



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 2, 1962

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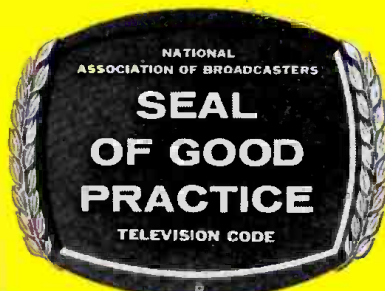
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IN THE
PUBLIC
INTEREST



WGAL-TV

Established 1949



WGAL AM FM

Established 1922



WGAL-TV
Channel 8 • Lancaster, Pa. • NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

things are looking-up
IN THE JOHNSTOWN-ALTOONA MARKET

**UTILITIES
EXPANSION**

WJAC-TV
*is first where
it counts! . . .*

OVER 16½ MILLION DOLLARS IN UTILITIES EXPANSION AND IMPROVEMENT is scheduled for 1962 in the Johnstown-Altoona market alone! Light and power, water, communications--and all the industry and business they affect--mean jobs . . . payrolls . . . and sales for your product when you use WJAC-TV--the station more people in Southwestern Pennsylvania watch most. Put this top salesman to work for you -- **WJAC-TV is first where it counts**--in favorite shows, in share of audience, in coverage domination.

Get all the details from . . .
HARRINGTON, RIGHTER and PARSONS, INC.



the NEW Spirit of St. Louis

There's a new spirit in St. Louis today — dynamically reflected by the brilliant achievements of such great St. Louis firms as McDonnell Aircraft Corporation, known the world over for manufacturing the famed Mercury spacecraft. To communicate authoritatively with this important, progressive market, remember . . .

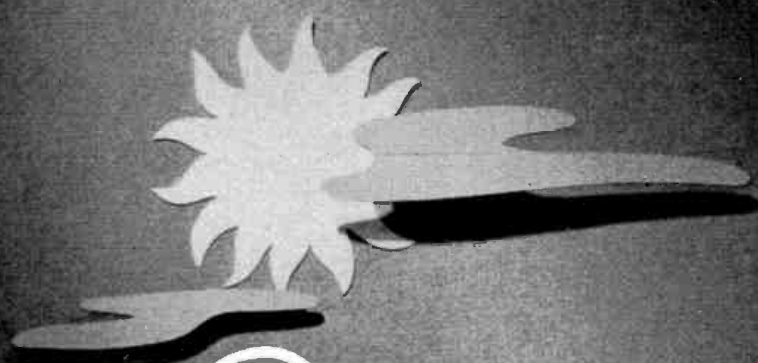
***In St. Louis the quality buy
is KTVI***

KTVI
CHANNEL **2**
ST. LOUIS



Represented
nationally by

BLAIR-TV

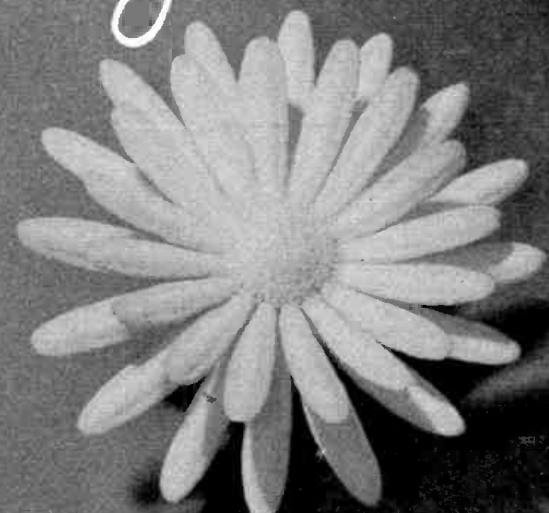


in Spring ...

An ad man's fancy turns, too, to thoughts of Sets in Use, Homes Reached, and Ratings — leading quite naturally to KRLD-TV, Channel 4.

For the most Homes Reached* and the highest Ratings* in the Dallas-Fort Worth market, and a schedule designed for your client, see your Advertising Time Sales representative.

*NSI, Feb. 62



KRLD-TV

represented nationally by
Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

Near hit

LeRoy Collins, NAB president, had hoped to announce, in his NAB convention speech this week, agreement by television networks to submit their programs to preview by NAB Code Authority. But he couldn't bring deal off in time, despite assistance of influential senators and FCC Chairman, Newton Minow. Networks have historically clung to position that their own program standards are at least as high as code's. But they're being squeezed between government and NAB pressures to knuckle under to Code Authority.

On one side of squeeze play are Gov. Collins and Bob Swezey, his code director, who want to beef up code by making networks obeisant to it. On other are senators like Thomas Dodd, chairman of Juvenile Delinquency Subcommittee, and John O. Pastore, chairman of Communications Subcommittee, and FCC Chairman Minow. Sen. Pastore has let it be known he thinks network cooperation with code is only alternative to legislation giving FCC power to regulate networks, and he's been holding individual meetings with network heads and with Gov. Collins and Mr. Swezey to emphasize that view. In speech last month Sen. Pastore blistered ABC-TV for flouting Code Authority in broadcasting Bus Stop episode that Dodd committee and FCC had previously attacked.

FCC outlook

Administration is taking its time on upcoming FCC vacancy, primarily because no crisis will be involved if term of Commissioner John S. Cross expires June 30. Under Communications Act amendment adopted last session, FCC members continue in office until successor is qualified by Senate confirmation. Prior to amendment, if commissioner's term expired, he was automatically out.

White House is getting plenty of pressure for reappointment of Commissioner Cross. In addition to Broadcast Bureau Chief Kenneth A. Cox, Seattle attorney, and General Counsel Max D. Paglin, New York, there was report last week—unconfirmed—that another New Yorker, not identified with broadcasting or communications is under consideration. He is described as "pre-convention (Los Angeles, July 1960) Kennedy supporter."

Treyz bien

Appointment of Ollie Treyz as vice president of Warner Bros. in charge

CLOSED CIRCUIT®

of television (story page 74) came as no surprise to his former chief, Leonard H. Goldenson, AB-PT president. That's because Mr. Goldenson, according to reliable report, had recommended appointment to Jack L. Warner, president of Warner Bros. and close personal friend.

Although Mr. Goldenson has been criticized for Treyz ouster, he had voiced no personal censure of Mr. Treyz and acknowledged his contributions to building of ABC-TV network. It's even hinted that arrangement with Warner Bros. had been made before formal announcement of Mr. Treyz's severance as ABC-TV head.

Cheerio & carry-on

Honeymoon between advertisers and England's commercial television system is over. Some advertisers are asking for reductions in rates. Reason: commercial system's share of audience—which at one time was 72% to non-commercial BBC's 28%—has dwindled to about 50%.

Campaign clarification

If broadcasters are to get liberalization of political broadcasting law in time for this year's campaigning, they'll have to begin beating drums. Several bills providing various measures of relief are pending, but no hearings have been scheduled. Under present law there's no chance for broadcast debates between principal candidates for any office for which splinter candidates are running. There isn't much time for legislative action. Congress hopes to quit well before Labor Day so members can hit campaign trails.

FCC overhaul

FCC's first order of business after Chicago NAB convention will be long delayed agency reorganization. Special meeting has been scheduled next week when final version of 500-page management survey will be considered. All but dead is recommendation for executive director with super powers. Proposal has met united staff-commissioner opposition. More favored is proposed three-man staff review board but its makeup and powers are in dispute. Management survey recommended cases be delegated by categories but some want to assign on case-by-case basis "until we see how this thing works." Losing appeal is plan to split commissioners into panels of three.

Some say this would not be needed if review board becomes reality.

Under the wire

Landrush of station sales applications was on March 23, last day station owners could file to sell properties held less than three years without necessity of hearing under FCC's new anti-trafficking rule (AT DEADLINE, March 26). Total of 46 sales was filed on deadline day and 41 of these stations had been held for less than three years.

Intermixture, English style

English television may be heading toward mixed system of vhf and uhf. It's expected that Pilkington Committee, government-sponsored study group, will recommend opening of four uhf channels to be added to two vhf's now in use. During transition period of perhaps 10 years, while existing receivers are replaced, BBC and commercial Independent Television Authority would broadcast simultaneously on present vhf's and on two new uhf's. After that six different services would be provided. Big problem that Parliament must settle: how many services will be BBC and how many will be commercial.

WPTR renewal

Violation of antitrust consent decree by parent company and officers has put renewal status of WPTR Albany, N. Y., in jeopardy. Hearing order was discussed but passed over by FCC last week. Station is owned by Schine theatre interests (J. Myer Schine), which were fined \$73,000 in 1959 for violation of consent decree in 1940's ordering chain to dispose of certain theatres. At issue is whether contempt citation shows lack of character by licensee and also question of unauthorized transfer of control.

Avery to run

Rep. William H. Avery (R-Kans.), one of best informed men in House on broadcast legislation, this week will announce his candidacy for Republican nomination for Senate. He will seek seat of late Senator Andrew F. Schoepel (R.), who died in January. Mr. Avery has served three successive terms in House, and was on both Interstate and Foreign Commerce Committee and Communications Subcommittee. Recent poll of Kansas broadcasters indicated 50 of 55 member stations support his candidacy.



MISTER ROBERTS CAN'T BE SHOUTED DOWN

...is highest rated feature film ever telecast by WCKT, Miami.

A special ARB rating taken in Miami on March 5 shows that "Mister Roberts" topped all network opposition and captured a 57% share-of-audience 7:00-9:00 P.M.

	WCKT SHOWING "MR. ROBERTS"	ARB COINCIDENTAL MONDAY, MARCH 5 7:00 PM—9:00 PM	
		STATION A	STATION B
7:00—7:30	28.0	20.0	3.0
7:30—8:00	33.0	18.0	8.0
8:00—8:30	32.0	16.0	10.0
8:30—9:00	37.0	10.0	13.0
Average Rating	32.5	16.0	8.5
Average Share-of-audience	57%	28%	15%

"Mister Roberts" starring Henry Fonda, James Cagney and Jack Lemmon is one of 41 Warner Bros. "Films of the 50's" in Seven Arts' Volume 3 recently acquired by WCKT, Miami.

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



**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)

WEEK IN BRIEF

It's convention time again. The industry has moved into Chicago for the 40th annual NAB meeting. It promises to set some records and there are two added attractions—ASCAP tv contracts and tv code monitoring. A busy week for several thousand broadcasters. See . . .

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WHERE TO FIND IT . . . 110

Having tossed a bomb at NAB's code authority just a fortnight ago, Broadcast Advertisers Reports loosed another at the weekend—a plan to monitor tv stations and issue report cards on code adherence. See lead story . . .

CODE RATINGS FOR STATIONS . . . 29

Take a look at Newton N. Minow—one year later. The FCC's chairman explained his philosophy and plans at last year's NAB convention. Here's a review of what he promised and what has happened. See . . .

MINOW—PROMISES, RESULTS . . . 66

The tv copyright battle is back in the courts. All-Industry station committee told Judge Ryan in New York it had rejected his plan for a 17% ASCAP cut hinged on the separation of broadcasters from BMI. See . . .

MUSIC FIGHTS BACK IN COURT . . . 72

An intimate profile of broadcast managers and employees shows higher wages in tv than in radio. NAB depth study also reveals those in broadcasting in general have generally high educational standards. See . . .

PROFILE OF A BROADCASTER . . . 102

Like other businesses, advertising agencies often conform to "common beliefs," or industrial axioms. But BBDO after a series of field tests has upset some sacred notions about tv commercials. See . . .

TESTS SURPRISE BBDO . . . 31

The major networks are big and busy but they're harassed by a serious problem—the profit squeeze. Something's got to give—income or programming quality, it appears, as program costs continue to rise. See . . .

PROFIT SQUEEZE IN TV . . . 86

There's progress on Capitol Hill in the move to have manufacturers limited to all-channel tv sets. Last week the House Commerce Committee approved the bill. Deintermixture ban is still inherent in proposal. See . . .

ALL-CHANNEL BILL MOVES . . . 58

A station rep—Weed—has developed its own way of looking at markets. It's based on specific characteristics of the groups sellers want to reach rather than the usual overall market totals. See . . .

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New shows, new stars, opening on ABC-TV this Fall.

On stage, from left to right, top row: man name of Fess Parker plays man name of Smith in the further adventures of **Mr. Smith Goes to Washington**; Jack Lord in **Stony Burke**, the spills and thrills of life on the rodeo circuit; Gene Kelly, a dancer, plays Father O'Malley, a role created by a singer, in **Going My Way**; Robert McQueeney and William Reynolds in **The Gallant Men**, dramatized World War II saga of the 36th Infantry's march from Salerno to Rome; Stanley Holloway as **Our Man Higgins**, a Scotch import in an American Family. Bottom row: Marty Ingles, Emmaline Henry, and John Astin in **The Workers**, the roof-raising antics of 2 carpenters disguised as comedians; Rick Jason, Vic Morrow and Shecky Greene take the lead in **Combat**, the Robert-Pirosh-produced World War II series; John McIntyre rides again in **Wagon Train**; Fred (of course) Astaire hosts and plays in the new **Fred Astaire Premiere**. Should be a very entertaining season. For viewers. And viewer-minded sponsors.

Pastore sets hearing on satellite firm

Senate Commerce Committee plans to start hearings April 10 on administration's bill to create private corporation to own and operate proposed communications satellite system.

Sen. John O. Pastore (D-R. I.), chairman of Communications Subcommittee, will run hearings in place of Sen. Warren G. Magnuson (D-Wash.), chairman of parent committee.

Bill (S 2814) is expected to be reported to Senate today (Monday) by Senate Space Committee (see earlier story, page 68). Under previous agreement, bill will be automatically referred to Commerce Committee.

Meanwhile, Sen. Wayne Morse (D-Ore.), on Friday pledged all-out effort to block enactment of administration proposal. He hinted he might filibuster against bill on Senate floor.

Sen. Morse, who appeared before Senate Antitrust and Monopoly Subcommittee, is co-sponsor of legislation providing for government-owned satellite corporation (S 2890).

'Giveaway' ■ He said American public must be made aware that administration bill amounts to "giveaway of billions of taxpayers' dollars."

He recalled that in 1954 he led filibuster against Eisenhower administration bill to permit private development of atomic power. That bill, he said, would have been "giveaway" also. But 13-day debate resulted in number of modifying amendments, he added.

He said there is "parallel" between that situation and current one. Public and congress must be informed on issues before any vote is taken, he said. President, he said, "will make a great mistake" if he presses for early vote.

Philip J. Farley, assistant to Secretary of State for atomic energy and outer space, urged speed in development of satellite corporation. He said this is important for accomplishment of national objectives.

Another Miami group will seek tv ch. 10

Group of 12 Miami businessmen have organized Civic Television Inc. to apply for ch. 10 there. Civic Tv is headed by Charles H. Crandon, former Dade County commissioner.

Other stockholders include E. N. Belcher, Belcher Oil Co.; J. N. McArthur, dairyman; Joseph Weintraub, Mercantile National Bank; Dr. A. H. Weiland, former president, Dade Coun-

FCC in Chicago

Notice to conventioners: If you have problem with FCC it should not be hard to find someone from agency to discuss it with this week in Chicago. Some three dozen agency officials (including all seven commissioners) will attend, reportedly largest FCC representation ever at non-Washington convention. Five from chairman's office alone will be there—including chairman. All will be traveling at government expense and on daily per diem.

ty Medical Assn.

This is second application to be announced for facility now being used by L. B. Wilson Inc. The first was by group of former WPST-TV Miami executives (BROADCASTING, Feb. 26).

L. B. Wilson took over ch. 10 when WPST-TV's owner, National Airlines, and two other original applicants were disqualified because of having engaged in off-record contacts with former Commissioner Richard A. Mack.

ABC-TV to report on fall programming

In addition to feeding color programs on network next fall, ABC-TV was to announce to affiliates some fall programming plans at Chicago meeting preceding NAB convention opening (also see story, page 104).

Thomas W. Moore, ABC-TV's vice president in charge, was to describe network's planned 1962-63 season as one

Burnette NAB suite

Leo Burnett Co., Chicago, may hold distinction of becoming first major advertising agency to plan hospitality suite at annual NAB conventions. Burnett as of late Friday was awaiting suite assignment at Conrad Hilton.

Radio-tv agency also is planning to conduct tours of its Chicago headquarters at 10 a.m., 11 a.m. and 3 p.m. Monday, Tuesday and Wednesday for visiting broadcasters. Tours begin on eleventh floor reception room for timebuyers' division in Prudential Building.

that "will have the sound of music, the excitement of a hippodrome show and will introduce distinctively different forms of dramatic action and adventure programming." Meeting was scheduled for Saturday (March 31).

Mr. Moore said network planned "a most exciting and balanced schedule for next season. He mentioned such programs as *Voice of Firestone* (see story, page 78), *Going My Way* (Gene Kelly), *Ben Casey*, *Fred Astaire Premiere*, *Our Man Higgins*, *My Three Sons*, *Leave It to Beaver*, *The Flintstones*, *Close-up* and Howard K. Smith's *News and Comment*.

In daytime, network will enlarge, diversify and strengthen, he was to note, adding that ABC-TV had passed "the long road to competitive status with the two older networks" and that it was "ready to take the next giant step."

European broadcasters plan satellite programs

European broadcasters meet in Seville, Spain, April 5-9 to plan for first live trans-Atlantic tv programs this spring when AT&T's Telestar communications satellite is launched from Cape Canaveral. Arrangements for 10 to 20 minute programs are under auspices of U. S. Information Agency, which already has had preliminary talks with U. S. tv networks.

Details to be worked out include type of program, spokesmen for interconnected nations and times of programs. Reason for limited length is because satellite will be over Atlantic in proper relay position for less than half-hour during each two-hour, 40-minute swing around earth.

Network representatives attending Seville meeting: Theodore H. Setter, ABC-TV; Fred Friendly and Ernest Leiser, CBS-TV, and Irvin Gitlin, NBC. USIA delegates will be Bob Evans, assistant to Edward R. Murrow, USIA director, and Chester Opal, deputy director, USIA tv service.

House unit schedules daytime bill hearing

House Communications Subcommittee helds hearing April 16-17 on legislation to permit daytime broadcasters to operate from 6 a.m. to 6 p.m.

Subcommittee, headed by Rep. Morgan Moulder (D-Mo.), held three days of hearings on bill last summer (BROADCASTING, July 24). FCC and broadcasters who were unable to appear at those hearings will testify.

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Lewine

Robert F. Lewine, vp, programs, CBS Films Inc., appointed vp, programs - Hollywood, CBS-TV. He succeeds Guy della Cioppa who is resigning (WEEK'S HEADLINERS, March 26). Mr. Lewine was vp, NBC-TV programs, from 1957 to 1959. Previously, he served as ABC vp in charge of programming and talent. Mr. Lewine joined CBS Films in October 1959 in present capacity.

Oliver Treyz, who was replaced recently by Thomas W. Moore as president of ABC-TV (WEEK'S HEADLINERS, March 26), elected vp and worldwide sales manager of Warner Bros.' tv division. Mr. Treyz joined ABC-TV in October 1956 as vp and was elected president two years later. He will report to Warner Bros. on May 1, signaling expansion program in tv activities at company (story, page 74).

Mims Thomason, first vp and general business manager, United Press International, elected president and

general manager, effective April 6, succeeding **Frank H. Bartholomew**, who becomes board chairman. Mr. Thomason began his UPI career (then UP) as manager of Raleigh, N. C., bureau in 1934. He has served as news agency's business manager since



Mr. Thomason



Mr. Bartholomew

1955 and first vp since 1958. Mr. Bartholomew has been president and general manager since April 1955. Other executive promotions announced: **Roderick W. Beaton**, central division manager (Chicago), succeeds Mr. Thomason as general business manager; **Dale M. Johns**, New England division manager (Boston), moves to Chicago replacing Mr. Beaton as central division manager; and **H. Calvin Thornton**, central division business manager, succeeds Mr. Johns as man-

ager of New England division.

James Conley, vp and general sales manager, ABC-TV National Station Sales, elected executive vp and general manager. He assumes responsibilities of Theodore F. Shaker, former president, who has become president of ABC owned and operated tv stations (WEEK'S HEADLINERS, March 26). Mr. Conley came to ABC from WCAU Philadelphia last November. Previously, he was associated with CBS-TV Spot Sales, WISH-TV Indianapolis and The Bolling Co., Chicago.

Alvin G. Flanagan, former president of broadcast division of Nafi Corp. and general manager of KCOP (TV) Los Angeles, has been appointed vp and general manager of KBTV (TV) Denver, succeeding **Joseph Herold**, who has moved to Hawaii as general manager of The Hawaiian Broadcasting System properties (KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, KMAU-TV Wailuku and K70BW Lihue). Mr. Flanagan started in radio at U. of Florida Station WRUF Gainesville, Fla., while an undergraduate there and worked at KDKA Pittsburgh and WOR New York, KFMB-TV San Diego, KABC-TV Los Angeles and XETV (TV) Tijuana, before joining KCOP as program director in 1954.

For other personnel changes of the week see FATES & FORTUNES

Enthusiasm needed, Tooke tells educators

Broadcasting needs more young people with "sheer, unbridled enthusiasm," Rolland V. Tooke, executive vice president, Westinghouse Broadcasting Co., said yesterday (April 1).

Mr. Tooke urged educators at annual conference of Assn. for Professional Broadcasting Education in Chicago to develop school curriculum courses in "zeal, basic belief in broadcasting and job hunting."

He said need exists for liberal arts students as well as specialists. "We need them in widely assorted shapes and sizes but because of our limited ability to absorb new people, our interest must be centered on quality rather than quantity."

NAB opposes catv loans bill

Community antenna tv systems would be able to borrow government money at low interest rates under terms of bill (HR 10708) ordered reported March 30 to House after hearings before agri-

cultural subcommittee.

Hollis Seavey, NAB government affairs manager, wrote committee objecting to language in bill that is interpreted to permit such borrowing by catv closed-circuit systems under Rural Electrification Act. Bill introduced by Rep. W. R. Poage (D-Tex.) is intended to help supply of educational tv services to rural communities.

Appreciative onlooker

TvB has scheduled its midyear board of directors meeting for Cincinnati—home of tv's biggest customer, P&G—on April 25-26. Board will be host to executives of P&G and other leading advertisers in that area at luncheon April 25. After two-day meeting number of board members will move on to the Greenbrier, White Sulphur Springs, W. Va., for April 27-28 sessions of AAAA annual meeting.

Motorola ads deceptive, FTC complaint charges

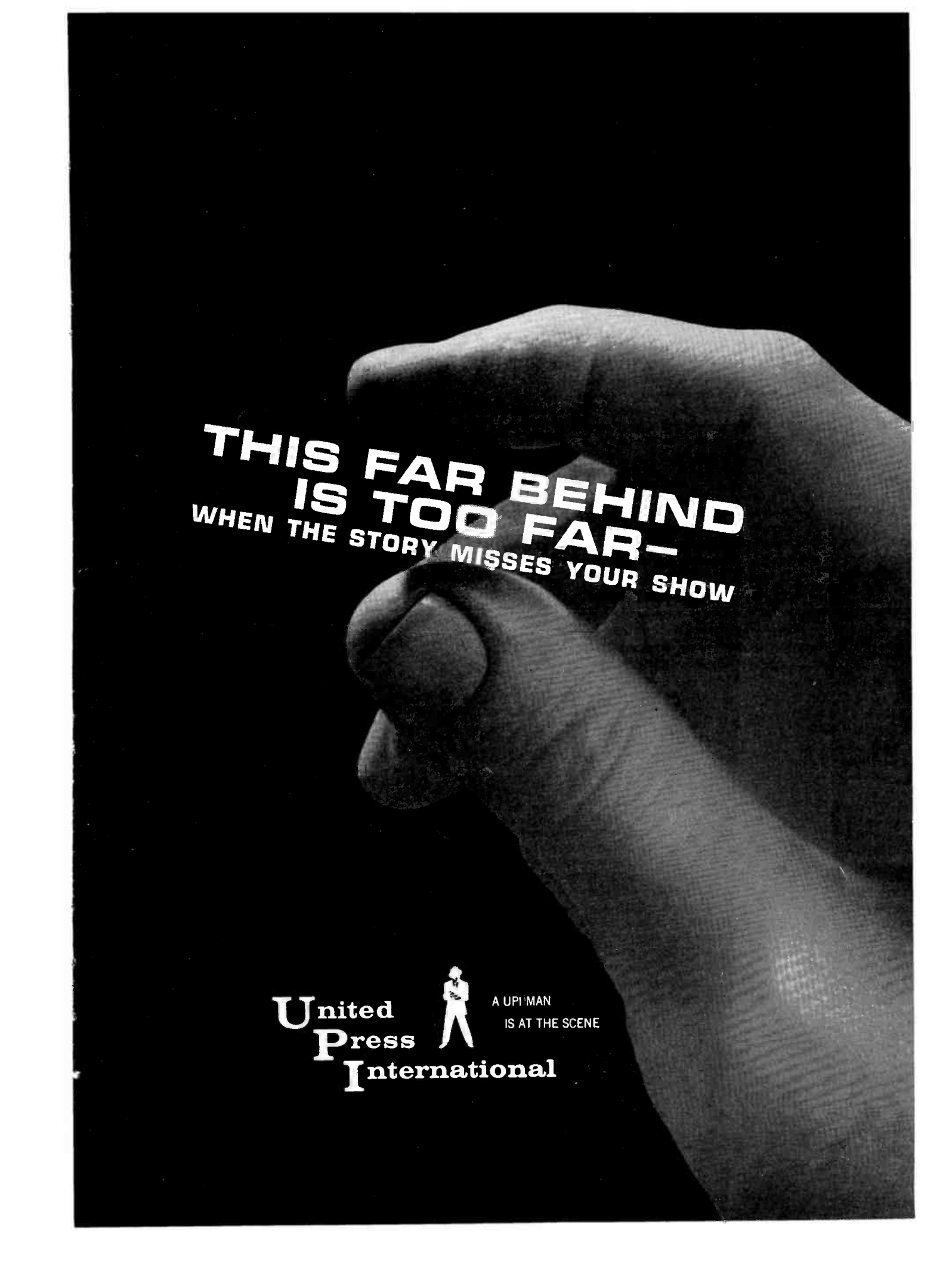
Federal Trade Commission charged Motorola Inc., Chicago, Friday with exaggerating merits of its radio and tv sets and parts and failing to disclose that some parts of radio sets were made in Japan.

Business briefly ...

Scott Paper Co. has bought participations in four NBC-TV daytime shows over 52-week period, beginning next fall. Agency: J. Walter Thompson, New York.

Kimberly-Clark Corp. has bought participations in six NBC-TV programs—three daytime and three nighttime—beginning next fall. Agency: Foote, Cone & Belding Inc., Chicago.

Electric Storage Battery Co., Cleveland, will sponsor new programs of auto racing on NBC Radio's *Monitor 62*, to be presented in two five-minute spots each weekend. Agency: Meldrum & Fewsmith Inc., Cleveland.



**THIS FAR BEHIND
IS TOO FAR—
WHEN THE STORY MISSES YOUR SHOW**

United
Press
International



A UPI MAN
IS AT THE SCENE

your key to more
Virginia homes

WRVA-RADIO's
Coverage Area Includes
43.5% Of Virginia
Retail Sales*

* Sales Management
Survey of Buying Power—1961

WRVA-RADIO
50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC
Richmond, Virginia

NAB RADIO CODE

National Representative:
PETERS, GRIFFIN, WOODWARD, INC.

DATEBOOK

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

*Indicates first or revised listing.

APRIL

April 1-4—National Assn. of Broadcasters, annual convention. Conrad Hilton Hotel, Chicago. For full schedule of events see page 76.

April 4 — Western States Advertising Agencies Assn. dinner meeting at Nikabob Restaurant, Los Angeles. Fletcher D. Richards, chairman of executive committee, Fletcher Richards, Calkins & Holden, will be guest speaker.

*April 4—National Laugh Foundation, gag-writers-comedy workshop. 8 p.m., 225 W. 46th St., New York.

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 8-11—Assn. of Electronic Parts & Equipment Manufacturers Inc., manufacturers' management institute. Monticello, Ill.

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."

April 13—Arizona Broadcasters Assn. annual spring meeting. Speakers include Sol Talshoff, editor and publisher of BROADCASTING, and Douglas A. Anello, NAB general counsel. Hiway House Hotel, Tucson.

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

April 14—Deadline for EMMY Awards nominations.

April 14—American Humane Assn. will present its "Patsy" awards, animal counterpart of the tv "Emmy" for humans, for best animal tv performances of 1961, in ceremonies starting at 9 a.m. at Hollywood's RKO Pantages Theatre.

April 16—Deadline for comments on FCC proposal to charge licensing fees for applications for new stations, renewal applications, transfers of control or major facility changes, and other nonbroadcast licenses.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

April 29-May 2—Chamber of Commerce of U.S., 50th annual meeting. For information and reservations, contact the Hotel Reservation Office, 1616 K Street N.W., Washington 6, D.C. Convention will take place in the Capital.

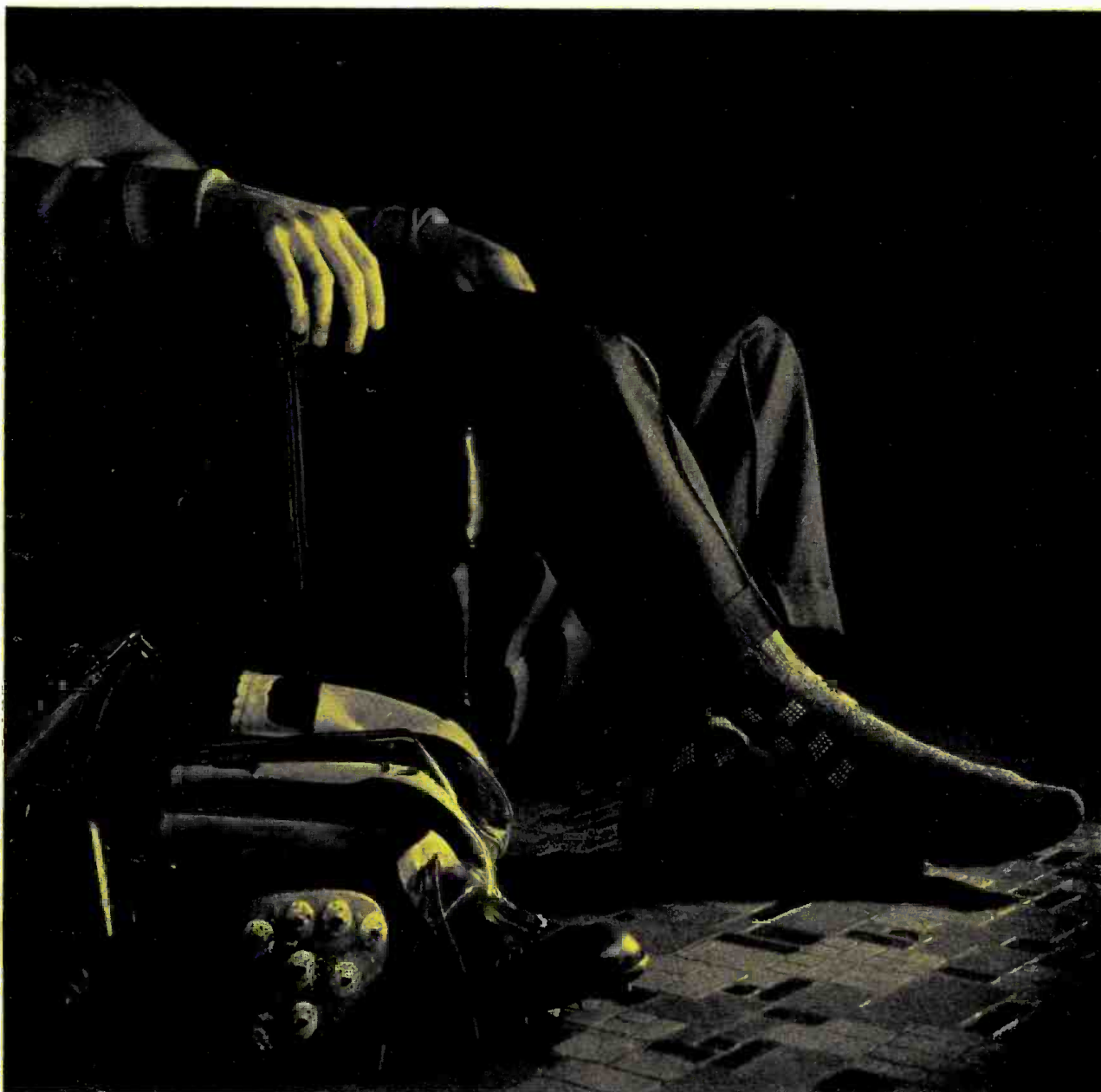
April 29-May 4—Society of Motion Picture & Tv Engineers, 91st convention. Advances of color motion pictures and color tv is the convention theme. Ambassador Hotel, Los Angeles.

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

April 30-May 2—Assn. of Canadian Ad-

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



HE APPRECIATES THE *QUALITY TOUCH!*

Audience is not only "numbers" it's people — men like this one. He wants good entertainment presented in good taste because his family watches, too. We respect his intelligence, his judgment, and his responsibility as head of the household. It's this quality touch that delivers quality audience, where quality products are sold. A call to your PETRYMAN can put it to work for you!

WFAA-TV dallas

AT COMMUNICATIONS CENTER 
TELEVISION SERVICE OF THE DALLAS MORNING NEWS

Represented by  The Original Station Representative

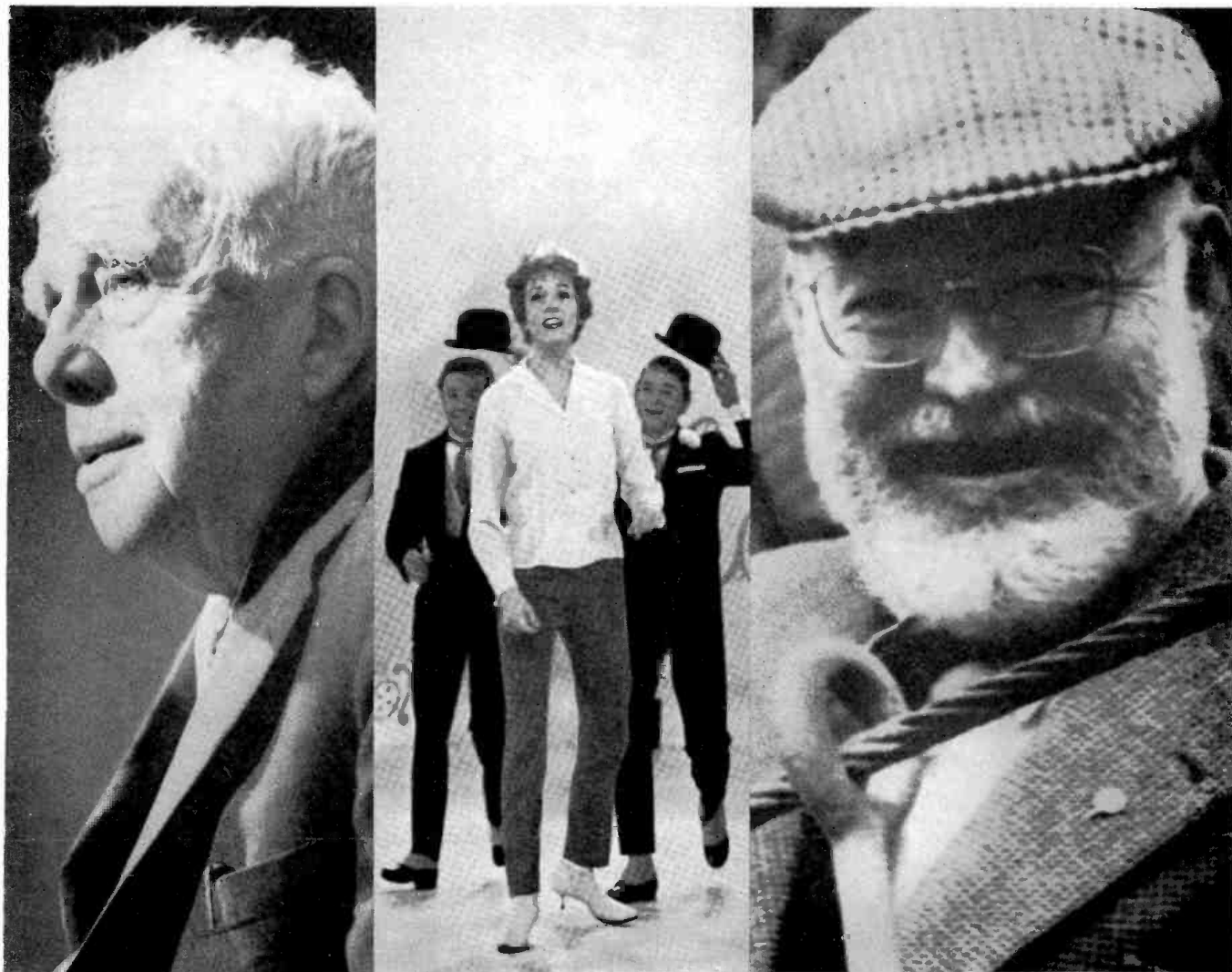
SCIENCE FOR CHILDREN / A GAME FOR GROWN - UPS / THE JOY OF HOPE AND LAUGHTER / THE GIFT OF



THIS IS NBC ■

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

WISDOM / THE BROADWAY OF LERNER AND LOEWE / AND A FOND LOOK AT A LITERARY GIANT



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

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

WPTF

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

DICK MASON, General Manager

GUS YOUNGSTADT, Sales Manager

HENRY I. CHRISTAL Co., National Rep.

vertisers, convention. Royal York Hotel, Toronto.

MAY

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

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

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

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

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

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

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

May 5—Sigma Delta Chi Region 2 convention, Chamberlin Hotel, Old Point Comfort, Va.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

May 21—Southern California Broadcasters Assn. annual Wingding, golf and dinner, at Lakeside Golf Club, Burbank.

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

May 22—National Academy of Television Arts & Sciences, 14th annual Emmy Awards

presentation. Originating in New York, Hollywood, and Washington, D. C.

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

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

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

JUNE

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

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

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

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

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

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

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

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

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

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

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

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

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

June 25-Aug. 18—Stanford U. 20th annual radio-tv-film institute. Stanford U., Stanford, Calif.

*June 27-July 2—National Advertising Agency Network national meeting. Dorado Beach Hotel, San Juan, P. R.

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

JULY

July 15-27 — Advertising Federation of America, Harvard Management seminar for advertising and marketing executives. Harvard U., Cambridge, Mass.

*July 25-29—First International Sound Fair, Cobo Hall, Detroit. Trade exposition and simultaneous business congress for dealers, distributors of records, phonographs and components, and radio programmers.

AUGUST

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



with
this
issue

—of—

Broad-
casting,
you'll find
a special
supplement

—on the—

WLW
STATIONS

—and the—

Crosley
Broadcasting
Corporation

telling the epoch

40-year story of

its profound effect

on the entertainment

world & the technical

growth of the Radio-TV

industry from Crosley's

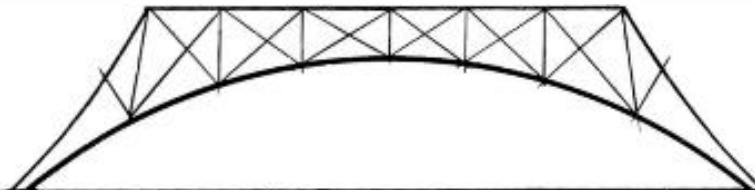
beginning in 1922 with

50 watts in an attic room

to 1962 and its present day

enterprise of 6 Stations reaching

9 states and over 20 million people!



The dynamic WLW stations . . .

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton

WLW-C
Television
Columbus



Crosley Broadcasting Corporation

How **BMI**-Licensed Music is Used in Regularly Scheduled TV Network Programs and in Syndicated Film Series

51.1% or 90 out of All 176 Regular Network Productions
Use BMI-Licensed Music **in Every Episode**

30.1% or 53 out of All 176 Regular Network Productions
Use BMI-Licensed Music **in Some Episodes**

18.8% or 33 out of All 176 Regular Network Productions
Use No BMI-Licensed Music **in Any Episode**

81.2% or 143 out of All 176 Regular Network Productions
Use BMI-Licensed Music in either **All or Some Episodes**

58.0% or 175 out of 302 Syndicated Film Series Telecast Locally
Use BMI-Licensed Music **in Every Episode**

18.2% or 55 out of 302 Syndicated Film Series Telecast Locally
Use BMI-Licensed Music **in Some Episodes**

23.8% or 72 out of 302 Syndicated Film Series Telecast Locally
Use No BMI-Licensed Music **in Any Episode**

76.2% or 230 out of 302 Syndicated Film Series Telecast Locally
Use BMI-Licensed Music in either **All or Some Episodes**

11 of the top 15 Shows in the Nielsen Ratings
Use BMI-Licensed Music **in Every Episode**

Wagon Train 35.1%—NBC
Bonanza 31.9%—NBC
✓ Hazel 29.6%—NBC
✓ Andy Griffith 29.3%—CBS
✓ Danny Thomas 28.8%—CBS

✓ Dennis the Menace 28.5%—CBS
Ed Sullivan 27.7%—CBS
✓ Candid Camera 27.5%—CBS
✓ Perry Mason 27.2%—CBS
✓ Gunsmoke (10:30 PM) 27.1%—CBS

✓ Garry Moore 26.6%—CBS
✓ Gunsmoke (10:00 PM) 26.4%—CBS
✓ Dr. Kildare 26.3%—NBC
✓ Lassie 26.3%—CBS
Henry Fonda and Family (special) 26.2%—CBS

LISTED BELOW ARE ONLY THOSE REGULAR PROGRAMS WHICH USE BMI-LICENSED MUSIC IN EVERY SHOW

CBS

Andy Griffith (weekly)
Brighter Day (daily)
Calendar (daily)
Candid Camera (weekly)
Captain Kangaroo (daily)
Checkmate (weekly)
Danny Thomas (weekly)
Defenders (weekly)
Dennis the Menace (weekly)
Dick Van Dyke (weekly)
Dobie Gillis (weekly)
Father Knows Best (weekly)
Garry Moore (weekly)
Gertrude Berg Show (weekly)
Gunsmoke (weekly)
Have Gun, Will Travel (weekly)
Hennessey (weekly)
Ichabod & Me (weekly)
I Love Lucy (daily)
I've Got a Secret (weekly)
Jack Benny (weekly)
Lassie (weekly)
Magic Land (weekly)

Marshall Dillon (weekly)
Mighty Mouse (weekly)
Mr. Ed (weekly)
Perry Mason (weekly)
Pete & Gladys (weekly)
Rawhide (weekly)
Route 66 (weekly)
Tell It to Groucho
This Wonderful World
of Golf (weekly)
To Tell the Truth (weekly)
What's My Line (weekly)
Window on Main Street (weekly)

ABC

Adventures in Paradise (weekly)
Alcoa Premier (weekly)
American Bandstand (daily)
Bachelor Father (weekly)
Bus Stop (weekly)
Calvin and the Colonel (weekly)
Donna Reed (weekly)
Expedition (weekly)

Fight of the Week (weekly)
Flintstones (weekly)
Follow the Sun (weekly)
Hathaways (weekly)
Jane Wyman (daily)
Leave It to Beaver (weekly)
Margie (weekly)
Matty's Funday Funnies (bi-weekly)
My Three Sons (weekly)
Naked City (weekly)
New Breed (weekly)
Ozzie and Harriet (weekly)
Real McCoys (weekly)
Straightaway (weekly)
Target: The Corruptors (weekly)
Texan (daily)
Texan (weekly)
Top Cat (weekly)
Untouchables (weekly)
Yours for a Song (daily)
Yours for a Song (weekly)

NBC

All Star Golf (weekly)
Bullwinkle Show (weekly)

Cain's Hundred (weekly)
Concentration (daily)
David Brinkley's Journal (weekly)
Dick Powell Show (weekly)
Dr. Kildare (weekly)
Fury (weekly)
Hazel (weekly)
Here's Hollywood (daily)
Joey Bishop (weekly)
Laramie (weekly)
Loretta Young Theatre (daily)
Make Room for Daddy (weekly)
Make Room for Daddy (daily)
1, 2, 3, GO (weekly)
Our Five Daughters (daily)
Outlaws (weekly)
Price Is Right (daily)
Price Is Right (weekly)
Say When (daily)
Tall Man (weekly)
Thriller (weekly)
Walt Disney's Wonderful World of Color (weekly)
Young Dr. Malone (daily)
Your First Impression (daily)

SYNDICATED FILM SERIES TELECAST LOCALLY

Adventure Tomorrow
African Patrol
Americans
Aqua Lung
Bat Masterson
Beachcomber
Behind Closed Doors
Bengal Lancers
Best of Groucho
Best of the Post
Big Story
Blue Angels
Bold Journey
Bold Venture
Border Patrol
Boston Blackie
Brave Stallion
Brothers
Buccaneers
Californians
Cameo Theatre
Case of the Dangerous Robin
Casey Jones
Charlie Chan
Cheaters
China Smith
Cimarron City
Circus Boy
Cisco Kid
City Detective
Code Three
Combat Sergeant
Commando Cody
Confidential File

Corliss Archer
Coronado 9
Count of Monte Cristo
Court of Last Resort
Cowboy G Men
Crossroads
Crunch and Des
Crusader
Dan Raven
Danger Is My Business
Danger Man
Dangerous Assignment
Davey and Goliath
Dayton Allen
Deadline
Debbie Drake
December Bride
Decoy
Deputy
Deputy Dawg
Dial 999
Dr. Christian
Duffy's Tavern
Eddie Cantor
Ellery Queen
Eve Arden
Everglades
Exclusive
Federal Men
Flight
Follow That Man
Frontier Doctor
Funny World
Gangbusters
Grand Jury
Great Gildersleeve

Greatest Headlines
Harbor Command
Hawkeye
High Road
Highway Patrol
Home Run Derby
How to Marry a Millionaire
Huckleberry Hound
Hunter
I Led Three Lives
I Search for Adventure
I Spy
International Detective
Janet Dean, RN
Jet Jackson
Jim Backus
Joe Palooka
Judge Roy Bean
Jungle Jim
Keyhole
King of Diamonds
Kingdom of the Sea
Kit Carson
Klondike
Lock Up
Mackenzie's Raiders
Man and the Challenge
Man Called X
Man From Cochise
Man Without a Gun
Man Hunt
Mark Saber
Martin Kane
Men Into Space
Men of Annapolis

Milestones of the Century
Mr. Adams and Eve
Mr. and Mrs. North
Mr. District Attorney
Navy Log
New York Confidential
Official Detective
One Step Beyond
Our Miss Brooks
Panic
Passport to Danger
Pendulum
People's Choice
Pony Express
Pride of the Family
Public Defender
Quick Draw McGraw
R C M P
Racket Squad
Ray Milland
Ripcord
Rough Riders
Science Fiction Theatre
Sea Hunt
Sergeant Preston
Seven League Boots
Shannon
Sheriff of Cochise
Silent Service
Sir Lancelot
Soldiers of Fortune
South of the Border
Squad Car
State Trooper
Stories of the Century

Supercar
Susie
Sweet Success
Tallahassee 7000
Target
Texas Rangers
This Is Alice
This Man Dawson
Tightrope
Tombstone Territory
Tracer
Trackdown
True Adventure
Tugboat Annie
Two Faces West
U.S. Marshal
Uncommon Valor
Uncovered
Unexpected
Vagabond
Vikings
Visitor
Walter Winchell File
Wanderlust
Wanted
Web
West Point
Western Marshal
Whiplash
Whirlybirds
Willy
Wyatt Earp
Yancy Derringer
Yesterday's Newsreel
Yogi Bear

BROADCAST MUSIC, INC. 589 Fifth Ave., New York 17, N.Y.

