you get with
TEEN-BEAT the smash-hit radio
featurette syndicated nationally.
You get 25 per week. Professionally authenticated advice for teenagers.

WRITE, WIRE, PHONE FOR
AUDITION TAPES
Sound Ideas

1836 Euclid Ave. Cleveland 15, Ohio
Tower 1-0288

FOR SALE

Stations

TOP WEST COAST MARKET

Ideally situated high power FM station in Los Angeles is now available. Qualified buyers respond to

Box 645J, BROADCASTING

FOR SALE

250-watt, single market—specified hours. Growing Area. West Central, Florida.

Box 186K, BROADCASTING

SOUTHERN ARIZONA

Top fulltimer, ideal climate owner-operator can realize \$100,000 potential in this expanding market. \$50,000 buys. Long term obligation non-interest bearing.

Box 224K, BROADCASTING

N. H. single daytimer \$ 68M terms
Ida small daytimer 56M cash
Ky medium fulltime 80M \$30dn
Tenn metro regional 250M terms
Ind metro power 410M \$90dn
Ala metro daytimer 110M 29%
and others; also newspapers & trade journals.

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

Ga. single regional \$50,000—Ark. single regional \$79,500—Tex. single regional \$49,500—Colo. single regional \$50,000—Tex. metro regional \$250,000—Tex. major regional \$200,000 just 12½% down, 10 yrs. balance—Okla. single \$97,500—Ark. medium regional \$150,000—Tex. major FM station \$75,000—Ga. single regional \$75,000 only \$15,000 down—Tenn. major power. Billed over ¼ million annually past several yrs. \$350,000 about \$80,000 down—Fla. major power \$550,000—Ark. major regional fulltimer \$180,000—Fla. metro power fulltimer \$185,000 with \$40,000 down—La. single \$40,000—Miss. small single \$37,500—Tex. single regional \$70,000—N. M. medium regional \$150,000—Tex. medium fulltimer \$150,000—Tenn. major power fulltimer \$225,000—20 others!

PATT McDONALD CO.
Box 9266—GL 3-8080
AUSTIN 17, TEXAS

Continued from page 101

trans. location; installation of new trans. and ant. and change in ant. system.

KITY(FM) San Antonio, Tex.—Granted license covering change in ERP; ant. height; installation of new ant. and changes in ant. system.

KWRO Inc. Coquille, Ore.—Granted cp and license for new low power station.

WDON Wheaton, Md.—Granted cp to replace expired permit for increase in power from 250 w to 1 kw, and install new trans.

K11AN, K13AR Cut Bank, Mont.—Granted cps to replace expired permits for new vhf tv translator stations.

K07DY Thayne, Wyo.—Granted mod. of cp to change frequency from ch. 11 to ch. 7 and type trans.

K02AL, K03AG, K04AP, K06AL, K06AM, K07BE, K11AT, K12AL, 13AV, Gunnison, Jack's Cabin, Dolyeville, Sapinero, Pitkin, Ohio City, Sargents, all Colorado—Granted extension of completion date to Sept. 7.

Actions of March 6

Sentinel Bluff Television, Inc. Beverly, Wash.—Granted cps for new vhf tv translator stations on Chs. 7, 9 and 11 to translate programs of KREM-TV (ch. 2), KXLY-TV (ch. 4), and KHQ-TV (ch. 6), all Spokane, Wash.

Rulemakings

PETITIONS FILED

Sec. 3.606 The Allen Channel Inc. Anderson, Indiana (3-2-62)—Requests amendment of rules so as to substitute uhf ch. 26 at Anderson, Indiana, in lieu of ch. 83, now assigned. Ann. March 9.

Sec. 3.606 The University of Vermont Burlington, Vermont (3-5-62)—Requests reservation of three uhf chs. for educational use in Vermont in order to facilitate establishment of state-wide educational tv service, by making changes in Table of Assignments as follows:

	Present	Proposed
Rutland, Vt.	49+	*49+
St. Johnsbury, Vt.	30	*30
Burlington, Vt.	3, *16+, 22+ 3, 16+,	*22+
Windsor, Vt.		*26
Hanover, N. H.	*20+, 26	*20+
New London, Conn.	26+, 81	81

Ann. March 9.