MONDAY MEMO

from JOHN W. COLPITTS, ad manager, Salada-Junket Div., Woburn, Mass.

Interesting commercials make both product, medium look good

When Salada Foods was making its plans for advertising in the 1962 fiscal year, the often-heard question arose as to how an ad program could be created for Salada Tea that would be new and different, and at the same time arouse fresh interest in tea—specifically Salada Tea. The result was Stan Freberg and spot radio for the bulk of our 1962 advertising.

The choice of Mr. Freberg, we felt, would give us a completely new approach that would reach many potential new tea customers through a humorous campaign that would employ a continuing story of sales points and which would admit for the first time that there was a certain resistance to tea in the United States—then proceed to do something about it.

Stan Freberg has had a great measure of success in producing commercials that sell, especially in radio. The presentation he made in the creative area coupled with the media plan developed by Cunningham & Walsh (Salada's agency) is a combination which is doing a real selling job for Salada.

We are not using humor for the sake of humor alone, however. The air is now so crowded with commercials that we felt the need for something which would gain maximum attention and get our sales message across to an attentive audience.

The Campaign ■ We feel the Freberg campaign is bound to attract new tea drinkers. At the same time it will not neglect steady users of our product. Working with Mr. Freberg, we developed a four-stage campaign:

(1) Admit there is a certain apathy towards tea in the public mind, and try to inject an element of doubt as to its soundness.

(2) Give the listeners the necessary ingredients for a good cup of tea and the Salada way to make a really good one.

(3) Particularize on Salada's qualifications as an interesting product.

(4) Create excitement around these qualifications.

We believe radio is ideally suited to a campaign of this type. We wanted to choose a new medium for our campaign. Radio gives us local coverage in the big metro markets where we have distribution and allows us to entertain while we sell. This setup has been used successfully by Freberg Ltd. for the last few years on many products.

We are buying true frequency, with as many as 50 spots a week on a single station in the markets where we are advertising. This allows us to be one of the dominant advertisers on a station.

In our campaign, we have only one commercial running at one time, and each leads to the next in a continuing series. Radio is perfect for this type of selling, as listeners tend to be faithful to their favorite stations. All our commercials are one-minute spots.

Merchandising, Too ■ Stations cooperating in our campaign have gone all-out to cooperate with Salada and our agency in a very strong merchandising program involving contests which compares most favorably with any we've ever had. We're sure this extra on-the-air promotion is helping make our campaign successful.

Most stations have worked their contests and promotions around Salada's exclusive "Tag Lines." These are friendly little sayings printed on our tea bag tags. There are now over 600 different sayings in circulation, running through a full range of subject matter:

"An unfailing mark of the blockhead is a chip on the shoulder."

"Men who say they're the boss in their own home will lie about other things, too."

"A sick man who takes a turn for the nurse is getting better."

Stations ran promotions asking listeners to write their own Tag Lines, with tea sets offered as prizes. In other areas, 10 Tag Lines submitted won for the sender free movie tickets. A New York station is promoting "Take Tea and Ski"—Salada Tea that is—along with their ski reports. These promotions tie in Salada and the campaign. They are great for radio too, as they create excitement and interest both for our company and for the stations themselves.

Mr. Freberg also believes in the promotional ability of our Tag Lines, or "Instant Fortunes" as he calls them. They will start showing up in the spot commercials themselves in later phases of the radio series.

Rotation Plan ■ Another reason for our choice of radio as a medium is the type and size of audience it gives us through frequency buying. Every advertiser wants the largest audience possible for the dollars he invests in a medium, but the Salada frequency buys do more than reach large numbers of listeners. With the rotation plans we have purchased, one day we reach the homeward bound workers and housewives preparing dinner, the next day we reach the women getting ready to go shopping, and later on it's the teenagers who are our future customers. This revolving audience stretches the advertising dollar.

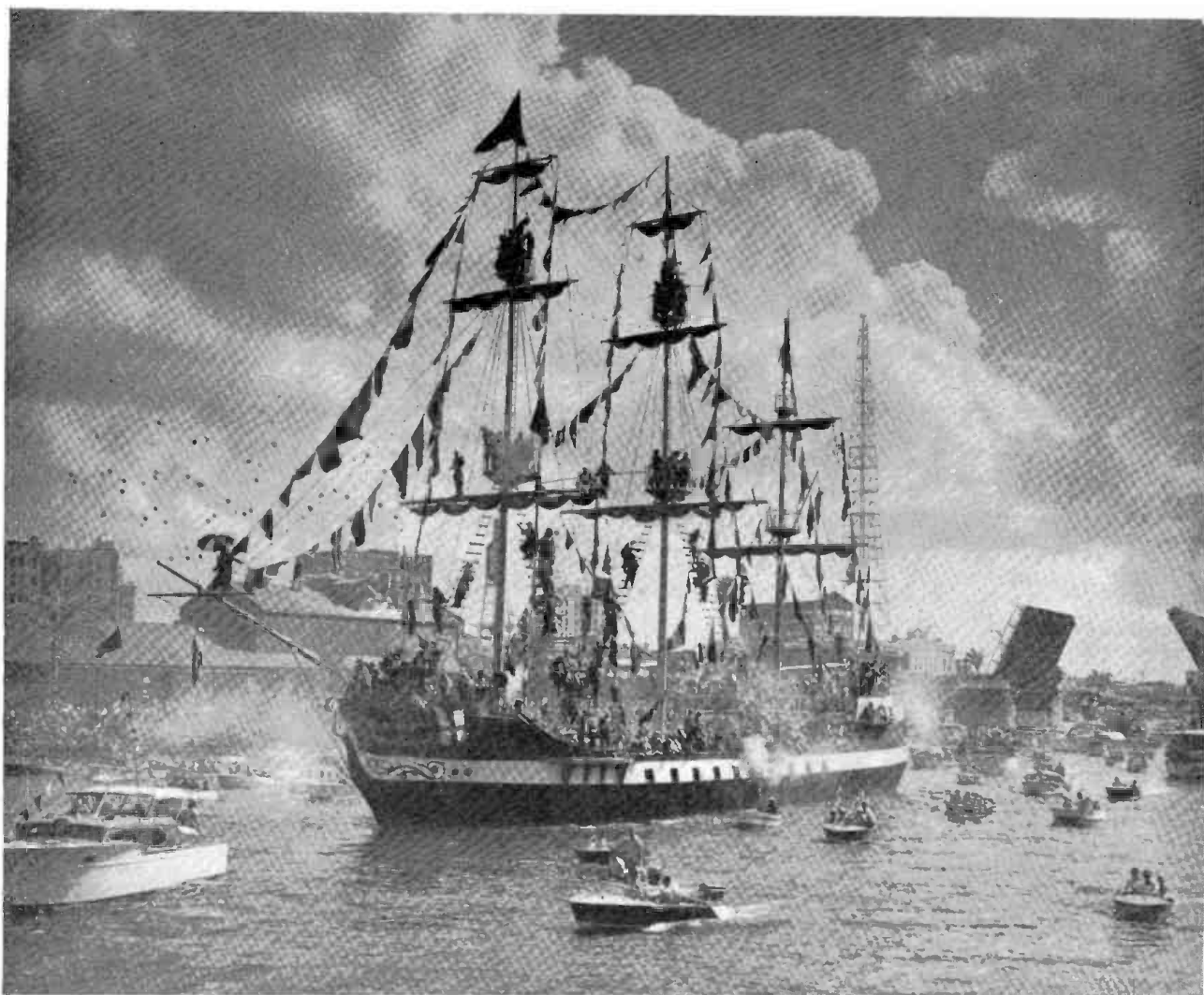
Making use of the entertainment value of our commercials for the grocery trade has been another way our radio spots have paid off. Our sales staff has been equipped with transistor tape recorders and tapes of commercials, which they take along on calls to headquarters of important grocery accounts. Key buyers are exposed to our commercials before they go on the air. The preview is a definite help in obtaining greater distribution, since buyers and salesmen are usually receptive to a new presentation technique.

When humor and music are added to the usual diet of facts and schedules, the results are nearly always satisfactory. Another aspect in our merchandising is the use of a special telephone number that either the trade or consumers can use. What they hear, of course, is the current Freberg commercial. We've used variations on this theme.

We know that radio can do a good job for Salada Tea—backed up by Stan Freberg's creativity, a varied and loyal audience in local markets astutely purchased by our agency, and the support of the stations themselves through powerful local merchandising.



Salada Tea in late 1961 switched its media reliance from newspapers to radio, arousing the curiosity of advertising and broadcasting people. This is a report on the "hows" and "whys" from John W. Colpitts, advertising manager, Salada-Junket Division of Salada Foods. He joined the company in 1934 and has been active in advertising, marketing and purchasing at Salada during that time. The greater part of his association at the company has been with the tea product.



The spectacular Gasparilla Pirate Invasion and Parade in Tampa in February was telecast by both VHF television stations during the same 2-hour time period.

A Pirate Invasion SHOWS WHICH STATION TV VIEWERS PREFER IN TAMPA - ST. PETERSBURG!

On February 12th, the two VHF television stations in Tampa-St. Petersburg devoted four half-hour periods to telecast the annual Gasparilla Pirate Invasion and Parade.

Because both stations covered the same event during the same times, *viewers had an opportunity to select the station they preferred for quality production or just plain loyalty.* Which station did viewers prefer? Look at these ARB figures!

Average ARB Ratings of Four Half-Hour Periods

WFLA-TV 19.5% share of audience
Station "B" 14.0% share of audience

Proof positive that when viewers in Tampa-St. Petersburg have a choice of channels to view the same program—they choose WFLA-TV—sales powerhouse of West Coast and Central Florida!



TWO Big Hits in the South



**WCCA
TV**

**Channel 25
Columbia, S. C.**

**WCCB
TV**

**Channel 32
Montgomery, Ala.**

NATIONAL REPRESENTATIVE
WEED TELEVISION CORP.

OPEN MIKE®

Video tape advantages

EDITOR: Your article, "Don't ignore video tape" [MONDAY MEMO, March 19], was an exceptionally honest and informative piece. I hope it will be read and re-read by many client and agency people who are still cheating themselves of the very best possible air picture by not using video tape for commercial production.

... Video tape is not the best medium for every commercial. But it certainly deserves honest consideration as the best means of producing most live-action commercials ... —Philip Nicolaides, Videotape Productions of New York Inc., New York.

The Ashby papers

EDITOR: Some weeks back your magazine carried a notation to the effect that the Kaltenborn papers on communications have been lodged at Madison, Wis. Some time ago Kaltenborn wrote me about sending my papers to the same place, but I advised him that I had previously deposited the same in the library of my alma mater, Olivet College, Olivet, Mich.

... If anyone desires to review these papers they are available at the two locations mentioned, under a working agreement between Wisconsin and Olivet ... —A. L. Ashby, Menlo Park, Calif.

[Judge Ashby was vice president and general counsel of NBC from its start in 1926 till his retirement Nov. 1, 1947. He participated in many landmark cases affecting broadcasting in all facets of law—regulation, contracts, talent and copyright.]

Radio in Canada

EDITOR: You report Canadian radio set sales for 1961 as being down to 612,968 [INTERNATIONAL, Feb. 26]. The figures you quote are Dominion Bureau of Statistics totals for Canadian manufacturers' sales and do not include imports.

In actual fact, 743,958 additional radio sets were imported by Canada in the first eight months of 1961 alone. This brings total Canadian sales to 1,356,926 sets, 37.1% ahead of 1960 with four months of import figures yet to be released ... M. L. Thomas, promotion manager, Radio Sales Bureau, Toronto.

Overlooked opportunity

EDITOR: Could it be that Mr. Randon's complaints [MONDAY MEMO, March 5] are directed to all stations? I think not, if we are to believe representatives who cannot buy the in-the-middle surveyed station but must go along with the sponsor's belief that the No. 1 buy is the No. 1-rated station, although the No. 3 (pushing hard at No. 2) would love to have the opportunity to fill out

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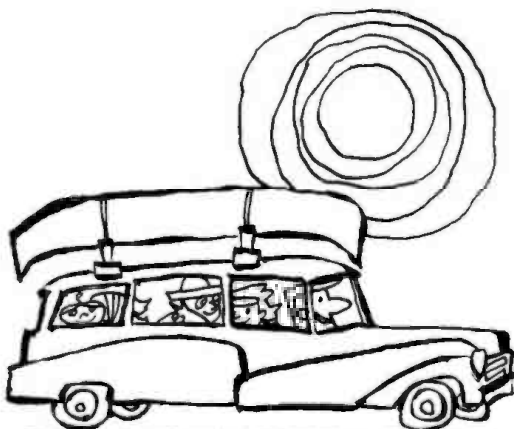
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BROADCASTING, April 2, 1962



VACATIONLAND BONUS!

1,500,000 tourists visited Minnesota in 1961, spending \$110,000,000 (Minnesota State Tourist Bureau estimates).

Visitors to Minnesota constitute a huge bonus for the summer advertiser. They turn TV OFF in their home states and ON in Minnesota's hotels, motels and lake cottages (almost all rooms have a set). In fact, some of them win healthy prizes with the big fish they enter in WCCO Television's "Annual Fishing Contest". . . the only such program on Twin City television.

Add the visiting Summer Viewers to the over 2,000,000 Northwest residents who view WCCO Television weekly*, *more circulation than any other TV station in the Northwest*, and your answer is **BUY WCCO TELEVISION FIRST OF ALL . . . THE YEAR AROUND!**

Get your share of that extra \$110,000,-000 by contacting WCCO Television, the dominant station in the Minneapolis-St. Paul Market, or call Peters, Griffin, Woodward, Inc.

*Nielsen NCS '61



only

BASIC MEDIUM



Andy Anderson



Henry Blount



Tom Bratter



Jim Coldsmith



Jim Keel

*Stop In and See Your
at the*



Bob Shipley

You'll find them at the



Jim Smith



Frank Stearns



Roy Steinfert



Tom Stuetzer



Tom Cunningham



Cy Douglass



Jim Firmin



Jerry Gill

Associated Press Friends NAB Convention



Howard Graves

**Headquarters of Associated Press Member Stations
SHERATON-BLACKSTONE HOTEL, Sheraton Room, 1st Fl., Chicago**

Oliver Gramling, Assistant General Manager, AP



Doug Lovelace



Bob Sundy



Tom Tugman



Tom Pendergast

FIDELIPAC

Automatic Tape
Cartridges by
CONLEY

FIRST in
Performance



The cartridge that made station automation possible . . . the proven, dependable unit that is used by more broadcasters because it so consistently delivers first-rate performance on the job.

Fidelipac Tape Cartridges are deservedly First in Sales, First in Quality and First in acceptance because of these better features:

- easy handling • easy storage • easy replacement • minimum tape breakage
- increases tape life • varying tape sizes permit programming from seconds to hours on single cartridge • automatically feed and ready for instant use • technically simple — technically perfect • your present equipment was made to handle Fidelipac

Fidelipac Tape Cartridges work better, save money, are more profitable . . . put them to work for you! . . . for spot announcements, themes, station breaks, and delayed broadcast.

Standard Lengths in Three Cartridge Sizes:

Model 300 — with up to 300 feet of single coated tape

Model 600 — with up to 600 feet of single coated tape

Model 1200 — with up to 1200 feet of single coated tape

Ask for

FIDELIPAC "THE STANDARD OF THE INDUSTRY"
from your regular source of supply



CONLEY

**CONLEY ELECTRONICS
CORPORATION**

1527 Lyons Street • Evanston, Illinois

26 (OPEN MIKE)

reports on the successful campaign work they have done for Aunt Hattie's motor oil. . . .

Now the No. 1 station doesn't have to be the No. 1 adult-listener station. . . . All it has to do is play the music that gets the most human beings, of any age group, to answer the phone or doorbell and say they are listening to that station. . . .

One more thing. Has anyone the right to expect complicated weekly reports on a short, short run advertising campaign . . . ? It's like planning for a week to entertain for ten minutes.

The foregoing opinions are personal and not necessarily owner-management's.—*Mrs. Corean R. Smith, traffic manager, KTOO Henderson, Nev.*

Horsman's agency

EDITOR: A correction for your article, "Six toymakers buy NBC-TV Saturday time" [AT DEADLINE, March 19]: All advertising on behalf of Horsman Dolls Inc. is being handled by the firm's new agency, Manchester Organizations Inc., Washington, D. C.

Our agency has arranged one of the largest television advertising campaigns for a single item in the history of the toy industry. . . .—*Harold Gershowitz, assistant to the vice president, Manchester Organizations, Washington.*

Radio rate problems

EDITOR: . . . RAB's six point plan [LEAD STORY, March 5] brings to mind several thoughts. . . .

In regard to a "simplified, standardized rate card" . . . it would seem that one practical method would be for a national organization (NAB, RAB) to design such a card and forward it to individual stations. Each station could then insert its own dollar amounts. . . .

One of the other points . . . suggests instituting "one rate card." This may be practical for prime market stations where the preponderance of business is national, but for the secondary and smaller markets it just won't work. The local advertiser is not going to stand still for this cost increase (where a national card is used) . . . The national advertiser, on the other hand, is hard put to justify local rates with the station absorbing the extra expense involved [in] doing business with the national firm.

. . . Why not first things first; i. e., a practical solution to the above-named problems. . . . ?—*Dal Gray, sales manager, WCLI Corning, N.Y.*

Licensing admen

EDITOR: You have doubtless received a draft of a proposed bill to license advertising practitioners in the state of California, a piece of legislation au-

thored by William C. Chambliss (Rear Admiral, retired, U.S.N.R.) and endorsed by the Advertising Writers of Los Angeles [GOVERNMENT, Feb. 5].

Raising standards in any profession is not a matter for regulation. . . . The Chambliss measure can be expected to fall short in any attempt to make advertising more tasteful, more truthful, more moral.

The dubious practitioners who now deal in questionable advertising simply would wiggle through the king-size loophole left by the bill itself. . . . A deceptive advertiser could place ads through a Nevada agency, for example, or directly with the media involved. . . .

Could any commission objectively pass on the good taste of advertising with any degree of consistency? Is it not true that what is distasteful to one may be merely funny to another? Who would make the final judgment?

. . . Even if one is willing to assume that a commission such as that proposed in the Chambliss bill would be a good thing for the advertising profession, there remains the qualification element. Advertising, unlike the product of some other professions, cannot be measured and weighed by any universally accepted devices. It is always a matter of individual judgment and standards which determines whether advertising is good or bad.—*Robert L. Dellinger, vice president-general manager, Grant Advertising, Hollywood.*

'Double billing' foe

EDITOR: Congratulations for your attention to "double billing" [EDITORIALS, March 19]. We've been fighting the industry's most vicious practice 15 years, and it's heartening to find some concerted effort toward cleaning house.

Too bad NAB with its Standards and RAB with its avowed interests in radio haven't at least tried to do something about it long ago. If the FCC can clean this one up, more power to them. . . . *M. J. Warner, WCEC-WFMA (FM) Rocky Mount, N. C.*

More to think about

EDITOR: Under the headline, "The Bible gets hard sell in Los Angeles" [PROGRAMMING, Nov. 7, 1960], you told the story of the highly successful "Something to Think About" spots produced by KPOL Los Angeles. . . . The response was overwhelming. . . . The first 30 spots are now in the hands of over 200 radio and tv stations.

Over 150 such public service announcements are now available on five reels of tape and we are now able to supply them at \$3.50 per tape, which includes new tape, dubbing, handling and mailing. . . .—*Hugh Murchison, president, KPOL Los Angeles.*

BROADCASTING, April 2, 1962

WELCOME TO TEXAS...



MISS TEXAS . . . LINDA LOFTIS

From the blue waters of the Gulf of Mexico to the crested mountains West and the green pines to the East, the Lone Star State is a glittering array of color.

In Dallas-Fort Worth, Station WBAP-TV NBC is entering its ninth year of color-casting the attractions of the Big State and the colorful products sold therein.

Texans respond eagerly to the excitement of color. WBAP-TV, first in Texas, first in color, offers you a golden opportunity to move merchandise faster on the propulsion of color.

WBAP-TV 5

The Color Station in Dallas-Fort Worth

Peters-Griffin-Woodward, Inc.



DRAGNET

STARRING

JACK WEBB

**NOW AVAILABLE TO LOCAL STATIONS
FOR THE FIRST TIME
UNDER ITS ORIGINAL TITLE**

BY STATION DEMAND

* Philadelphia WFIL-TV
Atlanta WSB-TV
Miami WCKT
Cleveland WJW-TV
Detroit WXYZ-TV
Las Vegas KSHO-TV
Tacoma-Seattle KTNT-TV

Lancaster WGAL-TV
Portland, Me. WGAN-TV
Wilkes-Barre WBRE-TV
Bay City-Saginaw WNEM-TV
Charleston, W. Va., WCHS-TV
Phoenix KOOL-TV
Oklahoma City WKY-TV

* **FIRST ARB RATING** tops all competition!
260% more adults than previous program in time period.

mca
TV FILM SYNDICATION

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



CODE REPORT CARDS FOR STATIONS

- 35 major agencies will get 'grades' for each outlet from BAR
- Adherence to commercial standards will also be part of list
- Move to publicize violations comes after break with NAB

An effort to enforce compliance with NAB's television code by turning a spotlight on violators will be launched this month by Broadcast Advertisers Reports, tv's leading monitoring service.

BAR officials said code violators will be singled out and their offenses documented in monthly bulletins to the people responsible for the biggest part of station revenues—leading tv advertising agencies. In addition, stations will be "graded" on the extent of their code compliance.

The monthly "report cards" also will go beyond the question of code adherence by pointing up violations of commercial standards which are set by agencies in addition to those laid down by the code.

Widely Circulated ■ Copies of the monthly reports will be circulated "in depth" by BAR to the approximately 35 major television agencies that subscribe to its regular services, as well as to BAR's station clients. BAR officials said "in depth" meant that all media personnel and all timebuyers at its client agencies will receive the monthly bulletins.

They estimated that the 35 client agencies handle 85% of all national television billings.

The certification plan was regarded as the most realistic attempt yet made to put teeth into the NAB code. BAR officials said its agency clients clearly want this sort of information—as evidenced by the fact that many have been paying for special studies to assemble it—for use both in buying time and in policing performance after contracts have been signed.

Phil Edwards, BAR chairman, and Robert W. Morris, president, are announcing the plan today (April 2). Both the timing and the issues involved promise to make it a dominant conversation piece at this week's NAB convention—and perhaps lead to a re-thinking of NAB's own approach to code enforcement.

NAB's involvement was further emphasized by disclosure that BAR many months ago offered—and NAB officials

shelved—a proposal to give NAB access to a \$315,000 annual monitoring program which, by BAR's estimates, would not only have paid its own way but given NAB a profit. This would have been accomplished in part by diverting some \$150,000 to \$200,000 of BAR's station income to the NAB. (An NAB code official declined to comment on the BAR report without an opportunity to study a full description of the plan.)

NAB Not Interested? ■ Last week's disclosures followed by two weeks BAR's announcement that it was breaking off a five-year association because, in BAR's view, the code authority is not really interested in enforcing self-regulation (BROADCASTING, March 19). BAR had been supplying code officials

with code - compliance information based on its monitoring but said it finally became convinced that an industry association could never divulge violations in the form agencies want to know them: By call letters and with the nature and frequency of violations specified.

BAR's new certification bulletins, according to Messrs. Edwards and Morris, will show the commercial practices of 240 tv stations in the nation's 77 leading tv markets—all those now monitored regularly by BAR—whether the stations are BAR clients or not and whether they are code subscribers or not.

By next spring (1963) BAR expects the reports to cover all 500-plus commercial tv stations in the U.S., officials



THE NAB IN CHICAGO

40th annual convention
opens in troubled times

THE MAIN EVENTS: A year ago, at the 39th convention, a new FCC chairman called television a wasteland, and a new NAB president issued a cry for self-improvement. Can they top those performances this year?page 100

WHAT GOES ON: Complete list of all agenda and non-agenda meetings, with times and places.
page 108

WHERE TO FIND IT: Complete list of locations of exhibitors, reps, networks and all other elements in attendance at Chicago.....page 110

CODE REPORT CARDS FOR STATIONS continued

said. This increase would be accomplished by an expansion plan conceived two years ago as part of a BAR proposal for expanding the code authority's own inspection program.

BAR's first "report card" on stations' commercial performance will include monitoring done in April and will be published next month. Although the exact form has not been fixed, officials said it would be in two parts: one dealing with code compliance and the other dealing with compliance with agency-set standards other than those set out in the code.

Number and Type ■ The plan is to list all 240 BAR-monitored stations alphabetically and to show for each the

extent advertisers—especially members of the broadcast committee of the Assn. of National Advertisers—are right in their contention that the amount of true programming is being severely limited by excessive promotional material, over-long credits and other so-called "clutter."

Agency Standards ■ The section on compliance with commercial standards set by agencies will cover such non-code matters as providing a minimum of 15 minutes' separation between commercials for competing products; in-program triple-spotting exceeding the 60-10-60 variety (most agencies, according to BAR, do not object to two one-minute and one 10-second com-

Toymakers discover ABC-TV's 'Discovery'

Toy advertisers for ABC-TV's planned children's series, *Discovery*, have reached the saturation point with combined sponsorship of more than one-half of the new show on the network.

Edward Bleier, ABC vice president in charge of tv daytime sales, last week said the program which doesn't go on the air until Oct. 1 (Mon.-Fri. 4:30-5 p.m.), is virtually sold out as far as toy-type sponsorship is concerned. He said the

amount of toy participations each week will be limited "to give sponsors a better commercial climate in line with the higher quality of the series."

Sponsors signed for the show are Binny & Smith Inc., through Chirurg & Cairns, for crayons; Mattel Inc., through Carson-Roberts, for games; Kenner Toys, through Leonard M. Sive & Assoc., for construction sets, and Transogram Co., through Mogul Williams & Saylor, for toys.

number and type of violations it committed, if any, during the most recent week it was monitored. BAR monitors all 240 stations for at least one week in each calendar quarter.

The reports also will "grade" each station according to the extent of its compliance or non-compliance with the code. These figures are not definitely set, but BAR officials suggested that a station with fewer than five code violations might be marked "B" and those with more than 15, "C".

For the assistance of agency subscribers, these grades will be reported both alongside each station in the alphabetical list and in a separate listing where stations will be grouped by markets. This will enable agency buyers to check the markets they're interested in and compare the code department of the various stations there.

The section dealing with code compliance will show such violations as triple-spotting in station breaks; "clipping" of network programs to make room for local announcements; non-program material exceeding four minutes per nighttime half-hour or six minutes per daytime half-hour, etc.

By counting "non-program material" rather than commercials alone, the report will also serve to indicate to what

commercial consecutively but draw the line at anything more than that), etc.

BAR's "report cards," like all its services, will be based on monitoring. BAR keeps its tapes for at least 90 days in case its reports are challenged.

The report cards will not deal with code matters other than those governing quantitative commercial practices. Most of the material they will contain already is available in BAR's regular services but in the past BAR has assembled it only on special order from clients and has never "graded" stations.

BAR President Morris summarized the new service this way:

"Our certification plan for stations will immediately provide agency, advertiser and station subscribers with an independent, impartial audit of television commercial activities. It will fill a vacuum in the industry by creating a standard means of evaluating station commercial performance.

"Stations which conduct their commercial affairs with integrity will no longer be bunched together in an industry group with those who are less responsible. This is the chief reason why broadcasting has been so maligned in recent years. Now, through BAR certification, all stations we monitor can stand up and be counted.

"We anticipate that the publication of such information, once a month, will greatly reduce undesirable commercial practices in television, create a business climate conducive to an even more rapid growth of television, and in the long run give the industry a means to defend itself more positively against its critics."

Station Clients Too ■ Mr. Morris said the new service was desired not only by agencies but by many of BAR's station subscribers—notably those trying to comply with code standards but competing with stations that do not.

He said he was confident that station clients using the reports as sales tools would continue to subscribe but that this is not crucial and that the service would continue in any event.

BAR's decision to offer the service could have important effects on NAB's own code program. Code Director Robert D. Swezey said two weeks ago, when BAR fired its first blast, that the code authority intended to get monitoring reports from another source and, in fact, already had an "outside" firm making test runs.

Whether NAB will want to pursue an independent monitoring project, now that BAR plans to assemble and "publish" this material as part of its regular service, appeared to raise economic questions. Monitoring on a national scale is not inexpensive; BAR estimates that its national, from which the commercial compliance information will be drawn, costs approximately \$750,000 a year.

The cost was one of the factors involved in the split between NAB and BAR a fortnight ago, according to NAB. NAB had been paying BAR \$12,500 a year but Mr. Swezey said the chief proposal advanced by BAR for an expanded program would hike this cost to \$33,500 in the first year of the new plan's operation, to \$82,700 in the second year and to \$182,600 each year after that.

(BAR contends that under its proposal this escalation in price would have been accompanied by a comparable escalation in the volume of monitoring supplied to NAB.)

Mr. Swezey also pointed out that NAB's operational budget limits the amount it can spend for monitoring. He did not say what the limit is.

BAR Proposals To NAB ■ BAR, it was learned last week, has made a number of proposals to NAB—including some that suggested methods by which NAB could raise the money to pay the bill.

One, renewed by BAR President Morris in a confidential memorandum to NAB President LeRoy Collins last May 18, proposed to funnel all of BAR's station reports through NAB and let NAB get the approximately \$200,000 a year that BAR has been receiving

directly from station subscribers to these reports.

BAR also had offered to revise its method of operation to help make the reports a tool by which NAB could get additional code subscribers. This would have been accomplished by eliminating from its agency service all reports on the monitoring of non-code stations. In his May 1961 letter to Gov. Collins Mr. Morris explained:

"Our [agency] subscribers assure us that the inability to examine station performance would directly affect the agency's timebuying decisions. Given the opportunity, these 30 (now 35) agencies—which represent 85% of all television advertising—will demonstrate their preference for NAB-BAR-certified stations."

Risky Business ■ Rather than risk losing agency business, he said, many stations would subscribe to the code solely to get themselves back on the list of reports delivered to agencies.

"Of the 240 stations in the 75 monitored markets," Mr. Morris' 1961 letter continued, "about half of them subscribe to BAR for station sales purposes. These subscriptions amount to about \$200,000 in yearly revenue to BAR. If BAR reports were made available to stations as a part of code membership, most of the above income could be steered immediately into the NAB."

"This would be the financial starter for a major self-regulatory offensive by the industry—through the NAB. As all code stations in all markets become participants the figure could rise to \$750,000."

"The cost of such a program could be shared by NAB stations in each market. Thus, when new stations

joined the code, the cost to original code members in the particular market involved would be reduced."

BAR's 1961 letter to Gov. Collins did not estimate the probable total cost of an NAB monitoring program. But a March 1960 version of it said BAR would provide "a complete nationwide monitoring program covering all NAB member television markets at the gross annual rate of \$315,000."

This version estimated that NAB could get back \$150,000 from station payments then going to BAR and in addition could probably get \$140,000 more out of funds that other stations were spending for non-BAR monitoring reports. On top of that, BAR estimated, NAB probably could get \$60,000 from stations in markets which were not then (but would become) monitored by BAR.

Profit for NAB? ■ Thus by BAR estimates NAB would receive \$350,000 a year for a project costing \$315,000—and would have money left over to spend in other ways or to return to its members in the form of dues reductions.

In his May 1961 memo to Gov. Collins the BAR president said that NAB, "as the conscience of the industry," would "seem certain" to achieve increased stature through such a program, while stations would get four principal benefits which he described as follows:

"1. An effective self-inspection system that would preclude government regulation in the one area where such action is most possible. Program control or censorship would be resisted most vigorously—in and out of government. But how many voices would be heard countering an FCC proposal to

limit tv commercial practices?

"2. Those who put up the money for commercial television—the advertisers and agencies—would be able to make a real choice between stations. No pressure would force them to do business with a station that did not participate in honest industry self-regulation."

"3. With an equitable arrangement to share the cost, NAB stations would be paying their own way rather than allowing the buyers of time to do the job alone. Proof-of-performance data and implementation of industry self-regulation are clearly the sellers' responsibilities. Broadcasting's agency relations would be aided importantly if real industry support in this respect resulted in a meaningful reduction of BAR agency rates."

"4. Code membership would become basic to the economics of successful station operation. As it should, superior quality would then pay. Certainly, compliance to the NAB code should not cause a station to suffer competitively, as is often the case at present."

Mr. Morris said Gov. Collins replied to this memo the next day, saying in a May 19 letter that he would be glad to discuss the proposal further but suggesting that it wait until late June (1961) since he was then busy preparing for an NAB board meeting.

In a meeting in late June, Mr. Morris said, the NAB president said BAR's proposal would be the first order of business for the new code authority director. Mr. Morris said that after Mr. Swezey's appointment to that post several discussions were held but that Mr. Swezey's reactions were noncommittal and BAR finally decided it would be fruitless to continue pushing the idea.

Live commercial tests surprise agency

BBDO REVISES OLD THEORIES AS RESULTS COME IN FROM WKTV STUDY

BBDO appears on the verge of altering some former notions about television commercial effectiveness.

The agency, a major in tv billing, rates as one of the world's largest companies in the advertising business. Its decisions are influential in the field in addition to the recommendations it makes to its formidable client list.

BBDO's surprising findings are among the first to come out of its on-the-air testing (WKTV [TV] Utica, N. Y.) of commercials. The tentative conclusions will be formed after more testing.

Some "conclusions" already reached in the studies as reported to BROADCASTING:

■ Common belief: Two commercials placed back-to-back and advertising products which are related (example—

lipstick, face powder) tend to reduce the effectiveness of both. BBDO finding: After placing two 30-second commercials back-to-back for related products and then airing two unrelated product commercials, the responses were found to correspond. Tentative conclusion: It makes no difference whether or not the products are related.

■ Common belief: Regardless of the product relationship the back-to-back airing of commercials can make a difference (in effectiveness or awareness) as to which commercial is shown before or after the other. BBDO finding and tentative conclusion: It's of no importance in which "position" the commercial is placed.

■ Common belief: Since a 30-second tv commercial is half the length of the 60-second commercial, it's logical

to assume the 30 has a performance value that is 50% of the minute announcement. BBDO finding: A series of tests on a shorter version of a 60-second spot failed to show the 50% relationship. Tentative conclusion: the 30-second tv commercial has a performance value of "two-thirds the 60-second commercial."

■ Common belief: The 30-second commercial run alone most likely would have a different level of performance value contrasted to its being run back-to-back with another commercial. BBDO finding and tentative conclusion: To the contrary, it appears that a 30-second commercial run by itself maintains about the same response level as when run back-to-back with another of the same length.

BBDO since last June 9 had been

LIVE COMMERCIAL TESTS SURPRISE AGENCY continued

quietly—until the first focus of public attention last week—dissecting the tv audience and extracting its “responses” to all sorts of tv commercial, on-air problems. Earlier, in attempting to fulfill this need, BBDO researchers sought a condition that would approximate the “ideal” and in fishing about came up with a simple (though expensive for most agencies) approach: On-the-air tests using the facilities of a commercial station in a “test-market” city and on a continuous basis. The project reportedly falls somewhere in the \$75,000-\$125,000 range.

Specifically, the agency created a “laboratory” of a regular, weekly time period on WKTV (ch. 2, a primary NBC-TV and secondary ABC-TV affiliate). According to BBDO researchers, the only other acceptable tv signal in the test market area is ch. 8 from Syracuse (WHEN-TV). The market, according to BBDO’s researchers, has a

project name of *Channel One*) BBDO has had the usual three commercial minutes within the half hour at its disposal. The typical procedure has been for the agency to run three commercials, then a telephone squad interviews respondents in the Utica area immediately after the close of the show and up to 10:30 that night.

The basic sampling plan: 50 (or more) interviewers each phone as many homes as possible during the period set aside for that purpose. They complete 800-1,000 contacts and with a rating of 20 or higher they usually interview about 180-220 viewers of the night’s show.

The sample involves a systematic choosing of pages spread through the phone book in Utica, common survey procedure.

Major Areas ■ The *Channel One* project was developed to look into five major areas: (1) Develop tv commer-

mercial testing methods. One of the main results of this: BBDO, it’s learned, discovered commercials can be air-tested with “some” advantage over theatre tested using an “audience jury.” The advantage: Viewing of the commercials is under at-home conditions and not forced viewing, and the telephone samples are more representative of the “real world” than the samples from a central special theatre-viewing location.

Cited is a constant inquisitiveness at the agency among account and creative people, and clients, too, as to “basic questions” in the use of tv. A need, described as “urgent,” is more knowledge of commercial pre-testing before committing final production budgets. Another is more data about the combining of commercials for two or more products into the one commercial time allocated, a recent marked trend.

Not Limited ■ BBDO, however, doesn’t expect to limit itself to one technique, but will continue to use its mobile unit, outside (including in-theatre) companies as well as the on-the-air laboratory. The on-air research project is directed by Dr. Clark Wilson, BBDO’s director of research, and by Christopher Weir, radio-tv research group manager.

On the basis of interviews with researchers closely associated with BBDO’s project, BROADCASTING learned of a host of matters that will possibly be explored, many of them now subject of doubt among advertising practitioners.

Some examples:

■ The area of triple-spotting. The research unit may get into this as it proceeds into the study of 20-second commercials, and ID’s. The unit feels it can simulate billboards and promos and station breaks as well as other commercial combination uses long subject to mixed opinion.

■ The agency expects to get into the 10- and 20-second commercial, studying their relationship to each other and to still other commercial lengths in the pattern of the 30- and 60-second commercial studies already underway.

■ Another possible matter the *Channel One* laboratory may consider is what effects positioning of a commercial within a program or even within a schedule may have, running tests on audience awareness and copy-point effectiveness.

■ The frequency of a commercial. When does its ability to make the viewer aware of its copy and sales points wear thin?

Because BBDO has many package goods clients, many of their commercials were used in their testing, but heavier goods, such as automobiles, also were included. In addition some experimentation in corporate advertis-



A BBDO-engaged squad of interviewers gets final instructions in Utica before placing phone calls to viewers. Teams such as this one call as many as 1,000 homes in about a two-and-a-half-hour period following the regularly scheduled weekly 7:30-8 p.m. program series BBDO has used for nearly a year on WKTV (TV) in its continuing laboratory on-air testing of tv commercials.

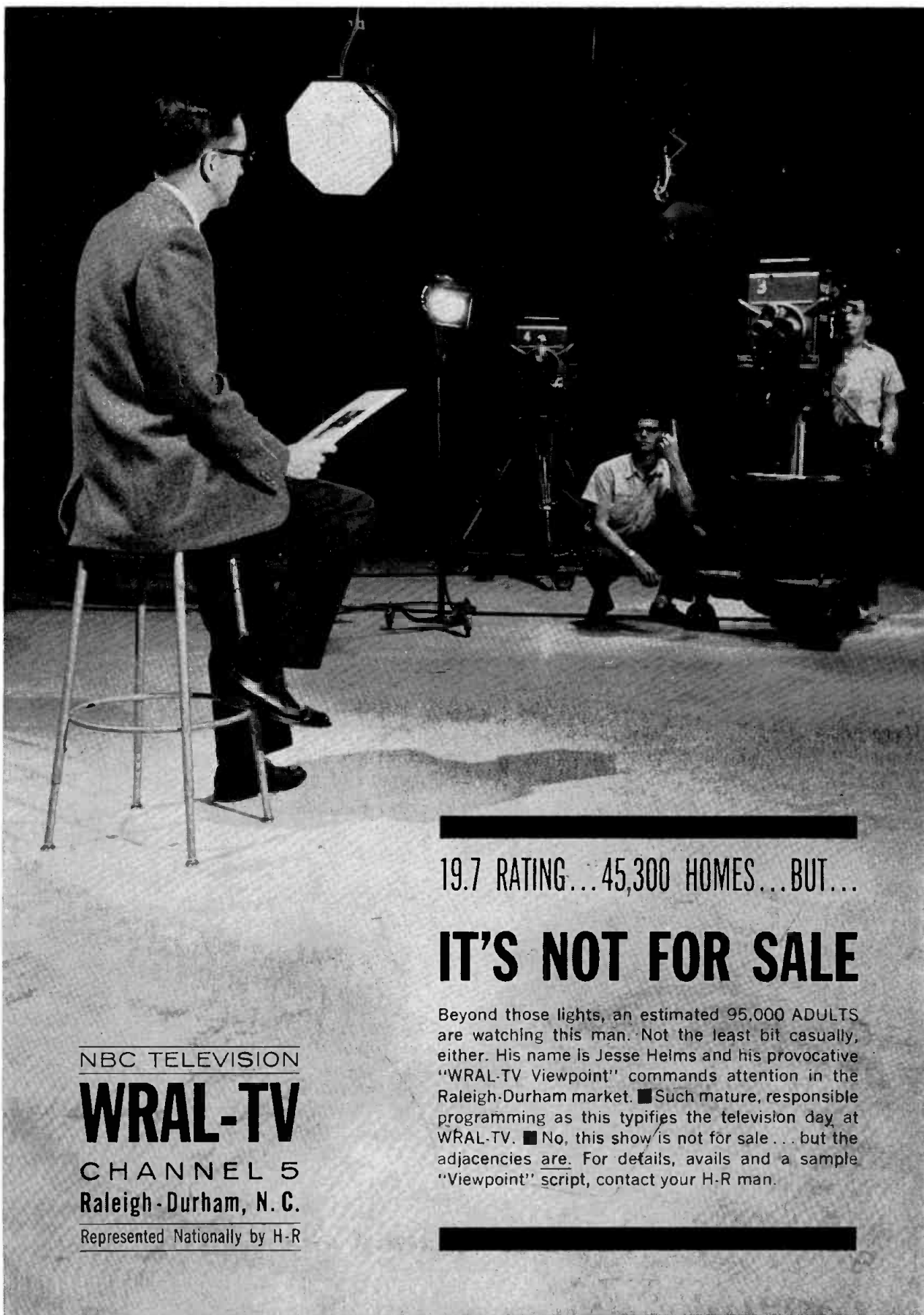
standard metropolitan area of “over 330,000” people. (The station, BBDO claims, has a “tv viewing audience” of 225,000 and the “same 90% ratio of tv sets to homeowners as the nation.”)

At the beginning of the testing, BBDO had purchased a 13-week half-hour show on Fridays, 8-8:30 p.m. This series—an anthology with different authors and casts for each episode—ran from mid-June to mid-September (1961). BBDO then picked up with a second and third and is now about three weeks into its fourth 13-week cycle. The program now sponsored by BBDO (since the second cycle) is *The Beachcomber*, an adventure-action series that’s syndicated by Independent Television Corp. (produced originally by Filmaster) and is in the Tuesday, 7:30-8 p.m. period on the station.