For Sale—(Cont'd)

Stations

STATIONS FOR SALE

ROCKY MOUNTAIN Top market in state. Daytime. Gross \$100,000 under absentee ownership. Asking \$150,000. 29% down.

SOUTHWEST—Top market in state. Fulltime. #1 station. Asking \$435,000. Terms.

CALIFORNIA. Medium market. Fulltime. Automated. Asking \$100,000. 29% down.

SOUTH WEST CENTRAL. Metro. Excellent profit and cash flow. Daytime. Asking \$250,000. 29% down.

JACK L. STOLL & ASSOCS.

Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

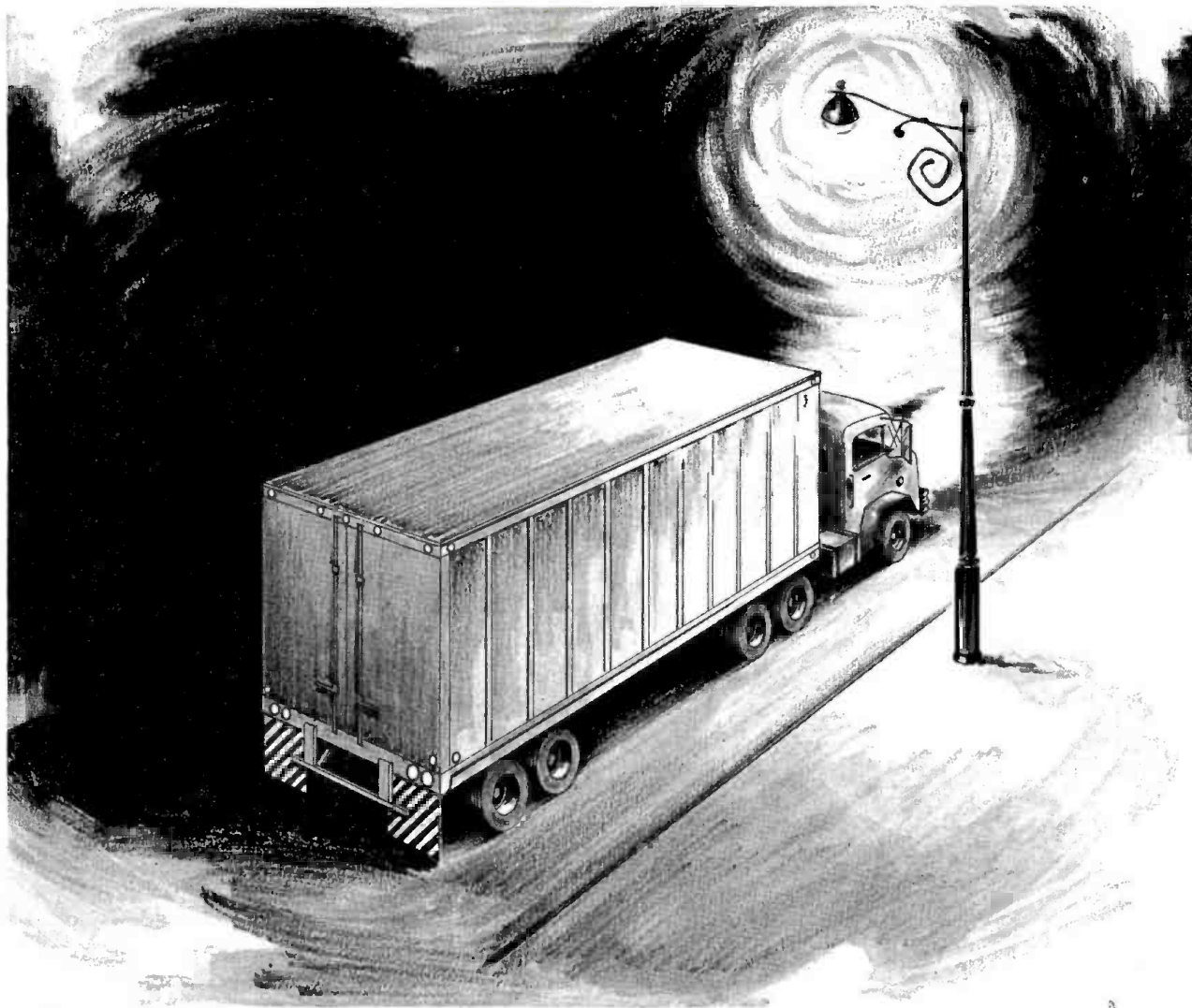
For Sale

Georgia 1000 W Fulltimer. Price \$60,000.00 with \$15,000.00 down balance over 5 years 6% interest.