In the laboratory test (called by a

cial testing methods. (2) Assess differences in effect between 60-second commercials and messages of shorter length. (3) Probe effects of combining less-than-minute commercials for different products in order to determine the “optimum split” of a commercial minute when advertising more than one product and of determining the compatibility of various combinations of products. (4) Offer new “avenues” of pre-testing “in order to save advertisers time and money in the making of finished commercials.” (5) Explore new methods of solving several basic problems facing tv advertisers.

The agency apparently has been moving along this path for some time. BBDO noted it has been working up to the *Channel One* point for the past two years in which time it conducted several studies to develop better tv



NBC TELEVISION

WRAL-TV

CHANNEL 5

Raleigh-Durham, N. C.

Represented Nationally by H-R

19.7 RATING... 45,300 HOMES... BUT...

IT'S NOT FOR SALE

Beyond those lights, an estimated 95,000 ADULTS are watching this man. Not the least bit casually, either. His name is Jesse Helms and his provocative "WRAL-TV Viewpoint" commands attention in the Raleigh-Durham market. ■ Such mature, responsible programming as this typifies the television day at WRAL-TV. ■ No, this show is not for sale... but the adjacencies are. For details, avails and a sample "Viewpoint" script, contact your H-R man.

(Data based on March 1961 NSI)

BROADCASTING, April 2, 1962

LIVE COMMERCIAL TESTS SURPRISE AGENCY *continued*

ing has been touched upon lightly but there'll be more.

The agency conducted a special "pantry test" (that is an actual home sample on a before-and-after basis in an effort to determine how—if at all—particular commercials increased the appearance in the home of the product advertised).

Another area also brushed lightly for now is the factor of irritability in commercials. It is of course on the agenda for future study.

Pre-testing ■ A rather dramatic approach has been that of pre-testing in Utica through the use of "pre-finished" commercials. This actually is one phase of the two-pronged study conducted thus far: One is an evaluation of the current performance of a commercial, the other is a search for a workable technique that can help a copywriter develop the most effective commercial.

It's obvious to BBDO that perfection of copywriter aids can eventually save an advertiser money. If faults can be squeezed out of a commercial approach before the commercial is finished, the agency can avoid the pitfall of having to suddenly discard the commercial after it's made.

The pre-finished commercial in the Utica testing in some instances is a live commercial. A finding in this context: The agency could determine copy

theme differences by noting which one among a few registered the higher response.

There's a specific case wherein the testing unit was assigned to a client problem. Outside testing had indicated confusion for the advertiser in the midst of a network run over what message his commercial was trying to get through to the viewer. The commercial was "put through" a test in the Utica laboratory. Researchers obtained a low playback on certain points which were changed until subsequent study showed what the valid or correct sales points should be. In this instance, *Channel One* was responsible for increasing some awareness points by 30% but others as high as 50%.

In the pre-finished area, 35-mm slide storyboards, film inserts in storyboard as well as film-slides, rough cuts and live action have been used.

This technique, BBDO feels, can be substituted and tested in nearly all cases in which finished commercials are normally used except:

- Where a commercial is dependent on a star personality, on appetite appeal of the product or where motion or demonstration is the key to the commercial message.

The agency found the pre-finished commercial does just as well and its performance is about the same as that

of the finished commercial. In some cases, it even catches the eye because it is so different. But researchers do not recommend their general use because they believe once the novelty factor fades, the pre-finished commercial's effectiveness will be reduced.

BBDO also is the agency that has strongly advocated a linear programming system using computers in its media planning. Some key BBDO officials talk of *Channel One* as rivalling in importance the linear programming development, particularly as applied to television. There's cross-pollination also. Various data from Utica have been put to use in the linear programming system for a qualitative line on media values. In substance, BBDO media planners feel the *Channel One* data can help them obtain a "better fix" on the actual scope of the audience.

Bruskin forms European arm

R. H. Bruskin Assoc., New Brunswick, N. J., market research firm, last week announced the establishment of European research facilities to service American clients with European interests. Bruskin International is under the joint directorship of Richard H. Bruskin, president of the firm, and Dr. A. Melvin Gold, vice president. R. H. Haentjens has been retained as consultant to supervise the project in Europe. Operations have begun in Germany, France, Italy, Holland and England.

Market rankings: an even closer look

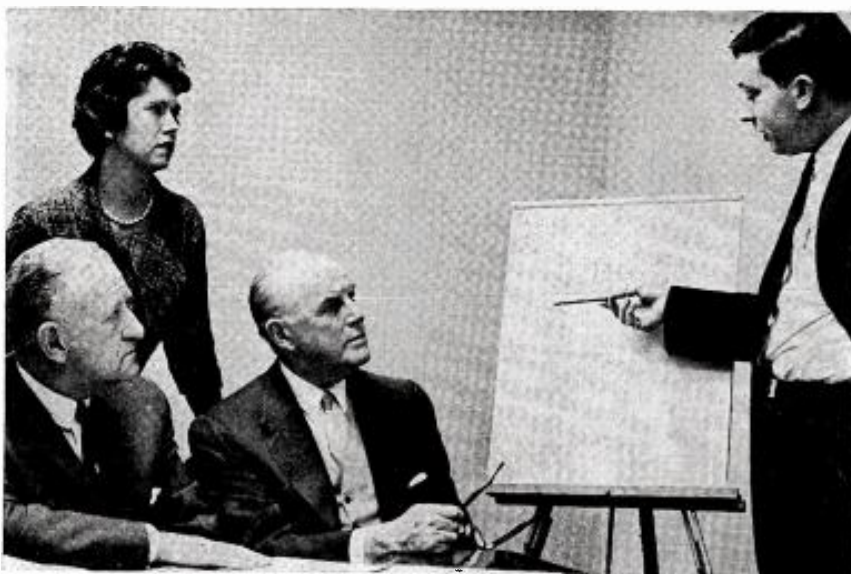
WEED'S LISTS BREAK DOWN MANY OF THE POPULATION SUB-GROUPS

A new approach to market rankings, designed to help agencies and advertisers buy more efficiently and stations to sell more effectively, is undertaken by Weed Radio and Television Corps., station representatives, in a special study being released this week.

The report shows the extent to which market rankings vary when judged on the basis of specific characteristics instead of the usual basis of total population or retail sales, etc. A market that ranks relatively low in terms of total population, for example, may rank much higher when judged on the basis of its Negro population or infants or "senior citizens" or other population sub-groups which are the real sales targets of many advertisers.

Copies of the report are being distributed by Weed at its NAB convention suite in the Sherman Hotel in Chicago this week.

Using 1960 U. S. Census figures, the study ranks the nation's 212 standard metropolitan areas not only by total



Details of Weed Radio & Television Corps.' newest market study are examined by (l to r) Weed Vice President Edwin J. Fitzsimmons; Miss Wini

Schaefer, director of sales promotion; President Joseph J. Weed, and Marvin D. Melnikoff, director of marketing and research.

46%



...That's WSB-TV's average share of Atlanta audience for January!

Monday through Sunday, 9 AM till midnight, the latest ARB (Jan. 4-Jan. 31) reports WSB-TV extended its dominance of Atlanta television. This makes 51 consecutive months that Atlantans have shown a decided preference for WSB-TV over the two other television stations in this million plus market. This loyalty makes WSB-TV the top sales-producing station in Atlanta. Let it move your products, too!



Represented by Edward Petry & Co., Inc. Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

population but also by each of the following characteristics: Men, women, white population, white men, white women, Negro population, Negro men, Negro women, total infants, children, sub-teens, teens, adults, and "senior citizens."

Often Misleading ■ Joseph J. Weed, head of the station rep firms, said in releasing the study that the usual methods of ranking markets are often misleading and unfair because, as the report's introduction stresses, "too frequently [national buying lists] are the result of a traditional devotion to a 'Top 100' ranking based on the rudimentary standard of total population."

Mr. Weed—and the report—single out several examples of the variations that occur when markets are ranked according to specific characteristics having special advertiser appeals:

"Consider . . . an account whose advertising strategy includes reaching the Negro market. By the simple standard of total population, Durham, N. C., is the 178th market in the nation. For the advertiser looking for the Negro consumer it ranks 70th!

"Take the advertiser with a milk or baby-food product. Surely a logical yardstick would be the number of infants in a market. If such an advertiser bought the Top 100 markets on the basis of population, he would eliminate Charleston, S. C. Charleston, however, ranks 88th in number of children under one year of age.

"Advertisers, possibly those with pharmaceutical products, might be interested in reaching older people. Undoubtedly such an advertiser would buy Tampa-St. Petersburg, a Top 100 market by any standard. He might not realize, however, that Scranton, Pa., is also a Top 100 market for 'senior citizens.'

Positions Change ■ "Although we have been referring to the 'Top 100,' we do not mean to imply that this should be a buying standard even when considered on a detailed population breakdown. Rather we point to national rankings merely to indicate that markets change position—often drastically—when viewed by various criteria. One man's 'Top 100' is not necessarily another's."

The report was prepared under the direction of Marvin D. Melnikoff, Weed's director of marketing and research, and Miss Wini Schaefer, director of sales promotion. They compiled the rankings on the basis of 1960 U.S. Census figures. The Census lists 215 standard metropolitan areas. The report covers all of them but the three Puerto Rican markets of Mayaguez, Ponce and San Juan.

The report is titled "Metropolitan Area Directory: A Weed Report, Volume I, Characteristics of Population."

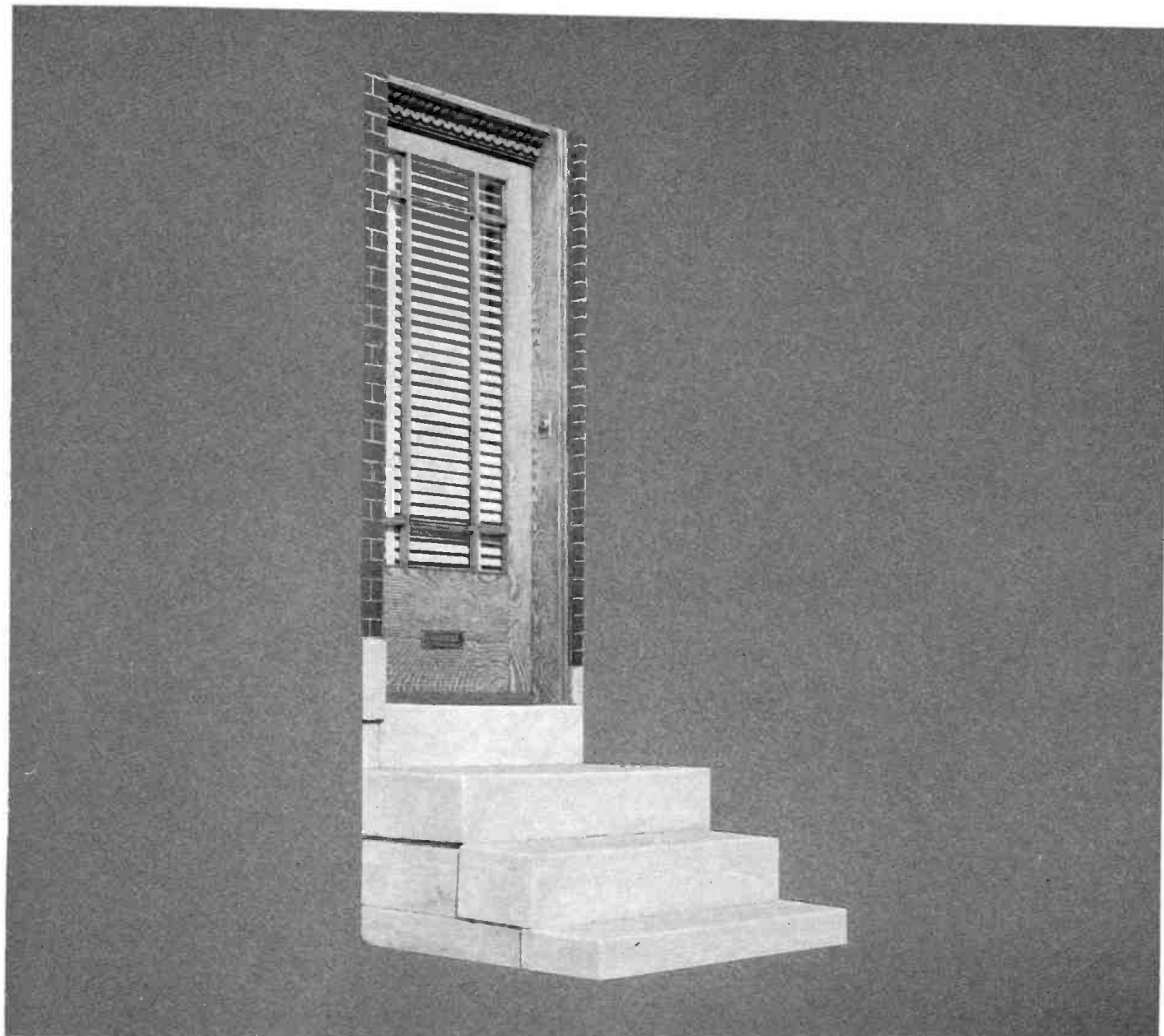
Weed officials expect it to be the first of a series, subsequent volumes of which will deal with such subjects as the economic complexion of the markets and their retail sales potentials.

Portions of Vol. I are reproduced in the adjoining columns. These excerpts

list the 212 markets alphabetically and rank them in terms of (1) total population, (2) Negro population, (3) number of infants, (4) number of teen-agers and (5) number of "senior citizens."

Following is how Weed ranks the markets:

	Total Popu- lation (00)	Rank	Total Negro Popu- lation (00)	Rank	Infants (under 1 yr.) (00)	Rank	Teen 15-19 yrs. (00)	Rank	Senior Citi- zens (65 yrs. & over)	Rank
Abilene, Tex.	120.4	174	5.7	149	3.2	159	10.2	154	9.0	178
Akron, Ohio	513.6	49	41.2	64	11.8	54	32.7	54	42.2	50
Albany, Ga.	75.7	204	26.0	85	2.4	190	5.7	202	3.6	210
Albany-Schenectady-Troy, N.Y.	657.5	38	16.6	105	13.9	45	45.1	41	72.9	29
Albuquerque, N.M.	262.2	97	4.6	162	8.1	70	19.4	99	12.3	148
Allentown-Bethlehem-Easton, Pa.	492.2	54	3.8	168	9.5	61	34.3	50	51.3	41
Altoona, Pa.	137.3	160	1.1	188	2.6	180	9.8	163	16.6	114
Amarillo, Tex.	149.5	149	7.8	135	3.8	141	14.4	124	8.1	187
Ann Arbor, Mich.	172.4	133	11.7	120	4.3	133	16.3	116	11.8	155
Asheville, N.C.	130.1	166	14.1	112	2.5	185	10.0	160	13.1	142
Atlanta, Ga.	1,017.2	24	231.5	13	24.7	23	72.2	22	66.4	31
Atlantic City, N.J.	160.9	140	28.3	80	3.0	167	9.6	165	22.5	95
Augusta, Ga.	216.6	116	63.8	43	5.4	110	19.6	95	13.0	144
Austin, Tex.	212.1	119	26.9	83	5.1	115	19.6	95	16.1	116
Bakersfield, Calif.	292.0	83	16.7	104	7.2	79	23.4	75	18.5	105
Baltimore, Md.	1,727.0	12	378.5	7	40.2	11	121.9	11	131.9	14
Baton Rouge, La.	230.1	109	72.9	38	6.4	88	19.7	93	11.9	153
Bay City, Mich.	107.0	185	.6	198	2.8	172	8.2	184	8.7	181
Beaumont-Port Arthur, Tex.	306.0	81	63.2	44	7.5	77	22.3	79	17.7	111
Billings, Mont.	79.0	203	.2	204	2.0	199	5.8	201	5.8	203
Binghamton, N.Y.	212.7	118	1.3	185	4.9	123	13.8	131	21.0	97
Birmingham, Ala.	634.9	40	219.5	16	14.8	42	47.1	37	48.1	42
Boston, Mass.	2,589.3	7	77.8	34	55.9	7	184.0	6	281.8	5
Bridgeport, Conn.	334.6	72	17.4	102	7.2	79	22.0	81	31.2	67
Brockton, Mass.	149.5	149	1.8	180	3.6	149	10.1	158	16.7	113
Brownsville-Harlingen-San Benito, Tex.	151.1	146	.9	193	4.9	123	12.5	140	8.1	187
Buffalo, N.Y.	1,307.0	15	82.9	31	30.5	16	87.3	16	117.9	16
Canton, Ohio	340.3	71	18.3	101	7.6	73	23.6	74	32.3	63
Cedar Rapids, Iowa	136.9	161	1.2	186	3.5	152	9.4	168	13.5	138
Champaign-Urbana, Ill.	132.4	162	6.8	144	3.6	149	16.0	118	8.7	181
Charleston, S.C.	216.4	117	78.5	33	6.4	88	19.3	101	10.4	169
Charleston, W. Va.	252.9	100	14.5	110	5.6	108	19.5	97	17.7	111
Charlotte, N.C.	272.1	92	66.7	40	6.9	83	19.7	93	15.6	120
Chattanooga, Tenn.	283.2	85	49.7	55	6.3	93	21.1	85	21.9	96
Chicago, Ill.	6,220.9	3	890.1	2	147.3	3	405.1	3	535.0	3
†Chicago-Northwestern Indiana, Ill.-Ind.	6,756.4		977.3		162.7		445.7		570.5	
Cincinnati, Ohio	1,071.6	21	128.1	21	26.1	19	70.0	23	103.1	20
Cleveland, Ohio	1,796.6	11	257.3	10	40.2	11	113.5	12	159.4	10
Colorado Springs, Colo.	143.7	153	5.1	155	3.7	146	11.2	149	10.8	164
Columbia, S.C.	260.8	98	75.3	36	6.0	97	28.0	64	15.5	122
Columbus, Ga.	218.0	114	63.1	46	6.0	97	19.0	102	10.7	166
Columbus, Ohio	683.0	36	80.2	32	17.7	31	47.6	36	53.7	38
Corpus Christi, Tex.	221.6	112	10.1	128	6.3	93	17.7	111	10.2	170
Dallas, Tex.	1,083.6	20	155.5	18	26.8	18	74.4	19	76.6	27
Davenport-Rock Island-Moline, Iowa-Ill.	270.1	93	6.1	146	6.4	88	18.6	106	26.8	83
Dayton, Ohio	694.6	34	69.8	39	16.4	35	46.9	38	51.6	39
Decatur, Ill.	118.3	176	6.0	147	2.7	176	8.0	187	11.8	155
Denver, Colo.	929.4	26	31.5	73	23.2	25	64.8	24	76.4	26
Des Moines, Iowa	266.3	95	10.5	124	6.4	88	18.9	103	25.8	82
Detroit, Mich.	3,762.4	5	558.9	4	91.2	5	246.9	5	269.3	6
Dubuque, Iowa	80.0	202	NR		2.2	193	6.6	195	8.3	185
Duluth-Superior, Minn.-Wis.	276.6	90	.7	196	6.4	88	20.4	89	31.4	66
Durham, N.C.	112.0	178	35.9	70	2.4	190	10.2	154	7.6	194
El Paso, Tex.	314.1	79	8.6	132	10.3	57	24.2	73	14.2	133
Erie, Pa.	250.7	101	7.0	143	5.8	104	18.5	107	23.5	89
Eugene, Ore.	162.9	139	.3	203	3.7	146	13.6	136	12.7	146
Evansville, Ind.	199.3	123	12.9	114	4.5	131	13.8	131	20.3	100
Fall River, Mass.	138.2	159	.4	201	2.7	176	10.2	154	15.1	125
Fargo-Moorhead, N.D.-Minn.	106.0	187	NR		2.9	170	9.2	174	8.9	180
Fitchburg-Leominster, Mass.	82.5	201	1.0	190	1.9	203	6.0	199	8.5	184
Flint, Mich.	374.3	63	36.6	69	10.2	60	22.8	77	23.3	91
Fort Lauderdale-Hollywood, Fla.	333.9	73	54.9	50	7.1	82	19.4	99	38.2	56
Fort Smith, Ark.	66.7	209	4.5	164	1.4	210	5.2	208	7.2	197
Fort Wayne, Ind.	232.2	108	11.7	120	5.9	101	15.6	121	19.5	104



These are not the only steps in Baltimore!

There are all kinds of steps in the vast Baltimore metropolitan area . . . steps into brand new apartment houses and huge redevelopment projects in the city . . . steps into homes of all income levels from city row houses to magnificent "valley" country estates.

The people who walk these steps have a consuming interest in the activities of Baltimore—and Maryland. WMAR-TV caters to this interest! Programs in production include: "Medicine at Maryland", a pictorial presentation of the 150-year old University of Maryland Medical School; "Wherever You Go", the inside story of the Baltimore USO; "The Negro Intellectual", a study in this border city; "She'll Walk With Pride", personally narrated by a 12 year old girl victim of rickets; "The Face of Tomorrow", a look at peaceful and military pure research from the U. S. Army Chemical Center, Edgewood, Md.; "A Visit

to Morgan College", another hour study of a major Baltimore area educational institution.

Ever since WMAR-TV went on the air as Baltimore's first TV station, Baltimoreans—and Marylanders—have always looked to WMAR-TV for informative programming, a tradition of service established by its parent organization, The A. S. Abell Company, for 125 years publisher of the Sunpapers of Baltimore.

This public service programming—for Baltimoreans by Baltimoreans—will continue when WMAR-TV moves into its new facilities.

No Wonder — In Maryland Most People Watch

WMAR-TV 

Channel 2—Sunpapers Television—Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.

'Close-Up' on WPRO-TV, Providence



IN ITS 'CLOSE-UP' SERIES, Station WPRO-TV presented "A Day in the Life of a Congressman." Between scenes shot at Washington, WPRO-TV newscaster Virginia Stuart and general manager Joseph P. Dougherty visit with President Kennedy and John E. Fogarty (left) Congressman from Rhode Island.

Prime example of the programming through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

THE REAL TEST

"We believe the true test of public service telecasts is this: Does the public watch? and react? So at WPRO-TV public-service programming gets the same meticulous production, promotion and prime-time placement that are accorded our other top-flight programs. Our regularly-scheduled 'Close Up' is a typical example. Inherent dramatic and informational values provide the basic reason why it is fully sponsored. The same research that measures network programs also evaluates audiences for public service telecasts. In our area, we feel the resultant score fully justifies our standards of production."

JOSEPH P. DOUGHERTY
Vice Pres. & Gen. Mgr. WPRO-TV

Making 'Public Service' Hold Public Attention

In the studios of WPRO-TV, 'public service' is never a synonym for dullness. To make public service hold public attention, the station-staff has been persistent in its pursuit and presentation of informational subjects that closely affect the interests and welfare of Rhode Island.

Not content with frequent presidential visits to the WPRO-TV area (Eisenhower at Newport; Kennedy at Hyannisport) active coverage is frequently extended to the national capital. Among such expeditions was "A Day in the Life of a Congressman" a step-by-step televised saga of Rhode Island's John E. Fogarty.

The WPRO-TV news staff is equally mobile. While following the straight trail of factual reporting, it ranges far . . . Mort Blender to Israel, covering the Eichmann Trial . . . Chris Clark across the nation with the NIT Champs, Providence College, and to Arizona with the Boston Red Sox . . . Virginia Stuart to Washington on special assignments.

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

Our Special Projects division devotes full time to the presentation and sale of Special Events and Public Affairs Programs created by our stations. A call or letter will bring complete information on important programs currently available.

BLAIR-TV

*Television's first exclusive
national representative, serving:*

W-TEN — Albany-Schenectady-Troy
WFBG-TV — Altoona-Johnstown
WNB-F — Binghamton
WHDH-TV — Boston
WKBW-TV — Buffalo
WCPO-TV — Cincinnati
WEWS — Cleveland
WBNS-TV — Columbus
KTVT — Dallas-Ft. Worth
KOA-TV — Denver
KFRE-TV — Fresno
WNHC-TV — Hartford-New Haven
WJIM-TV — Lansing
KTTV — Los Angeles
WMCT — Memphis
WDSU-TV — New Orleans
WOW-TV — Omaha
WFIL-TV — Philadelphia
WIBC — Pittsburgh
KGW-TV — Portland
WPRO-TV — Providence
KING-TV — Seattle-Tacoma
KTVI — St. Louis
WFLA-TV — Tampa-St. Petersburg

	Total Popu- lation (00)	Rank	Total Negro Popu- lation (00)	Rank	Infants (under 1 yr.) (00)	Rank	Teen 15-19 yrs.) (00)	Rank	Senior Citi- zens (65 yrs. & over)	Rank
Fort Worth, Tex.	573.2	45	60.7	48	15.5	40	39.4	47	41.7	51
Fresno, Calif.	365.9	66	17.4	102	8.7	68	29.1	63	29.5	72
Gadsden, Ala.	97.0	191	14.9	107	2.1	195	7.9	189	7.2	197
Galveston-Texas City, Tex.	140.4	158	29.9	77	3.3	157	9.9	162	9.0	178
Gary-Hammond- East Chicago, Ind.	535.5	47	87.2	29	15.4	41	40.6	45	35.5	58
Grand Rapids, Mich.	363.2	67	14.6	109	9.3	62	26.2	66	33.5	61
Great Falls, Mont.	73.4	206	.5	200	2.1	195	5.0	209	5.7	204
Green Bay, Wis.	125.1	170	.1	208	3.5	152	9.5	166	10.2	170
Greensboro-High Point, N.C.	246.5	103	51.2	53	5.8	104	20.1	90	15.0	126
Greenville, S.C.	209.8	120	36.7	68	5.1	115	17.1	114	13.1	142
Hamilton-Middletown, Ohio	199.1	124	10.3	126	4.9	123	16.0	118	14.1	135
Harrisburg, Pa.	345.1	69	23.0	92	7.2	79	24.7	69	18.2	108
Hartford, Conn.	525.2	48	28.7	79	11.9	52	33.5	52	47.8	43
Honolulu, Hawaii	500.4	53	4.9	156	14.0	44	43.3	43	19.6	102
Houston, Tex.	1,243.2	16	246.4	11	32.0	15	83.3	17	66.7	30
Huntington-Ashland, W. Va.-Ky.	254.8	99	7.5	138	5.2	112	20.8	87	23.8	88
Huntsville, Ala.	117.3	177	21.9	94	3.4	154	9.2	174	6.4	200
Indianapolis, Ind.	697.6	33	99.9	26	17.3	32	45.5	40	59.2	36
Jackson, Mich.	132.0	163	7.4	139	3.1	163	9.3	170	11.9	153
Jackson, Miss.	187.0	130	74.8	37	5.1	115	14.9	123	12.0	151
Jacksonville, Fla.	455.4	58	105.6	24	11.9	52	33.7	51	28.2	77
Jersey City, N.J.	610.7	42	41.4	63	12.0	51	39.9	46	63.1	33
Johnstown, Pa.	280.7	87	3.6	169	5.7	106	21.8	82	29.0	74
Kalamazoo, Mich.	169.7	134	5.7	149	4.1	134	13.9	129	14.1	135
Kansas City, Mo.-Kan.	1,039.5	22	116.6	22	25.3	20	63.7	25	95.6	21
Kenosha, Wis.	100.6	190	1.0	190	2.6	180	7.2	192	9.2	177
Knoxville, Tenn.	368.1	64	27.4	82	7.9	71	30.4	58	27.4	80
Lake Charles, La.	145.5	152	30.3	76	4.7	127	11.1	150	6.6	199
Lancaster, Pa.	278.4	88	3.5	170	6.3	93	21.0	86	28.1	78
Lansing, Mich.	298.9	82	7.6	136	7.6	73	25.8	67	23.4	90
Laredo, Tex.	64.8	210	.2	204	2.1	195	5.6	204	4.2	208
Las Vegas, Nev.	121.0	172	11.0	123	3.3	157	8.1	186	5.7	204
Lawrence-Haverhill, Mass.	187.6	129	.7	196	3.8	141	12.3	141	24.0	87
Lawton, Okla.	90.8	196	7.6	136	2.7	176	8.9	180	4.2	208
Lewiston-Auburn, Me.	70.3	207	.1	208	1.4	210	5.3	207	7.6	194
Lexington, Ky.	131.9	164	20.0	98	3.1	163	10.0	160	11.5	157
Lima, Ohio	103.7	188	7.3	141	2.5	185	7.3	191	9.9	172
Lincoln, Nebr.	155.3	145	2.6	174	4.1	134	12.2	142	15.5	122
Little Rock- North Little Rock, Ark.	243.0	104	51.9	52	5.9	101	17.2	113	21.0	97
Lorain-Elyria, Ohio	217.5	115	12.2	119	5.7	106	15.0	122	15.8	118
Los Angeles- Long Beach, Calif.	6,742.7	2	464.7	6	148.6	2	435.1	2	599.7	2
Louisville, Ky.	725.1	32	83.2	30	18.1	30	48.4	34	60.3	35
Lowell, Mass.	158.0	142	.6	198	4.0	137	10.3	153	16.1	116
Lubbock, Tex.	156.3	144	12.3	116	4.7	127	13.7	135	7.8	191
Lynchburg, Va.	110.7	180	23.3	90	2.4	190	9.2	174	9.9	172
Macon, Ga.	180.4	131	55.9	49	4.7	127	13.9	129	11.1	160
Madison, Wis.	222.1	113	1.6	183	6.0	97	18.5	107	18.3	106
Manchester, N.H.	95.5	193	.2	204	2.0	199	6.6	195	10.8	164
Memphis, Tenn.	627.0	41	227.4	14	15.8	38	48.2	35	45.9	46
Meriden, Conn.	51.9	212	.9	193	1.1	212	3.3	212	5.6	207
Miami, Fla.	935.0	25	137.3	20	18.8	28	56.2	30	94.0	22
Midland, Tex.	67.7	208	6.2	145	1.9	203	4.2	211	1.9	212
Milwaukee, Wis.	1,194.3	17	63.2	44	29.7	17	77.7	18	105.3	18
Minneapolis- St. Paul, Minn.	1,482.0	14	20.7	95	39.5	13	101.4	14	136.0	12
Mobile, Ala.	314.3	78	100.9	25	8.7	68	24.6	70	18.1	109
Monroe, La.	101.7	189	32.7	72	2.8	172	8.0	187	7.7	192
Montgomery, Ala.	169.2	135	64.5	41	4.6	130	13.0	138	12.0	151
Muncie, Ind.	110.9	179	5.7	149	2.5	185	9.3	170	9.4	176
Muskegon-Muskegon Heights, Mich.	149.9	148	12.6	115	3.9	140	11.5	147	11.0	161
Nashville, Tenn.	399.7	61	76.5	35	9.3	62	29.8	60	31.7	65
New Bedford, Mass.	143.2	154	3.9	167	2.7	176	9.4	168	18.3	106
New Britain, Conn.	129.4	168	2.8	173	2.9	170	8.7	182	12.3	148
New Haven, Conn.	311.7	80	24.0	89	6.5	86	21.6	83	32.1	64
New London-Groton- Norwich, Conn.	156.9	143	4.3	165	4.0	137	12.1	143	14.6	131
New Orleans, La.	868.5	27	267.4	9	22.3	26	60.5	26	63.7	32
New York, N.Y.	10,694.6	1	1,227.6	1	208.8	1	666.0	1	1,037.6	1
†New York-North- Eastern New Jersey	14,759.4		1,557.0		292.6		923.0		1,402.3	
Newark, N.J.	1,689.4	13	224.1	15	34.5	14	107.6	13	158.5	11
Newport News- Hampton, Va.	224.5	111	62.2	47	6.0	97	17.8	110	10.9	163
Norfolk-Portsmouth, Va.	578.5	44	150.2	19	15.6	39	50.2	32	30.6	68
Norwalk, Conn.	96.8	192	5.6	152	2.0	199	6.0	199	8.2	186
Odessa, Tex.	91.0	195	4.8	159	2.6	180	6.3	197	2.2	211
Ogden, Utah	110.7	180	1.7	181	3.0	167	9.1	177	7.6	194
Oklahoma City, Okla.	511.8	50	41.1	65	12.2	49	37.1	49	40.4	53

	Total Popu- lation (00)	Rank	Total Negro Popu- lation (00)	Rank	Infants (under 1 yr.) (00)	Rank	Teen 15-19 yrs.) (00)	Rank	Senior Citi- zens (65 yrs. & over)	Rank
Omaha, Neb.	457.9	56	26.3	84	12.1	50	30.6	57	41.1	52
Orlando, Fla.	318.5	77	52.6	51	7.9	71	21.2	84	29.3	73
Paterson-Clifton- Passaic, N.J.	1,186.9	18	43.1	61	23.6	24	73.6	20	103.4	19
Pensacola, Fla.	203.4	122	37.8	67	5.9	101	17.0	115	10.6	168
Peoria, Ill.	288.8	84	10.2	127	6.8	84	19.5	97	26.2	84
Philadelphia, Pa.	4,342.9	4	671.3	3	95.0	4	297.6	4	397.2	4
Phoenix, Ariz.	663.5	37	25.2	86	16.6	34	49.2	33	47.5	44
Pittsburgh, Pa.	2,405.4	8	161.5	17	50.6	8	161.6	8	228.2	8
Pittsfield, Mass.	73.8	205	1.0	190	1.6	208	4.5	210	8.0	189
Portland, Me.	120.7	173	.4	201	2.6	180	9.0	179	14.8	128
Portland, Ore.	821.9	28	16.6	105	16.2	37	56.0	31	93.1	23
Providence-Pawtucket, R.I.	816.1	29	14.4	111	17.3	32	56.4	29	87.2	24
Provo-Orem, Utah	107.0	185		NR	3.1	163	11.4	148	6.2	202
Pueblo, Colo.	118.7	175	2.2	179	2.8	172	8.4	183	11.2	159
Racine, Wis.	141.8	155	5.2	154	3.6	149	9.3	170	13.0	144
Raleigh, N.C.	169.1	136	43.9	60	3.8	141	14.4	124	11.0	161
Reading, Pa.	275.4	91	4.7	161	5.0	122	17.7	111	30.9	69
Reno, Nev.	84.7	200	1.6	183	2.0	199	5.4	206	6.4	200
Richmond, Va.	408.5	60	107.4	23	8.9	66	27.5	65	33.5	61
Roanoke, Va.	158.8	141	20.2	97	3.2	159	11.1	150	14.2	133
Rochester, N.Y.	586.4	43	24.2	87	13.1	47	37.5	48	63.1	33
Rockford, Ill.	209.8	120	8.6	132	5.3	111	14.1	128	17.8	110
Sacramento, Calif.	502.8	52	19.8	99	12.5	48	32.7	54	34.6	60
Saginaw, Mich.	190.8	125	18.7	100	5.2	112	13.8	131	15.0	126
St. Joseph, Mo.	90.6	197	2.5	176	1.9	203	5.7	202	13.2	140
St. Louis, Mo.	2,060.1	9	294.9	8	49.9	9	129.9	10	191.0	9
Salt Lake City, Utah	383.0	62	1.7	181	10.9	56	30.4	58	27.0	81
San Angelo, Tex.	64.6	211	3.1	171	1.5	209	5.6	204	5.7	204
San Antonio, Tex.	687.2	35	45.3	58	18.3	29	60.2	27	46.9	45
San Bernardino-Riverside- Ontario, Calif.	809.8	30	29.7	78	19.5	27	58.1	28	78.1	25
San Diego, Calif.	1,033.0	23	39.4	66	25.2	21	97.1	15	75.4	28
San Francisco- Oakland, Calif.	2,783.4	6	238.8	12	59.0	6	179.1	7	250.4	7
San Jose, Calif.	642.3	39	4.2	166	16.4	35	45.1	41	44.7	49
Santa Barbara, Calif.	169.0	137	2.6	174	4.0	137	12.6	139	15.6	120
Savannah, Ga.	188.3	128	63.9	42	5.1	115	14.2	127	12.3	148
Scranton, Pa.	234.5	107	.8	195	4.1	134	16.0	118	27.8	79
Seattle, Wash.	1,107.2	19	28.2	81	25.1	22	73.3	21	105.7	17
Shreveport, La.	281.5	86	95.8	27	7.6	73	19.9	91	20.9	99
Sioux City, Iowa	107.8	184	1.2	186	2.5	185	7.7	190	12.4	147
Sioux Falls, S.D.	86.6	198	.2	204	2.2	193	6.2	198	7.9	190
South Bend, Ind.	238.6	105	14.0	113	5.1	115	18.3	109	20.0	101
Spokane, Wash.	278.3	89	3.0	172	6.2	96	19.9	91	30.1	71
Springfield, Ill.	146.5	151	5.9	148	3.1	163	9.5	166	16.6	114
Springfield, Mo.	126.3	169	2.3	178	2.6	180	10.2	154	14.8	128
Springfield, Ohio	131.4	165	12.3	116	2.8	172	9.3	170	13.2	140
Springfield-Chicopee- Holyoke, Mass.	478.6	55	9.0	130	10.3	57	32.4	56	51.4	40
Stamford, Conn.	178.4	132			3.4	154	11.6	146	15.8	118
Steubenville-Weirton, Ohio-W. Va.	167.8	138	7.2	142	3.8	141	12.0	144	14.4	132
Stockton, Calif.	250.0	102	11.7	120	5.1	115	18.8	104	24.1	86
Syracuse, N.Y.	563.8	46	12.3	116	13.7	46	40.9	44	55.0	37
Tacoma, Wash.	321.6	76	10.5	124	7.5	77	24.3	72	30.2	70
Tampa-St. Petersburg, Fla.	772.5	31	88.5	28	14.6	43	46.3	39	132.3	13
Terre Haute, Ind.	108.5	183	4.8	159	2.1	195	8.2	184	13.4	139
Texarkana, Tex.-Ark.	91.7	194	22.4	93	1.8	207	7.2	192	9.6	174
Toledo, Ohio	456.9	57	42.9	62	10.3	57	29.8	60	45.0	48
Topeka, Kan.	141.3	157	9.5	129	3.8	141	9.1	177	13.9	137
Trenton, N.J.	266.4	94	33.7	71	5.2	112	18.8	104	24.7	85
Tucson, Ariz.	265.7	96	8.1	134	6.7	85	20.7	88	19.6	102
Tulsa, Okla.	419.0	59	30.6	75	9.1	65	29.2	62	34.9	59
Tuscaloosa, Ala.	109.0	182	31.3	74	2.5	185	10.1	158	8.6	183
Tyler, Tex.	86.4	199	23.3	90	1.9	203	6.8	194	7.7	192
Utica-Rome, N.Y.	330.8	74	4.9	156	7.6	73	22.1	80	37.3	57
Waco, Tex.	150.1	147	24.1	88	3.4	154	11.1	150	14.8	128
Washington, D.C.	2,001.9	10	487.2	5	48.4	10	133.8	9	124.7	15
Waterbury, Conn.	141.6	156	7.4	139	3.0	167	9.7	164	15.3	124
Waterloo, Iowa	122.5	171	4.9	158	3.2	159	8.9	180	10.7	166
West Palm Beach, Fla.	228.1	110	51.0	54	4.8	126	13.8	131	28.9	75
Wheeling, W. Va.	190.3	126	4.6	162	3.7	146	13.2	137	23.2	92
Wichita, Kans.	343.2	70	20.4	96	9.2	64	22.8	77	23.0	94
Wichita-Falls, Tex.	129.6	167	8.8	131	3.2	159	11.8	145	9.6	174
Wilkes-Barre-Hazleton, Pa.	347.0	68	1.1	188	5.6	108	24.5	71	38.6	54
Wilmington, Del.	366.2	65	44.9	59	8.8	67	24.9	68	28.3	76
Winston-Salem, N.C.	189.4	127	45.7	57	4.5	131	14.4	124	11.7	158
Worcester, Mass.	323.3	75	2.4	177	6.5	86	23.0	76	38.4	55
York, Pa.	238.3	106	5.3	153	5.1	115	16.2	117	23.1	93
Youngstown-Warren, Ohio	509.0	51	46.7	56	11.5	55	33.4	53	45.2	47

† Standard Consolidated Area

Less Than 100

NR—Not Ranked

Braves, Miller sign to telecast 15 games

The Milwaukee Braves, the last major league team to hold out against the use of television, ended speculation (BROADCASTING, March 5) that they would succumb and signed with Miller Brewing Co. to telecast 15 of their games in 1962.

Beset by growing financial problems during the past few seasons, and by a sharp dip in attendance from the early days (1953-58) when they were the darlings of Milwaukee, the Braves were virtually forced into television.

Club President John McHale announced that WTMJ-TV Milwaukee would be the key outlet of a four-station network consisting of WKOW-TV Madison, WSAU-TV Wausau and WFRV-TV Green Bay, all Wisconsin.

Rights to the 15 road games were purchased by the Miller Brewing Co., Milwaukee. Miller will share sponsorship of the games with Tareyton cigarettes and the Wisconsin Rambler Dealers Assn.

Tentative plans call for televising nine Saturday, five Sunday and one mid-week game.

Tests show video tape favored in commercials

A series of audience reaction tests conducted by MGM Telestudios, New York, is said to indicate that videotaped commercials can create a stronger desire to buy an advertised product than filmed versions.

The tests, given to an audience selected through random telephone calls, were held on Nov. 28-29, 1961 and Jan. 17-18 and 24, 1962. MGM Telestudios, owned by major film studio MGM, announced the results March 20.

Viewers made their determinations after watching, on two sets placed side by side, identical commercials on tape and film of three products—a nationally advertised chocolate cake mix, angel food cake mix and cottage cheese.

The commercials shown at the end of three MGM-TV pilot films (*The Paradise Kid*, *Harry's Girl* and *You're Only Young Once*) were viewed simultaneously on the two sets.

In replying to questionnaires and after completion of the shows, a majority of the viewers expressed preference for the taped commercials over the filmed commercials in each of the three commercial categories in the following manner: cottage cheese, 59.4% to 31.5%; chocolate cake mix, 55.6% to 41.3%; and angel food cake mix 56.5% to 33.9%.

The tests were conducted by Ronald Carroll, director of MGM research development.

Fairs are Fun...

from the first pour to finished floor . . . from a steel ballet to the first full-scale telecast at the top of the Space Needle!

Every week Seattle's fabulous Space Age World's Fair is "starred" on KOMO-TV. Gaiety, excitement and wonders of the future are captured on 'World's

Fair Holiday." Bright new talent and established stars entertain in actual settings on the Century 21 site—as KOMO-TV cameras trace the development of each spectacular addition to the Fair. It's rewarding to be a part of a

community's confident reach for new horizons . . . and it's fun to build toward tomorrow with flair and imagination!

**"See You in Seattle
... at the Fair!"**

KOMO-TV

Represented Nationally by Katz



Radio's saturation over 47.6 million

NIELSEN REPORT FROM 1960 CENSUS SHOWS MEDIUM'S 'CIRCULATION'

One way on another, radio reaches 47,637,380 U. S. homes each week. It reaches 38,717,560 every day during the daytime and 24,442,570 every evening.

These figures on radio's circulation, reflecting both automobile and other out-of-home as well as in-home listening, are contained in a new report prepared

by A. C. Nielsen Co. Copies of the report, including figures on radio ownership and usage by state and region (see table) and also by county, are being distributed by the Nielsen company this week at the NAB convention in Chicago (Suite 1000, Conrad Hilton Hotel).