Georgia 500 W Daytime. Price \$50,000.00 with 29% down payment. Balance over 5 years at 6% interest.

Box 271K, BROADCASTING

MIDWEST STATION. Will sell controlling interest in money-making, owner-operator station. Principals only, please. Details in person only. Box 253K, BROADCASTING.

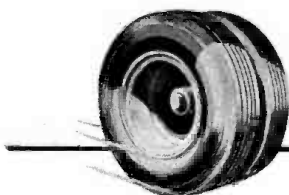


RENDEZVOUS WITH AN EARLY BIRD

This truck-trailer with its load of groceries has a rendezvous with the first customer of the day at each of several food stores somewhere in the U.S.A. . . . Because it and thousands like it are on the job delivering merchandise while most of America sleeps, housewives and others who want to shop early find shelves well-stocked at their favorite market. And because truck transport is flexible—traveling the highways *and* byways—even the smallest community today is kept well-supplied with both the necessities and luxuries of life 24 hours a day. . . . Next time you see a truck-trailer moving through the night, remember—chances are it's carrying something someone will be needing first thing in the morning.

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.



THE WHEELS THAT GO EVERYWHERE



OUR RESPECTS to Lynn Leslie Meyer, president, Intermountain Network

Intermountain's development was a personal crusade

Since its origin in early 1942, the Intermountain Network has grown from a miniscule four-station hookup in the state of Utah to a gigantic regional network blanketing the Rocky Mountain States — Colorado, Idaho, Montana, Utah, Nevada and Wyoming—as well as adjacent sections of Nebraska, New Mexico and Texas. Its billings have zoomed from less than \$100,000 in 1942 to about \$1.75 million in 1961.

The credit for this spectacular growth belongs to Lynn Leslie Meyer, who, during the 20-year span, has made IMN's development a personal crusade.

Lynn Meyer was born in Chaska, Minn., on March 21, 1906. He grew up in that midwestern state and attended the U. of Minnesota, where he majored in business administration and was assistant manager of the football team. After his graduation in 1927, he started in business selling securities, a very popular and profitable field of endeavor at that time. Six years later, however, he became a special examiner for the Minnesota state banking department, a form of employment that in 1933 offered a much more dependable income than selling stocks and bonds.

The Radio Bug ■ But Lynn was a salesman at heart. In 1938, when the outlook for business in general was improving, he joined the sales staff of WDGY Minneapolis. The following year he moved to D. S. Manson Assoc., Minneapolis advertising agency. His boss there was Don Nathanson, now president of North Adv., Chicago.

From Manson, Lynn Meyer moved to the Pepsi-Cola Bottling Co. of the Twin Cities as sales promotion manager. But the radio bug had bitten him and in 1940 he returned to broadcasting, joining WLOL Minneapolis, where he handled sales promotion in addition to hustling business as a member of the station's local sales staff. He's been in broadcasting—radio broadcasting—ever since, and that's the way he likes it.

In 1942, however, WLOL changed hands, putting him out of a job in the process. He therefore went west to Ogden, Utah, where A. L. Glasmann, newspaper publisher (*Standard-Examiner*) and station owner (KLO Ogden), hired him as sales manager of the Intermountain Network. IMN then consisted of KLO, KVNU Logan, KOVO Provo and KUEB Price (now KOAL). Lynn Meyer then returned to Minneapolis, collected his wife (*nee* Orpha Gallagher), and their seven-year-old son Bill and moved them to Ogden.

Double Responsibility ■ On May 16,

1942, he started on his new job, and was given a double assignment. First, he had to increase Intermountain's sales revenue. Second, he was charged with helping George Hatch (then general manager both of KLO and of Intermountain) in the task of adding more stations to the fledgling network in order to expand its coverage area.