Like newspaper and magazine circula-

tion data, the figures do not attempt to show how much time is spent with the medium. They go further in showing actual media usage than print circulation figures do, however, because some listening was required before a home was counted as part of radio's circulation. In print circulation, some reader-

AREA STATE	RADIO OWNERSHIP			TOTAL RADIO CIRCULATION (USE)							
	TOTAL HOMES	RADIO HOMES	%	WEEKLY DAY OR NIGHT		WEEKLY DAYTIME		WEEKLY NIGHTTIME		WEEKLY DAILY	
				HOMES	%	HOMES	%	HOMES	%	HOMES	%
NORTHEAST	13,675,500	12,908,730		12,625,530		12,456,680		10,416,340		10,081,380	
NEW ENGLAND	3,162,900	2,980,440		2,907,930		2,872,600		2,401,270		2,254,130	
Connecticut	775,000	736,190	95	719,570	98	713,350	97	596,950	84	550,110	75
Maine	281,600	251,510	89	240,740	96	237,770	95	189,790	84	179,880	72
Massachusetts	1,554,900	1,476,310	95	1,444,540	98	1,426,300	97	1,196,810	84	1,142,880	77
New Hampshire	181,900	168,210	92	164,070	98	160,900	96	133,460	84	123,940	74
Rhode Island	258,500	245,220	95	239,490	98	236,710	97	202,860	84	184,510	75
Vermont	111,000	103,000	93	99,520	97	97,570	95	81,400	84	72,810	71
MIDDLE ATLANTIC	10,512,600	9,928,290		9,717,600		9,584,080		8,015,070		7,827,250	
New Jersey	1,836,800	1,733,990	94	1,703,480	98	1,683,530	97	1,419,950	84	1,338,970	77
New York	5,286,200	5,012,360	95	4,928,700	98	4,865,550	97	4,091,180	84	4,012,670	80
Pennsylvania	3,389,600	3,181,940	94	3,085,420	97	3,035,000	95	2,503,940	84	2,475,610	78
NORTH CENTRAL	15,637,300	14,563,970		14,214,980		14,085,380		11,730,110		10,626,610	
EAST NORTH CENTRAL	10,917,400	10,160,890		9,901,530		9,811,470		8,140,060		7,580,160	
Illinois	3,130,900	2,912,930	93	2,842,800	98	2,819,920	97	2,365,230	84	2,166,470	74
Indiana	1,406,800	1,255,560	89	1,205,800	96	1,189,520	95	970,240	84	868,190	69
Michigan	2,298,700	2,152,150	94	2,097,950	97	2,076,870	97	1,708,940	84	1,616,670	75
Ohio	2,920,400	2,729,740	93	2,665,640	98	2,642,140	97	2,189,070	84	2,111,160	77
Wisconsin	1,160,600	1,110,510	96	1,089,340	98	1,083,020	98	906,580	84	817,670	74
WEST NORTH CENTRAL	4,719,900	4,403,080		4,313,450		4,273,910		3,590,050		3,046,450	
Iowa	846,000	800,170	95	784,940	98	778,460	97	668,100	84	541,570	68
Kansas	680,500	627,770	92	613,030	98	604,000	96	502,240	84	435,850	69
Minnesota	1,007,600	956,970	95	938,740	98	927,130	97	772,030	84	697,240	73
Missouri	1,378,500	1,259,430	91	1,232,620	98	1,225,240	97	1,023,030	84	855,080	68
Nebraska	437,000	409,270	94	399,940	98	397,560	97	332,730	84	263,940	64
North Dakota	174,400	164,840	95	162,380	99	160,870	98	138,080	84	120,930	73
South Dakota	195,900	184,630	94	181,800	98	180,650	98	153,840	84	131,840	71
SOUTH	15,709,700	13,652,780		13,120,770		12,953,880		10,533,720		9,701,790	
SOUTH ATLANTIC	7,398,700	6,409,810		6,127,070		6,050,510		4,928,010		4,581,240	
Delaware	132,200	123,550	93	121,990	99	118,820	96	99,880	84	93,670	76
District of Columbia	250,300	225,770	90	214,480	95	209,960	93	173,840	84	173,840	77
Florida	1,612,300	1,377,860	85	1,270,640	92	1,245,080	90	978,820	84	938,780	68
Georgia	1,087,800	948,010	87	920,020	97	912,870	96	757,660	84	676,860	71
Maryland	879,500	827,590	94	799,300	97	791,530	96	664,290	84	622,280	75
North Carolina	1,216,600	1,020,300	84	989,470	97	980,620	96	801,010	84	735,710	72
South Carolina	608,700	506,740	83	492,620	97	488,450	96	400,010	84	350,050	69
Virginia	1,092,200	928,300	85	896,190	97	886,250	95	727,260	84	657,020	71
West Virginia	519,100	451,690	87	422,360	94	416,930	92	325,240	84	333,030	74
EAST SOUTH CENTRAL	3,320,900	2,894,270		2,802,430		2,764,350		2,243,230		2,059,830	
Alabama	888,800	775,380	87	750,640	97	744,660	96	608,950	84	530,630	68
Kentucky	853,900	755,950	89	729,280	96	718,280	95	579,600	84	535,880	71
Mississippi	567,800	477,260	84	464,370	97	457,150	96	370,520	84	345,810	72
Tennessee	1,010,400	885,680	88	858,140	97	844,260	95	684,160	84	647,510	73
WEST SOUTH CENTRAL	4,990,100	4,348,700		4,191,270		4,139,020		3,362,480		3,060,720	
Arkansas	522,000	440,870	84	424,810	96	421,020	95	346,310	84	280,350	64
Louisiana	905,300	775,060	86	746,030	96	735,920	95	575,830	84	556,050	72
Oklahoma	736,600	641,370	87	612,930	96	602,370	94	479,600	84	424,650	66
Texas	2,826,200	2,491,400	88	2,407,500	97	2,379,710	96	1,960,740	84	1,799,670	72
WEST	8,606,200	7,941,050		7,676,100		7,533,010		6,037,390		5,771,270	
MOUNTAIN	2,017,800	1,853,530		1,788,980		1,758,840		1,423,900		1,335,310	
Arizona	378,600	336,360	89	323,480	96	315,490	94	255,160	84	246,970	73
Colorado	540,600	508,050	94	491,930	97	486,900	96	402,710	84	366,540	72
Idaho	196,100	184,710	94	178,420	97	175,800	95	143,430	84	129,260	70
Montana	204,200	191,070	94	185,970	97	184,880	97	152,160	84	130,490	68
Nevada	95,100	85,110	89	82,410	97	79,780	94	60,790	84	62,060	73
New Mexico	257,200	227,660	89	220,370	97	217,160	95	175,100	84	162,170	71
Utah	246,000	227,280	92	215,820	95	209,260	92	161,710	84	172,540	76
Wyoming	100,000	93,290	93	90,580	97	89,570	96	72,840	84	65,280	70
PACIFIC	6,588,400	6,087,520		5,887,120		5,774,170		4,613,490		4,435,960	
California	5,115,900	4,707,070	92	4,559,100	97	4,465,010	95	3,556,700	84	3,505,630	74
Oregon	564,900	530,080	94	507,360	96	501,250	95	404,830	84	352,480	66
Washington	907,600	850,370	94	820,660	97	807,910	95	651,960	84	577,850	68

PRINCIPALS AND PUBLIC SERVICE

Here is what some of the country's principal leaders have said about just one Public Service endeavor undertaken by ABC Radio, its affiliated and O & O stations:



Vice President **LYNDON B. JOHNSON**

"The purpose of the Edward P. Morgan Essay Contest, designed to intensify American youth's awareness of its national and international responsibilities, has my strong support.

"I believe that such worthy efforts to change the thinking of the youth of today will result in a better tomorrow for America in its effort to lead the free world into a more peaceful, unified solution of all differences."



Senator **WARREN G. MAGNUSON**

"I wish to acknowledge my recognition of this highly unusual public service by a network. I want, further, to call the nation's attention to a prime example of the radio-television industry's finest efforts as a constructive social force.

"This effort certainly reflects all that is best in the public service philosophies of the broadcasting medium."



Senator **JACOB K. JAVITS**

"American youth is to be encouraged to recognize and accept its responsibilities in a turbulent and crisis-ridden world. . . . In this regard the American Broadcasting Company Radio Network has supplied vital leadership in sponsoring the national collegiate Edward P. Morgan Essay Contest."



Hon. **OREN HARRIS**, Chairman, Committee on Interstate and Foreign Commerce, House of Representatives

"I consider the Edward P. Morgan Contest of great importance. . . . I want to commend those who have arranged the contest, as well as its sponsor, for challenging the young people in our great institutions and for the contribution which I know will be made toward resolving the problems today and, even more important, tomorrow."



Senator **HUBERT H. HUMPHREY**

"I commend the American Broadcasting Company Radio Network for sponsoring the Edward P. Morgan Essay Contest. I share the goal of Mr. Morgan and ABC Radio to encourage broader interests and understanding of foreign policy by our younger citizens. This is a worthy project."

BROADCASTING, April 2, 1962



Hon. **ABRAHAM A. RIBICOFF**, Secretary of Health, Education and Welfare

"The American Broadcasting Company and Edward P. Morgan are to be congratulated upon sponsorship of this annual contest. The best tradition of public service is served by focusing the vision of bright and open minds upon the promises and problems of our future."



Senator **MIKE MANSFIELD**

"In encouraging young people to think through the role of youth in foreign policy, you are performing a fine public service. May I express the hope that the Edward P. Morgan Essay Contest will help to bring to the fore a freshness of approach which we associate with youth, to the end that a useful contribution will be made to the conduct of the nation's foreign relations."



LeROY COLLINS, President, National Association of Broadcasters

"I would like to congratulate Mr. Morgan and the American Broadcasting Company Radio Network for making this essay contest available to the youth of America."



EDWARD R. MURROW, Director, United States Information Agency

"Evoking interest from youth by contests such as this is an activity that all of us support and encourage. I heartily commend the Edward P. Morgan Contest, 'Youth's Role in U.S. Foreign Policy.'"

The Edward P. Morgan Essay Contest

We believe this is the first time in broadcasting history that a network's stations have contributed money to establish two graduate school scholarships, for the young man and woman winners. Additionally, these young authors were awarded a trip to the nation's capital, where they met and talked with government leaders, including President Kennedy. They also earned, along with eight semi-finalists, complete sets of the 1962 Encyclopedia Britannica.

We believe no finer tribute could be paid to a network's stations and a program's sponsor, the AFL-CIO, than the statements above.

And we also believe that those statements would never have been made were public service not an important principle in practice at



Eastern enlarges its 'Flite Facts' spot schedule

Eastern Air Lines is using more radio to rev up its servicing of customers. The nub of Eastern's expansion: it's jumping in one month from four to 10 stations, all in major cities along the airline's flight path, and is using 19 spot announcements every day in the week which are broadcast every hour on the hour 6 a.m.-midnight. Rough computations place the Eastern expenditure on radio well over \$500,000, and it could go as high as \$700,000.

The airline said last week its four-station campaign (WHN New York, WNAC Boston, WMAL Washington and WCKR Miami) that started March 1 was a test for its new "Flite Facts" minute-announcements idea. In the initial campaign, 12 reports per day during "waking hours" were used. The airline found the service brought a favorable response in those cities and reduced pressure on its busy reservations phones. The expanded campaign was to start yesterday (April 1) and is to continue



Malcolm A. MacIntyre (r), president of Eastern, shakes hands with John Moler (l), manager of WHN New York, one of the stations carrying the airline's expanded schedule of "Flite Fact" announcements.

for at least 13 weeks.

Each announcement reports to the public on flying conditions and on

how flights are running—precisely the same information available to the telephone caller. To insure that the "Flite Facts" information is current, special phone lines link the airline's meteorological dispatch center at Idlewild with other local airports and with the stations.

The stations are: WSB Atlanta, WBT Charlotte, WLS Chicago, KTRH Houston, WDSU New Orleans and WFLA Tampa, in addition to WNAC, WCKR, WMAL and WHN.

Just where the radio funds are coming from—that is, whether they are in addition to or in place of ad expenditures in other media (Eastern uses newspapers, for example)—could not be ascertained. But it's known that much of Eastern's newspaper advertising will now back up the radio campaign, noting the fact that information can be received on Station X in that city.

Fletcher Richards, Calkins & Holden, New York, is the agency.

ship may be assumed but is not a condition of "circulation."

The report, described by Nielsen authorities as probably the most detailed showing of actual radio usage ever issued, indicates that 88.9% of all U. S. homes are reached by radio—either in the home or elsewhere—every week; that 72.3% are reached every morning or afternoon and that 45.5% are reached every night.

The data was compiled from three basic sources: (1) *Sales Management* estimates of total households as of April 1961; (2) radio ownership percentages taken from the 1960 U. S. Census, and (3) special tabulations and projections from some 175,000 radio ballots received by the Nielsen firm in October-December 1960 in its NCS '61 study.

The key question in the radio ballot was: "About how often does any member of your family (including yourself) listen to the radio, in home or out of home, at this time of year?"

Total radio homes are estimated at 49,066,530 out of 53,628,700 U. S. homes. In reaching this figure Nielsen relied on the U. S. Census Bureau's report that, as of 1960, 91% of all U. S. homes were radio-equipped. This census figure has been widely challenged as underestimating the extent of radio saturation; other less official studies have put the percentage in the high 90s.

The report does not distinguish between in-home and out-of-home listen-

ing. It includes a note, however, which says that the Nielsen Radio Index national report for a typical week in March 1960 showed that 82.3% of the homes tuned in to one or more am radio broad-

RAB's 'helping hand' for department stores

PLAN TO START THEM IN RADIO ADVERTISING UNVEILED

Radio Advertising Bureau is announcing today (April 2) the details of its plan to take department stores by the hand and guide them step-by-step through the first six months of a radio advertising campaign. According to RAB President Kevin B. Sweeney, the "Department Store Radio Advertising Campaign" will be provided at no expense to the stores.

Stores will be guided "over the entire radio route," from the decision to purchase radio advertising on a regular basis, through budgeting and selection of merchandise to be advertised, to measurement of results and copy and jingle counseling. RAB and its member stations will pay the campaign costs.

In what Mr. Sweeney says will be "a limited number of situations," RAB will do the following:

- With aid of local member stations, a top RAB executive will give a complete presentation to the 4 to 12 executives of a store who make the advertising decisions. The presentation will

include a specific budget for a six-month radio campaign.

cast on a plug-in, in-home receiver. "This," the note adds, "is exclusive of auto radios, portables and battery sets or fm reception—all of which are included in the NCS activity levels."

include a specific budget for a six-month radio campaign.

- If the budget is accepted, complete copy, planning and research will be offered.

- RAB will plan the items to be advertised with the store's divisional merchandise managers;

- Write copy for the initial months;

- Measure dollar results of radio vs. newspaper ads;

- Give progress reports to store decision makers.

One of the main reasons for RAB's decision to institute DSRAC is its concern that the 15% commissions offered agencies give them little incentive to handle the huge amount of detail work involved in department store campaigns. Mr. Sweeney says the new plan will take many time-consuming functions out of agency hands without cutting into their commissions.

In 1961, the bureau's Radio Advertising Seminar brought more than 20 department stores into radio on a "significant" basis, RAB reported.

BIG BAND BIT!

This original THEMATIC series by the fabulous QUINCY JONES is *the* masterpiece that will revolutionize the Musical Jingle Industry!

Created by Arranged by Conducted by
QUINCY JONES QUINCY JONES QUINCY JONES



Brightly created, excitingly arranged and masterfully conducted by the foremost creative man in the Big Band field; CRC's "BIG BAND BIT" includes:

TWENTY, 20-sec. THEMATIC VOCALS
THIRTY, 20-sec. THEMATIC INSTRUMENTALS

The "BIG BAND BIT" is coming *your* way; recorded in New York by 18 of the swingiest "BIG BAND" musicians in the country, and produced by CRC, the standard of quality in the Musical Jingle World since 1957! Better get with the BIG BAND BIT . . . TODAY! For a slight sample of the fantastic Quincy Jones touch listen to Capitol Album No. T-1671 . . . then WIRE, WRITE, OR CALL DIRECT:

COMMERCIAL RECORDING CORPORATION

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

To all NAB CONVENTIONEERS: First hand information on "BIG BAND BIT" available in CRC Hospitality Suite 1634-A, Conrad Hilton Hotel, Chicago

Foods, toiletries top '61 network tv

TWO CLASSES BILLED \$265 MILLION OR THIRD OF TOTAL, SAYS TVB

Two product classifications— food and food products and toiletries and toilet goods—accounted for over one-third of 1961's network tv gross time billings, Television Bureau of Advertising is reporting today (April 2).

The two leading network-client types totaled more than \$265 million of the \$748.8 million network billings for 1961 (BROADCASTING, March 19). Food and food products billed \$138.2 million, up 20.5% from \$114.7 million in 1960. Toiletries and toilet goods used \$126.9 million worth of network time, up 14% from 1960's \$111 million.

The biggest percentage gains were

TOP 25 NETWORK BRAND ADVERTISERS Source: TvB/LNA-BAR

FOURTH QUARTER 1961

1. Anacin tablets	\$3,080,794
2. Camel cigarettes	2,381,310
3. Chevrolet passenger cars	2,349,045
4. Bufferin	2,236,626
5. Winston cigarettes	2,196,002
6. Mercury & Comet passenger cars	2,161,432
7. Mobilgas gasoline	1,861,981
8. Ford passenger cars	1,848,464
9. Salem cigarettes	1,696,307
10. Dristan tablets	1,576,980
11. Kent cigarettes	1,521,188
12. Viceroy cigarettes	1,412,776
13. Polaroid Land Camera	1,400,860
14. Crest tooth paste	1,388,125
15. Campbell soups	1,373,518
16. Colgate Dental Cream	1,342,214
17. Swan Liquid Detergent	1,313,854
18. L & M cigarettes	1,283,299
19. Chesterfield cigarettes	1,248,584
20. Alka Seltzer	1,231,430
21. Pall Mall cigarettes	1,221,488
22. Geritol	1,216,466
23. Tide	1,210,759
24. Johnson's Pledge	1,201,304
25. Metrecol	1,185,409

TOP 25 NETWORK COMPANY ADVERTISERS Source: TvB/LNA-BAR

FOURTH QUARTER 1961

1. Procter & Gamble	\$11,764,295
2. American Home Products	9,188,927
3. General Motors	7,667,543
4. R. J. Reynolds Tobacco	6,355,619
5. General Foods	6,016,937
6. Colgate-Palmolive	5,977,553
7. Lever Bros.	5,769,616
8. Ford Motor	4,996,739
9. Bristol-Myers	4,686,697
10. General Mills	4,201,227
11. Gillette	4,008,839
12. Miles Labs	3,427,860
13. J. B. Williams Inc.	3,306,129
14. Brown & Williamson Tobacco	3,004,622
15. Sterling Drug	2,961,135
16. P. Lorillard	2,939,582
17. Philip Morris	2,829,519
18. Alberto-Culver Co.	2,823,982
19. S. C. Johnson & Son	2,822,191
20. Kellogg	2,747,883
21. Liggett & Myers	2,654,037
22. American Tobacco Co.	2,597,408
23. Campbell Soup	2,412,657
24. National Biscuit Co.	2,381,195
25. Corn Products Co.	2,149,904

46 (BROADCAST ADVERTISING)

registered by building materials (up 110.1% to \$4.6 million) and sporting goods and toys (up 79.4% to \$5.7 million).

Leading network advertisers in the fourth quarter of 1961 were Procter & Gamble Co., American Home Products Corp. and General Motors Corp.

ESTIMATED GROSS TIME EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION Source: TvB/LNA-BAR

	Jan.-Dec. 1961	Jan.-Dec. 1960	% Change
Agriculture & farming	\$ 1,821,084	\$ 1,957,972	- 7.0%
Apparel, footwear & accessories	10,021,459	9,322,623	+ 7.5
Automotive, automotive accessories & equipment	48,587,646	55,117,617	- 11.8
Beer, wine	6,315,653	8,147,196	- 22.5
Building materials, equipment & fixtures	4,605,961	2,192,297	+110.1
Confectionery & soft drinks	19,180,596	14,901,505	+ 28.7
Consumer services	5,853,749	3,863,817	+ 51.5
Drugs & remedies	94,964,996	84,706,199	+ 12.1
Entertainment & amusement	1,193,575	914,103	+ 30.6
Food & food products	138,297,845	114,745,780	+ 20.5
Freight, industrial & agricultural development	270,010	403,740	- 33.1
Gasoline, lubricants & other fuels	18,616,658	15,584,878	+ 19.5
Horticulture	179,857	371,250	- 51.6
Household equipment & supplies	29,766,868	30,742,512	- 3.2
Household furnishings	3,960,891	5,796,304	- 31.7
Industrial materials	19,842,097	22,889,140	- 13.3
Insurance	11,204,099	12,381,622	- 9.5
Jewelry, optical goods & cameras	13,799,783	13,904,040	- .8
Office equipment, stationery & writing supplies	4,063,223	3,917,436	+ 3.7
Political		2,501,857	
Publishing & media	1,892,339	2,242,022	- 15.6
Radio, tv sets, phonographs, musical instruments, accessories	2,726,821	5,340,214	- 48.9
Retail or direct by mail	145,164	124,126	+ 16.9
Smoking materials	84,679,415	76,902,164	+10.1
Soaps, cleansers & polishes	84,900,708	69,493,945	+ 22.2
Sporting goods & toys	5,756,104	3,208,980	+ 79.4
Toiletries & toilet goods	126,963,586	111,096,951	+ 14.3
Travel, hotels & resorts	465,299	765,173	- 39.2
Miscellaneous	8,798,002	8,835,606	- .4
TOTAL	\$748,873,488	\$682,371,069	+ 9.7

KABC-TV card abolishes pre-emptible spot SIMPLIFIED PLAN OFFERS PRE-EMPTION PROTECTION

In February 1956, WABC-TV New York, ABC-owned station in one of the country's two seven-station tv markets, introduced the pre-emptible spot to television as a means of getting buyers for less desirable spot announcement positions.

Since then, the pre-emptible spot plan has been adopted in one form or another by more than a third of all U.S. commercial tv stations and by a large majority of the stations in the top 50 markets. Last month KABC-TV Los Angeles, ABC-owned station in the other seven-station tv market, brought out a new rate card that completely eliminates pre-emptible spots from both prime time and fringe time periods.

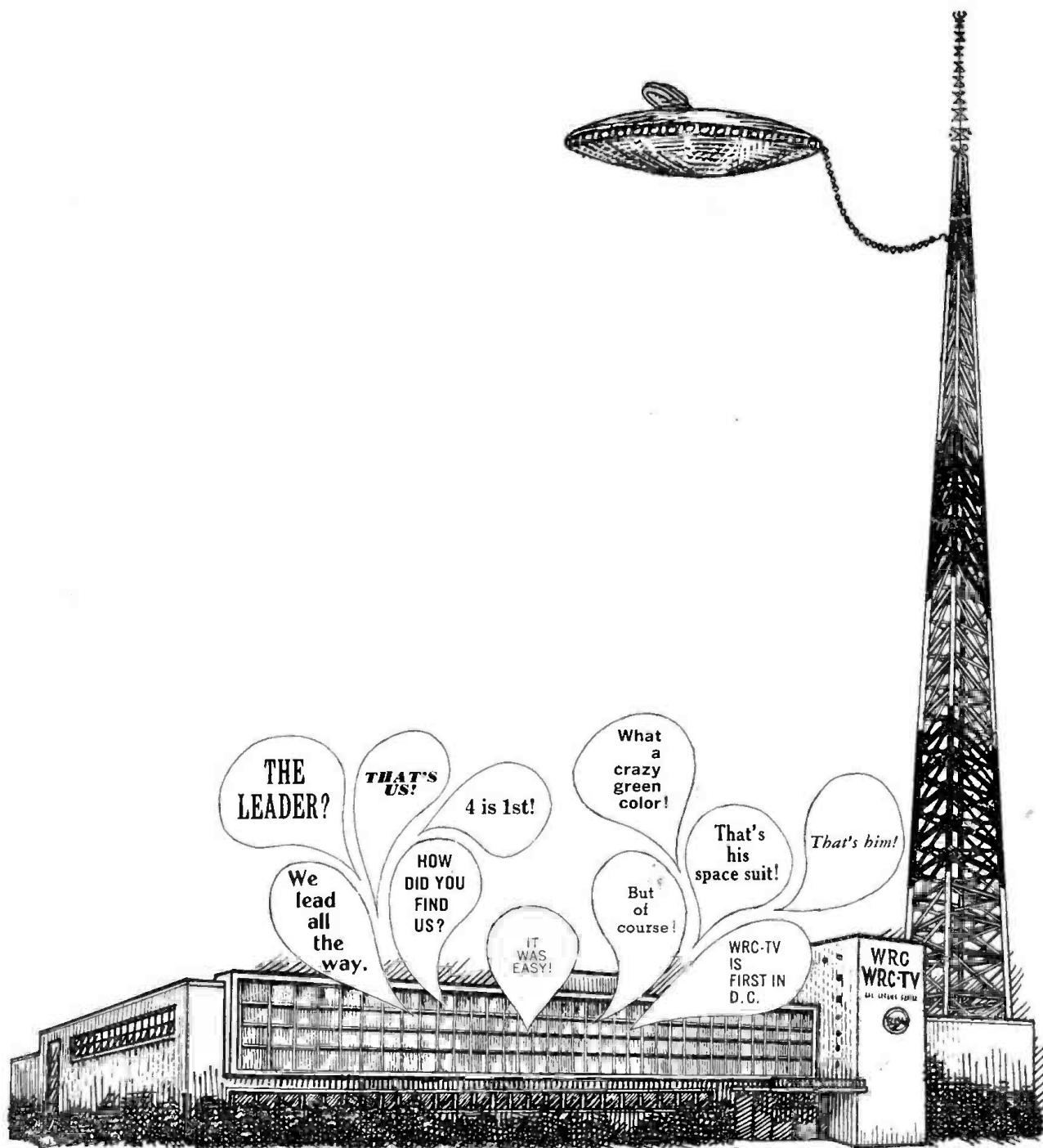
Richard A. O'Leary, KABC-TV general sales manager, said last week as the new plan was being introduced to adver-

tisers and agencies: "You'll remember, of course, that television stations were managed in the beginning mainly by radio executives and they simply applied the radio rate card formula to their tv cards. The radio card was based on programming and tune-in being the same day-to-day in any horizontal time segment, i.e., morning and afternoon traffic hour newscasts, 10:00 p.m. newscasts, etc.

"Thus the classification of these strips into A, B, C and D time, etc., was the most appropriate method of applying rates. It is a system still applicable to daytime and fringe television where programming is done on a strip basis either with the same or similar shows in the same time periods daily.

"The problem for tv stations since the advent of three strong networks, has

BROADCASTING, April 2, 1962



It's easy to find the leader in Washington! ARB and NSI agree....WRC-TV is first in total homes sign-on to sign-off (Jan. '62)*. And, ARB reports WRC-TV's 74,600 homes per average quarter hour, 9 A.M. to midnight, highest in Washington TV history! These down-to-earth figures become increasingly important when you consider that the big-spending families served by WRC-TV earn more per-household than those of any other in the country. If you're campaigning for greater sales in Washington (and you should be—it's America's No. 10 market) hitch on to the leadership station...

*Average quarter-hour.

WRC-TV 

IN WASHINGTON CHANNEL 4
NBC OWNED
REPRESENTED BY NBC SPOT SALES



NEW for '62

Complete up-to-date
measurements of
STATION COVERAGE
plus
STATION AUDIENCES

All details available at
NAB Convention, Chicago
April 1 to 4, 1962



Make Nielsen Suite 1000 at the Conrad Hilton
your headquarters for facts . . . food . . . or fresh-up.



NEW

For station coverage...

(each county)

... let us show you how Nielsen Coverage Service '61 supplies answers about radio and tv station coverage and circulation... up-to-date authoritative facts, county-by-county, on total homes... tv homes... radio homes... all based on latest U.S. Census. And station coverages (daily, weekly; daytime, nighttime) as percentage levels and circulations of all reportable stations in the 50 States.

plus



NEW

For station audiences...

(each station)

... let us tell you about the new Nielsen Station Index *seasonal* measurements just released... reporting Metro-Area ratings, Station Totals, detailed composition of time-period audiences... for all measured tv and radio stations. Ask for the details and see for yourself why NSI is the accepted standard of station audience measurement.

Nielsen Coverage Service Nielsen Station Index

Services of the A. C. Nielsen Company
2101 Howard Street • Chicago 45, Illinois

NCS and NSI are Registered Service Marks of A.C. Nielsen Company

been how to appropriately price the prime-time announcements when there might be a great variance in audience one night versus another within the same horizontal classification. The pre-emptible rate was an ingenious solution to the problem. By the simple process of installing two prices for each station break, one on a fixed-position basis and the other on a reduced but recapturable rate, the multi-market stations had found an equitable method of maintaining reasonable efficiency for all announcements, not just the 'hot spots.'

"But over the year, some pretty sizable disadvantages in the pre-emptible card have become all too apparent. Most important is the inordinate amount of time spent by buyer and salesman working out the pre-emptions and make-goods all during the schedule."

KABC-TV has brought out not only a new rate card but a new kind of tv rate card, arrived at by a new approach to the prime time pricing problem. Gone are the Class A and AA and AAA time categories which classified all breaks in the 8-10 p.m. time period as AAA, for example. Instead, all prime time breaks are divided into five groups. (Prime time breaks are defined as those occurring Monday thru Friday at 7:29-10:31 p.m., Saturday at 6-10:31 p.m. and Sunday at 6:29-10:31 p.m.). The five groups are: Prime 1 spots, priced at \$1,200 for 20 seconds; Prime 2 20-sec-

ond spots, priced at \$1,000, Prime 3 at \$800, Prime 4 at \$600 and Prime 5 at \$400, the 10-second spots in each group being half the price of the 20-second spots.

"Nothing is perfect," Mr. O'Leary concluded, "and I'm sure that there will be problems with this new plan as there have always been in the past, although we've done our best to keep them out of it, but, regardless of anything else, this plan does have one great advantage: it provides the advertiser with a chance to buy spot in a fixed position and know he has it at the same time and in or adjacent to the same program for the duration of his contract, without fear of pre-emption. If the audience changes appreciably, there may be a price change, up or down, but in either instance the advertiser will be getting the spot for the same cost-per-thousand viewers that he originally paid."

MW&S gets Griffin shoe-polish account

Mogul, Williams & Saylor Inc., New York, which three months ago lost its last piece of Revlon business with the departure of the \$2-million Esquire shoe-polish account, will shortly have the competitive Griffin shoe-polish line in the house.

The effective date has not been an-

nounced, but MW&S last week confirmed reports that the Boyle-Midway Div. of American Home Products will shift the Griffin account from Tatham-Laird Inc. Billings are estimated at \$1 million, predominantly in spot tv.

The move marks MW&S' first share of American Home Products' billings, and there is trade conjecture that it could lead to more. Observers consider any loss of Revlon business as irretrievable, and it's the agency's feeling that an alignment with American Home Products has far greater potential since it's understood that several new products will be brought out in the near future.

Another indication that MW&S is recovering from the Revlon setback was the announcement on March 26 that a new company, Maradel Inc., New York, has named MW&S for three products—Lashbrite eye makeup, Pup Corn dog food and an unnamed skin cream. Maradel, which bought the three companies producing these products, was started by former executives of both Revlon Inc. and American Home Products. One of the Maradel backers is Martin Revson, brother of Revlon President Charles Revson, and former executive vice president of Revlon.

An MW&S spokesman said late last week the agency expects to announce three new clients within the next month. Only the contracts remain to be signed.

TvB holds Harrisburg 'tryout' for 1962 sales clinics series

What New Haven, Conn., is to the Broadway theatre, Harrisburg, Pa., was to Television Bureau of Advertising as it previewed its 1962 Sales Clinics before more than 225 advertisers in Harrisburg last week. The "tryout" was sponsored by four tv stations in the area: WGAL-TV Lancaster, WHP-TV Harrisburg, WLYH-TV Lebanon and WSBA-TV York. (At present, only WGAL-TV and WLYH-TV are TvB members.)

The presentation, "Advertising and Your Business," uses slides and films of tv commercials of local advertisers from around the country to contrast their tv and print advertising.

Also featured is a film by the Assn. of National Advertisers, "This Is Advertising." The ANA film emphasizes the effectiveness of television advertising as a selling medium and the important effect of advertising on the general economy (produces more jobs, makes goods available to the consumer at lower cost through mass production, etc.). The TvB presentation stresses that the film was made by manufacturers for use by



manufacturers, and not by or for the advertising business itself.

Pictured above discussing the preview are (l to r) Cecil Sansbury, general manager, WHP-TV; Lou Sirota, TvB director of retail sales; George Huntington, TvB vice president and general manager; Howard Abrahams, TvB vice president in charge of local sales; Leroy Strine, regional sales

manager, WGAL-TV; Joe Zimmermann, general manager, WLYH-TV; Bob Stough, general manager, WSBA-TV.

After its Harrisburg tryout, "Advertising and Your Business" goes on the road beginning May 2 in Hartford, Conn. It will visit 17 cities in a two-month period (see DATEBOOK, page 12).



IT HAPPENED AT 8,000 FEET. In the meantime, other pilots continue the dawn and evening traffic patrols in KMPC's two Airwatch helicopters. Their direct reports guide the Metropolitan Area's 3½ million automobiles over some 25 thousand miles of streets, the biggest traffic tizzy in the world. This service (offered by KMPC alone) is still another reason why KMPC reaches the **greatest** number of Los Angeles homes and autos every day, every week (Pulse Cumulative Audience). Incidentally, Captain Max Schumacher (above) will rise again...sobered by the knowledge that KMPC's helicopters are safer than mountainside toboggan runs.

KMPC
LOS ANGELES

ANA WEST COAST AGENDA ALL SET

Sessions to analyze ad planning, effectiveness, cost

The planning and effectiveness of advertising and its increasing cost will be analyzed at the annual West Coast meeting of the Assn. of National Advertisers, to be held Thursday-Friday (April 5-6) at the Del Monte Lodge, Pebble Beach, Calif.

The ANA members will also consider the opportunities and headaches presented by the European Common Market and the governmental threats to domestic advertising. Such problems as

improving advertiser-agency relations, creating effective tv commercials and selling a company's advertising to its own people will also be covered in a series of discussion clinics.

Program Chairman Bill Hoard, advertising and promotion manager for the Cling Peach Advisory Board, has lined up Arthur B. Langlie, former governor of Washington, now chairman of the McCall Corp. and Charles H. Brower, BBDO president, as feature

speakers.

The opening session starts at 9:15 a.m. Thursday. Leslie Bruce, director of advertising of Purex Corp., presiding, will present a four-step program to sound advertising planning and evaluation. John Veckly, director of U. S. Steel Corp. and ANA board chairman, will speak on "Defining a Company's Immediate and Long Range Objectives"; Kenneth Skillin, marketing director, Armour & Co., "Setting Goals and Implementing the Marketing Plan"; Paul Gerhold, vice president and director of media and research at Foote, Cone & Belding, "Start Now to Measure the Effectiveness of Next Year's Advertising"; a practical sample of a goal-directed advertising program will be presented by a speaker to be announced.

Five concurrent case history and discussion clinics on Thursday afternoon will give the advertising executives a chance to participate as well as listen. Ray Lyon, advertising manager, Allstate Insurance Companies, is general coordinator of the clinics, which will deal with the following subjects:

"How to Improve the Effectiveness of the Client-Agency Working Partnership," Roland Saysette, assistant advertising director, California Packing Corp., session chairman, and Lawrence Nolte, account executive at BBDO, participating speaker.

"How to Create and Produce Effective Tv Commercials," W. B. Bryan, advertising manager, 20 Mule Team Products, session chairman, and David Boffey, McCann-Erickson vice president and western region creative director, and Gerald J. Schnitzer, head of his own tv commercial production company, participating speakers.

"How to Merchandise Advertising Within the Company and Sales Organization," Dan P. Thornton, assistant advertising manager, J. A. Folger & Co., chairman, and Gene Robertson, products advertising manager, Kaiser Aluminum & Chemical Corp., participating speaker.

"How to Carry Out Good Recruitment Advertising," James Beam, advertising manager, Hughes Aircraft Co., session chairman.

Global Ads ■ Friday morning's meeting on global advertising will have Lawrence G. Hoover, associate corporate director for public relation and advertising, Thompson Ramo Wooldridge, as its chairman; Kenneth Kramer, managing editor, *Business Week*, will speak on "Opportunities for Business in the World and European Common Markets"; Fred Breer, vice president of McCulloch International Corp., will discuss "How to Organize for Effective Overseas Marketing and Advertising."

ANA President Peter Allport and Vice President William F. Heimlich will report on governmental proposals to restrict advertising and what ANA is doing

ONE OF A SERIES



Ethical standards
receive attention, not
lip service, and WHBF
advertisers benefit...

The WHBF stations are subscribers to the NAB codes, and are meticulous in adherence to their provisions. Offensive advertising and programming, fly-by-night operators, bait and switch type business are not accepted by the WHBF stations.

WHBF quality on the air is accepted and respected in the Quad-Cities. WHBF quality provides the atmosphere for effective communication of your sales message.

This WHBF plus factor — community respect for WHBF standards and practices — is a benefit local advertisers know and appreciate. Your Quad-Cities communications can benefit at WHBF, too.

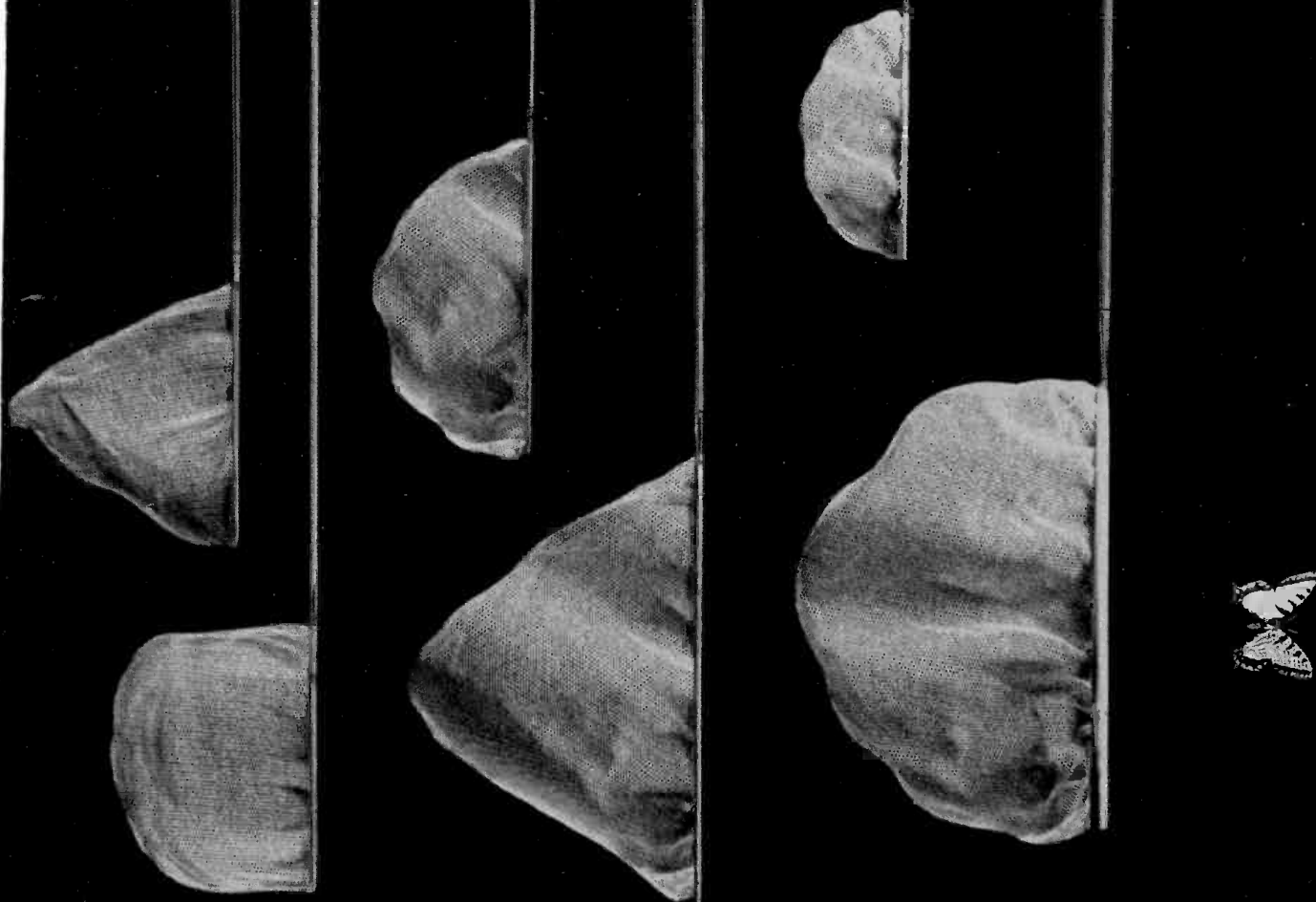
Contact Avery-Knodel for details and availabilities.

YOUR BEST BUY IN THE QUAD-CITIES

WHBF
RADIO • FM • TELEVISION

Call Avery-Knodel





6 ways to net more!

(Each of the 6 ABC Owned Radio Stations helps you net more sales in its own way)

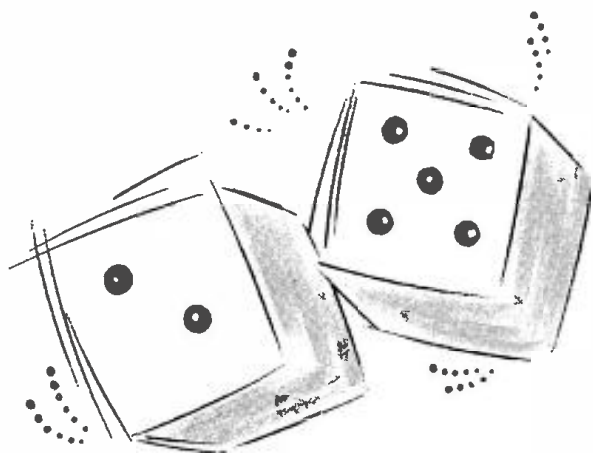
In the Spring, among other things, an advertiser's fancy will turn to thoughts of cost per thousand. It's a time of year to take a fresh look—at almost everything. Is your combination of media producing? Are they cross-pollinating? If you have any doubts, discover the audience-catching ability of the ABC Owned Radio Stations. Successful advertisers have. They know that radio is their most efficient medium. And they've found this particularly so with the 6 ABC Owned Radio Stations. Each station "nets" the audience in its own way. We

call it the Flexibility Factor. Each is proving its power—week after week—in 6 of the 8 largest markets. Like to net higher audience interest and more selling power—for less? Call John Blair and Company for WABC, WLS, WXYZ and KGO. Adam Young, Inc. for KQV. The Katz Agency for KABC.



ABC OWNED RADIO STATIONS

WABC NEW YORK **WLS** CHICAGO **KGO** SAN FRANCISCO
KQV PITTSBURGH **WXYZ** DETROIT **KABC** LOS ANGELES



ON CHANNEL 10 IN ROCHESTER, N.Y. THE ODDS ARE ALL IN YOUR FAVOR!

No need to tell you that market selection and time-buying are an uncertain, tricky business. But in Rochester (New York) you have these good facts working for you, reducing the risks to a minimum:

1. The *highest* per capita income in Up-State New York; and the second highest in the entire state.
2. The *lowest* unemployment index in the entire state.
3. The *highest* percentage of home ownership in the state, and 15% above the national average.
4. Economic stability free of violent up and down cycles.

And when you select WHEC-TV as your TV vehicle, you're assured: (1) A full dollar's worth on the dollar invested. No "cheating" on time. No triple spotting. Clean production, guaranteed, or your money back. (2) Audience respect, earned by WHEC-TV through careful, skillful station devotion to local as well as network programming.

Buy Rochester—buy WHEC-TV—and rest assured your client's money is soundly invested at a minimum risk.

WHEC-TV



10



about them and will advise the members what they can do on their own. The new ANA film, "This Is Advertising," will receive its first west coast showing at this Friday morning session, at which Everett M. Runyon, director of advertising and promotion, California Packing Corp. and ANA west coast director (pro tem), will preside.

Friday afternoon will open with a session on the upward spiral of advertising costs with S. Champion Titus, advertising manager of Ampex Corp., as chairman. James Roddy, account supervisor at McCann-Erickson, San Francisco, will speak on "What's Happening to Print and Broadcast Media Costs." Lee Smith, production manager, Johnson & Lewis, San Francisco, will discuss advertising production cost trends. R. W. Dailey, executive vice president for western operations, Cunningham & Walsh, San Francisco, will talk about agency costs and profit problems.

Three speakers will discuss the problem of minimizing the effects of higher costs in the second part of the Friday afternoon session. A speaker to be announced will deal with the question: "Are Advertising Costs in Line with General Business Cost Trends?" Charles G. Trundle, director of advertising, Dole Corp., will discuss "Containing Costs through More Effective Administrative Control Procedures." James Lewis, director of corporate public relations and advertising, Thompson Ramo Wooldridge, will report on the "Concept of Currency in Marketing."

Others to speak at the meeting include Robert Mott and Larry Aldenhoevel, of Carnation Co.; A. H. de Grassi, Kaiser Aluminum & Chemical Corp., and Russ Nagle, of FC&B.

New billing firm signs first agency client

Officials of Broadcast Billing Co., one of three firms currently opening up the spot clearing-house field, reported last week they had put their service into operation on Feb. 1 for their first client, an agency which wishes temporarily to remain anonymous. They said they are "phasing in" this agency's spot tv paper-work gradually, and in addition have signed two other agencies and have verbal commitments from four others.

This report from Broadcast Billing, a subsidiary of SRDS Data Inc., was prompted by BROADCASTING's report that Broadcast Clearing House, a competitor, expected this week to become "the first" to announce a date for commencement of service and hoped to announce at the same time or shortly thereafter the identities of some clients already signed (CLOSED CIRCUIT, March 26). The third company competing for clients in the clearing-house field is Central Media Bureau.

BROADCASTING, April 2, 1962

Gardner overhaul reported complete

The reorganization of media and research departments into combination media-research groups at Gardner Advertising, St. Louis, is now completed and in effect, President Charles E. Claggett said last Thursday. The marketing reorganization innovation was disclosed late last year (AT DEADLINE, Dec. 4, 1961).

Mr. Claggett, Frank Heaston, marketing director (New York-St. Louis), and Fred Gerlach, associate marketing director (St. Louis), met Thursday with 300 media, research and marketing representatives for a tour of St. Louis headquarters. The meeting was repeated Friday with another 100 industry representatives.

Personnel appointments announced last week:

Warren Wiethaupt, Stanley Matz and Don Osten, assistant marketing directors; Ralph Neugebauer, Robert Faust and Pat Schinzing, media supervisors; Don Willenburg, Larry Zeman, Mary Howard, Peter Van Steeden, Claude Bruner and Kelly O'Neill, assistant media supervisors; Ralph Franklin, Jean Drewett and Norman Peskind, research supervisors; Martin Berutti and John Hussey, senior analysts.

Sol Israel has been named marketing services supervisor. Charles Brodersen becomes chief estimator. Mary Alice Tayon becomes administrative assistant, marketing services, and Mark Munn is advertising research supervisor.

Most of those named have been with Gardner in other capacities. Mr. Matz previously was research director of North Advertising, Chicago. Mr. Munn formerly was manager of research at WGN-AM-TV Chicago. Mr. Israel had been with N. W. Ayer & Son; Mr. Van Steeden formerly was with Leo Burnett Co., and Mr. O'Neill was previously chief timebuyer with Potts-Woodbury, Kansas City.

Business briefly...

Tidewater Oil Co., Los Angeles, ordered sponsorship of four *CBS Reports* on CBS-TV (Thur. 10-11 p.m. EST). Dates have not been set, but the programs will be during April, June, July and October. Agency: Foote, Cone & Belding, Los Angeles.

Roma Wine Co., New York, will use radio-tv spots this spring in a campaign featuring companion food dishes for each Roma wine. The campaign will cover 32 markets via tv and 29 markets with radio. Agency: Norman, Craig & Kummel, New York.

Colgate-Palmolive Co., New York, will



NEW DESIGN Continuous TAPE CARTRIDGE Increases FREQUENCY RESPONSE

- SCA exclusive design provides a constant tension pressure pad assembly, which maintains proper tape pressure and increases frequency response. Coil spring tension reduces read head wear and insures uniform high quality reproduction regardless of the number of cartridge insertions.
- SCA superior engineering gives virtually FRICTION FREE tape reel rotation on a self lubricating bearing surface.
- SCA Model L offers a simplified tape reel lock, holds tape in proper position and PREVENTS JAMMING during handling. The reel lock automatically releases when the pressure pad assembly contacts the read heads.
- SCA offers a complete line of cartridges with capacity from a few seconds up to 4 hours. Available empty or preloaded at tape lengths up to 1500 feet. SCA cartridges are compatible with most playback equipment.
- SCA manufactures a complete line of continuous tape handling devices including high speed forward and multiple cartridge handling equipment.
- Contact our Sales Office or Broadcast Sales Representative for price information.



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Silver Spring, Maryland

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sponsor the "Jacqueline Kennedy Journey," presented on NBC-TV April 1 (6:30-7:30 p.m. EST). Agency: Ted Bates & Co., New York.

Block Drug Co., Jersey City, has purchased participations in 10 NBC-TV nighttime programs, beginning June 25. The company bought time in *87th Precinct*, *Thriller*, *Laramie*, *Cain's Hundred*, *David Brinkley's Journal*, *Outlaws*, *International Showtime*, *Chet Huntley Reporting*, *The Tall Man* and *Saturday Night at the Movies*. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

General Foods Corp., New York, has bought repeats of *Zane Grey Theatre*, which will be broadcast weekly on CBS-TV starting Thursday, April 12 (9:30-10 p.m. EST). Agency: Young & Rubicam Inc., New York.

Transogram Inc., New York, has bought *Top Cat*, ABC-TV program which will occupy Saturday, 11:30-12 noon slot next fall. Agency: Mogul, Williams & Saylor, New York.

General Electric Co., New York, has followed up introduction of its G-E Automatic Toothbrush in the Midwest, New England and California with the start of a one-month tv campaign in the New York market. The campaign, which started March 18, includes cut-ins on *G-E College Bowl* on WCBS-TV and more than a dozen nighttime spots a week over other tv stations. Consumer advertising was previously used only in Chicago, and as a result of that experience, the New York program incorporates increased emphasis on tv spots. Agency: N. W. Ayer & Son, Philadelphia.

S. C. Johnson & Son, Racine, Wis., has purchased two ABC Radio news programs for promotion of its Johnson's Wax line of auto care products this spring. Beginning today (April 2), the advertiser will sponsor for three months the 10-minute *Alex Dreier and the News* and the five-minute *John Cameron Swayze and the News* shows, both Monday through Friday. The line of eight car care products also will be heavily boosted throughout the spring and summer on Johnson's regularly sponsored CBS-TV programs, which include *Garry Moore*, *Gunsmoke* and *Red Skelton*.

Green Giant Co., Le Sueur, Minn., has bought participations in five ABC-TV nighttime shows—*Maverick*, *Follow the Sun*, *Hollywood Special*, *The Hathaways* and *Adventures of Ozzie & Harriet*. Agency: Leo Burnett Co., Chicago.

Scripto Inc., New York, will fully

sponsor ABC Radio's coverage of Oscar Awards of the Academy of Motion Picture Arts & Sciences, which will be broadcast April 9 beginning at 10:30 p.m. EST. Agency: McCann-Marschalk Inc., New York.

Caesar on ABC-TV for Dutch Masters

Dutch Masters Cigar Corp., comedian Sid Caesar and ABC-TV last week concluded arrangements for Mr. Caesar to star in nine special half-hour broadcasts on the network, beginning in the fall.

Dutch Masters, which had a similar series on ABC-TV this season, featuring the late Ernie Kovacs, reported last week that a "substantial portion" of its \$2.5 million advertising budget will be invested in the new series.

The Sid Caesar Show, to be shown once a month, October through June, is tentatively scheduled in ABC-TV's Tuesday, 10:30-11 p.m. time slot, but the advertiser reportedly hopes to be able to have at least some of the shows scattered at various evening hours on various days of the week. The series, to be taped before live audiences, will be produced by Mr. Caesar's Shellrick Productions.

Agency for Dutch Masters is Papert, Koenig, Lois Inc., New York.

Agency appointments...

■ *Show magazine* appoints Fletcher Richards, Calkins & Holden Inc., New York, as its agency. Media strategy will include both tv and radio.

■ Rival Packing Co., division of Associated Products Inc., appoints Doyle Dane Bernbach Inc., New York, to handle its advertising. Appointment becomes effective June 16.

■ Maradel Inc., New York, appoints Mogul Williams & Saylor Inc., New York, to handle national advertising for three products: Lashbrite eye makeup line, a new unnamed anti-wrinkle skin cream and Pup Corn dog treat food. Marketing plans and media strategy will be announced shortly.

■ TelePrompTer Corp., New York, appoints Wexton Adv., that city, as its agency.

■ California Avacado Advisory Board has appointed McCann-Erickson, Los Angeles, to handle its more than \$300,000 account. David Hopkins, vp and manager of the Los Angeles office of McCann-Erickson, will act as account supervisor.

■ Milwaukee Life Insurance Co., Milwaukee, has appointed James Jeffords Adv., that city, as its advertising agency.

Jeffords also will handle all market research and public relations for the insurance company.

■ Swift & Co., Chicago, names McCann-Erickson, there and in Toronto, to handle its \$1 million Pard dog food account, to be withdrawn from Dancer-Fitzgerald-Sample when that agency closes its Chicago office. Another D-F-S Chicago account, F. E. Compton & Co., picture encyclopedia publisher, moves to Post & Morr, Chicago.

■ Carl Buddig & Co. (smoked sliced meat products), Chicago, switches its national account from MacFarland Aveyard & Co. to Henri, Hurst & McDonald there. Buddig is a radio user and plans a budget increase.

■ Dairy Queen National Development Co., St. Louis, has appointed Krupnick & Assoc., that city, to handle its national advertising. The drive-in ice cream firm, with 150 franchisers serving 3,500 individual drive-ins in 50 states, has announced plans for a heavy spot radio and television program for 1962.

■ American Savings & Loan Assn., Whittier, Calif., has appointed Anderson-McConnell Adv., Hollywood, as its advertising agency, effective April 1.

Red, White & Blue will nip Gray Flannel—Rubel

Advertising agencies and similar purveyors of intangible services may have rough going with the tax collector if pending legislation in Congress is adopted, management consultant Ira W. Rubel told the Chicago Federated Advertising Club last Wednesday. He said the adman's public image won't help him much at tax time, either.

Whether or not the revised tax structures become law, agencies will probably have tougher times simply because the tax collector's mind doesn't understand the advertising mind and auditing of tax returns is becoming more strict, Mr. Rubel said. Conflicts will center chiefly on deductions for entertainment of clients or prospects, club dues, travel and similar expenses. His advice: keep careful records.

"The advertising man is singled out and becomes sort of a special tax target," Mr. Rubel said, "because so much is written and said about the huckster that the internal revenue agent smacks his lips in glee when he is handed an advertising man's tax return to audit."

Mr. Rubel said the agency man faces more acute tax problems than some others because agencies are comparatively small businesses. "The nature of a personal service business requires more than average freedom of activity," he explained.

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House committee okays all-channel sets

REPORT TO FLOOR SPECIFIES FCC MORATORIUM ON DEINTERMIXTURE

The all-channel tv receiver bill sought by the FCC as the major asset in its campaign to make uhf channels more attractive to commercial broadcasters has successfully passed the first stage in intensified efforts to get it through Congress this year.

The House Commerce Committee last week, by a voice vote, reported the bill

(HR 8031) to the floor essentially in the form the commission had requested, minus any provision forbidding the agency to institute deintermixture proceedings. But the report accompanying the bill will make it clear Congress expects the FCC to refrain from deintermixture until the effect of all-channel sets on the development of uhf can be

determined.

The commission has said it would declare a moratorium on deintermixture—which the agency regards as a stop-gap answer to the problem of uhf development—in return for congressional approval of a bill requiring sets sold in interstate commerce to be capable of receiving all 82 channels. It contends such legislation would constitute a long-range solution (AT DEADLINE, March 19). This offer, which blunted a drive to include an anti-deintermixture provision in the receiver legislation, will be included in the report.

Although the offer contained no time limit, Rep. Oren Harris (D-Ark.), chairman of the Commerce Committee, said last week it should last up to seven years.

Expects Success ■ Another committee member, Rep. Abner Sibal (R-Conn.), said the committee expects the all-channel set to have the desired effect on uhf broadcasting, and that "this will preclude the need for deintermixture."

Rep. Harris said, "The implications of the bill go far beyond its simple provisions. They will have a long-range effect on the utilization of all uhf channels as well as vhf channels." As a result, he said, "we contemplate the adoption of a policy we expect to be carried out—that there be a moratorium on deintermixture of five to seven years."

He said the moratorium will apply to the eight markets in which the commission last summer proposed to substitute uhf for existing vhf channels—a move that brought a formidable congressional drive for anti-deintermixture legislation. The eight markets are Madison, Champaign, Montgomery, Columbia, S. C., Hartford, Binghamton, Erie and Rockford.

So far as four previous deintermixture cases are concerned, however, the issue is uncertain. Rep. Harris said the committee would expect the commission to carry out the moratorium policy "as it applies" to the four. But the commission, in its letter, had said a moratorium would not be applicable to those cases



Rep. Harris

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half is covered best
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KVVOO 2 TV

Tulsa, Oklahoma

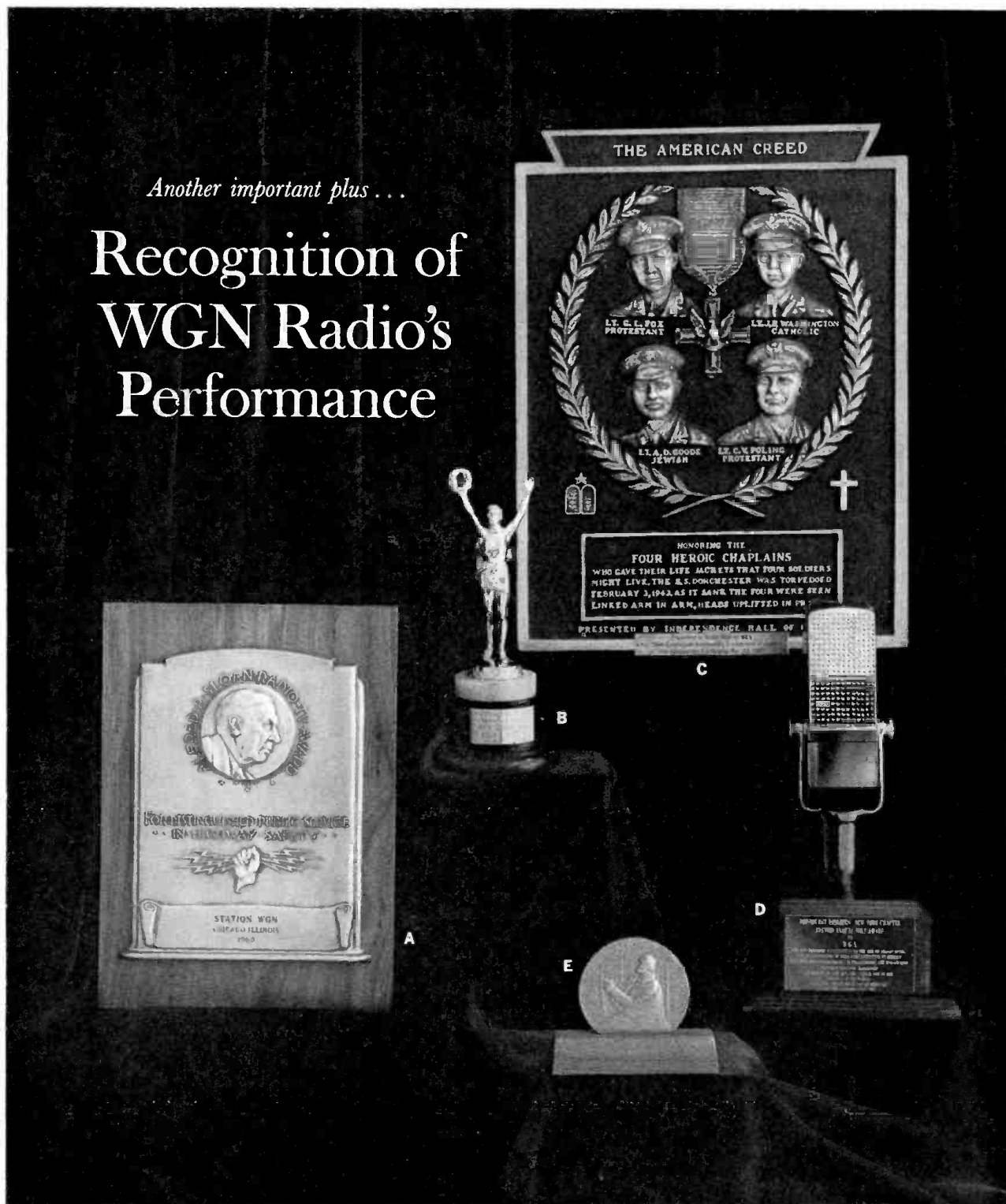
Represented by



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Another important plus . . .

Recognition of WGN Radio's Performance



Here is tangible proof that quality programming is recognized and rewarded. More important than the awards is the excellence of performance and service to the communities and people in the vast area served by WGN Radio's clear channel signal. Performance and service that deliver and keep building loyal audiences day after day, year after year.

A. Alfred P. Sloan Award—1958-59-60 B. American College of Radio Arts, Crafts and Sciences Awards—1961 C. Four Chaplains Award—1961 D. Broadcast Pioneers 2nd Annual "Mike Award"—1962 E. Freedoms Foundation Medal—1958

WGN is Chicago



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which involve Springfield, Ill., Evansville, Ind., Peoria, Ill., and Bakersfield, Calif.

The all-channel bill's chances of enactment in this session now appear good. It has already received endorsement by President Kennedy (BROADCASTING, March 19), and Sen. John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee, has said he thinks it will pass the Senate if it gets through the House (BROADCASTING, March 26).

Big Question Answered ■ The big question mark had been the House Commerce Committee, where there was strong sentiment for an anti-deintermixture provision. Several committee members represent districts affected by the current deintermixture proceedings.

But Sen. Pastore's willingness to accept the all-channel bill essentially as requested apparently had its effect on the House committee. Rep. William Springer (R-Ill.), second-ranking Republican on the committee, who had been insisting on a deintermixture ban, said the bill as approved by the committee "was the best we could get." He said "we were notified by the Senate that's all that will be considered."



Rep. Springer

He expects the bill to pass the House.

In approving the bill, the committee narrowed the authority to be given the FCC on tv set standards. As now written, it specifies that the commission's authority over receivers shipped in interstate commerce is limited to requiring that they be equipped to receive both uhf and vhf signals.

Originally, the bill authorized the commission to "prescribe minimum performance capabilities" for television receivers. Opponents of this provision said the language would give the commission far more authority over set design than required for the bill's objectives. The commission has already concurred in the modification.

A Year's Wait ■ Although congressional approval of the bill is now expected in this session, the FCC would not be expected to exercise its authority for a year or more. The commission would first have to institute rule-making to determine the uhf specifications to be set and the date by which manufacturers could tool up for all-channel receiver production.

After that, it could take up to five years before the effect of all-channel sets on uhf were felt.



News directors honor JFK

President John F. Kennedy was presented with the Radio-Television News Directors Paul White award last week by William J. Small, news director of WHAS-TV Louisville and RTNDA executive secretary.

The award, voted the President last year for his participation in the presidential campaign broadcast debates, was presented at the close of a two-day foreign policy briefing the State Dept. held for some 800 broadcast and print newsmen.

Mr. Small (shown in picture with the President) said the briefing session—the fourth to be held for news-

men by the State Dept.—was an "appropriate" setting for the presentation. "We greatly appreciate these conferences," he said.

During the two days of background talks, the newsmen heard from almost a score of top government officials, including President Kennedy, Secretary of Defense Robert McNamara, Under Secretary of State George W. Ball, Chester Bowles, special Presidential representative and advisor, U.S. Information Agency director Edward R. Murrow, and Gen. Lauris Norstad, commander of NATO.

Rep. Kearns cites two papers as monopoly

Rep. Carroll D. Kearns (R-Pa.) last week called on the House to investigate an alleged newspaper monopoly in Erie, Pa. He introduced a resolution (H Res 580) which would direct the Commerce Committee to probe conditions "under which the *Erie Morning News* and the *Erie Daily Times* are denying full and honest coverage to the people of Erie. . . ."

The congressman said that he testified before the Commerce Committee against plans to deintermix Erie by deleting the single vhf there (BROADCASTING, March 12) and "because I spoke out in the public interest, I have been put on their blacklist." George J. Mead, publisher of the *News* and *Times*, also is president and 16.6% stockholder of WSEE (TV) (ch. 35) Erie.

"Their [the newspapers'] Washington correspondent has been forbidden to call my office or to file stories concerning my activities in Congress," Rep. Kearns charged. "My name rarely, if ever, appears in their papers." He said that "the owners of WSEE and the

newspapers would have profited from the FCC rule reducing WICU (TV) (ch. 12) to uhf status."

Rep. Kearns represents Pennsylvania's 24th District, which includes Erie. Rep. Emanuel Celler (D-N. Y.), chairman of the House Antitrust Subcommittee, has announced that his body will hold hearings on newspaper monopolies.

Senate confirms Stewart

The Senate last week confirmed Dr. Irvin Stewart, former FCC commissioner and former president of the U. of West Virginia, to be assistant director of the Office of Emergency Planning. With this confirmation, Dr. Stewart will be named by President Kennedy as director of telecommunications management with authority to oversee assignments of frequencies among government users of the radio spectrum and to help formulate national policy in the telecommunications field. Dr. Stewart was nominated for the \$20,000 a year position in February and was reported favorably by the Senate Commerce Committee two weeks ago (BROADCASTING, March 26).

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We'll be at home . . .

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THE FACE-TO-FACE TOUCH IN AUDIENCE RESEARCH

Personal interviews in a minimum of 2,000,000 different homes each year provide a wealth of data for informed broadcast-buying and product-marketing decisions

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- Audience measurement in radio and television
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- Foreign Language studies
- Negro studies
- FM surveys
- Sponsor identification and commercial remembrance

Pulse Personal Interviewing

- accounts for all family members
- measures listening and viewing in any part of the house
- accounts for all listening and viewing in multi-set homes
- covers out-of-home listening and viewing
- reaches different families each survey
- preserves the process of natural program selection—all data obtained only after selection has been made.

MARKETPULSE

Pulse TV Audience Profiles

Marketing studies of every U.S. network TV program in light of product-use and socio-economic questions. Report #5, Fall, 1962, reports on 55 categories, bringing total covered thus far to 220.

U. S. Market Data—

based on the Profiles for each of the 147 categories covered thus far. Pulse has all this data—and much more—stored on electronic tapes and offers cross-tabulations for any two more characteristics. (E.g., income vs. cost of new car purchased.) Rates on request.

Specification Studies

custom-research to your own marketing requirements.

Typical MarketPulse clients include: American Cyanamid, Hicks & Greist, Chesebrough-Ponds.

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Mr. Station Manager: WHAT KIND OF A HOUSE DO YOU KEEP?

Specifically, what kind of sales promotional aids do you provide your local staffers, your representatives, agency time buyers and prospective advertisers?

- Do you furnish them a map without data or a map with coverage data but no source indicated for the data?
- Do you furnish them 1945-1950 data via the famed Burn Datamaps, created by the late and great Colonel Burn, using 1945, 1948, and 1950 sources?
- Do you furnish them with datasheets that contain maps which have been "lifted" from American Map Company without benefit of approval and thereby making you liable to penalties ranging from \$200-2000?
- Or—do you provide them with **copyrighted COVERAGE MARKETSHEETS** which provide 23 data units from six different data sources, all 1962 issue and all fully certified for republication—with mapforms that are locally-drawn, using locally-typeset type and **copyrighted exclusively** for station use—custom design with no two layouts of the 1488 already done being exactly alike—**printed on 60-pound Northwest Mountie Offset paper**, considered fine quality?

If you are now using the famous **Burn Datamaps**, write us about how we re-design this layout into 1962-64 usage. Ask for our Station WBBB, Burlington, N. C. sample.

If you would like to develop a **Jumbo-sized Marketsheet**, ask for our samples of WMEN, Tallahassee, Fla.; WAFM, Anderson, Indiana; or our WBBB & WBBB-FM samples.

And, we **design letterheads** and envelopes. Also, we produce station local contract forms, agency contracts, program logs, transmitter logs, monthly statements, affidavit forms, continuity forms. We have a multi-unit offset and letterpress plant. Production rates are 78% less than Chicago-New York.

COVERAGE MARKETSHEETS: We currently have a special offer of **1,250 Marketsheets** printed two colors ink on 60-pound white paper stock for **\$77 Cash with order**. This offer was to expire April 15th, but now **has been extended to May 1st**.

Write for a **free copy** of our presentation: **IN THE DARK?** including information on how to order and what you get, 6-10 free samples, special request samples, order forms.

Note Our New Phone: Area 704 / 669-8385

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Reinsch heads group, Novik given JFK post

J. Leonard Reinsch, executive director of the Cox stations and White House radio-tv advisor, will be elevated to chairman of the U. S. Advisory Commission on Information, President Kennedy, has announced. He has been on the commission since June and will replace Mark A. May as chairman.

Scheduled for appointment to the commission are Morris S. Novik, radio-tv consultant to the AFL-CIO, and Clark Mollenhoff, Washington correspondent for the Cowles newspapers.



Mr. Reinsch



Mr. Novik

Mr. Novik was president of WOV New York from 1955-58 and before that was with WNYC, WEVD and WLIB, all New York. (CLOSED CIRCUIT, Feb. 12, 1962).

The new appointees will replace Mr. May and Lewis W. Douglas, who are leaving the advisory commission. Both appointments, subject to Senate confirmation, would run to Jan. 27, 1965.

Tv translators to have 3-year license periods

The mushrooming of tv translators—some 1,200 now operate, two-thirds of which are vhf—has presented the FCC with an administrative problem it moved to deal with last week.

The commission extended the license period of tv translator stations from one to three years, on a staggered basis according to 18 geographical areas. It also required them to file for license renewal 90 days prior to expiration instead of 60 days as now.

JFK says he's willing to debate again on tv

President Kennedy, for the third time, has indicated he's ready to debate before the tv cameras in the 1964 campaign. In answer to a question at his news conference last week pointing out that in his book, Richard Nixon said he thought he won three of the four 1960 debates and whether the President felt it was advisable in future campaigns, Mr. Kennedy said: "I would think it would be part of the 1964 campaign. I would be glad to debate, even if I did, as the Vice President suggested, lose three out of the four."

Rochester, New York's No. 1 Station is now located in the NEW WROC BROADCAST CENTER



"Since we took over Channel 5 sales have reached new peaks. We feel WROC's preeminence is due to the excellence of local programming . . . the popularity of our personalities who present the news, weather and sports, the excellence of NBC's network shows, and our local promotions. We are looking forward to even greater success in our new Broadcast Center with facilities unparalleled since the inception of broadcasting in Rochester."

Erwin F. Lyke
President

Veterans Broadcasting Company, Inc.

Housed in this modern, remodeled building are WROC's completely new enlarged studios, control rooms and technical facilities. The main studio, 40' x 80', is the largest in the area for local telecasts . . . large enough to telecast one show and videotape another at the same time. More than \$450,000 has been spent in the Channel 5-WROC-Radio modernization program. Veterans Broadcasting Company can now bring Rochester area homes unsurpassed broadcasting techniques.

ROCHESTER'S ONLY COMPLETE BROADCASTING SERVICE...

WROC-TV

- The only Rochester Station carrying color.
- The most powerful station covering the Rochester market.
- Has the 1st 9 most popular shows in Rochester.

WROC-RADIO

- The station with the new twist. Complete news and sport coverage including live broadcasting of all Rochester Red Wing Baseball games.
- Music for listening pleasure.
- New programming . . . new personalities.

WROC-FM

- The most complete FM station in Western New York.
- The only local QXR voice of FM network.

WROC

Rochester, N.Y.

TV Channel **5** NBC Basic
Radio **1280** NBC
FM **97.9**



Appeals court backs FCC on program stand

HOLDS APPLICANT CAN BE REQUIRED TO STUDY AREA

If the FCC wants to require a broadcast applicant to make a study of the community for which he is applying and show how his programming will meet the area's needs, that's all right. So said the U. S. Court of Appeals last week in a unanimous decision upholding the FCC's denial last year of an application by Suburban Broadcasters for an fm station in Elizabeth, N.J. (BROADCASTING, July 3, 1961).

The three-judge decision was described by some members of the commission as a victory for their contention that the FCC does have the right to consider programming, particularly as treated in the commission's 1960 program policy statement. Others thought it a partial victory for that position (which held that the FCC may look at programming to ensure balance and service to the local community).

The fm case came up last year when the FCC, reversing an examiner, denied the Suburban application because the applicant had made no study of Elizabeth. The commission majority held that the applicant's proposed programming was prepared without knowledge of the area Suburban proposed to serve. It was the FCC's first denial of an application on this ground. The vote was 4-2, Commissioners Rosel H. Hyde and John S. Cross dissenting. Commissioner Frederick W. Ford did not participate.

Illegality Charged ■ In its appeal to the District of Columbia appeals court, the applicant contended that the FCC

has no statutory authority to require applicants to determine the needs of the community to be served or to pass judgment on the adequacy of the proposed programs. It also charged that in so doing the commission is violating the First Amendment.

Circuit Judge David L. Bazelon, writing for himself and Judges Walter M. Bastian and Warren E. Burger, held that the right of the commission to require "an earnest interest in serving a local community by evidencing a familiarity with its particular needs and an effort to meet them" was settled in the 1943 chain broadcasting case. In this suit, brought by NBC to overturn the FCC's network regulation rules, the U.S. Supreme Court ruled, according to Judge Bazelon, "that the commission may impose reasonable restrictions upon the grant of licenses to assure programming designed to meet the needs of the local community."

To the argument that the commission must make a grant when the applicant is found legally, financially and technically qualified, Judge Bazelon demurred. "This view," he said, "reflects an arbitrarily narrow understanding of the statutory words 'public convenience, interest and necessity.'"

This contention and the free-speech and no-censorship issues, Judge Bazelon said, "are beside the narrow point at issue upon this record."

Endorsement Seen ■ Two FCC commissioners and top legal staff expressed

satisfaction with the ruling. "I think it's great," said one commissioner. Another said he feels the decision "is legal vindication of the 1960 policy statement."

Another commissioner thought the ruling a half-victory. "It is a recognition, I think, that the FCC has the right to force an applicant to affirmatively state a case; that the commission is not required to accept a standardized type of presentation."

This was a reference to a key element of the case: that the applicant had used the same program proposals in the Elizabeth application that it used in applications for Alameda, Calif., and Berwyn, Ill. The Suburban group (Patrick Henry, David Larsen, Stewart B. Kett and James B. Glenn Jr.) received a grant for Alameda, but dismissed the Berwyn application.

KWK, Broadcast Bureau differ on revocation

Radio contests conducted by KWK St. Louis were not on the up-and-up, the station and the Broadcast Bureau have agreed. The bureau thinks there was willful fraud and that KWK's license should be revoked; the station says the contests were solely the work of a general manager who was fired when the owners learned of the fraud and that revocation is not warranted.

Both parties commented in proposed findings from a hearing held in September 1961 and January 1962.

KWK said its owners cooperated with the FCC throughout the hearing, even calling attention to false statements made by the former KWK manager, William L. Jones Jr.

The Broadcast Bureau said that even if KWK President Andrew M. Spheeris didn't know the contests were fraudulent, as the station claims, he "demonstrates a woeful lack of the responsibility which the commission is entitled to expect of a broadcast licensee." But the bureau maintained Mr. Spheeris knew the nature of the contest.

KLRA gets reprieve as petition pends

KLRA Pasadena-Los Angeles last week was granted the reprieve it sought from the FCC—a stay of the date it must leave the air to 30 days after the commission has acted on KLRA's petition for reconsideration (BROADCASTING, March 26).

The FCC lifted the station's license and ordered it to leave the air by April 16 on a finding that owner Donald Cooke neglected his responsibility and attempted to deceive the commission.

Under provisions of the law, the FCC has no choice but to grant KLRA the stay it requested.

JFK likes off-cuff sessions—Schlesinger

President Kennedy is satisfied with his off-the-cuff news conferences although he doesn't regard the format as sacred.

So said Arthur Schlesinger Jr., special assistant to the President, last Thursday while pinch-hitting for White House News Secretary Pierre Salinger on a panel before the Women's National Press Club, Washington.

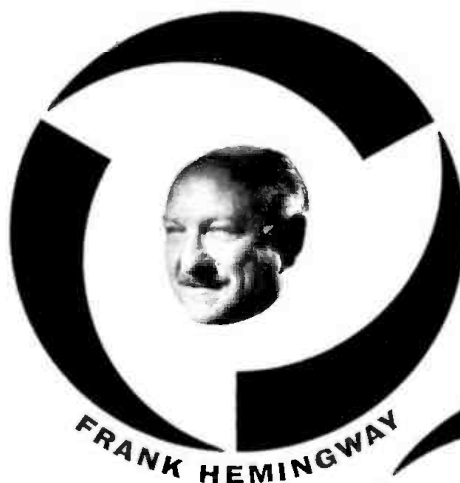
Dr. Schlesinger disagreed with Newbold Noyes Jr., executive editor of the *Washington Star* (WMAL-AM-TV), who thought the present format dangerous and urged a return to questions submitted in advance. Mr. Noyes had said this would give the President an opportunity to consult with his experts and provide thoughtful answers.

Although disagreeing with Mr. Noyes, Dr. Schlesinger said some other arrangement might be made, such as dividing the half-hour con-

ference between written and oral questions. He denied there has been any White House effort to conduct the conferences for precisely a half-hour to fit television requirements.

Richard Salant, president of CBS News, in agreeing with the Schlesinger view, added that conferences are not conducted for the press but for the people. He said he is against interposition of the President's staff between the press and the people.

Louis Nizer, New York attorney and author, in a discussion of libel and slander laws, said the press (including radio and tv) has no immunity against libelous statements emanating from Presidential news conferences. The President, however, because of his office, has immunity at all times. Freedom of the press does not cover freedom to defame, he said, asserting that libel law is vastly more complex than criminal law.



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Promise vs performance, one year later

HOW MANY GOALS HAS CHAIRMAN MINOW BEEN ABLE TO ATTAIN?

Newton N. Minow's philosophy of broadcast regulation, expounded May 9, 1961, at the NAB convention made that the most explosive and memorable one in two decades.

During that speech, and since, Mr. Minow has threatened, promised, pleaded, cajoled, suggested, recommended, encouraged and—many claim—censored.

Since his broad indictment of broadcasting a year ago, the chairman has fared better than might be expected in moving toward accomplishing some of his more important "promises." He has, in many instances, been faced by a sharply divided commission.

Following is a partial tabulation of Chairman Minow's record:

- Television programming is a "vast wasteland." The FCC can help improve programming by suggestion "and I intend to continue to make suggestions. . . (and) refuse to let the cry of censorship smoke-screen our mutual efforts to improve

broadcasting."

Results—The chairman has made suggestion after suggestion on the improvement of tv programming. He points out that although there are more quality shows in prime time today than a year ago he wants still more. Whether this improvement can be attributed to the pressures of the chairman is debatable. He suggested the three networks get together to offer a top children's show each day. The idea was discussed and rejected.

- "I intend to take the job of chairman of the FCC very seriously."

Results—Nobody doubts that Mr. Minow has taken his job "seriously." Six- and seven-day weeks and 12- to 14-hour days are commonplace.

- "I say to you now: Renewal will not be pro forma in the future. Simply matching promises and performances is not enough. I intend to do more. I intend to find out whether the community which each

broadcaster serves believes he has been serving the public interest. . . . I intend to hold a well-advertised public hearing right in the community you have promised to serve. . . ."

Results—Hardly a station owner today files a renewal application without some feeling of trepidation. And applications which are not set for hearing (most are in this category) are scrutinized as never before. While the policy of local hearings was instituted before Chairman Minow joined the FCC, the practice has been emphasized of late. The current Chicago tv hearing is a recent example.

- "Gentlemen, your trust accounting with your beneficiaries is overdue. The people own the air. I intend to see that your debt is paid with service."

Results — WIOS East Tawas, Mich., revocation; KLFT Golden Meadow, La., revocation; refusal to renew KRLA Pasadena-Los Angeles;

KTVR ASKS TO CONDUCT PAY TV TEST

Denver station would use Teleglobe wired-audio system

The second application for FCC permission to try out broadcast pay tv was submitted March 30 by KTVR (TV) Denver. (CLOSED CIRCUIT, Feb. 19).

KTVR, on ch. 2, is owned by J. Elroy McCaw but is being sold to Bill Daniels, Denver community antenna entrepreneur. KTVR said it would begin telecasting for pay in conjunction with Teleglobe-Denver Corp. Teleglobe-Denver is two-thirds owned by Macfadden-Bartell, New York, and one-third by Teleglobe Pay Tv System Inc., also of New York. The application for FCC authority to begin the three-year tests said subscription tv operations would commence as soon as 2,000 subscribers sign up for the service.

RKO General Inc. received the first FCC grant for pay tv in Hartford, Conn. It plans to use the Zenith-developed Phonevision system on ch. 18 WHCT in Hartford. Although this authority was challenged by a group of Connecticut theatre owners, the District of Columbia Court of Appeals last month upheld the FCC's action (BROADCASTING, March 12).

The Teleglobe system of fee tv is one of the simplest proposed for this type of service. A tv station broadcasts the

video as usual, but the aural portion of the program is routed to a subscriber's home through telephone lines. Teleglobe was developed by Solomon Sagall, president of the company. Mr. Sagall was one of the founders of Scophony Ltd., an English firm which pioneered in large screen tv.

Teleglobe-Denver has a 49-year franchise from Teleglobe Pay Tv, it was announced at a news conference in New York Friday. Macfadden-Bartell has committed itself to spend \$350,000 on the Denver project, it was reported.

Gerald Bartell, president of Macfadden-Bartell and chief of the Bartell group of radio stations, said he picked Denver after studying other communities which meet the FCC's criterion for this type of pay tv test. Denver, he said, has four stations and is many miles from any other major tv center.

Sale Pends — KTVR has been sold to Bill Daniels, Denver, for \$2 million (BROADCASTING, Feb. 5). Mr. Daniels owns a group of community antenna systems and is president of Daniels & Co., catv broker which also engages in catv management. Mr. Daniels has agreed to honor the commitment to continue the pay tv project for the FCC

limit of three years if Teleglobe-Denver desires this, it was reported.

Neither Mr. Bartell nor Mr. Sagall would discuss specific program plans beyond stating that they have been in touch with entertainment leaders and are assured they would have wholehearted cooperation if the Denver proposal is permitted by the FCC.

In describing the Teleglobe system, Mr. Sagall emphasized that payment would be made by a monthly bill. When a subscriber turned on the Teleglobe loudspeaker, it would be registered at a central meter. The only connection would be from the local telephone company trunk line to the subscriber, which would cost about \$10, Mr. Sagall said, and would be shared with the telephone company. Teleglobe franchisers will furnish the loudspeaker for the audio, Mr. Sagall noted, thus obviating the necessity of any connection with the tv receiver. Programs, mostly first run movies and running the gamut from current Broadway stage productions to sports, would cost 25 cents to \$3.50, most in the \$1-\$2 class, Mr. Sagall said.

Mr. Sagall expressed a conviction that pay tv will not affect regular broadcasting. Even with the greatest success, he said, pay tv will occupy only a limited amount of air time. He also predicted that pay tv could not be successful unless it offered selected programs to ap-

some 30 short term licenses; fines; at least one renewal hearing order considered nearly every week, often on programming issues. Many of these cases were started before the chairman joined the commission but he was in on the kill in each case.

■ "We will find a way to use all the channels available to tv, particularly the 70 uhf channels. . . . We will put this sleeping giant to use.

Results—Finalized deintermixture in the Bakersfield-Fresno area in California; rulemaking to make eight additional cities all uhf by deleting existing vhf's (a moratorium has since been declared to permit Congress to act on all-channel legislation); rulemaking to foster the development of uhf; a declaration by the chairman that all-channel legislation is the top legislative goal of the FCC.

■ "I will do all I can to help educational television."

Results — Rulemaking in New York and Los Angeles looking toward making a vhf available in those two cities for etv. This resulted in the sale of ch. 13 WNTA-TV New York to educators.

The commission is considering rulemaking to reserve blocks of uhf

channels for etv in Florida, Kentucky and Georgia.

■ "I intend to press this (network programming hearing) to a speedy conclusion . . . I am deeply concerned with concentration of power in the hands of the networks."

Results—The hearing phase of the network inquiry has been concluded and the FCC is awaiting a report from its staff.

Soon after Chairman Minow took office the FCC successfully asked the court to return a commission decision reducing option time from three to 2½ hours per time segment and it is still being reconsidered.

■ "I am unalterably opposed to government censorship."

Results—Some disagree. A series of debates has been held on whether the actions of the chairman and the FCC majority may constitute censorship. These debates undoubtedly will continue—and split decisions may be expected from the FCC—for years to come. The chairman himself submitted a lengthy legal memorandum in support of his views at the Northwestern seminar last August.

"I personally intend to stick to my guns," the chairman said Dec.

22 in San Francisco.

In several controversial areas of broadcast regulation, the chairman has expressed his views but to date none of them has been made official by either Congress or the FCC. These include: (1) new rules to permit etv stations to obtain revenue; (2) required free time for political candidates; (3) network regulation; (4) ruling against newspaper-owned stations in non-competitive situations; (5) restricting networks to three owned tv stations.

Chairman Minow also was the prime mover behind current FCC rule making which would charge fees for the filing of applications with the commission. The newly-adopted FCC rules which make a hearing mandatory on the sale of stations held less than three years were initiated before Mr. Minow joined the FCC but have had his support.

During Mr. Minow's year as chairman, one tv station (WPST-TV Miami ch. 10) was taken off the air (in a decision made before he joined the commission) and two others—WLWI (TV) Indianapolis and WCKT (TV) Miami—have been revoked, but are still operating pending review.

peal to "the substantial minority who have lost the tuning habit." There will be "coexistence at all times between pay tv and regular broadcasting," he said.

Bartell stations are WOKY Milwaukee, KCBQ San Diego, WADO New York and KYA San Francisco. The Bartell group last year took control of Macfadden Publications (*True Story*, *True Romance*, *True Love* and *True Experience* magazines).

Supreme Court Bound ■ The Connecticut theatre group opposing the Hartford Phonevision program is readying its request to the U. S. Supreme Court asking a review of last month's appeals court decision upholding the FCC's right to grant the test authority. The petition asking the Supreme Court to take the case is expected to be filed in another month.

In Hartford, WHCT on ch. 18 is preparing to commence the Phonevision program on July 1. There are some decoders in employes' homes, it's understood, and scrambled test pictures have been broadcast from the encoding equipment already installed at the station. Associated with RKO General in the Hartford test is Zenith Radio Corp., developer of the Phonevision system, and Teco, largely owned by Zenith stockholders, which holds the pay tv license from the manufacturer.

Two more stations faced with FCC fines

WNOE FOR RIGGED CONTEST, KOLS FOR EARLY SIGN-ON

WNOE New Orleans was notified by the FCC last week that it is liable to a fine of \$10,000 for conducting a fraudulent promotion contest which was "reprehensible and fell far short of broadcasting in the public interest."

The citation was made unanimously after the commissioners had vetoed, on a 4-3 vote, a hearing on WNOE's renewal application. Among issues in the proposed hearing order would have been the possibility of a fine, in addition to whether the station's license should be renewed. Voting for the hearing were Chairman Newton N. Minow and Commissioners Frederick W. Ford and Robert T. Bartley.

Also last week, the FCC informed daytimer KOLS Pryor, Okla., that it is liable to a \$1,000 fine for operating before local sunrise.

WNOE is owned by former Louisiana Gov. James A. Noe, who, the FCC said, appeared to be "genuinely shocked" when he was informed of the controlled contest. During 1960 and 1961, WNOE conducted a "sweepstakes" contest in which holders of lucky ticket numbers were promised money ranging from \$1 to \$1,060. The contest was rigged so that no person could win over \$100,

the FCC said, by assigning the lucky numbers for prizes over that amount to tickets which the station had not issued to the public.

This, the FCC said, was in violation of the Communications Act, which forbids stations to "engage in an artifice or scheme for the purpose of prearranging or predetermining in whole or in part the outcome of a purportedly *bona fide* contest. . . ." The above portion of the act is Sec. 509 (a) (3), which was added by Congress in September 1960



Mr. Noe

as a result of the tv quiz scandal.

Noe Didn't Know ■ The commission order said that Mr. Noe did not know that the sweepstakes contest was rigged until the FCC instituted its investigation and that he ordered all station personnel to cooperate fully "with the result that the facts as to the controls were conclusively established and conceded." This lack of knowledge, however, does not absolve the licensee of responsibility, the FCC said. In this case, the agency said, Mr. Noe should have known of the controls because WNOE had budgeted only \$650 monthly for the sweepstakes and several other station promotions run simultaneously, even though "substantial amounts of money" could have been awarded daily if the contest had been legitimate.

Mr. Noe also owns KNOE-AM-TV Monroe, La.

KOLS, which operates on a Mexican clear channel (1750 kc), was found guilty of signing on 30 minutes before local sunrise on the date of an FCC inspection last January. Additionally, the FCC said, the station's pending renewal application shows an early sign-on was a "regular practice" in winter.

The FCC pointed out that in December 1957 KOLS had requested permission to sign-on prior to local sunrise and that it was told at that time that this was "specifically prohibited" under terms of NARBA. In view of the 1957 warning, the FCC said KOLS's explanation of the unlawful operation does not constitute a valid excuse.

WNOE's fine was the first levied by the FCC for a strictly programming violation, although KDAY Santa Monica, Calif., is facing a \$5,000 fine for airing "teaser" spots (BROADCASTING, Dec. 18, 1961). Both WNOE and KOLS have 30 days within which to appeal the fine.

Minow honors

Last week was a time for awards for FCC Chairman Newton N. Minow, who received three national honors. The chairman was named:

- Speaker of the year for 1961 in educational, scientific and cultural activities by the Tau Kappa Alpha Forensic Honor Society. A plaque will be presented him April 19 in Terre Haute, Ind.

- Recipient of the Page-One Award for 1962 from the Newspaper Guild "for making television more aware of its responsibilities." He will receive the award April 27 in New York.

- A member of the U. S. Commission on UNESCO by Secretary of State Dean Rusk. The appointment runs until 1964.

SENATE GROUP OKAYS SATELLITE BILL

New draft contents White House, Kefauver hearing told

The administration's proposal to create a communications satellite corporation with broad private ownership emerged from the Senate Space Committee last week framed in new language but, in the view of administration spokesmen, with its principles intact.

The day after the Space Committee unanimously approved the amended administration bill, the Senate Antitrust Subcommittee began its own hearing on the question. The subcommittee has no bill before it but is considering the antitrust aspects of the various communications satellite bills that have been introduced.

At the start of the subcommittee hearing, Dr. Edward C. Welsh, executive secretary of the National Aeronautics and Space Council, and Nicholas deB. Katzenbach, assistant attorney general, insisted that the administration had given away nothing vital in the compromise bill (S 2814).

Dr. Welsh, in fact, refused to call it a compromise. "It's the administration bill with some modifications that are relatively slight," he said.

The space committee's plan blends features of the original administration bill, which had run into serious congressional opposition, and those proposed in a bill (S 2650) offered by Space Committee Chairman Robert S. Kerr (D-Okla.)

Broad Ownership Intact ■ But it retains the principal of broad public participation, insisted upon by the administration. It would have one class of stock, to be allocated on a 50-50 basis between the public and common carriers, and to sell for \$100 a share.