In the beginning, sales were easier to come by than stations. Advertisers readily accepted the concept of a strong regional network in the Rocky Mountain area—but expansion into new markets proved more difficult. First, it was costly, involving miles and miles of expensive wire lines over mountain tops and through valleys. Second, it required lengthy negotiations with the management of a prospective affiliate over the station's national and regional sales representation. Growth was therefore slow—but it was constant. By 1947, Intermountain reached as far west as Boise, Idaho, and extended eastward into Wyoming and Montana, in addition to having added more outlets in Utah. In 1945, Mr. Hatch had moved to Salt Lake City to start a new radio station—KALL, which became IMN's key station. Five years later, Intermountain started operations in Colorado and by 1952 had a fully staffed network branch office in Denver.

Today, Intermountain provides its more than 60 affiliates with over seven hours of its own programming each week. This consists chiefly of news, weather, sports, special events and public affairs programs, all designed to

serve the particular needs of the 7 million people in the area.

Further Growth ■ In addition, IMN's lines now carry a full 16 hours a day of ABC programs to its outlets. This began a year ago when IMN joined with the Arizona Radio Network and the ABC Pacific Network in forming ABC Radio West, a fully connected network of more than 100 radio stations covering 11 western states.

Lynn Meyer might well be called the father of ABC Radio West. It was he who, for several years before this hookup became a reality, had preached its advantages to ABC Radio executives—in New York as well as in Hollywood. He pointed out to them the trend that had led most major national magazines, both weekly and monthly, to establish regional editions, benefiting advertisers who, for reasons of limited distribution or otherwise, were interested only in reaching people in a particular area. What had proved to be good magazine strategy could work just as well for radio, he asserted. He clinched his argument by citing IMN's success in providing the same type of service on a more limited scale.

Personality ■ Lynn Meyer is a silver-haired man whose quick grin decorates and enhances his hard-driving nature. He is a salesman who knows what he likes and likes what he sells. And when it comes to radio, he is a modern-day pioneer who lives and breathes optimism and vitality, and whose enthusiasm for his product is as infectious as it is boundless.

Lynn's voice reflects his personality. It is bold and decisive and is charged with confidence. His handsome office can scarcely contain his vocal enthusiasm as he makes plans for Intermountain via long distance phone or in network planning sessions. Lynn's attire is another manifestation of his personality. His taste in clothes is imaginative and free, yet sophisticated.

Lynn's principal hobby is skiing, a sport natural to a native of Minnesota. His coaching guided his son Bill to the national junior down-hill slalom and combined championships in 1953. He plans even greater skiing achievements for his two granddaughters, four-year-old Lisa and two-year-old Kirsten.

When there's no snow to be found, Lynn keeps his muscles in shape by gardening. But whatever he's doing, there's usually a radio nearby so he can keep an attentive ear aimed at what's going on at Intermountain and ABC Radio West.



Lynn Leslie Meyer
A salesman at heart

EDITORIALS

Dirty business

DOUBLE billing, a pernicious practice that has plagued radio in some localities for years, has drawn a sharp warning from the FCC. And properly so.

Double billing is dirty business. It breaches the contracts with national accounts against secret rates. The station that indulges in the practice, whatever the competitive motivations, becomes an accessory to a scheme to defraud.

The FCC's notice came after receipt of at least one complaint from the Post Office Department relating to use of the mails to defraud—a criminal offense. Whether or not the station receives a kick-back (and it usually does not) it becomes a party to the fraud when it uses the mails to send double-bills.

If a station participates in such a scheme the question arises as to the licensee's character. Character qualification is basic in the licensing process.

Station owners have contended they are driven to this ugly practice because of competition for co-op revenue. Newspapers, which are not licensed, they say, created the double-billing vice years ago by selling display space to distributors or retailers at the vastly lower "retail" or local rate, with the national rate bill sent to the national advertiser—the retailer pocketing the difference.

How many stations—or newspapers—indulge in double billing isn't known. None will admit the practice.

Broadcasters should heed the warning. Newspapers too. The FCC has only to receive a Post Office certification of fraud to start the revocation process. The FCC can't do anything about newspapers. But the Post Office can.

The memories of all in broadcasting are long enough to recall the sordid story of the payola scandals. The public knows too. Newspapers saw to that.

No time for snap judgment

BBROADCASTERS in both radio and television are faced with the prospect of a convulsive upheaval in the system of music licensing. It is a prospect that few broadcasters are properly prepared to face. We doubt that one in a hundred has enough information on which to base a sensible judgment of the proposal that was offered a fortnight ago in New York federal court.