The administration bill provided for two classes of stock—Class A voting stock, to be sold to anyone, and Class B, non-voting stock, sold only to carriers who could include the investment cost in their rate base. Shares would be offered at \$1,000. The Kerr bill would have limited the ownership to common carriers.

The amended bill permits both the corporation and carriers to own ground stations, and reduces the role the State Dept. would have in negotiations with foreign communications interests.

The administration bill had provided only for corporation-owned ground stations, but officials have indicated they would not object to carriers owning ground stations also. Dr. Welsh said Thursday the reduced State Dept. role does not weaken the government's hand in the corporation's foreign dealings. He cited new language giving the President authority to supervise the corpo-

ration's relations with foreign interests.

Board of Directors ■ The committee bill also creates a 15-man board of directors, six to be elected by the public owners and six by the carriers. Three would be appointed by the President to represent the government's interest. No more than three of the carriers' directors could represent one company.

A provision picked up from the administration's bill would authorize the FCC to require a carrier-owner to sell a portion of its stock to another carrier applying for ownership in the corporation. Such a forced sale would develop in the event the carriers' half of the corporation stock were sold out.

In the past, Dr. Welsh and Mr. Katzenbach had been required to defend the administration bill before other committees which felt it would allow too much government regulation over the proposed private corporation. But last week, they had to defend the bill against charges it is a "giveaway."

Sen. Estes Kefauver (D-Tenn.), chairman of the antitrust subcommittee, is the author of a bill (S 2890) that would create a government-owned monopoly to operate the system that will relay telephone and telegraph messages and, eventually, television signals around the world.

He said taxpayers have paid up to 99% of the cost of developing a communications satellite system. To give that system to a private monopoly, he said, "would be comparable to the government having given the Panama Canal to a private company which had supplied the locks for the gates."

The hearing got off to a rough start when Sen. Everett McK. Dirksen (R-Ill.), ranking minority member on the subcommittee, challenged the group's authority to hold the inquiry at all. He said that since none of the several communications bills had been referred to the antitrust subcommittee, it is not authorized to submit a report on the subject to the Senate.

Sen. Kefauver, however, insisted that the subcommittee is the expert body to consider antitrust matters, and that it can properly submit its views on the Senate floor when the legislation comes up for a vote.

The hearings continue this week. FCC Chairman Newton N. Minow is scheduled to testify Wednesday. Others to testify are Assistant Attorney Gen. Lee Loevinger, in charge of the Justice Dept's antitrust division; and Dallas Smythe, formerly chief economist for the FCC and now professor of communications research at the U. of Illinois.

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The Bell

THIS is a growing business.

It is a business based on continuous technical progress, which last year put a record \$2.7 billion in construction.

To help keep it growing, \$1.4 billion in new capital was raised in 1961. Our net income for the year amounted to \$5.52 a share on the nearly 233 million average shares of stock outstanding—much less than the \$8.18 a share paid in taxes.

Into space and under seas

Discoveries and developments made at Bell Telephone Laboratories—including transistors, solar cells that convert sunlight into electricity and long-lived “traveling wave” electron tubes—will make possible the “Telstar,” an experimental communications satellite to be launched this spring, at our expense, by the National Aeronautics and Space Administration.

Late this year, our new cable ship, “Long Lines,” will start laying a new type of underseas cable with three times the capacity of the first cables laid only six years ago.

System reports to the people it serves

We have just mailed our 1961 Annual Report to more than two million share owners. But that doesn't finish the job. Many of the other millions of people we serve may be interested in what's happening. Here are some of the highlights.

With all our concern for the importance of outer space and ocean floor, the BIG job, as always, is personal attention to every customer's every need.

In 1961, we made check after check of how we perform *from the viewpoint of the people we serve.*

As a result, we sincerely believe that more people than ever before are getting better, faster, more convenient service. But improvements are always needed *and we'll keep making them.*

Some of the year's advances

These are a few of the advances made in 1961:

We put many more public phones on city streets and public highways for your convenience and protection.

Direct Distance Dialing was expanded and is now available to nearly two-thirds of our customers.

To suit our customers' convenience, as suburbs continued to grow, many local calling areas were enlarged. The result was that, with modest rate adjustments, more than 27 million more

calls could be made without toll charges. This trend to larger local calling areas will continue.

Improved communications systems became available for the use of our business customers—to help them cut costs and improve profits.

Installations of DATA-PHONE service, which enables business machines to "talk" to each other over regular telephone lines, nearly doubled in 1961.

Looking ahead, two new "optical masers" lead us to think we'll learn to communicate on beams of pure light—with capacities enormously greater than any conductor today.

All these service improvements come sooner and at less cost to users because Bell Laboratories, Western Electric and the Bell operating companies work together, closely and constantly, as members of the same organization and toward the same goals.

Serving America's defenses

During 1961, Bell System people continued to design and build for the military services defense communica-

tions facilities that range from the Aleutian Islands to Iceland... others that link U. S. bases around the world.

Nike Zeus anti-missile systems, for which we designed and developed tracking and guidance systems, passed several tests successfully. An important outgrowth of this work is the "command guidance" system used for launching Titan 1 ICBM's and guiding satellites into orbit. This has worked without failure on 70 shots.

It all depends on people

We believe the performance of Bell System people was never better than in 1961. And they try to be not just telephone men and women but good citizens, active in community affairs.

Altogether, 1961 was a year which brought us closer to the goal expressed at the 50th Anniversary of the Telephone Pioneers last September:

"We shall build a greater communications system in keeping with the needs of a new era in man's history—and a service organization unparalleled anywhere in the world."



FREDERICK R. KAPPEL, CHAIRMAN OF THE BOARD
AMERICAN TELEPHONE AND TELEGRAPH COMPANY
Owned by more than two million Americans

Tv-ASCAP negotiations back as before

ORIGINAL LICENSE PLAN TO BE ARGUED; PROPOSAL'S REFUSAL ACCEPTED

The All-Industry Television Station Music License Committee's fight for more favorable terms for the use of ASCAP music was back last week where it stood before a proposed truce threatened to start an all-industry war.

Committee Chairman Hamilton Shea of WSVA-TV Harrisonburg, Va., broke his committee's self-imposed silence and confirmed that the committee had rejected the settlement proposal (BROADCASTING, March 26). Under the terms of the proposal, ASCAP's principal competitor—BMI—would have been divested of its broadcast ownership and tv stations would get a 17% reduction in ASCAP rates (BROADCASTING, March 12, *et seq.*).

Shortly after Mr. Shea's announcement the committee's lawyers broke the news to Chief Judge Sylvester J. Ryan of the U. S. Southern District Court in New York, who is presiding over the committee's rate-making suit against ASCAP. Judge Ryan had recommended acceptance of the settlement plan.

Advised of the committee's negative decision in a session in his chambers on Tuesday, Judge Ryan reportedly took the news "gracefully" and gave committee lawyers until April 10 to submit additional papers supporting their con-

tention that he has the right to grant the sort of ASCAP license that the committee asked for in the first place.

At-the-Source-Rights ■ This is a license in which tv performing rights to ASCAP music used in future syndicated films and motion pictures would be acquired at the source by the producers of these programs. Thus tv stations would not have to pay ASCAP directly for the music used in such programs. One of the reasons cited for rejecting the settlement proposal was that the committee felt stations are "entitled to more than offered," especially source clearance.

But Judge Ryan has indicated that he does not think the consent decree governing ASCAP's operations will permit him to authorize source clearance—and he reportedly restated this belief last week.

The next step, according to legal sources, will depend on the nature of Judge Ryan's ruling on this question. If his decision flatly and finally denies that he can authorize source clearance, they say, an appeal may be taken immediately to the U. S. Supreme Court. But if he defers a final decision on the question, perhaps ruling that he can grant some alternative form of new

license, it may be necessary to proceed with the hearing before an appeal is taken—if either side wants to take an appeal from whatever decision might then result.

Even if Judge Ryan should rule now that he has a right to grant at-the-source clearance—which apparently nobody expects him to do—a hearing would still have to be held to determine whether he *should* exercise this right, according to attorneys.

News Leaked ■ Committee Chairman Shea's confirmation that his group had in fact rejected the proposed settlement was issued last Monday "in view of the information that leaked out of the (committee's) meeting" at which the rejection occurred. This was an obvious reference to BROADCASTING's story reporting that the committee had turned down the proposal but wanted to tell the judge about it before making an announcement.

Mr. Shea's statement said there were three reasons for the committee's rejection of the plan:

"1. That there could be no complete stock divestiture (of BMI) because much of the stock was owned by radio broadcasters and others not connected with the All-Industry Committee.

"2. The committee felt they were entitled to more than offered, particularly in the area of obtaining clearance for licensing at the source, which has been one of their major aims.

"3. The committee felt in all fairness to BMI that, if any change was to be brought in the BMI set-up, it should be completely divorced from any connection with the all-industry committee and should be worked out solely on an independent basis and that BMI should have 'its own day in court with its own defense.'"

Mr. Shea's statement said the committee "had extremely important reasons, legal and strategic, for maintaining silence on its activities."

New Members ■ It denied that the committee "had lost a number of members since the New York meetings" and said that, in fact, "rather than losing members (the committee) had gained a net of three additional paid-up station members since March 5." This was a reference to BROADCASTING stories which said that "some" of the committee's 369 station subscribers had resigned since the controversial settlement plan was developed on March 5.

Mr. Shea also stressed that the com-

COLORCASTING

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

NBC-TV:

April 2-6, 9-11 (6-6:30 a.m.) Continental Classroom, probability and statistics.

April 2-6, 9-11 (6:30-7 a.m.) Continental Classroom, American government.

April 2-6, 9-11 (10:30-11 a.m.) Play Your Hunch, part.

April 2-6, 9-11 (11-11:30 a.m.) The Price Is Right, part.

April 2-6, 9-11 (12-12:30 p.m.) Your First Impression, part.

April 2-6, 9-11 (11:15 p.m.-1 a.m.) Tonight, part.

April 2, 9 (8:30-9 p.m.) The Price Is Right, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

April 3, 10 (7:30-8:30 p.m.) Laramie, part.

April 4, 11 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.

April 4, 11 (10-10:30 p.m.) Bob Newhart Show, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

April 4, 11 (10:30-11 p.m.) David Brinkley's Journal, Douglas Fir Plywood Assn.

through Cunningham & Walsh; Mead-Johnson through Kenyon & Eckhardt.

April 5 (10-11 p.m.) Sing Along With Mitch, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

April 7 (5-6 p.m.) All-Star Golf, Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

April 7 (7:30-8:30 p.m.) Tales of Wells Fargo, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

April 7 (9:30-10 a.m.) Pip the Piper General Mills through Dancer-Fitzgerald-Sample.

April 7 (10-10:30 a.m.) Shari Lewis Show, Nabisco through Kenyon & Eckhardt.

April 7 (10:30-11 a.m.) King Leonardo and His Short Subjects, General Mills through Dancer-Fitzgerald-Sample.

April 8 (4:30-5 p.m.) Patterns in Music.

April 8 (6-6:30 p.m.) Meet the Press, co-op.

April 8 7-7:30 p.m.) Bullwinkle, part.

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

April 8 (9-10 p.m.) Bonanza, Chevrolet through Campbell-Ewald.

April 8 (10-11 p.m.) Theatre '62, sust.

**BIS presents another special program
in the BRITISH CALENDAR
TELEVISION SERIES**



MONTE CARLO RALLY

BRITISH CALENDAR focuses on the excitement and drama of this year's Monte Carlo Rally — three hundred and forty nine cars competing from eight starting points in Europe to test both cars and drivers to the limit in their journey to the Mediterranean.

From Oslo, Glasgow and Paris we see the drivers set out on their gruelling course. The Rally is not a test of speed, but of endurance and skill; we see the cars going through the snow and ice of the Alps and then heading down towards the sun of Monte Carlo.

At Monte Carlo Prince Rainier, with Princess Grace looking on, presents the prizes to the outright winner, Swedish Erik Carlsson, the team award to a British team and the Coupe des Dames to Pat Moss and Ann Wisdom.

16 mm

13.12 minutes

Black and White

Sound on film

AVAILABLE FOR BOOKING NOW.

BRITISH CALENDAR, a series of up-to-date quarter-hour films featuring a variety of events in the news in Britain and the Commonwealth, is available every two weeks on a continuous basis. The series is also available for programming on a weekly basis using 13 or 26 issues.

FREE EXCEPT FOR TRANSPORTATION CHARGES

NEWS DIVISION

BRITISH INFORMATION SERVICES

45 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

CI 6-5100

Will it be a 'couple of years' before ASCAP rates are set?

If tv stations' rate proceeding against ASCAP (see page 72) is carried to the Supreme Court it probably will be "a couple of years" before new licenses and rates for their use of ASCAP music will be finally determined.

This estimate was offered by Herman Finkelstein, ASCAP general counsel, in a report to the ASCAP membership at its annual meeting in New York last Thursday.

Mr. Finkelstein's report was a brief and calm review of events in the case to date. But the calm was soon broken by one of the so-called "dissidents" in ASCAP's membership, Redd Evans of the music company bearing his name, who accused ASCAP's management of abdicating the field of "today's music" to BMI, ASCAP's chief rival.

Attacks on ASCAP management are traditional at the ASCAP membership meeting, and Mr. Evans made a blistering one. He criticized ASCAP management for giving up \$800,000 in revenues in the radio licenses negotiated two years ago and for agreeing to settle the current tv case by granting a 17% rate reduction if broadcasters would give up their ownership of BMI. The broadcasters made a mistake in turning down that deal, he said, because it "would not have hurt BMI" and stations would have got the rate cut.

Mr. Evans quoted at length from a BROADCASTING story which, based on BMI figures, showed BMI rivaling ASCAP as a total music source and exceeding ASCAP in some fields

(BROADCASTING, March 19). He charged that ASCAP management is trying to return to the "golden days" before 1950 and doing little or nothing to make itself prominent in the kind of music that is played today.

"You cowardly sit there and see this happen," he told the ASCAP members. "I charged that you were dying. I was wrong. You are already dead."

Barney Young of Life Music, who has attacked BMI in many forums, proposed that radio-tv usage of ASCAP music be determined by a "100% survey" instead of the present sampling method and that this be written into future ASCAP-broadcaster licenses so that ASCAP members will be paid "every time their music is played."

President Stanley Adams said this proposal would be relayed to the proper authorities for consideration.

Mr. Finkelstein's report came during what observers have called "the orderly part" of ASCAP membership meetings—the opening part when ASCAP officials make their reports, before the session opened to discussion from the floor, the "dissidents" are heard and answered, and bickering and wrangling set in.

Mr. Finkelstein briefly summarized developments in the television rate proceeding and did not attempt to anticipate future developments.

He noted that presiding Judge Sylvester J. Ryan of the U. S. Southern District Court in New York, who is hearing the case, has said he

doesn't think he has a right to grant the All-Industry Tv Committee's bid for at-the-source clearance of rights to music played in future syndicated programs and feature films.

Even if the judge rules to that effect, he continued, the broadcasters can appeal the ruling to the U. S. Supreme Court. It was in this context that Mr. Finkelstein offered his estimate of the time that might be involved in an appeal.

While the case is in litigation, the licenses that expired last Dec. 31 remain in effect.

Mr. Finkelstein renewed ASCAP's contentions that at-the-source clearance would enable broadcasters to shirk their legal responsibilities for their programming and also enable them to promote the use of BMI music at ASCAP's expense. Moreover, he said, source clearance would pose a threat to ASCAP revenues because tv film production is "a very hazardous business" and producers often are not financially able to clear music performing rights themselves.

He touched only briefly on the now-defunct plan for settling the case, noting primarily that it had been turned down by the All-Industry Committee and that therefore no settlement proposal is pending. Under the plan, ASCAP would have granted a 17% cut in the rates tv stations pay for ASCAP music, if among other things broadcasters had agreed to give up their ownership of BMI.

mittee has "no intention of changing its organizational status" and will "continue to operate as it has to date."

The committee's rejection of the settlement plan, followed by Mr. Shea's explanation of the decision, appeared to have banked the controversy which at one point threatened to enflame this week's NAB convention. Mr. Shea is still slated to report to the convention at a general session Tuesday morning.

Pros and Cons ■ The chief argument advanced in favor of the proposal was that it would assure tv stations of a 17% reduction in their ASCAP rates. The chief argument against it was that it would "emasculate" if not destroy BMI, ASCAP's only major competitor; that the divestiture of BMI was not a proper subject for the All-Industry Committee even though its subscribers collectively own a majority of BMI stock, and that it ignored the interests of radio broadcasters who also are sub-

stantial owners of BMI stock.

The settlement plan was recommended to the All-Industry Committee by its counsel, the New York law firm of Donovan, Leisure, Newton & Irvine, but sources said last week it was wrong to interpret the counsel's recommendation as meaning that counsel "agreed"

to the plan. Rather, it was said, counsel felt that in the circumstances it had no choice but to make the recommendation.

ASCAP's board of directors approved the settlement shortly after it was offered—but conditioned approval on acceptance by broadcasters too.

TREYZ GETS POST AT WARNER BROS.

Appointed vp, world sales manager of firm's tv division

Oliver Treyz, ousted late last month as president of ABC-TV after more than five years in charge of the network's operations (BROADCASTING, March 26), is not leaving the tv arena. Last week Jack L. Warner, president of Warner Brothers Pictures, announced that Mr. Treyz had been appointed vice president and world-wide sales manager of Warner's television division. He will assume his new post May 1, and will re-

port directly to Mr. Warner.

In title, at least, Mr. Treyz enters the movie studio organization on a par with William T. Orr, vice president in charge of tv production. Mr. Orr has directed Warner's tv activities since 1955. On March 1, 1961, he took over supervision of the studio's theatrical motion pictures as well as its tv films, but he recently dropped those extra duties to concentrate on what was an-

1922
→ **1962**



40 years ago April 13, 1922 a new sound came to State Street from atop the roof of The Fair Store . . . a sound which was destined to become one of the Nation's most powerful radio voices . . . WMAQ, 50,000 watts strong and clear . . . now celebrating 40 years of service to Chicago and the Middle West.

The 100-watt signal of 40 years ago, heralding the birth of Chicago's pioneer radio station, also marked the start of a fantastic new era in communications, entertainment and service. In the following decades, WMAQ led the way in the development of radio from a fad in the "Roaring Twenties" to the world-spanning communications giant of today.

WMAQ is proud of a distinguished record of broadcasting firsts, including . . .

First broadcast of a series of educational programs . . . in cooperation with the University of Chicago.

First broadcast of a musical appreciation program.

First and only Chicago broadcast of the Presidential nominating conventions in 1924.

First to broadcast a regular daily schedule of major league baseball . . . the Chicago Cubs.

First to broadcast an intercollegiate football game . . . University of Chicago vs. University of Kentucky.

First to broadcast a two-way trans-Atlantic telephone conversation . . . between Chicago and London.

For four decades, Chicago and all Mid-America have tuned to WMAQ for imaginative, rewarding Quality Radio constantly alert to the tastes and desires of the entire area the station is privileged to serve.

And, WMAQ Quality Radio has never been better than today's SOUND OF THE SIXTIES, a total broadcast service providing an ideal balance between entertainment, news, information and public affairs features designed to serve the needs and interests of the vast Mid-America audience. The most modern broadcast equipment, including Chicago's newest transmitter, provides the finest possible reception.

Long-established favorite personalities such as Henry Cooke, John Holtman, Phil Bowman, Jim Conway, John Doremus, Len O'Connor and Jack Eigen, supplemented by the unsurpassed news and informational programming of the NBC Radio Network, set the pace in Chicago radio. WMAQ enters its next 40 years rededicated to maintaining and expanding the highest standard of service demanded by the astronaut age with its boundless new broadcast frontiers.

40 Years of WMAQ . . . Good Listening Anytime...But Never Better Than NOW!

WMAQ

NBC Owned

Represented by NBC Spot Sales

DIAL 670



Henry Cooke
6:00-9:55 a.m.
Monday thru Friday
Saturday too
6:00-9:00 a.m.



John Holtman
10:05-11:55 a.m.
Monday
thru
Friday



Phil Bowman
12:05-1:55 p.m.
Monday
thru
Saturday



Jim Conway
2:05-3:55 p.m.
Monday
thru
Friday



John Doremus
4:05-5:55 p.m.
Monday thru Saturday
7:05-10:30 p.m.
weekdays



Len O'Connor
6-6:45 p.m.
Monday
thru
Friday



Jack Eigen
11:15 p.m.-1:30 a.m.
Monday
thru
Saturday

another TALL one
by

Stainless,

CHANNEL 9

W T V M

MARTIN THEATRES TV

NOW...
1749 FT!



Stainless, inc.

NORTH WALES • PENNSYLVANIA

serving jointly:

WRBL TV 3

COLUMBUS BROADCASTING CO.

**ON ITS WAY UP—
WHEN COMPLETED, WILL BE THE
WORLD'S TALLEST STRUCTURE!**

We've said it before: nothing beats increased tower height! And wise broadcasters are now buying towers that can go still higher—for just a fraction of the cost per foot of a new one. If you're planning a new tower of any kind, here's a suggestion: Let Stainless' experienced engineering staff spare you problems and headaches. It's that easy. Get in touch with Stainless today.

nounced as an expanding program of tv activities at the studio (BROADCASTING, March 12).

Although Mr. Treyz has not previously been a member of the Warner Bros. organization, he and Mr. Orr have for long had a close association. Up to now, every Warner tv series to get on the air has been on ABC-TV. The studio is currently providing ABC-TV



Mr. Treyz

with eight weekly series: *Maverick*, *Lawman*, *Cheyenne*, *Surfside Six*, *Hawaiian Eye*, *77 Sunset Strip*, *Room for One More* and *The New Breed*. Three pilots of series projected for the 1962-63 season have been completed: *The Dakotas*, *Lone Sierra* and *Battle Zone*, as well as a 90-minute special, "FBI Code 98."

Outlook Not Bright ■ But the outlook is not as rosy as the current production schedule would indicate. Of the programs now on ABC-TV, only one, *Cheyenne*, is definitely set to go on into the new season, although others may be before it gets under way in the fall. It is probable that *77 Sunset Strip* will be back on ABC-TV for 1962-63, and possible that a couple more of this season's list may also be included in next season's roster, but informed opinion believes that most of the current crop of Warner Bros. tv output will wind up their ABC-TV runs at the end of this season.

This melancholy view of Warner's tv activities is contradicted by the studio's optimistic news releases about "vast expansion plans," but is backed up by two recent moves. One is that for the first time Warner Bros. is making its studio facilities available to independent producers and tv program packagers, who have been invited to bring their production into the studio under the general supervision of Mr. Warner himself. Another is the quiet dropping of some 25% of the studio's staff employees, including 10 members of the publicity department—publicists, secretaries and clerical workers.

Mr. Treyz, who will make his headquarters at Warner's home offices in New York, will operate in two spheres, Mr. Warner said in announcing the appointment. On the domestic front, he will "serve to strengthen ties between Warner Bros. and all networks, advertising agencies and sponsors by keeping the studio production staff immediately abreast of the broadcasters' program needs," the announcement states. He will also spearhead a greatly accelerated sales drive for Warner products in tv-served areas abroad.



12 years of "fair weather"
for Butter-Nut coffee
in Milwaukee

more evidence that

Milwaukee reacts to WTMJ-TV

This happy group is about to toast — with you know what — the 13th consecutive year for Butter-Nut coffee on WTMJ-TV's 10 P.M. weather program. Left to right: Bill Carlsen, WTMJ-TV weatherman; Charles Harding II, Butter-Nut Marketing Manager; George Comte, WTMJ-TV General Manager; Robert D. Cords, Butter-Nut Advertising Manager.

Since 1950, Butter-Nut coffee has been advertised in Milwaukee primarily on WTMJ-TV. Results? A jump from 9.1% to 22.2% of the Milwaukee market! (Butter-Nut *instant* coffee — introduced here just four years ago — has already captured 22.8% of its market).*

One big reason for WTMJ-TV's sales-winning power is its large percentage of *adult* viewers. A recent ARB study verifies WTMJ-TV domination of adult Milwaukee . . . and adult viewers are *buying* viewers.

Find out *all* the reasons why WTMJ-TV is still the number one station in Milwaukee . . . for both viewers and advertisers. Ask us to send you the WTMJ-TV "TOTAL IMAGE" STORY

*The Milwaukee Journal 1962 Consumer Analysis

WTMJ-TV

THE MILWAUKEE
JOURNAL STATION
WTMJ-AM-FM

NBC in Milwaukee

Represented by: HARRINGTON, RIGHTER & PARSONS — NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA, BOSTON, DETROIT, LOS ANGELES

BROADCASTING, April 2, 1962

77

MORE MOVIES FOR ABC-TV

30 new post-'55s, return of 'Firestone' planned by network to pep up its Sunday evening schedule

ABC-TV last week completed a dramatic face-lifting of its Sunday night schedule for next season.

The moves were the first announced after the assumption of network leadership by Vice President Thomas W. Moore, who a week before replaced Oliver Treyz as the executive in charge (BROADCASTING, March 26).

The new programming decisions:

- Motion pictures—a package of 30 in all—have been purchased from United Artists Corp. for use in the 8-10 p.m. period. The transaction reportedly involved more than \$6 million and features which are relatively new (certainly to tv) in that they are all post-'55 releases.

- A return to television of *The Voice of Firestone*, which went off ABC-TV in 1959 to the regret of the sponsor and many champions of the program. The new show will run from 10-10:30 p.m., after the movies. This series reportedly represents a billing of more than \$4 million on a 52-week basis.

The motion picture deal is known to have been in the making before Mr. Moore's takeover but the network pinned the *Firestone* arrangement to Mr. Moore personally, announcing that negotiations started the day his elevation was announced.

ABC-TV has had Sunday night program troubles in the current season, and these presaged a drastic change in the lineup. In a bolstering attempt, the network initially purchased a United Artists package to run from early spring through the summer and to the start of the fall period. Advertiser interest, and NBC-TV's successful experience with 20th Century-Fox pictures in a two-hour Saturday evening block, apparently helped ABC-TV decide on its 1962-63 plans.

The network already has scheduled Howard K. Smith's news analysis for 10:30-11 p.m. (Nationwide Insurance is the sponsor), thus the bulk of the Sunday evening programming is complete.

Moore's Move ▪ Mr. Moore was quoted as saying he telephoned Firestone Tire & Rubber's advertising manager, Charles (Chuck) Ryan, in Akron on the day (March 20) he took charge of ABC-TV and proposed the series' return. It was made final a week later (March 27) at a board meeting in Akron. As a result of this sale, the half-hour *Mr. Smith Goes to Washington*, a half of which already has been sold to R. J. Reynolds Tobacco, will move to

another place on the schedule.

The *Firestone* buy, placed through Sweeney & James, Cleveland, is for 52 weeks, starting Sept. 30.

The program announcement last week said the format would be changed and it's presumed the budget will be increased. But *The Voice of Firestone* will again be primarily a tv concert featuring music from popular operas and operettas. It will engage solo instrumentalists and singers as well as dancers in ballet and contemporary dances.

In the post-*Voice* period, *Firestone* has sponsored informational programs (particularly the early *Eyewitness to History* documentaries on CBS-TV).

Apparently the new series will have no permanent conductor, although Howard Barlow, long associated with the program, is expected to be a frequent guest on the podium.

The *Firestone* deal, however, is not expected to have the long-haul significance of ABC's pursuit of larger audiences and billings by using motion pictures in the sagging Sunday schedule. ABC-TV reportedly was negotiating with advertisers well in advance of the formal announcement of the feature-film deal.

The arrangement with UA will bring to the tv screen such recent and well-known features as "Vera Cruz" with

Gary Cooper, Burt Lancaster and Ernest Borgnine; "The Hoodlum Priest" starring Don Murray; "The Naked Maja" with Ava Gardner and Anthony Franciosa; "Inherit the Wind" with Spencer Tracy, Frederic March and Gene Kelley; "The Horse Soldiers," starring John Wayne and William Holden, and "The Devil's Disciple," featuring Burt Lancaster, Kirk Douglas and Laurence Olivier.

It's reported that "On the Beach" (a motion picture dealing with the final days before life on earth comes to an end after nuclear warfare) also is in the package.

Not one of the 30 films selected by ABC-TV for showing next season is more than seven years old and many were released to theatres only a few years ago.

WXYZ-TV, KGO-TV buy 375 feature films

The purchase of more than 375 feature films by WXYZ-TV Detroit and KGO-TV San Francisco, ABC-TV owned outlets, was announced last week by Robert Seidelman, vice president in charge of syndication for Screen Gems Inc. The buys, in each case amounting to "close to \$1 million," were described as "the largest" ever made by the stations.

Each station has bought 210 post-1948 Columbia features, 65 Universal pre-1948 films and more than 100 other features from various sources. WXYZ-TV will begin carrying the films in May and KGO-TV plans to schedule them in the early fall.



The once-familiar "Voice of Firestone," for years a prestige program to television viewers (and to radio studio audiences before tv), is coming back on ABC-TV next fall. Howard Barlow, who is pictured here with his orchestra, probably will appear on the new series from time to time.



DIVIDE—and PROSPER

WMAL-TV sales manager Neal Edwards took a winter vacation in Florida this year and decided to try his hand at a little property speculation while he was on the spot.*

One rainy (Florida Chamber of Commerce, please pardon the expression) day, he drove to a booming retirement community and bought an attractive piece of beach front land for \$243. He divided it into a number of small equal parcels and, before his vacation was over, sold them all at the very low price of \$18 each.

His gross profit on the deal was exactly equal to the original cost of 6 units. Into how many parcels had he divided the piece of land?

Work this one out on the back of a timetable while you're waiting for the next plane to Florida. Some neat symbolic embodiment of the Sunshine State will be your reward.

** While we're on the spot, we'd like to point out that there's no speculation involved in buying spots on WMAL-TV. There's a sure profit to be had from minute participations on one of WMAL-TV's 4 daily half-hour news programs: 1:30 p.m., 6:00 p.m., 7:00 p.m. and 11:00 p.m. Ask the man who's bought them. Better still, put in a call to your H-R television representative.*

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

wmal-tv
abc
Washington, D. C.

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

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.
BROADCASTING, April 2, 1962

GIANT STEPS FOR

Now in syndication on an exclusive, one-to-a-market basis, these great new Programatic features give your station audience-building, sponsor-attracting individuality and a full range of entertainment available nowhere else.



"That's Entertainment"

STARRING

SAMMY DAVIS, Jr.

The Star

SAMMY DAVIS, JR.—dynamic entertainer, star of radio, television, stage, screen and night clubs, one of the most original and inventive talents of show business today, now available for **one full hour**, five times a week, exclusively in your market.

The Program

Sammy Davis takes your audience backstage at his club dates, in the recording studios and sound stages of Hollywood to meet many of his legion of friends. It's fast-paced, spontaneous and song-filled. Here's a sure-fire audience-builder. This program can be yours, **exclusively** in your market.



AUDIENCE-BUILDERS FROM THE NEW..

FM PROGRAMMING



VATION
music

AUTOMATED FOR FM WORLD'S FINEST ADULT MUSIC NEWLY RECORDED IN FULL FIDELITY

O-Vation Music—sparkling new tunes plus personalized new format represents the finest automated radio service available. Geared to today's mature audiences and to FM programming needs, each 8-hour O-Vation Music tape plays exciting new instrumental and vocal arrangements drawn from the great talent of the world. It's the economical way for a broadcaster to separate FM from AM programming. Played on the superb Programatic equipment you are assured of beautiful music reproduced with true tonal qualities.

O-Vation's flexibility allows the insertion of any number of local broadcasts, news breaks, com-

mercials and public service programs.

Only Programatic equipment is specially designed to play O-Vation Music to maximum advantage. Programatic starts and stops O-Vation tapes automatically. It pre-selects other broadcast material, including desirable public service programs, and automatically injects them at times you select. From the small local broadcaster to big city giants, FM or AM this means great savings in manpower and operating costs. O-Vation Music is available to only one station per market. Make it yours and open new horizons of audience potential and profit potential.

SEE PROGRAMATIC IN ACTION! VISIT THE PROGRAMATIC EXHIBIT AT BOOTH 8E, N.A.B. CONVENTION. FOR RELAXATION AND A CHANCE TO GET TOGETHER DROP IN TO PROGRAMATIC, SUITE 605 AT THE CONRAD HILTON.

Programatic's syndicated shows originate at KRHM, Los Angeles
Harry Maizlish Station for Southern California

Programatic
an International Affiliate of Wrather Corporation

For complete details and audition tapes, send in this coupon, today.

Programatic Broadcasting Service
Exclusive Sales Representatives
Dept. D
229 Park Avenue South, New York 3, N. Y.

I am interested in the Sammy Davis, Jr. program and other Programatic exclusives for my market. Send me full details.

NAME _____

STATION _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Film sales...

Keyhole (Ziv-UA): Sold to WOR-TV New York; WDSU-TV New Orleans, and WRAL-TV Raleigh, N. C. Now in 46 markets.

Lockup (Economee Programs): Reruns of 78 episodes of Ziv-UA series are now being offered. Sold to WNEW-TV New York. Now in one market.

Great Music From Chicago (WGN-TV Chicago): Sold to stations in Argentina and Uruguay as well as CBUT-TV Vancouver, B. C. South American sales made through Tele-Organizacion

Americana, New York. Series features Chicago Symphony Orchestra under Fritz Reiner and guest conductors. Now in 15 U. S. markets.

Dragnet (MCA-TV): Sold to KRLD-TV Dallas; KTSM-TV El Paso; WEHT (TV) Evansville, Ind., and WATE-TV Knoxville. Now in 40 markets.

Frontier Circus (MCA-TV): Sold to WXYZ-TV Detroit. Now in 11 markets.

Pioneers (Peter M. Robeck & Co.): *Death Valley Days* reruns sold to WNEM-TV Saginaw-Bay City, Mich.;

KFSA-TV Fort Smith, Ark.; WEAU-TV Eau Claire, Wis.; WLWC (TV) Columbus, Ohio; WBIR-TV Knoxville, Tenn.; WTOG-TV Savannah, Ga.; KTVO (TV) Ottumwa, Iowa; WCBI-TV Columbus, Miss.; WLBZ-TV Bangor, Me., and KWHT-TV Goodland, Kan. Now in 133 markets in U.S. and Canada.

Milestones of the Century (Cinema-Vue Corp.): Pathe News-produced series sold to WABC-TV New York. Now in over 50 U.S. markets.

CBS-TV buys 'Rin Tin Tin'

CBS-TV has purchased Screen Gems' *The Adventures of Rin Tin Tin* for network showing Saturdays, 11-11:30 a.m. beginning in September. The network has contracted for 164 episodes for 52 weeks, which are expected to be made available to participating advertisers.

The Adventures of Rin Tin Tin made its network debut on ABC-TV in 1954 under the sponsorship of the National Biscuit Co., and continued there until the fall of last year.

KRCA producing space series

Focusing on latest space developments, KRCA (TV) Los Angeles has launched a new monthly series, *Survey in Space*, featuring Roy Neal, NBC news correspondent and space authority. Series started Saturday (March 31) at 7-7:30 p.m., with "Kitty Hawk to Canaveral," which traced the history of aviation. Future programs will have space experts and scientists as guests. Series is produced by KRCA in cooperation with Douglas Aircraft Corp. Roy Neal is executive producer; Don Davis, KRCA staff director, is director-producer; George Van Volkenburg, independent writer on aviation, is doing the scripts. The same team worked together on *Space Log*, former KRCA series which *Survey in Space* pre-empts. NBC tv stations in New York, Boston and Philadelphia have been broadcasting *Space Log* on a delayed basis, using recordings made at KRCA, and the new series may also be syndicated in like fashion.



This woman will help spend \$40,000,000 for groceries this year!

She is one of the quarter-million people who live in the Hattiesburg-Laurel television market. As a group, these people spend \$188,000,000 in annual retail sales, \$40,000,000 of which crosses the grocery counter.

According to the 1961 Nielsen Coverage Study, these same people view WDAM-TV more often than any other television station. They are influenced by WDAM-TV. They buy WDAM-TV advertised products.

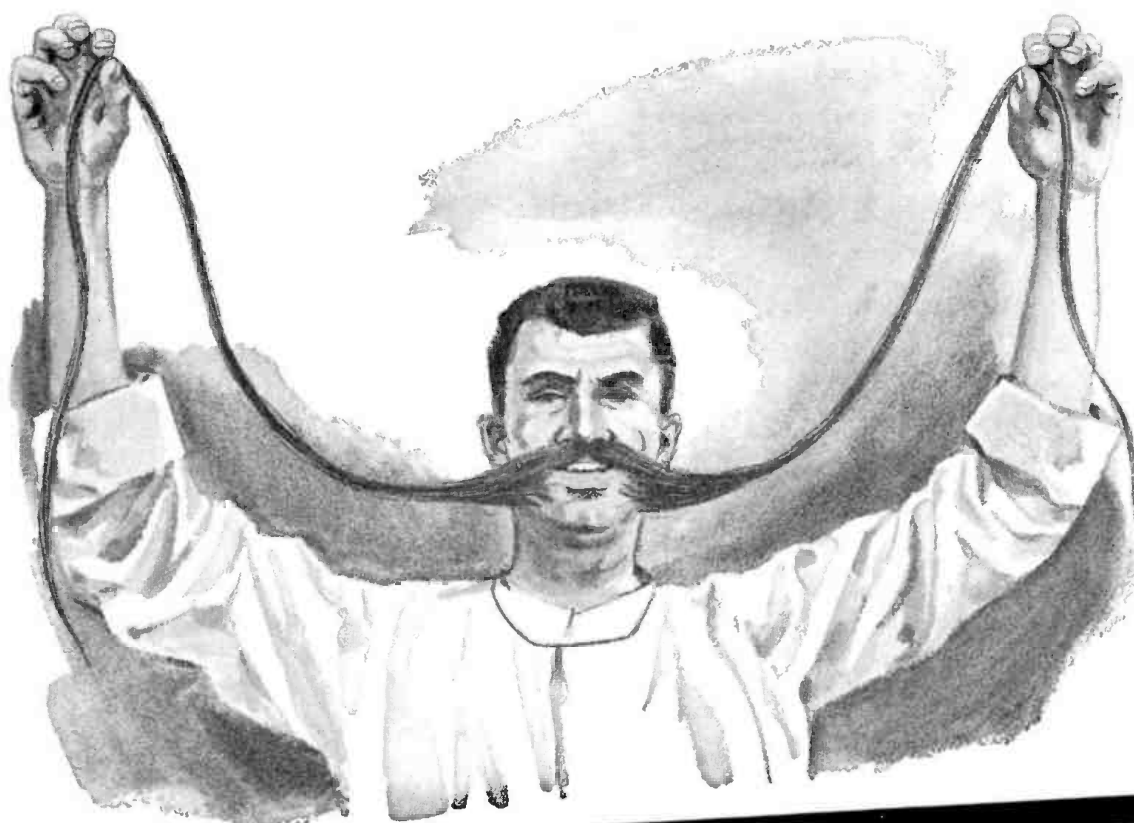
Who is watching your commercial in Southern Mississippi tonight?

WDAM-TV Channel 7
NBC - ABC
HATTIESBURG-LAUREL, MISSISSIPPI

Represented nationally by Weed Television Corporation

**the single
most important call
you can make
at the convention**

*Radio Concepts Inc., Suite 1135A
Conrad Hilton Hotel*



YOU MAY NEVER GROW THE LONGEST MUSTACHE* —

**BUT... With WKZO Radio You'll Cover
The Face Of Greater Western Michigan!**

In *every one* of 360 quarter - hours between 6 a.m.-Midnight, Mon. thru Fri., WKZO outpulls all competitors in Kalamazoo - Battle Creek and Greater Western Michigan. (Pulse, Sept., 1961.)

The 1961 NCS Advance Listing credits WKZO with reaching 40.4% more homes *than all other Kalamazoo stations combined.*

Greater Western Michigan is a fast-growing market. Kalamazoo alone is expected to outgrow all other U.S. cities in personal income and retail sales between 1960 and 1965. (Sales Management Survey, June 10, 1960.)

Ask your Avery-Knodel man for all the facts!

7-COUNTY PULSE REPORT			
KALAMAZOO-BATTLE CREEK AREA — SEPTEMBER, 1961			
SHARE OF AUDIENCE — MONDAY-FRIDAY			
	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	18	7
12 NOON - 6 P.M.	24	16	9
6 P.M. - 12 MIDNIGHT	34	13	13

**The mustache of Masudiya Din of India measures 8½ feet from tip to tip and is still growing.*



The Feltzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO

**CBS RADIO FOR KALAMAZOO-BATTLE CREEK
AND GREATER WESTERN MICHIGAN**
Avery-Knodel, Inc., Exclusive National Representatives

IRE hears Sarnoff global science plan

70,000 RADIO ENGINEERS ATTEND 50TH ANNIVERSARY CONVENTION

Brig. Gen. David Sarnoff, RCA board chairman, outlined his proposal for a "Free World Community of Science," a mobilization of the research skills of the non-communist nations for "a scientific victory for peace," last Wednesday (March 28).

In an address at the 50th anniversary banquet of the Institute of Radio Engineers in New York, attended by some 1,300 radio pioneers and engineering specialists from five continents, the RCA chairman said that communist claims of scientific superiority are false, and asked for a demonstration of "the qualitative and quantitative superiority of free science across the board."

He said the U. S. "might properly take the lead" in establishing such an organization, which initially could embrace Western Europe, North and South America, Australia and Japan, but any country which permits free scientific inquiry would be "welcomed."

Gen. Sarnoff suggested five broad categories for research: genetics and heredity; communications and space, looking toward a new cosmic satellite communications system transmitting sight and sound anywhere on earth or in space; conversion of salt water to fresh; new sources of food to be harvested from the oceans, and new sources of energy leading to practical use of nuclear fusion.

For support of the "Community of Science" plan, Gen. Sarnoff, a former officer of IRE, said organizations such as IRE can play a vital role in its development; "first by proclaiming their support of it and then by counseling on organizational problems during the formative phase. It would also be within their province to propose suitable projects, to recommend the most qualified scientists and engineers, to help evaluate progress, and to suggest promising avenues of exploration."

The RCA chairman's speech was heard by a relatively small segment of the nearly 70,000 engineers and scientists who attended the IRE's international convention and radio engineering show last week. Some 850 companies exhibited an estimated \$15 million worth of the latest electronic equipment



Gen. Sarnoff

at the New York Coliseum, and a program of 240 papers were given in 54 sessions at either the Waldorf-Astoria Hotel or the Coliseum. The theme throughout the four-day convention was "The Golden Age of Electronics," a salute to the founding of IRE 50 years ago.

Satellite Tv 'Waste' ■ One of the IRE talks on satellite communications discounted the need for and the feasibility of direct intercontinental tv broadcasts to conventional home receivers from an orbiting satellite. Richard G. Gould of the Stanford Research Institute in Menlo Park, Calif., indicated that a project of this magnitude would represent a "waste" of millions of dollars. Although the purpose of satellite tv would be for "instantaneous broadcast," this is not needed "and we don't have it in the U. S. today—everything's on tape," he said.

Mr. Gould said the preparation of a good educational tv program takes about six months and the efforts would be wasted when the time and language differences of the potential audiences via satellite broadcasts are considered. The present national tv networks are satisfactory and in many areas it would be better just to present a film of the program, he said. He said there are frequency allocation problems as well as inadequate transmitter power. He said the required power has been calculated for several coverage situations on both a vhf and a uhf channel and these powers are significantly above the capability of even the proposed 60-kw nuclear reactor except for coverage of limited areas on the ground.

Double by 1972 ■ Patrick E. Haggerty, IRE president, and president and director of Texas Instruments Inc., Dallas, last week offered a forecast of

the electronic industry's growth in the next decade. He estimated that by 1972 the total market volume will almost double that of 1961 which was \$11.7 billion, or 2.2% of the gross national product. "In today's dollars the 1972 volume should be over \$20 billion and an appreciably larger percentage of the GNP," he said.

Separating the industry into three different markets, Mr. Haggerty said the present consumer market of \$2 billion should increase to \$3.4 billion. Government (military, space and other) should increase from \$6.9 billion in 1961 to \$10 billion by 1972 and the consumer market will grow from 1961's \$1.9 billion to \$5.4 billion.

Among the awards for scientific achievements presented by IRE for 1962 was the medal of honor, which is the highest annual technical award in the field of electronics, to Edward V. Appleton, principal and vice chancellor of the U. of Edinburgh, Scotland, for pioneer work in investigating the ionosphere by means of radio waves.

IRE-AIEE Merger ■ Officials of the IRE and the American Institute of Electrical Engineers met last Monday for an open symposium to answer questions members of either society might have on the proposed consolidation of the two organizations. The merger is now in the hands of the members.

The constitution of the new organization (tentatively called the Institute of Electrical and Electronics Engineers), the principles of consolidation, the agreement to merge and proxy ballots will be sent to both memberships by May 4. Their decisions may be announced by June 18. The constitution cannot be completed until Jan. 1, 1963, and until that time either society may withdraw from the merger.

TWO FIRMS POOL BROADCAST PRODUCTS

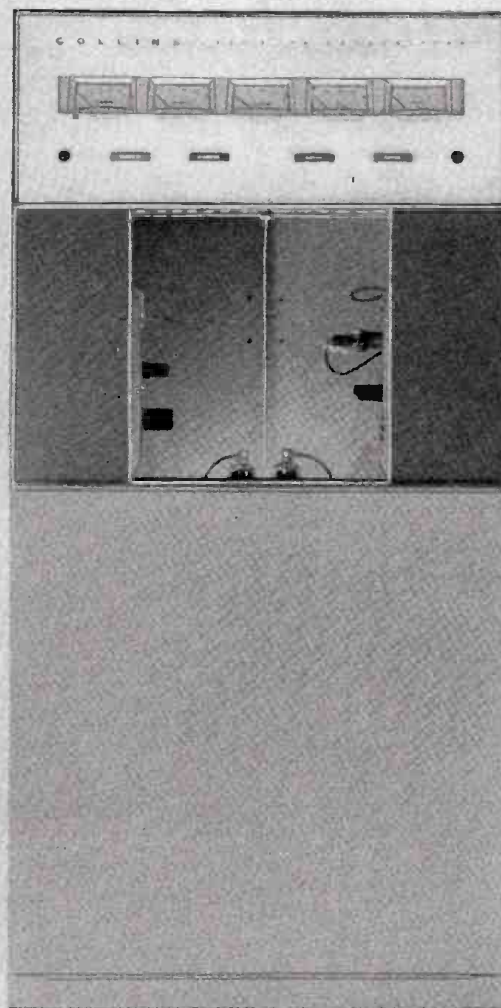
ITA, EMI Ltd. join to offer 'complete' radio-tv line

Two equipment manufacturers last week announced a plan to sell and service each other's broadcast products. The pooling of product lines by EMI/US Ltd., Los Angeles, and ITA Electronics Corp., Lansdowne, Pa., is effective immediately, according to A. Bruce Rozet, vice president and general manager of EMI/US, and Bernard Wise, president of ITA Electronics.

The arrangement, it was said, offers

the broadcast industry a complete am-fm-tv product line. Spokesmen said the combined space of the two companies at the NAB exhibit this week in Chicago will form the largest broadcast equipment display at the convention, and a number of new products will be introduced.

ITA will start marketing the following EMI/US equipment: tv cameras, color and black-and-white; image orthi-

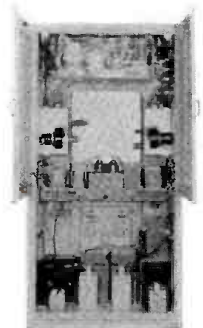


Why is the handsomest,* best-built transmitter in town also the loneliest?

Because transmitters get fussed over only when they break down, and Collins transmitters have a proven record of less down time than any others. ■ The Collins 20V-3 1,000/500/250-watt AM Transmitter incorporates the time-proven circuitry of the 20V-2, with which you may be better acquainted. And, like all Collins transmitters, it's completely tested on your frequency *before* delivery. ■ Write us today for complete information.

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* Collins' transmitter design won the Award of Excellence at the 1961 Western Electronic Show & Convention.



See the 20V-3 and the rest of Collins' complete line at the N.A.B. Convention April 1-4 in Chicago

con and vidicon; all-solid-state switching systems, transistorized video monitors, sync generators, transistorized audio consoles, microwave equipment, transistorized portable tape recorders, transistorized console tape recorders, camera tubes, video recording tape and audio tape. EMI/US under the new arrangement will market ITA's am-fm-tv transmitters and fm and tv antennas.

EMI/US, a wholly owned electronics subsidiary of Capitol Records Inc., is the major U. S. supplier of electronic components and systems manufactured by EMI Electronics Ltd. of England. A substantial interest in ITA is held by Triangle Publications Inc., which owns a number of national magazines, newspapers and radio-tv stations. Both equipment organizations maintain sales offices across the country.

Technical topics...

Name change ■ Continental Manufacturing Co., Omaha, Neb., has changed its name to McMartin Industries Inc. The firm, which manufactures fm broadcast monitors, fm multiplex receivers and transistorized audio/PA

amplifiers, will continue to be located at 1612 California St., that city. Earlier (BROADCASTING, March 12), the name change inadvertently was reversed.

For closed circuit ■ Blonder-Tongue Labs., Newark, N. J., has developed a new, portable tv console for closed circuit systems. The console, which can be wheeled from room to room, is called the Porta-Studio, model ST-1 and lists at \$5,950. Designed as a miniature studio for schools and industry, the unit contains a transistorized camera and microphone for picking up audio and video reception. Blonder-Tongue also introduced model ST-2, listing at \$6,500. It features inputs for two cameras.

Tape cleaner ■ Rapid cleaning of both blank and recorded tape is accomplished by the Model E Magnetic-tape Cleaner, a new product manufactured by Cybetronics Inc., Waltham, Mass. In a single pass, the unit removes lint, dirt, loose oxide or mylar particles from both sides of the tape. The cleaning process is entirely dry. The unit also functions as a tape rewinder. Its dimensions are 19x14x8 inches and can

be operated either rack mounted or as a portable table model.

Fair year ■ Dynamics Corp. of America, New York, reports moderate gains in earnings for the fiscal year ended Dec. 31, 1961, on sales just short of 1960's record levels. Sales of the diversified electronics company were \$47,517,284 for 1961, compared with the all-time high of \$48,676,897 in 1960. Net earnings after taxes were \$1,922,714.

Receiver production rose during 1961

Tv and radio set production dropped in January of this year compared to December of 1961, but both totals were higher than January 1961 figures.

Announced by Electronic Industries Assn. last month, were these figures for tv and radio production:

Period	Tv	Radio
Jan. 1962	488,869*	1,350,630**
Jan. 1961	367,935	1,090,073

*Includes 39,609 tv receivers with uhf tuners compared to 25,270 in January 1961.

**Includes 530,589 auto radios and 76,510 fm sets compared with 387,136 auto radios and 50,421 fm radios in January 1961.

THE MEDIA

Now, about those dwindling tv profits

CBS-TV TELLS AFFILIATES HOW PROGRAM COSTS CUT NETWORKS' TAKE

The profit squeeze on all three tv networks was defined in dollar terms last week in a letter from CBS-TV to its affiliates.

The stations were told that unless some solution is found—which obviously means that unless stations are willing to carry more of the financial load—the pinch will either get worse or network programming will suffer. This is the alternate, it was made clear, because programming is the networks' biggest expense item and almost certainly will continue to become more costly if maintained at its present levels.

"In 1960," the letter noted, "the networks made 61% of the total program expenditures and received only 14% of the total profits." Moreover, it was pointed out, the networks' share of the profits has declined steadily while their part of the program costs has been going up.

The letter, signed by William B. Lodge, vice president for affiliate relations and engineering, said CBS-TV has no solution to propose at this time but that one must be found soon.

"This imbalance," Mr. Lodge wrote, "creates a problem which will have to be faced before too long because network program costs almost certainly

will continue to rise if television programming is not to suffer.

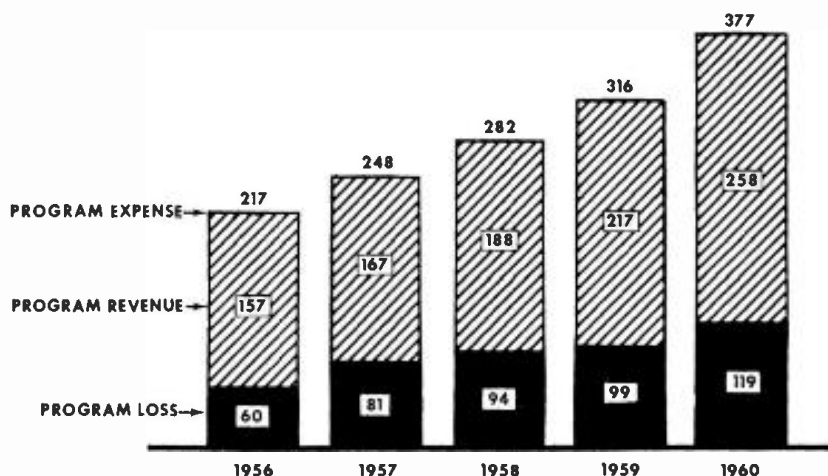
"It is just as important to the network's affiliates as it is to the network itself that there be no decrease in program effort. We can bewail the cost of talent, expenditures on program development, the price of NFL or NCAA football, the expense of worldwide news

coverage or the million dollars we spent in covering Col. Glenn's space flight. But we can't avoid such costs and maintain leadership."

A Solution ■ Mr. Lodge said that if CBS-TV finds a potential solution that "looks fair and workable" it will discuss the idea with the CBS-TV affiliates board. He told the affiliates that CBS-

PROGRAM EXPENSE, REVENUE & LOSS

3 networks (\$ millions)





(DEC., 1961 PULSE FARGO-MOORHEAD)

KXGO has more wimmin in ten of twelve hours measured!

- KXGO has more adults in eight of twelve hours measured.
- KXGO has more listeners in ten of twelve hours measured.
- KXGO wins eleven of twelve hours measured in average quarter hour ratings.

**THE NEW FARGO-MOORHEAD PULSE
(DEC., 1961) PUTS KXGO IN FIRST
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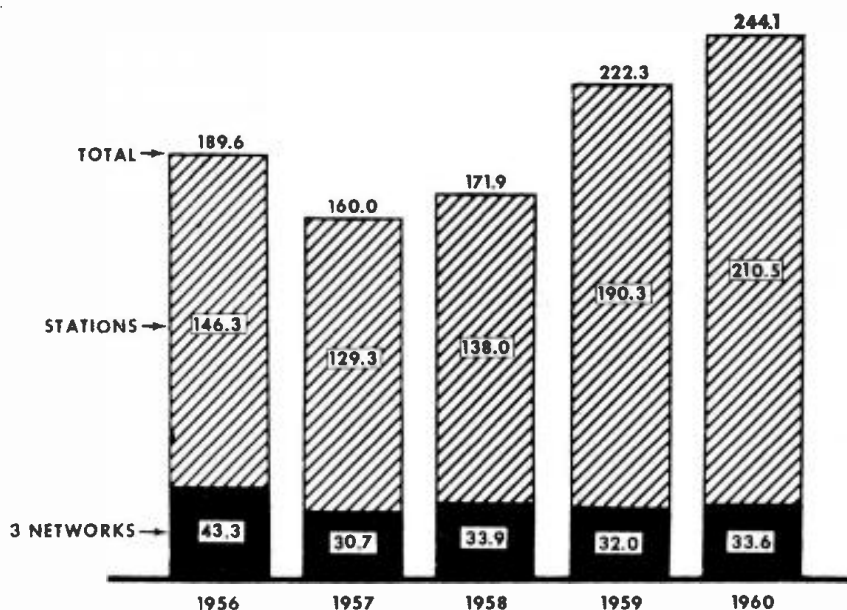
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PRE-TAX PROFITS

Television networks & stations (\$ millions)



TV "would, of course, welcome any suggestions or comments you may have."

The overall problem is almost sure to be the center of much discussion at the annual convention of CBS-TV affiliates, to be held May 3-4 at the Waldorf-Astoria in New York. CBS-TV authorities have said they do not know whether they will have any specific proposal to make by that time.

With Mr. Lodge's letter affiliates received three charts prepared from FCC figures tracing (1) networks' program expenses, revenues and losses, and (2) the pre-tax profits of networks and stations, both for the five-year period from 1956 through 1960, and (3) a breakdown of "where the 1960 revenue dollars went" in terms of networks as compared to stations (tables are reproduced on this page).

The problem treated in the letter and tables is one that has been worrying all three tv networks for some time (BROADCASTING, Dec. 11, 1961). The "profit squeeze" as it's related to CBS-TV was a substantial factor in that network's presentations to its affiliates at their convention a year ago.

All three networks have been expected to come up at almost anytime with some plan to equalize the so-called "economic imbalance" by adjusting current systems of station compensation.

Mr. Lodge noted that, according to the FCC's figures, the three-network program expenses rose from \$217 million in 1956 to \$377 million in 1960—"an increase of \$160 million or about 75%"—while the networks' program

losses "practically doubled, jumping from \$60 million in 1956 to \$119 million in 1960."

Mr. Lodge said that although individual network figures are kept confidential, "I can state that the growth in CBS-TV network's unrecovered program cost parallels that described. I should add that the moderate growth in time sales in recent years has not offset the more rapid growth of the network's unrecovered program costs."

Costs Up, Profits Down ■ Meanwhile, he continued, the three networks' combined profits slid from \$43.3 million to \$36.6 million between 1956 and 1960 while stations' combined profits rose from \$146.3 million to \$210.5 million (see chart above).

Mr. Lodge said that in these computations network-owned stations were counted with independently owned stations, not as part of the network totals, because "their network rates, station compensation and other financial dealings with the networks are handled in the same manner as those of other stations." He also stressed that the changes in profit position "cannot be accounted for by added stations, since the number [of stations] reported increased by only 56 during the period."

Programming cost the networks \$377 million and the stations \$239 million. Network payments to stations amounted to \$162 million. "Other expenses" included technical, administrative, selling, commissions and similar costs and amounted to \$154 million for the networks and \$448 million for the stations.

Mr. Lodge's letter said the material it contained, including the charts, is the

same information presented by the network to members of the affiliates advisory board at a meeting on March 15. It was being distributed to all affiliates at the suggestion of the advisory board, he said, "because these matters will require constructive and informed consultation at some future occasion" to solve "a serious economic problem now facing television broadcasting."

Kaiser to enter uhf on mainland

Kaiser Industries, currently operating KHVH-AM-TV Honolulu and KHJK (TV) Hilo, both Hawaii, is planning to invade continental U. S. television in the uhf field. Applications are now being prepared for channels in five major markets, Richard C. Block, vice president of Kaiser Hawaiian Village Television, Kaiser's tv subsidiary, said last week.

"We believe that the future of television lies in the uhf field," Mr. Block said. "We've been making market studies and engineering surveys in five major markets where we are now settling on transmitter sites and preparing applications, which we expect to file with the FCC within the next few weeks."

The decision to pioneer in major market uhf, a field largely neglected to date after early uhf operations had found themselves unable to compete with vhf stations in the same markets, was reached well before the current drive for legislation to require all-channel tv sets, Mr. Block said. He admitted he feels such a law would be a real help to uhf. He emphasized that the Kaiser move into uhf does not mean any dissatisfaction with vhf or any feeling that this part of the tv spectrum is going to be abandoned. "It's just that we feel that the trend toward uhf is here and we want to get in on it." He said he hopes Kaiser's move into uhf would encourage others to join.

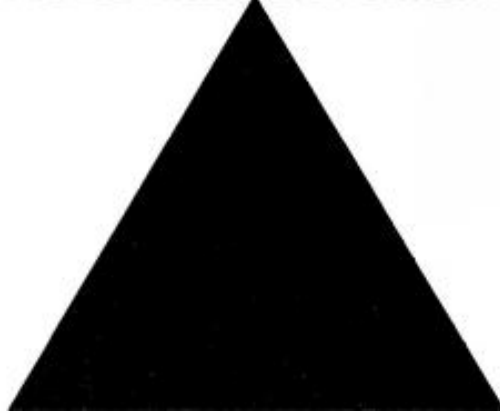
Mr. Block said Kaiser is also looking at vhf properties and am radio stations, for possible acquisitions in the continental U. S.

Petry tv clients gave \$33 million in time

The 32 television stations represented by Edward Petry & Co. donated more than \$33 million in time and talent for public service broadcasts during 1961, according to a survey released yesterday (April 1) by the Petry organization. In comparison with a similar study made in 1959, Petry-represented tv stations were said to have increased their contributions 81% in 1961.

A breakdown by Petry shows that

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the civic-groups category was the leader in the stations' spending, amounting to \$4,976,100. Other categories were: education, \$4,689,394; religion, \$4,055,116; medical and mental health, \$3,720,290; Advertising Council projects, \$3,045,301; Community Chest, \$2,792,065; news specials, \$2,383,241; documentary and special information, \$2,200,936, and miscellaneous, \$4,154,276.

The survey says that 26% of the public-service programming donated by the Petry-represented outlets in 1961 was in areas which had received no mention in the earlier survey.

'Sportscaster of Year' is Nelson—again

Lindsey Nelson of NBC, now the voice of the New York Mets baseball team, has been named Sportscaster of the Year by the National Sportscasters & Sportswriters Awards, Salisbury, N.C.

Mr. Nelson, winner of the award for the third consecutive year (its entire existence), will be honored at the third annual Nation Sportscasters & Sportswriters Award banquet at Catawaba College, Salisbury, N.C., April 3. He was selected for the honor over 50 state winners.

The state winners were selected by ballots mailed out to sportscasters by

the committee last November. Each sportscaster was to vote for one colleague in his own state and for the man he felt had done the most for the profession on the national level.

The 50 state winners and their affiliates:

Alabama—Buddy Rutledge, WAPI Birmingham; Alaska—Ed Stevens, Anchorage; Arizona—Bob Vache, KTAR Phoenix; Arkansas—Bud Campbell, KARK-TV Little Rock; California—Vin Scully, KFI Los Angeles; Colorado—Jack Finlayson, KVOR Colorado Springs; Connecticut—Bob Steele, WTIC Hartford; Delaware—Bob Kelley, WDEL Wilmington; Washington, D. C.—Bill McColgan, WTOP-TV; Florida—Walt Dunbar, WFGA-TV Jacksonville.

Also, Georgia—Ed Thilenius, WAGA-TV Atlanta; Hawaii—Frank Valenti, KGMB Honolulu; Idaho—Doyle Cain, KFXD Nampa; Illinois—Jack Quinlan, WGN Chicago; Indiana—Hilliard Gates, WKJG, Ft. Wayne; Iowa—Gene Claussen, KKIC Iowa City; Kansas—Tom Hedrick, Kansas U. Sports Network; Kentucky—Claude Sullivan, WVLE Lexington; Louisiana—Mel Leavitt, WDSU-TV New Orleans; Maine—Don MacWilliams, WCHS-TV Portland; Maryland—Chuck Thompson, National Brewing Co., Baltimore.

Also, Massachusetts—Curt Gowdy, WHDH Boston; Michigan—Van Patrick, WKMH Dearborn; Minnesota—Ray Scott, Minnesota Twins, Minneapolis-St. Paul; Mississippi—Jack Cristil, WOLO Tupelo; Missouri—Joe Garagiola, KMOX St. Louis; Montana—Jerry Johnson, KOOK Billings; Nebraska—Bob Zenner, KOLN-TV Lincoln; Nevada—Chuck Hill, KORK and KLRN-TV Las Vegas; New Hampshire—Don Tibbets, WGIR Manchester; New Jersey—Ted Webbe, WNTA Newark; New Mexico—Connie Alexander, KOB Albuquerque; New York—Chris Schenkel, ABC and CBS; North Carolina—Bill Synder, WSOC Charlotte; North Dakota—E. J. Anderson, KFYR Bismarck.

Also, Ohio—Ken Coleman, WDOK Cleveland; Oklahoma—Bill Platt, KSPI Still-

water; Oregon—Bob Blackburn, KPOJ Portland; Pennsylvania—Bill Campbell, WCAU Philadelphia; Rhode Island, Chris Clark, WPRO Providence; South Carolina—Bob Fulton, WCOS Columbia; South Dakota—Danny Olson, KSOO-TV Sioux Falls; Tennessee—George Mooney, WKGK Knoxville; Texas—Kern Tips, Humble Network, Houston; Utah—Paul James, KCPX Salt Lake City; Vermont—Tony Adams, WCAX-TV Burlington.

Also, Virginia—Frank Messer, WRVA Richmond; Washington—Rod Belcher, KING Seattle; West Virginia—Jim Thacker, WSAZ Huntington; Wisconsin—Mike Walden, WTMJ Milwaukee; Wyoming—Leo Morris, KVVW Cheyenne.

Pioneers offer facility to tape reminiscences

The Broadcast Pioneers' Oral History Project will have facilities at the NAB convention Tuesday afternoon and all day Wednesday (April 3-4) for qualified pioneers in broadcasting and allied fields to tape their reminiscences. According to Carl Haverlin, chairman of the project, WGN-AM-TV Chicago is contributing the personnel and equipment for the taping sessions.

All material gathered will be processed by Dr. Lewis Starr, director of oral history research, Columbia U., New York, and will be preserved in Columbia's archives for use by writers and historians.

All pioneers who have a story to tell will find the project in private dining room 10 of the Conrad Hilton Hotel.

Changing hands

ANNOUNCED ■ The following sale of station interest was reported last week subject to FCC approval:

■ WVUE-TV New Orleans, La.: 40% interest sold by estate of late Chester Owens to WSTV Inc. for \$850,000. WSTV Inc., owned by United Printers & Publishers, owns WSTV-AM-FM-TV Steubenville, Ohio; WBOY-AM-TV Clarksburg, W. Va.; WRGP-TV Chattanooga, Tenn.; WPIT-AM-FM Pittsburgh, Pa.; WSOL Tampa, Fla., and WRDW-TV Augusta, Ga. The group is selling its KODE-AM-TV Joplin, Mo., to James S. Gilmore of Kalama-zoo, Mich., for \$1.85 million (AT DEADLINE, March 26). WVUE-TV, founded in 1959, is operating temporarily on ch. 13 (from Biloxi, Miss.). Majority

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WFIL-TV documentary

Roger W. Clipp (l) vice president, broadcast division of Triangle Publications Inc., presents a copy of a color documentary film, "Battleground: North Atlantic," produced by WFIL-TV Philadelphia, to Admiral Robert L. Dennison of NATO's Supreme Allied Command, Atlantic (SACLANT).

The film, which won a special SACLANT award for the station, is available to other U. S. television stations free through Television Affiliates Corp. Triangle Stations: WFIL-AM-FM-TV Philadelphia; WFBG-AM-FM-TV Altoona, WLYH-TV Lebanon, both Pennsylvania, WNBK-AM-FM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven, Conn.; KFRE-AM-TV and KRFM (FM) San Diego.

stockholder of WVUE-TV is Joseph A. Paretti and associates.

APPROVED ■ The following transfer of stations interest was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 128).

■ KPIG Cedar Rapids, Iowa: Sold by John C. Kelly and group to Black Hawk Broadcasting Co. for \$195,000 and agreement not to compete. Black Hawk owns KWWL-AM-TV Waterloo, Iowa, and KAUS-KMMT-TV Austin, Minn. Chairman Newton N. Minow and Commissioners Robert T. Bartley and Frederick W. Ford dissented.

Tice opens new sales office

J. Olin Tice Jr., president of Olin Tice Stations, last week announced the opening of a national sales office to be known as Tico Enterprises Inc., 3504

Time-Life Building, New York 20. Joe Morris, national sales manager for the Tice stations, will be in charge of the new office.

Tice stations: WBAZ Kingston, N. Y.; WKEN Dover, Del.; WKTC Charlotte, N. C.; WCAY Columbia, S. C.

CBS stations to repeat foreign tv exchange

CBS-owned tv stations and several overseas organizations will conduct a second International Program Exchange this summer.

The stations' contribution to the exchange will be a full-hour musical program with Eugene Ormandy and the Philadelphia Orchestra, produced by WCAU-TV Philadelphia.

Seven overseas broadcasters will contribute musical programs, each of which will be seen in all the participating countries. In America, the programs will be presented on *The International Hour*, a weekly series scheduled to begin in early May on the five CBS-owned stations: WCBS-TV New York, KNXT (TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.

Broadcasters participating in the exchange are: PROARTEL of Argentina, Australian Broadcasting Commission,

Canadian Broadcasting Corp., Independent Television for South Wales & West England (TWW), Radiotelevisione Italiana (RAI), Tokyo Broadcasting System and Telesistema Mexico.

WABH goes on the air

WABH Deerfield, Va., a daytime station owned by Deerfield Broadcasting Co., went on the air early in March. The station operates with 1 kw on 1150 kc.

Its format consists of country and gospel music and farm features. It has no network affiliation. The personnel includes David G. Hendricks, general manager; Ralph Hamilton, station manager, and J. L. McFarland, chief engineer.

Real robbers for real cops

New York City's Police Dept. is experimenting with television as a training aid.

Twenty 23-inch receivers have been loaned to it by WNYC New York to be used for in-service training films and telecasts of police line-ups and other special programs from WUHF (TV) New York. The police line-ups will be telecast "scrambled" by WUHF. Six of the sets are equipped with decoders to receive the scrambled telecasts.

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U. S. TV A RATINGS SLAVE?

BBC's Greene makes charge at duPont awards event; KING-TV, KPFK(FM), Agronsky receive top honors

American broadcasters who claim to be seeking freedom are subjecting themselves to the tyranny of ratings, H. Carleton Greene, director-general of the British Broadcasting Corp., said at the Alfred I. duPont Awards Foundation Dinner in Washington, D. C., last week.

This year's duPont winners for excellence of broadcasting in the public interest were KING-TV Seattle, Wash.; KPFK (FM) Los Angeles, and NBC's Martin Agronsky (BROADCASTING, March 19). Commendations also went to WHAS Louisville, WCAU-TV Philadelphia, and WTHI-TV Terre Haute, Ind.

Ratings tell broadcasters only how many people viewed a program, not why they watched or how much they enjoyed the program, the BBC head said; these are "vital pieces of information in the planning of a responsible broadcasting service." The public is composed of individuals with many interests, Mr. Greene emphasized, and a program which means a lot to several million viewers should not be considered a failure because many other millions watched another program at the same time.

Mr. Greene quoted Lord Reith, the first director-general of the BBC: "He who prides himself on giving what he thinks the people want is often creating

a fictitious demand for lower standards which he will then satisfy."

BBC Raised Tastes ■ The BBC in some 25 years of television developed programs of classical music, Shakespeare and archeology for which there was no manifest "popular demand" at the time and gradually educated viewers to an appreciation and appetite for these subjects, Mr. Greene said.

The filmed westerns and action-adventure shows America is exporting to tv stations throughout the world is undoing much of the good done by United States foreign aid programs, Mr. Greene claimed. Countries with emerging tv systems and limited facilities are inclined to use this product because the programs are cheap and inexhaustible in supply, Mr. Greene said. "The result is that night after night around the world people are huddled around television sets . . . to watch westerns and crime and adventure series, and not always the best of their kind."

The BBC officer praised U.S. tv documentaries—"models of fairness, honest outspokenness and, when called for, self-criticism,"—but warned that idealistic young people in Asia, Africa and Latin America would prefer such programs to the plethora of westerns because they "want more from television than the ideals of Tombstone and Dead

Man's Gulch."

In accepting his award, Mr. Agronsky said, "All of us in the news business ought to remember that our primary responsibility is to the man who buys his newspaper or turns on his radio expecting us to give it to him."

Too Late ■ "I can't remember a single report I thought was really important, which after I had made it, satisfied my own standards of 'whole truth'. . . I could have provided a better prospective. And times without number, at almost the very moment the announcer signed off, there has flashed through my mind . . . the word or phrase I had groped for just before air time."

Mr. Agronsky said objectivity can become an 'intellectually debilitating fetish' which can be carried to a point where it can exclude judgment or opinion. He said it is a function of the commentator to comment and that freedom of opinion must be encouraged, not throttled.

BROTHERHOOD AWARDS

Special honor conferred on WNEW for 'News Closeup'

Awards for "outstanding contributions to good human relations" were made to mass communications media by the National Conference of Christians & Jews last week.

A special brotherhood award for "outstanding achievements over a period of years" was given to WNEW New York for its *News Closeup* program.

Broadcast winners are:

Network tv: National Council of Catholic Men and NBC-TV, for a four-part series, *Prejudice, U.S.A.*; ABC-TV—for "The Awesome Servant" one-hour documentary on the *Bell & Howell Close-Up!* series covering automation.

Local tv: KOMO-TV Seattle, Wash., its *Challenge* program.

Radio: WEEI Boston, for its programs in human relations.

Brotherhood certificates were presented to five broadcasting groups:

Network radio: NBC Radio for the episode "This Time the Italians—Next Time You" on the *Family Living '61* series.

Local radio: WBBM Chicago for its panel series *Spectrum*.

Network tv: CBS News for "Crossroads Africa—Pilot for a Peace Corps" on *CBS Reports*.

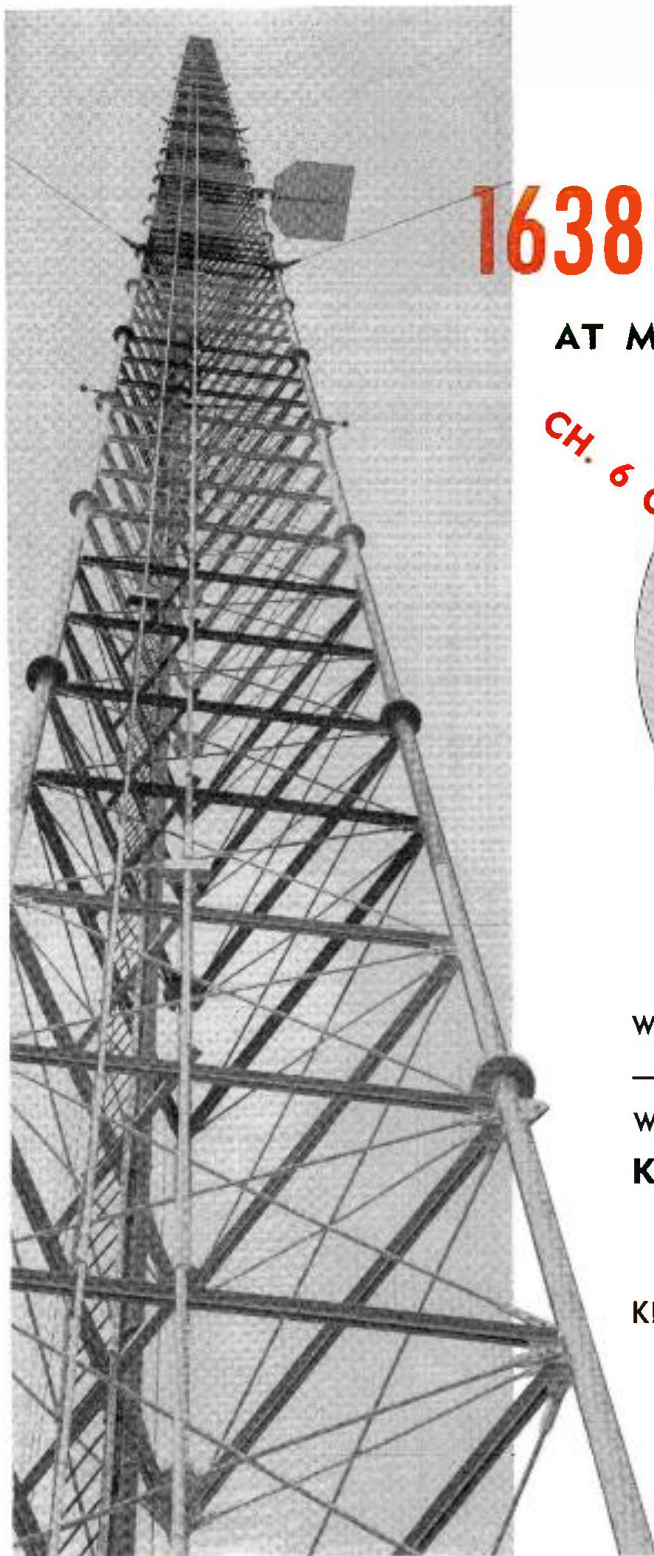
Local tv: WCAU-TV Philadelphia for "Demons in the Streets."

Special radio category: Friendly World Broadcasting, Wallingford, Pa., "for a unique service to radio stations throughout the country." (Friendly World is a self-supported voluntary citizens' organization which provides discussion programs without charge to about 350 radio stations.)



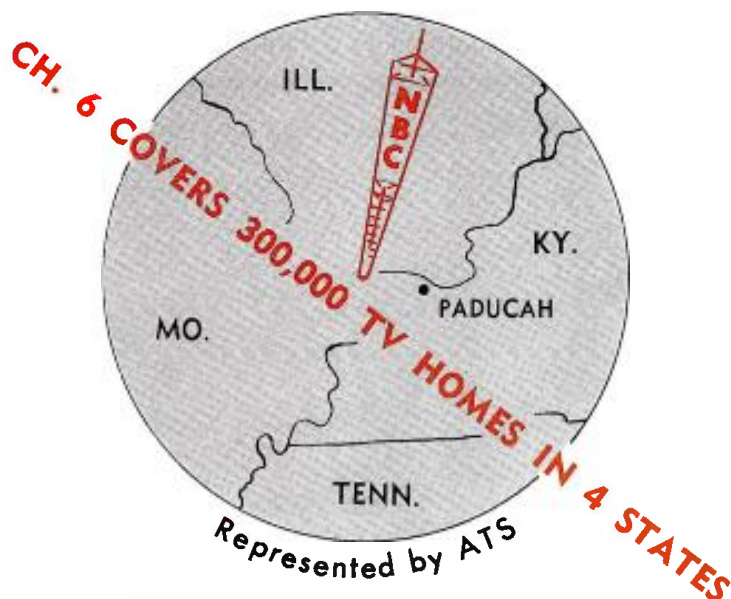
At the duPont awards dinner last Monday night (l to r): Fred Cole, president, Washington & Lee U.; Martin Agronsky, NBC; H. Carleton Greene,

director-general, British Broadcasting Corp.; Stimson Bullitt, president, KING-TV Seattle, and Trevor Thomas, manager of KPFK (FM) Los Angeles.



WPSD-TV's 1638' KIMCO TOWER

AT MONKEY'S EYEBROW, KENTUCKY



WPSD-TV's NEW TOWER

—TALLEST EAST OF THE MISSISSIPPI—

WAS DESIGNED, FABRICATED, ERECTED BY

KLINE IRON & STEEL COMPANY

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KLINE EMPHASIZES:

Their reputation as a supplier

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Market size should determine pay—NAB

Varying salary tests based on size of market were recommended to the Wage-Hour Div. of the Labor Dept. March 27 by James H. Hulbert, NAB manager of broadcast personnel and economics. In a statement filed with the division, NAB said salary standards should be set at minimum levels in determining overtime exemption for executives and administrative and professional employees.

The division is holding hearings to determine whether present salary test figures should be increased as a result

of the recent increase in minimum wages. Salary tests of \$80 weekly for executives and \$95 weekly for administrative and professional employees are part of the exemption requirements.

Commenting on the basic validity of salary tests, Mr. Hulbert said, "It is our opinion that tests should be based only on the duties of the employees involved. If an employee is, in fact, a supervisor, the valid exemption should not be defeated by salary tests. But if such tests are to be applied, they should be imposed (1) at minimum levels with (2) a recognition of the differences caused by size of market."

Salary tests are unrealistic for small

stations in small markets, the division was told. "In television, the typical staff announcer working in a station in a market of 1 million or more earns \$200 a week, while a staff announcer doing almost precisely the same work in a market of 100,000 or less earns about \$110 a week," Mr. Hulbert said. "In radio, the larger-market announcer earns an average of \$161 a week. An announcer working for a station located in a market of 100,000 population or less, doing the same work, earns an average of \$73 a week."

WSB and WKY-TV win history program contest

WSB Atlanta and WKY-TV Oklahoma City are the 1962 winners of the radio-tv history contest co-sponsored by the American Assn. for State & Local History and Broadcast Music Inc. The latter organization will present them each with \$500 cash awards during ceremonies today (April 2) at the Chicago Historical Society.

WSB's prize-winning program, *Henry W. Grady*, was produced in cooperation with the Atlanta Historical Society. WKY-TV's program, "The Run," part of the *Oklahoma Heritage* series which ran on that station through 1961, was produced in cooperation with the Oklahoma U. Archives and the Oklahoma Historical Society. BMI also awarded a total of \$1,000 to the cooperating societies.

Finalists in the competition included KUT-FM Austin, Tex. (*Ranch and Range*); WTIC Hartford, Conn. (*New Haven — Last Stop?*); WUSN - TV Charleston, S. C. (*The Kingdom, the Power, and the Glory*); KCRA-TV Sacramento, Calif. (*The River*); WNBC Arlington Heights, Ill. (*Pioneers in Progress*), and WBZ Boston (*A Sound Beginning*).

J. Leonard Reinsch, executive director of WSB, and Norman P. Bagwell, vice president and general manager of WKY-TV, will accept the awards from Clement M. Silvestro, director of AASLH, and Carl Haverlin, BMI president.

SUITE 1435-36A, CONRAD HILTON HOTEL, CHICAGO



Desilu Sales Inc.

Richard Dinsmore, Vice President and General Manager

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HOLLYWOOD 38, CALIFORNIA
HOLLYWOOD 9-5911

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pennies
into dollars**

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6 beautiful ways to get a lot more action on a lot less gas



VALIANT—Action? Valiant's Slant Six Engine gives you the economy of a compact and the passing power of a full-size car. Further proof that nobody beats Valiant for value.



LANCER—Lancer cruises comfortably at turnpike speeds, but it uses gas sparingly, as a compact should. Exclusive Torsion-Aire Ride irons out bumps for a "big car" ride.



IMPERIAL—If you have a taste for fine things and an income to match, Imperial is for you. This is the most luxurious car we make—it is truly America's most carefully built car.



PLYMOUTH—This full-size wagon is full of surprises for 1962. Acceleration is up as much as 10%, gas mileage as much as 7%. That's why you get a lot more action on a lot less gas.



DODGE—Dodge Dart is now priced with Ford and Chevrolet, and it's hard to find more car for your dollar. Every pound is live weight—it's easier to park, easier to whip through traffic.



CHRYSLER—It's the big, fast, powerful car that makes it easy to move up to the luxury class. The Newport gives you Chrysler-size performance on regular gasoline.

Here are the facts behind the action cars

Chrysler Corporation engineers have achieved a rare thing in these 1962 cars—they have increased performance and economy at the same time. Acceleration is up as much as 10%, gas mileage as much as 7%.

And only Chrysler Corporation cars offer you all these advancements right now: Torsion-Aire Ride • Unibody Construction • Alternator • Seven-Soak Rustproofing.

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Where engineering puts something extra into every car

PLYMOUTH ■ VALIANT ■ DODGE ■ DART ■ LANCER ■ CHRYSLER ■ IMPERIAL ■ DODGE TRUCKS
SIMCA CARS ■ MISSILE DIVISION ■ SPACE DIVISION ■ MOPAR ■ AIRTEMP ■ CYCLEWELD ■ MARINE AND INDUSTRIAL ENGINES



LEONARD BALLARD
Chief Engineer
Radio Station KIOA
Des Moines, Iowa

OUR STATION SOUNDS BETTER SINCE WE CHANGED TO **MaCarTa** Equipment

Mr. G. D. Andrews, President
MaCarTa, Inc.
4021 Fleur Drive
Des Moines, Iowa

Dear Andy:

We have had MaCarTa equipment for over six months now (in fact, I think we were one of your first customers) and I thought you would be interested in a report.

We are thoroughly satisfied with MaCarTa in every respect. The reliability of stopping and starting on cue is absolute. We have no overlap or gap problems - even with very tight programming - as we have had with other kinds of tape cartridge equipment.

The recording process is very fast. We get more production done per hour than with cumbersome (and much more expensive) disc equipment. Now, anyone can operate the recorder because it's simple, straightforward, and it works! What's more, the quality of tapes produced on our MaCarTa equipment is much higher than discs so the technical standard of KIOA has been automatically raised.

We honestly believe KIOA sounds better than any other radio station in Des Moines today. MaCarTa equipment is the prime reason why.

Very truly yours,

Leonard Ballard
Leonard Ballard

**BELOW — THE THREE MaCarTa
108 PLAYBACKS AT KIOA.**



HAVE YOU INVESTIGATED THE NEW MaCarTa CAROUSEL?

**It's the Answer to Complete
Hands-off Tape Cartridge
Programming**

**WHATEVER YOUR STATION SIZE, THERE IS A MaCarTa
EQUIPMENT PACKAGE IDEALLY SUITED TO YOUR
PARTICULAR REQUIREMENTS. WRITE FOR FACTS!**



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NOIS — PIONEERS OF MAGNETIC
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Small urges pool of election coverage

Pool coverage of election returns by all networks, in the interest of economy and journalistic stability, was recommended to the Radio-TV News Directors Assn. board Saturday by William J. Small, news director of WHAS-AM-TV Louisville, Ky.

The advantages are obvious, Mr. Small said. The returns are honest and are available to all at the same time. This permits each network to concentrate on "clarity of presentation, interpretation of various state returns, commentary on significance, etc."

Mr. Small commented: "The superb network coverage of Cape Canaveral during the astronauts' shots is full evidence that they can work together magnificently in pooled coverage and still retain individuality in the way they handle and supplement pooled material."

The "numbers race" can be a pitfall that jeopardizes journalistic integrity, Mr. Small said. "Each network claims it reports honest figures, that the others project. No network dares fall very much behind in figures. With this as a philosophical base to the numbers race, it seems certain that unless something is done, the network will spend more and more to gather numbers and will gain less and less from their separate compilations. The temptation to 'improve' on the data is inescapable."

Mr. Small called on RTNDA to urge the networks to pool coverage of the raw data of election returns in concert with AP and UPI.

U. S. critics malign tv abroad—Sarnoff

NBC Board Chairman Robert W. Sarnoff warns that domestic critics' depiction of American television may be giving a false impression abroad by ignoring its virtues and magnifying its faults.

Mr. Sarnoff says that during his recent trip abroad he found much fear of television based on "misconceptions and distortions" about the medium in the U. S. He notes in a letter to tv editors released today (April 2) that "as a broadcaster" he is disturbed by the degree of misunderstanding and the consequent reflection upon this country.

American tv, he finds, "is falsely depicted as degrading public taste and culture with an unrelieved onslaught of gunslingers and horses and private eyes." But, he says, "the image visible to the casual foreigner scarcely reflects the merest wisp of a suggestion of the enormous commitment television is making to news and informational programming."

OVEREATING HAS BECOME A MAJOR HEALTH MENACE

Americans Are Stuffing Themselves
Past The Danger Point

Although it may be true that few people have *literally* eaten themselves to death, most American health authorities today are quick to agree a good many of us are eating our way to illness and, in many cases, earlier than necessary death. Obesity may not be listed as the "cause of death," but there is no doubt that overweight has become one of the most pressing American health problems.

It is certainly one of the paradoxes of our age that many millions of Americans of all ages are suffering malnutrition from excessive intake of food while in other areas of the world many more millions of people suffer from starvation. The overweight American may be a symbol of our opulence, but he, or she, is also the unhappy evidence that we are not doing a very good job of learning how to build and to maintain a physically fit populace.

Each year, through taxes or donations, we provide hundreds of millions of dollars to treat and to find preventatives for various types of diseases, especially those which afflict our children. Yet none of these diseases for which we have special foundations and fund raising campaigns will ever cause as much suffering, both physical and mental, as obesity. We too often leave this disease of overeating to the wide open field of faddism and quackery rather than to approach it on a logical basis as one of our most serious health problems.

WE OVERSTRESS THE "FUN" PART OF EATING

We Americans put so much emphasis on the "fun" of eating that for many of us the pursuit of happiness seems to be endless stuffing of our stomachs. Most of us establish our basic eating patterns in early childhood, and it is apparent that we are not doing a very good job of teaching our young how to eat for good health. The basic purpose of eating is not to provide an excuse for social intercourse. It is, rather, to provide the essential nutrients which our bodies need for growth and maintenance. It should be as easy to learn healthful eating habits as poor ones.

If we allow infants to overstuff themselves with food and if we permit our children to become obese without making serious efforts to correct their eating habits, we are laying the foundation for obese and unhappy adults. There is no evidence to support the idea that a fat baby or a fat child is more healthy—or happy—than a thin one. On the contrary, the lean child is much more likely to become a lean and healthy adult.

The obese adult must spend many difficult hours trying to unlearn the poor eating habits which have contributed to his or her undesirable excess weight. Many studies indicate that only a small percentage of the obese are ever able to correct this health problem on a permanent basis. We will be a much healthier, and far more physically fit, nation if

we insist upon developing sound programs to teach our children good health habits—including sensible eating patterns, proper respect for physical exercise and rest.

Nutrition scientists have learned much about the kinds and quantities of foods we need for good health. All of us, young and old alike, need daily servings of foods from the four major food groups—milk and milk products; meat, poultry, and fish; vegetables and fruits; and grain and cereals. Selecting from each of these food groups, in the quantities recommended for various age and activity levels, provides the variety of essential food nutrients which we need to keep our bodies properly nourished. This food pattern also provides enough variety to avoid monotony in meals.

WEIGHT REDUCTION DIETS NEED CAREFUL PLANNING

The overweight person who seriously desires to shed excess pounds will find that fad diets designed to take off weight fast and furiously seldom accomplish the goal of keeping the person at the desired weight over the long pull. On the other hand, developing sensible new eating habits—with foods selected from the four major food groups—and regulating calorie intake to effect weight loss offers a weight reduction plan which the obese person can learn to enjoy and stay with to keep this excess weight problem from recurring.

Obesity is a national health problem which deserves far more organized attention on the part of all of us. In addition to developing much sounder approaches to weight reduction for those who are suffering from this disease, we should look to the prevention of obesity by making certain our children are learning sensible eating and exercise habits.