As reported in this publication last week, lawyers for the American Society of Composers, Authors and Publishers and for the All-Industry Tv Music License Committee agreed to recommend a court-inspired plan to grant reductions in ASCAP rates in exchange for a complete reorganization of ASCAP's only major competitor, Broadcast Music Inc. The promised reductions in ASCAP rates are indeed attractive. The strings attached to them, however, are numerous and tangled, and some of them might lead to unattractive ends.

It is these strings that deserve careful study before anybody casts a vote on the crucial questions now confronting the All-Industry Committee and its subscribers.

The outline of the plan that has been devised is simple enough: It would establish 10-year ASCAP licenses under which stations would get a 16-17% reduction in current rates and networks would get a 10% reduction in rates paid against revenues exceeding those of 1961. It would impose these conditions: Broadcasters would have to relinquish all ownership or control of Broadcast Music Inc. BMI would be placed under the same sort of court supervision that has applied to ASCAP since it signed a consent decree in an anti-trust action in 1950. Broadcasters would be enjoined from discriminating against ASCAP music.

It was not at all surprising that ASCAP's board of directors

accepted the plan last week. The conditions applying to BMI are exactly those that ASCAP has been trying to impose, through one device or another, for years.

The All-Industry Committee meets this week. Although some of its members may find the plan distasteful, it is probable that the committee will vote to submit the plan to the television stations that have supported its work. These numbered 369 a week ago. Some have withdrawn upon learning of the recommendation of the committee's lawyers.

What happens if the stations vote to accept the deal? At this point there can be only speculative answers to that question, and most of them contain at least a promise of undesirable consequences.

Carl Haverlin, the president of BMI, has said the change would force BMI out of business and would restore the monopoly ASCAP enjoyed before broadcasters formed BMI. He may be right or wrong, but he deserves an ample opportunity to present his case before stations begin the voting.

Some broadcasters believe that BMI has become a boondoggle that could stand to be trimmed of fat under a reorganization. Some think there would be no loss to broadcasting if BMI went out of business. Most of those with doubts about BMI lack full information about BMI's recent operations, and that is a gap they ought to try to fill before coming to a final judgment.

In our view there is another possibility that must be considered. Any weakening of BMI would be bound to lead to a proliferation of other music sources. It would not be difficult at all for groups of publishers or authors to set up their own licensing operations. In time broadcasters would find themselves with clearance problems of immense magnitude. No piece of music could be played without a thorough check of its copyright owner.

The problems we have mentioned would apply equally to radio and television. For radio, still another problem exists. Radio's licenses with ASCAP expire Dec. 3, 1963. Radio broadcasters have no reason to expect that they can get a new deal from ASCAP that will resemble the deal that television has been offered. The natural desire of ASCAP would be to recover from radio the money it conceded to tv, if its television deal goes through.

No business is more complicated than the music business. At least some of its complications ought to be thoroughly understood by any broadcaster who has a vote on a issue that could profoundly affect all broadcasters into the distant future.



Drawn for BROADCASTING by Sid Hix
"I want to meet the man who writes those bang-up dog food commercials for us!"

Only Kprc-TV?

Yes, only KPRC-TV. Because only KPRC-TV has CH-2,
most effective selling agent put in television. Thousands
rely on KPRC-TV and only KPRC-TV to stimulate
sales. Only KPRC-TV—the station for people who
like results.

Courtesy of
Dial



Aren't you
glad you use
Kprc-TV!



(don't you wish nobody else did?)

H-R OUTSELLS ITS COMPETITORS BECAUSE

It uses latest streamlined methods and most efficient forms and equipment to get more business for H-R-represented stations.

H-R works continually to improve efficiency in the spot industry. . . . Recently, as a result of a study done for H-R by Booz, Allen & Hamilton, H-R announced a comprehensive new system to cut through "The Paperwork Jungle."

Now, it is even more economical and easier for agencies to buy and use H-R-represented stations. . . . H-R's

system produces greater speed, efficiency, accuracy, economy and flexibility; provides more and better sales tools for salesmen and management.

The results? . . . Increased use of spot and more dollars for H-R-represented stations. H-R's industry leadership is another reason why H-R outsells its competitors.

Can you use this type of modern, aggressive, progressive national spot sales representative? We'll be glad to show you many more reasons why H-R outsells its competitors. . . . Call us.