Health education in schools should certainly be a part of our program, but we should also keep in mind that many of the child's habits, including many of his eating and exercise habits, are developed in the home before he enters school. Health education is not something that can be postponed until the child enters school. It is a parental responsibility that begins the moment the parents assume the task of feeding and training the infant.



american dairy association

The Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

WLW helps FBI catch one of '10 most wanted'

The FBI's apprehension of Lyndal Ray Smith, one of its 10 most wanted fugitives, has been credited to radio tapes provided by WLW Cincinnati.



Mr. Mason

The station came to the aid of the law enforcement agency when the FBI's machine broke down and threatened to delay preparation of radio tapes on the wanted man. WLW not only lent a machine to the FBI, but also cut the tapes and sent an engineer to repair the broken machine at no cost.

WLW for some time has broad-

cast the weekly series *Your FBI*, narrated by Edmund D. Mason, special agent in charge of the bureau's Cincinnati office. The show provides information and clues which might lead to the arrest of wanted criminals.

J. Edgar Hoover, director of the FBI, praised WLW in a telegram to Robert E. Dunville, president of Crosley Broadcasting Corp., saying:

"I want you to know how valuable your cooperation has been in providing hundreds of one minute radio spots narrated by Mr. Edmund D. Mason.

Please accept my thanks for this important public service."

(A full report on public services activity of WLW and other Crosley station is contained in PART II of this issue of BROADCASTING.)

Georgia AP group cites 14 stations, staffs

The Georgia Associated Press Broadcasters Assn. has honored 14 radio and television stations and 50 individuals for outstanding news contributions in 1961.

WGST Atlanta and staffers Jack Hurst and Harlan Skarpelezos received a special award for superior public service for a documentary program about eye cataracts. The program, recorded while Mr. Hurst was undergoing surgery for removal of a cataract, featured comments from Mr. Hurst and the operating physician during the operation.

Another special award went to WBML Macon for outstanding work in the cooperative exchange of news between the Associated Press and its member stations.

The award winners:

General: superior—Dewey Stone, WDEC Americus; Jim Axel, Bill Foster, Aubrey Morris, WSB Atlanta; Bernard Brown, WGST Atlanta. Excellent—Charles C. Smith, WDEC Americus; Bob Parker, Bob Culler, Jim Martin, Gary Cooper, WDUN Gainesville; H. Randolph Holder, WGAU Athens; Duane A. Hatch, Gerald B. White, WSGA Savannah. Meritorious—Johnny Smolka, WKEU Griffin; Ralph G. Penza, Buri Womack, Ted Dragin, WSAV Savannah.

Sports: superior—Dewey Stone, WDEC Americus; Bobby Chappell, WKEU Griffin; Paul Reidy, WBBQ Augusta; Don McClellan, WSB-TV Atlanta. Excellent—Horace Crowe, WBIE Marietta; Frank Stiteler, WSB Atlanta. Meritorious—Al Ciraldo, Jack Hurst, Lou Morton, John Van Horn, WGST Atlanta.

Editorial-interpretation: superior—Charles C. Smith, WDEC Americus; H. Randolph Holder, WGAU Athens; Duane A. Hatch, Ray Moore, Joe Fain, WSB-TV Atlanta. Excellent—Ross Shackelford, WPLK Rockmart; Jack Verner, WBIE Marietta; Aubrey Morris, WSB Atlanta. Meritorious—Bobby Chappell, WKEU Griffin; Ralph G. Penza, Ted Dragin, WSAV Savannah.

Farm: superior—Charles C. Smith, WDEC Americus; Jimmy Dunaway, WSB Atlanta. Excellent—Jack Collins, WGST Atlanta.

Specials: superior—Nelle Reagan, WPLK Rockmart; Kathryn Dozier Bankston, WGAU

Athens; Bob Van Camp, Tommy Thompson, WSB Atlanta; Ralph G. Penza, WSAV-TV Savannah; George Page, John Palmer, Joe Fain, Fred Briggs, WSB-TV Atlanta. Excellent—John Johnson, WCEH Hawkinsville; Jack Verner, Ted Wilhite, James M. Wilder, WBIE Marietta; DeWitt Simonton, Bobby Chappell, WKEU Griffin; Bernard Brown, WGST Atlanta; Ray Moore, WSB-TV Atlanta; Jerry Vandenventer, Jack Scott, King Elliott, Bill Foster, WSB Atlanta. Meritorious—Sue M. Smith, Mary Crawford, WDEC Americus; Dick Payne, WGAU Athens; Bernard Brown, Jack Collins, Pete Thomas, WGST Atlanta.

Time Inc.'s net income was \$8.7 million in '61

Broadcasting contributed about 4% of the gross revenue earned by Time Inc. in 1961, the company reported in a registration statement filed at the Securities & Exchange Commission.

Revenue for Time Inc. (including its wholly owned subsidiary Time-Life Broadcast Inc.) was \$301,553,966 for the year ended Dec. 31, 1961. Net income for this period was \$8,704,928. In the comparable period of 1960, revenues were \$287,121,136 and income \$9,302,537.

Henry R. Luce, editor-in-chief, owns 17.45% of Time's stock, the largest single holding. Weston C. Pullen Jr., a vice president of the company, heads its broadcasting operations.

Time-Life stations are KLZ-AM-FM-TV Denver, WTCN-AM-FM-TV Minneapolis, WFBM-AM-FM-TV Indianapolis, WOOD-AM-FM-TV Grand Rapids and KOGO-AM-FM-TV San Diego (KOGO's purchase for \$6.125 million was approved by the FCC two weeks ago).

The statement was filed in order to register 251,650 shares of common stock to be offered to key employees pursuant to the company's restricted stock option plan.

Scripps-Howard stock offered to public

Scripps-Howard Broadcasting Co., which owns four vhf tv stations, three am stations and two fm stations, has filed with the Securities & Exchange Commission to make its first public stock offering.

The company filed to register 375,000 shares of its common stock, about 15% of the outstanding shares. The First Boston Corp. was named managing underwriter.

Shares will be sold by the E. W. Scripps Co., which now owns 71.48% of the 2,588,750 shares outstanding and will hold 66.89% after the offering, and by vice presidents of the company, James C. Hanrahan, M. C. Watters and R. B. Westergaard, who are selling 51,250 shares each of an aggregate of 312,500 shares owned. President Jack R. Howard is selling 102,500 of his 225,000 shares.

S-H stations are WEWS (TV) Cleveland, WCPO-AM-TV Cincinnati, WNOX Knoxville, WMC, WMC (FM) and WMCT (TV) Memphis, and WPTV (TV) West Palm Beach, Fla. (recently purchased for \$2 million). E. W. Scripps Co. owns, directly or indirectly, minority non-voting stock interest in WWJ-AM-FM-TV Detroit and in WFMJ-TV Youngstown, Ohio. If the two last-named interests prevent acquisition of additional stations, "it is expected" they would be sold, the registration statement said.

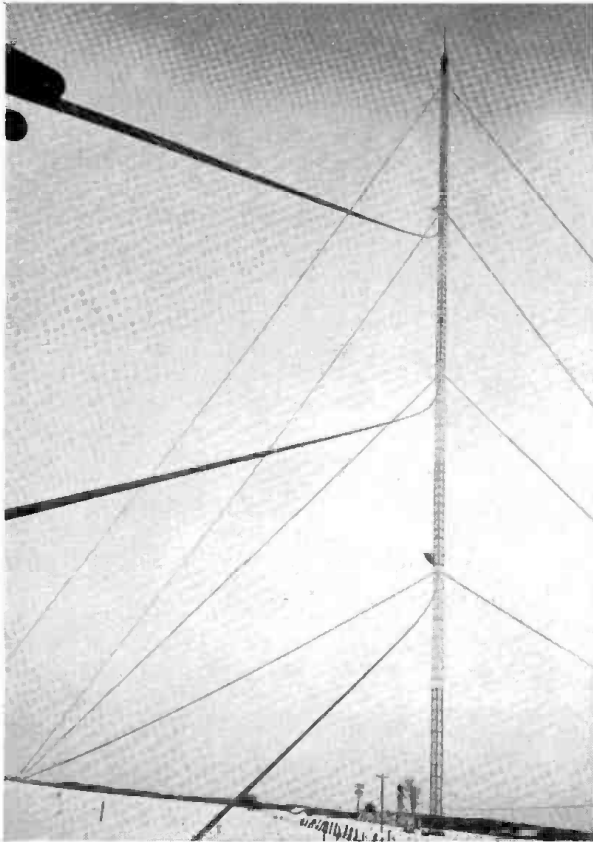
For the year ended Dec. 31, 1961, the company had net operating revenues of \$12,171,790 against \$11,739,119 the previous year. Net income was \$2,822,227 for 1961 or \$1.09 per share of common stock compared with net income in 1960 of \$1,696,260 (\$1.04).

S-H has paid quarterly cash dividends on its common stock since 1951. The most recent quarterly dividend was 17½ cents per share payable March 9 to stockholders of record March 7.

The statement included a breakdown of sources of revenue for both tv and radio operations. In television, network advertising accounts for 22%, national spot for 47%, local advertising for 20% and special services for 11%. All S-H tv stations are network affiliates. In radio, local advertising contributed 50% of revenues, national spot 39%, network 2% and other sources 9%.

Karl A. Bickel is board chairman of the company and Jack R. Howard is president. James C. Hauraleau, manager of WEWS (salary \$48,818), M. C. Watters, manager of the Cincinnati stations (salary \$51,600), Henry W. Slavick, manager of the Memphis stations, Joseph P. Epperson, chief engineer, and R. B. Westergaard, general manager of WNOX, are company vice presidents.

WLUK-TV Tower at De Pere, near Green Bay, Wisconsin. Designed for an eventual height of 1700 ft, now at 1160 ft.

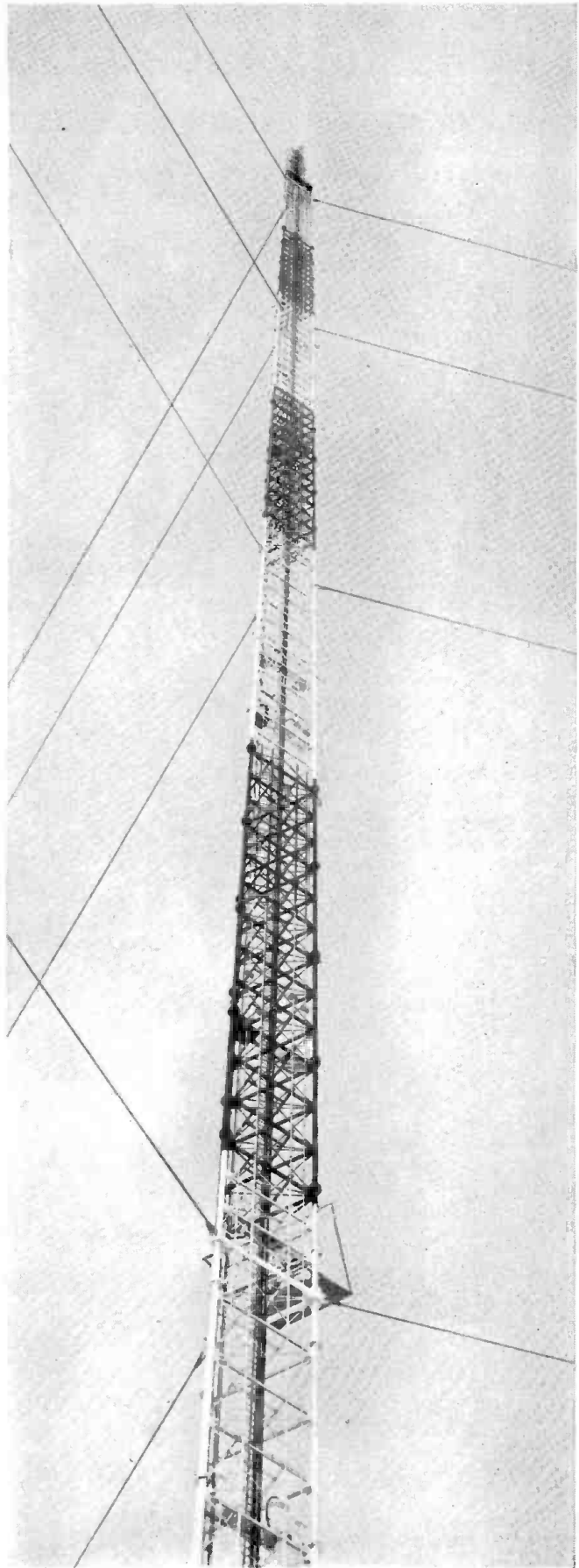


KIMCO® comes to Roebing for good guys...

Because guys made of Roebing Prestretched Galvanized Bridge Strands are backed by field-proven product quality...unwavering performance...complete dependability. Naturally, Kline Iron & Steel Company, Columbia, S. C., comes to Roebing to complement their own reputation for efficient service, as well as their record for designing and erecting many of the finest and tallest towers—KIMCO—for the broadcasting industry.

Roebing's skill and knowledge in the production of high-strength steel strand, coupled with 121 years of experience in design and erection of suspension systems of all types, are unmatched anywhere. Planning a project using guys? Or pressed for the solution to a difficult guying problem? Write, wire or call Roebing's Bridge Division, Trenton 2, New Jersey.

ROEBLING 
Branch Offices in Principal Cities
John A. Roebing's Sons Division
The Colorado Fuel and Iron Corporation



WBAY-TV Tower, also at De Pere, is 1149 ft above ground but is designed to be extended to 1700 ft later.

Key issues face 40th NAB convention

CHICAGO MEETING TO APPRAISE RECORD SINCE WHIPPING IN D. C.

The 40th annual NAB convention promises to go beyond the boundaries laid out in the formal program, so far beyond that it could develop into a week of surprises reminiscent of the 1961 meeting in Washington.

That was the time FCC Chairman Newton N. Minow looked out over several thousand broadcasters and rocked them in their chairs with his private appraisal of television programming—"a vast wasteland."

And it was the time NAB's new president, LeRoy Collins, made his industry-wide debut in one of the toughest spots of all time—the anticlimax that followed a speech by President Kennedy and a friendly greeting from Comdr. Alan B. Shepard Jr., first American astronaut.

But Gov. Collins proved that he, too, is a trouper by drawing appreciative praise for his laudatory comments on broadcasting and unhappy groans for his frank criticism of broadcast problems.

Forty years have passed in NAB history. Only one year has elapsed since the Washington convention, but it has been a year of important developments (see story page 66 evaluating results of Chairman Minow's administration).

Both Gov. Collins and Chairman Minow will again take starring roles this week in Chicago. Gov. Collins will make his annual report to the membership at the Monday convention luncheon. Chairman Minow will be the Tuesday luncheon speaker. This time he's expected to focus his attention on radio—the 42nd year of radio broadcasting history.

Record Attendance Expected ■ A normal broadcasting trend seems to be continuing this year—the interest in exhibits will surpass all previous years. And it's safe to predict that attendance



Award winner Murrow

at management meetings and the separate engineering conference will set all-time records (see listing of convention events page 108 and "Where to Find It" page 110).

Two unscheduled issues of wide industry interest arose prior to the convention. First, the All-Industry Television Station Music License Committee has run headon into an exciting affray as a result of a court proposal that tv stations swap a 17% ASCAP rate cut for separation of Broadcast Music Inc. from broadcaster ownership (BROADCASTING, March 12 *et seq.*).

The committee, headed by Hamilton Shea, WSVA-TV Harrisonburg, Va., has rejected this idea. Mr. Shea will report to the tv assembly Tuesday morning and then answer questions.

Second non-agenda issue centers around the proposal of Broadcast Advertisers Reports to submit to its clients regular evaluation reports on the way tv stations adhere to the NAB television code (see story page 29). BAR stirred the industry a fortnight ago by criticiz-

ing the NAB code authority for its monitoring procedure and failure to renew its BAR monitoring contract (BROADCASTING, March 19).

The BAR proposal came as a weekend surprise. It sharply rebuked NAB for its tv code monitoring setup and laid out a system of "report cards" that would evaluate the way tv stations adhere to tv code provisions.

Conforming to the times, the missile age has a role in this convention. James E. Webb, administrator of the National Aeronautics & Space Administration, will be the Wednesday luncheon speaker. Special interest in his talk centers around plans for space vehicles designed to permit international television communications via space relays.

Improved Facilities ■ This is the first of three consecutive conventions to be held in the hotel best-equipped for a major industry meeting. A new hall complete with 300 loudspeakers has been added since NAB last met at the Conrad Hilton in 1960. It's called the International Ballroom and is located at the site of the old Eighth St. Theatre, location of many meetings important in NAB history.

The Sheraton-Blackstone across the street to the north (up the lake) and Essex Motor Inn, to the south, will be new to NAB conventions. Executive House and other Chicago hotels will house hospitality suites operated by station reps, syndicators and other service firms (see list of suites and exhibit booths).

The formal equipment exhibits are located on the lower level of the Conrad Hilton (BROADCASTING, March 26). In addition equipment firms will have hospitality suites around the upper levels of the hotel. The mezzanine floor houses the older Grand Ballroom. Other meeting rooms and NAB offices are located on the floors immediately above. Registration is in the lower lobby.

Principal convention issues will emerge Sunday (April 1) during Fm Day proceedings and at private sessions around the city. More will develop as the formal opening takes place Monday morning when Edward R. Murrow, director of U. S. Information Agency, will deliver an address after he receives NAB's highest honor, the Distinguished Service Award.

Convention week for NAB as usual will be important more for its assembly of much of the broadcasting industry in a single city than for the formal speeches and the exchanges of remarks



Chmn. Minow

Gov. Collins

Mr. Webb



TAPE IT TODAY SHOW IT TOMORROW ANYWHERE IN THE U.S.A WITH



Your commercials go from studio to station . . . fastest and safest when you specify "via AIR EXPRESS." Door-to-door delivery overnight to 23,000 communities in the U.S., Puerto Rico and Canada, at rates that are lower than you think. For example, 2 lbs. fly 2,400 miles for only \$3.51. So always be sure to insist on AIR EXPRESS for your shipments, whether you're shipping or receiving. It's the only air shipping service with priority on all 36 scheduled U.S. air lines—served by 13,000 R E A Express Trucks that are always as near as your telephone.

CALL YOUR LOCAL R E A EXPRESS OFFICE FOR AIR EXPRESS SERVICE



I'M JOE FLOYD...

I CONSIDER MYSELF A HELLUVA SALESMAN!

That's the way I threw my hat in the ring with KELO-TV just eight years ago. I didn't dream there were so many like-minded merchandisers and media buyers. The way they latched on to KELO-TV was terrific. And we gave 'em a run for their money from the start! Like the way we pushed back the walls, not just of the studio but of the whole market, to give advertisers the fantastic KELO-LAND community—103 counties in 73,496 square miles of five states. Today no advertising campaign is a national campaign without KELO-LAND TV.

CBS • ABC

Joe Floyd

KELO^{tv}LAND

KELO-TV SIOUX FALLS; and interconnected
KDLO-TV and KPLO-TV

JOE FLOYD, President

Evans Nord, Executive Vice Pres. & Gen. Mgr.

Larry Bentson, Vice-Pres.

Represented nationally by H-R in
Minneapolis by Wayne Evans & Associates

MIDCO

Midcontinent Broadcasting Group

KELO-LAND/TV and radio Sioux Falls, S.D.;
WLWL/am, fm Minneapolis-St. Paul; WKOW/am
& tv Madison, Wis.; KSO radio Des Moines



Mr. McCollough
Chmn., Joint Boards



Mr. Martin
Chmn., Tv Board



Mr. Hatch
Chmn., Radio Board

during panel meetings. Millions of dollars of equipment will be sold; incalculable volumes of business will be negotiated or instigated in hospitality suites, at network events and in countless lounges and rooms around the city.

(A complete listing of convention events along with descriptions of exhibits and listings of hospitality suites was published in the March 26 BROADCASTING. Information made available since that time concerning convention delegations and facilities will be found starting page 114).

The People Who Did It ■ In charge of convention arrangements is NAB's secretary-treasurer, Everett E. Revercomb.

Howard H. Bell, NAB industry affairs vice president, is in charge of the convention program. George Bartlett, engineering manager, is directing the separate technical convention (complete summaries of papers and program in the March 26 BROADCASTING). Jack Petrik, KETV (TV) Omaha, Neb., is chairman of the engineering conference committee.

Joseph M. Higgins, WIBC-AM-TV Indianapolis, and William B. Quarton,



Mr. Higgins



Mr. Quarton

WMT-TV Cedar Rapids, Ia., are co-chairmen of the management convention committee.

Serving on the convention committee besides co-chairmen Higgins and Quarton are Henry B. Clay, KTHV (TV) Little Rock, Ark.; George T. Frechette, WFHR Wisconsin Rapids, Wis.; Simon Goldman, WJTN Jamestown, N. Y.;

Robert T. Mason, WMRN Marion, Ohio; Odin Ramsland, KDAL Duluth, Minn.; James D. Russell, KKTU (TV) Colorado Springs, Colo.; Joseph S. Sinclair, WJAR-TV Providence, R. I., and Robert F. Wright, WTOK-TV Meridian, Miss.

A compilation of other NAB headquarters personnel and their locations at the convention is given on page 113.

RADIO-TV PAY GOOD

Television manager's average pay nearly twice radio's

The typical tv station manager earns \$20,000 a year compared to \$12,500 for his radio counterpart. Furthermore, their educational standards are high and its a good industry in which to work.

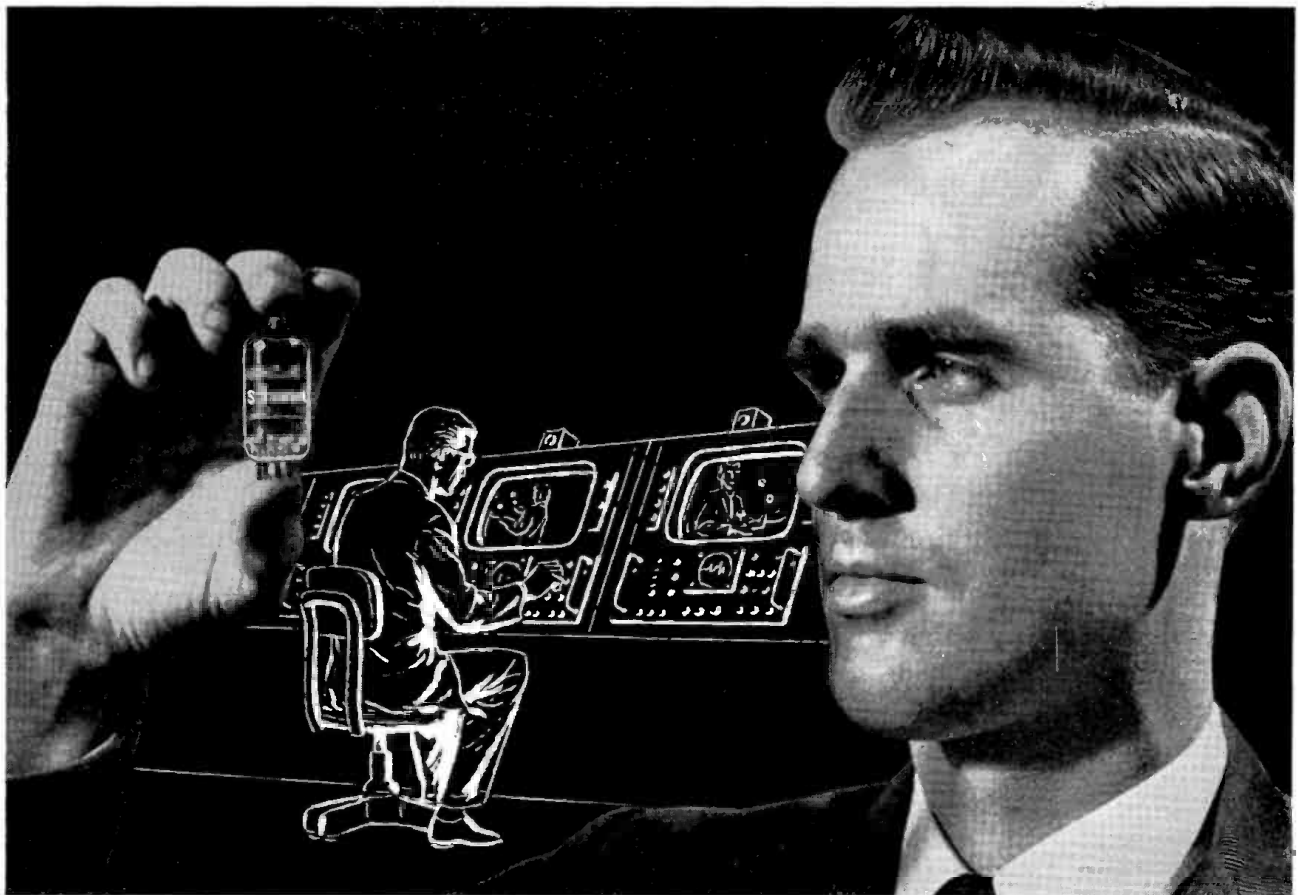
The findings and many others came out of a 96-page report by James H. Hulbert, NAB manager of economics and personnel, after a questionnaire survey which covered 2,345 industry executives and employees.

The results were disclosed by Mr. Hulbert at the weekend convention of the Assn. for Professional Broadcasting Education, meeting in conjunction with the annual NAB sessions at the Conrad Hilton Hotel, Chicago.

The typical tv employee earns about \$8,700 a year compared to \$6,500 for the radio employee, the survey showed. In both radio and tv about a third of the general managers moved into their

see the first visual radio station breaks

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Suite First! 1135A Conrad Hilton
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"CUT MAINTENANCE TIME BY 75%"

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"I bought a small supply of Sylvania Gold Brand Tubes and found them to be 100% interchangeable in pulse as well as video circuits. I was so impressed I bought an additional twenty... found them to be 100% interchangeable with each other.

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time by 75%... no longer have to hunt for matched pairs. We are also using Sylvania Gold Brand Tubes in our camera circuits that are critical... almost impossible to detect any change in operation from the crucial first 100-hour period... reasons enough for me to specify Sylvania Gold Brand where reliability and quality are of prime importance."

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ABC-TV promises affiliates color feeds next fall

Prompted by what it considers a growing interest by viewers in color television, ABC-TV plans to begin color telecasts next fall over its five owned stations.

Since the programs will be fed over the ABC-TV network lines, affiliates that install color facilities may transmit the programs in color. The move makes ABC-TV the second network to transmit programs in color on a regular basis. NBC-TV has been colorcasting for several years, and CBS-TV only on an occasional basis.

Announcement of ABC-TV's color broadcasting was to be made last Saturday (March 31) by Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, at the annual ABC-TV affiliates meeting in Chicago. During the 1962-63 season, he said, the programs to be carried in color will include *The Flintstones*, *Matty's Funnies with Beany and Cecil* and those feature

films in color which are in the *Hollywood Special* Sunday night series (story, page 78). Mr. Goldenson said that ABC-TV is "looking forward to an expansion of color telecasting on the network in the 1963-64 season."

"The public's interest in color tv has grown to a point where our stations have decided to start broadcasting in color and thereby further increase ABC's range of services to the television stations."

The ABC-TV owned stations are WABC-TV New York, WBKB (TV) Chicago, KABC-TV Los Angeles, KGO-TV San Francisco and WXYZ-TV Detroit.

The affiliates meeting was to be attended by executives of AB-PT and ABC-TV. AB-PT officials included Mr. Goldenson and Simon B. Siegel, executive vice president, and Everett H. Erlick, general counsel.

ABC executives at the meeting

were to be Thomas W. Moore, vice president in charge of the tv network; Julius Barnathan, vice president and general manager. Alfred Beckman, vice president in charge of the Washington office; Bert Briller, vice president for tv affiliate communications; Giraud Chester, vice president in charge of tv daytime programming; Robert L. Coe, vice president in charge of tv station relations; Theodore H. Fetter, vice president and program director; Michael J. Foster, vice president in charge of press information; James C. Hagerty, vice president in charge of news, special events and public affairs; Frank Marx, vice president in charge of engineering; Alfred Schneider, vice president in charge of tv administration; Edgar J. Scherick, vice president in charge of tv network sales; Donald Shaw, director of tv station clearances, and Harry Levinson, manager of tv sales development.

present jobs from a sales manager's position and about 20% moved up from program manager.

In its study of industry employment NAB found the average radio station manager is three years younger than tv managers—41 years compared to 44. Radio and tv employees average about 35 years of age.

Happy About It ■ The survey indicated both managers and employees are "overwhelmingly happy with their decision to go into broadcasting as a career." According to the survey about 99% of radio and tv managers regarded it as a good decision; 93% of employees regarded their decision as a good one.

A high educational level was found for broadcasting personnel. About 94% of managers graduated from high school; half graduated from college and another third attended college but did not graduate. About 15% of managers attended graduate school; between 15% and 20% attended vocational school.

"The great majority of radio and tv managers finished in the first or second quarter of their classes at all schools attended," according to Mr. Hulbert. "About 94% of all employees graduated from high school and about a third graduated from college. The employees also showed high scholastic standings, the great majority placing in the first or second quarter."

Management reported in the survey that the principal employment problem was finding qualified people, particu-

larly good salesmen. "Newsmen and continuity writers of high calibre are also difficult to locate," the survey showed, Mr. Hulbert continued.

Affirmation ■ He added, "In general broadcasting was given a vote of confidence by the people who work in it." The questions about the quality of management and immediate supervisors drew "quite affirmative" answers from employees, he said.

Bruce Linton, U. of Kansas, president of APBE, said the survey findings "will be extremely valuable in assisting

educators in the teaching of broadcasting courses." Mr. Hulbert recalled that when the survey was first considered there was a question of whether candid comments by both managers and employees might be predominantly critical.

"This has not proved to be the case," he said. "Instead, the results constitute a positive endorsement of the broadcasting industry as a challenging place to work. The criticisms will provide guidance on the vocational areas of broadcasting which need improvement."

ABC RADIO PLANS CO-OP MUSIC SHOWS

Other plans disclosed at pre-convention session

ABC Radio intends to introduce a programming change this month, under which all network music programs will be offered to stations on a co-operative basis.

The move was to be disclosed yesterday (Sunday) during a pre-NAB meeting of ABC Radio affiliates by William Rafael, ABC vice president in charge of radio programming. He explained that ABC Radio will deliver on its lines national programs of appeal to regional advertisers, claiming there is "a real need for this type of programming."

Mr. Rafael added that the network will make its announcers available for local commercials at a nominal cost and announced plans to offer affiliates other co-op programs, including an

anti-communism special, a mental health program and a business show.

In another talk, James Duffy, vice president in charge of sales, reported that total segmented program sales for the first quarter of 1962 were 46% higher than for the corresponding period of 1961. He cited growing sponsor acceptance of the *Flair* segments, weekend news, weekend sports and the *Breakfast Club* as factors in the gross sales increases.

Earl Mullin, national director of the stations department, told the meeting that the network has gained 71 station affiliates in the last year. It now has 412 affiliates covering 98.2% of the U.S., he said.

Robert R. Pauley, president of ABC Radio, conducted the meeting. He re-

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The top rated
exercise program
that builds sales
for sponsors and
good community
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This popular service program ties in with the administration's stress on physical fitness. Ed Allen emphasizes intensified and specialized routines for maximum results in helping his many women viewers to look and feel better. An instructor thoroughly schooled in anatomy, Ed Allen makes exercises fun in the home and builds large and loyal audiences.

“Our client, Foremost Dairies, is very happy with the sales results of the Ed Allen Time in Hawaii. The audience reaction was tremendous right from the start and the latest ARB rating shows why. The show was on at KHVH-TV at 8 a.m. at the time of the rating period and showed an 11 rating ... the highest rating of all daytime shows in this market up to 4 p.m.”

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For more details or an audition print, phone, write or wire NORM LINDQUIST at our Chicago center.



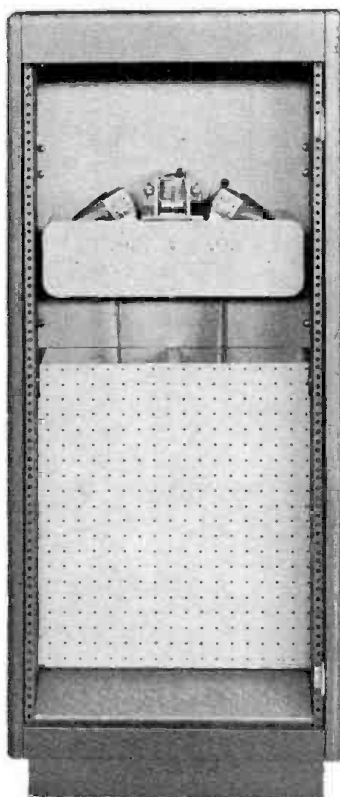
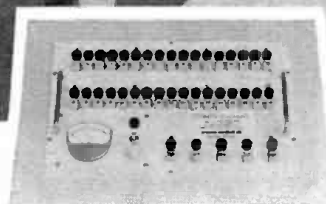
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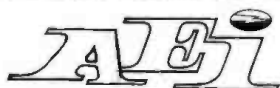
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At the touch of a finger the AP 64 Automatic Programmer plays back your choice from 64 pre-recorded audio tracks on 1-4" tape. No need to pre-stack discs or tape cartridges . . . the AP 64 provides random selection flexibility up to the moment the spot goes on the air — without delay or "wow." Microphone, turntable and tape inputs through the control panel allow easy recording up to 15 seconds before on-the-air use. Once recorded, the track is available for playback until you re-record it.

Control panel (10 x 15") is easily mounted in existing console facilities. Rack mounted tape equipment can be remoted to save studio space, or for use from two or more studios. Developed by experienced broadcast engineers, the AP 64 makes order out of the usual radio chaos for combo men and engineers. It represents a cost saving in program make-up and operation for management. And, it's the first component you'll need for total automatic programming.

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ported that the network will continue its policy of holding a radio-only meeting prior to next year's NAB convention, and indicated network executives will meet more frequently with station officials to discuss plans and progress reports.

Officials who were to attend the meeting included Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres Inc.; Simon B. Siegel, AB-PT executive vice president; James C. Hagerty, vice president in charge of news, special events and public affairs; James G. Riddell, vice president in charge of the western division; Alfred R. Beckman, vice president in charge of the Washington office, and Michael J. Foster, vice president in charge of press information.

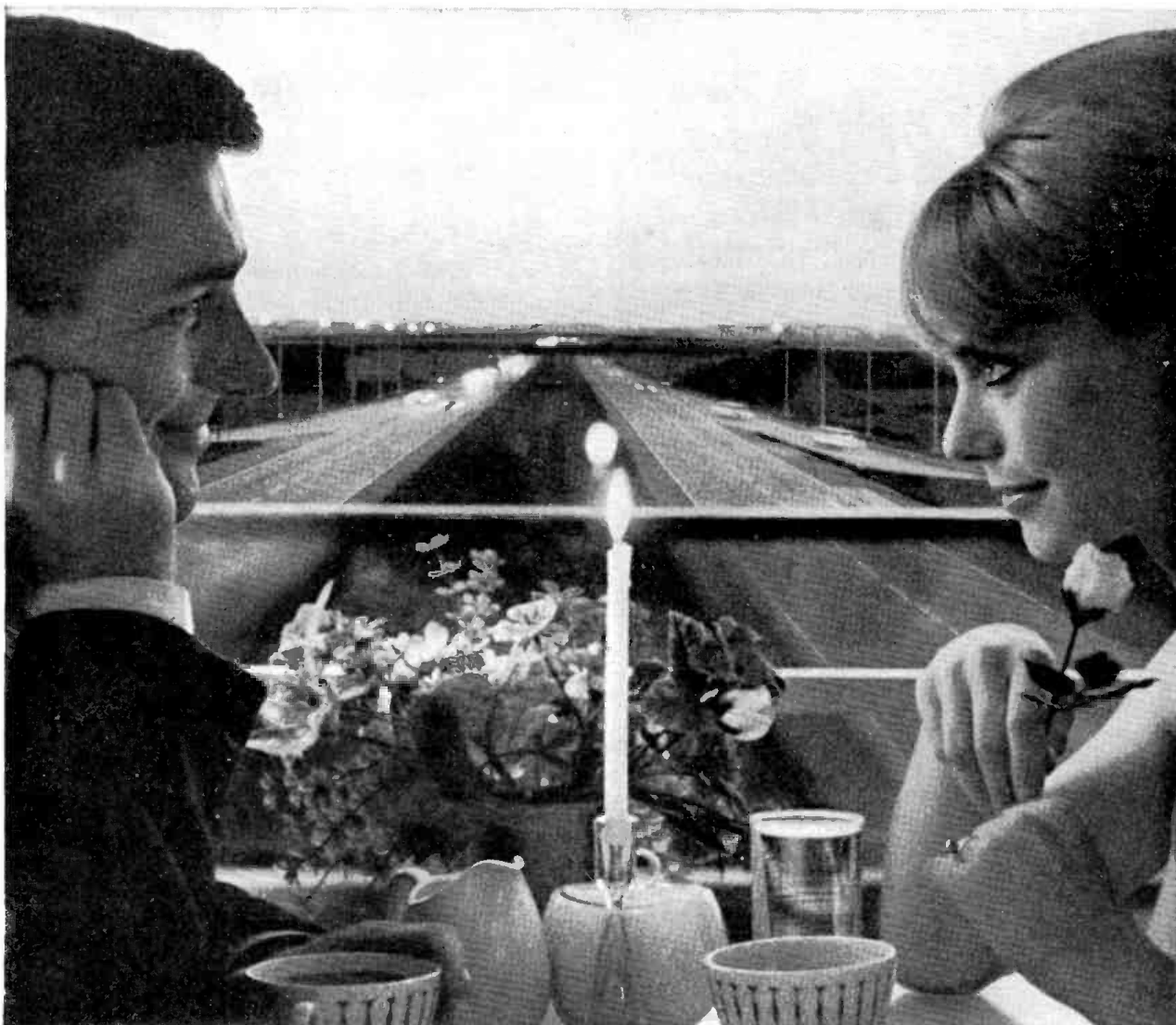
Other ABC Radio executives who were to attend were Stephen Riddleberger, president, owned and operated stations; Jack Mann, director of ABC Pacific and ABC Radio West; Robert Holmgren, director of sales services and business administration; Don Schlosser, advertising co-ordinator and manager of sales development; Ted Douglas, eastern sales manager; William MacCallum, midwest program director; Frank Atkinson, manager, stations department; Edward G. Bischoff, director of sales, central division; William Cochran, western representative, stations department; Jack Mahoney, Richard Gahn and Richard Brahm, account executives, Chicago.

Associated Press starts self-improvement study

The Associated Press announced last week that the continuing study committee of the AP Radio-Television Assn. has launched a five-month fact-finding program to improve the content of the organization's broadcast wire.

The program was outlined at an all-day meeting of the committee on March 23 in New York. The committee said the fact-finding project will seek to determine the achievements and shortcomings of various AP state associations during the past year; institute news awards programs and seminars and workshops, and increase exchanges of information between the respective associations. The committee will make a report on its program to APRTA in September.

Committee members who attended meeting were Edward F. Ryan, chairman and general manager of news, WTOP Washington; Don Becker, WTRY Troy, N. Y.; Harry Boyes, WION Ionia, Mich.; Roy Eaton, KXOL Fort Worth, and Bruce Miller, KALL Salt Lake City. AP executives at the meeting were Oliver Gramling, assistant general manager and APRTA secretary; John Aspinwall, radio-television news editor and others.



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His car sets the quickening tempo of his life. And he calls the tune.

He vaults clear over cities on soaring expressways. Zips half-way across the country without a second thought. And when he and his car need refreshing, he can stop at an inviting oasis that makes him glad he went by car.

The new American travels on broader, safer roads in cars that are more pleasurable and practical than ever. And we at American Oil make it our business to see that he has the very best petroleum products and services to go with them.

Right now, for example, our scientists and engineers are testing fuels and lubricants by "driving" cars under the most severe conditions—without ever taking them outdoors! It's all done in one of the industry's newest and most advanced chassis dynamometer rooms.

You expect more from American—and you get it!

AMERICAN OIL COMPANY





THIS WEEK IN CHICAGO

Registration ■ Sunday, April 1, 7 a.m.-7 p.m.; Monday, 7 a.m.-7 p.m.; Tuesday, 9 a.m.-5 p.m.; Wednesday, 9 a.m.-5 p.m. Lower Lobby.

Exhibits ■ Sunday, April 1, 12 noon-7 p.m.; Monday, 9 a.m.-9 p.m.; Tuesday, 9 a.m.-7 p.m.; Wednesday, 9 a.m.-6 p.m. East and West Exhibit Halls, Lower Lobby.

SUNDAY, April 1

8 a.m.-12:30 p.m. **Assn. of Maximum Service Telecasters**, membership meeting. Beverly Room.

9:30 a.m. Waldorf Room. **National Assn. of Fm Broadcasters** (continued from March 31). Introduction of NAFMB president-elect. Presentation of 1962 NAFMB F-EMMY award to Bill Tomberlin, KMLA (FM) Los Angeles. Canadian fm report, Jack R. Kennedy, CFRB-FM Toronto, Ont.; promotion through program guides, Stan Hamilton, WMAL-FM Washington. Selling Fm: Presiding, T. Mitchell Hastings Jr., Concert Network. Participating: Joe M. Leonard Jr., KGAF-AM-FM Gainesville, Tex.; L. N. Benton, WLOL-AM-FM Minneapolis; Fred Rabell, KITT (FM) San Diego.

NOTE: Delegates to the NAB Convention are invited to attend the program of the National Assn. of Fm Broadcasters.

9:30 a.m. **APBE**, board of directors meeting. Room 12.

10:30 a.m. **ABC Radio Affiliates**, meeting. Williford B Room.

On tap at the convention

All events are at the Conrad Hilton unless otherwise indicated.

10:30 a.m. **Broadcast Music Inc.**, board of directors meeting and luncheon. Rooms 13 and 14.

11 a.m. **Daytime Broadcasters Assn.**, membership meeting. Williford A Room.

12:30 p.m. **Assn. of Maximum Service Telecasters**, board of directors luncheon. Bel Air Room.

12:30 p.m. **NAB Television Code Review Board**, luncheon. Room 18.

2 p.m. **APBE**, membership meeting. Williford A Room.

2:30-5 p.m. **NAB Fm Day Program** ■ Waldorf Room.

"Fm Stereo: A New Medium, or a New Twist?" *Report of the NAB Fm Radio Committee:* Ben Strouse, Chairman, WWDC-FM, Washington; L. M. Sandwick, Electronic Industries Assn., Washington.

The Technical Aspects: Everett Dillard, WASH (FM) Washington; James Gabbert, KPEN (FM) San Francisco; Harold Tanner, WLDM (FM) Detroit; William Tomberlin, KMLA (FM) Los Angeles.

The Programming Aspects: Lynn Christian, KODA (FM) Houston; David Polinger, WTFM (FM) New York; Fred Rabell, KITT (FM) San Diego; George Thorpe, WVCB (FM) Coral Gables, Fla.

The Economics of Fm Stereo: Paul Braden, WPFB-FM Middletown, Ohio; Gary Gielow, KPEN (FM) San Francisco; Henry Slavick, WMC-FM Memphis.

3 p.m. **News conference**, NAB President LeRoy Collins. Astoria Room.

4 p.m. **Clear Channel Broadcasting Service**, membership meeting. Bel Air Room.

4-6 p.m. **Tour of WGN Mid-America Broadcast Center**. Buses leave 8th St. entrance of Conrad Hilton at 4 p.m.

5 p.m. **Pre-Sunrise Broadcasters Committee**, meeting. Upper Tower.

6 p.m. **NBC Radio and Television Affiliates**, reception and dinner. Gold Coast Room, Drake Hotel.

6:30 p.m. **CBS-TV Affiliates**, reception and banquet. Ambassador West Hotel.

7:30 p.m. **18th Annual VIP Dinner**, Hotel Drake.

MONDAY, April 2

8 a.m. **Tv Stations Inc.**, membership breakfast. Mayfair Room, Blackstone Hotel.

8:30 a.m. **Broadcast Clearing House**, champagne breakfast, 2811 Executive House.

8:30 a.m. **NAB Broadcast Engineering Conference Committee**, breakfast. Room 12.

10:30 a.m.-12 noon **General Assembly**. Grand Ballroom.

Presiding, J. M. Higgins, WIBC Indianapolis, 1962 convention co-chairman.

Invocation. Presentation of the Colors, United States Marine Color Guard; The National Anthem, The Great Lakes Naval Training Center Band; Wel-

come, The Hon. Richard J. Daley, Mayor of Chicago.
Presentation of NAB Distinguished Service Award
by LeRoy Collins to Edward R. Murrow; *Address*,
Mr. Murrow.

10 a.m. **Leo Burnett Co.**, tour. 11th floor, Prudential Bldg. (Also at 11 a.m. and 3 p.m.)

12:30-2 p.m. **Management Conference Luncheon.** International Ballroom.

Presiding, William B. Quarton, WMT-TV Cedar Rapids, Iowa; 1962 convention co-chairman.

Invocation; Introduction of the Speaker, Clair R. McCollough, Steinman Stations, Lancaster, Pa.; chairman, NAB Board of Directors.

Address, LeRoy Collins, president, NAB.

12:30 p.m. **Engineering Luncheon.** Williford Room.

Presiding: Glenn G. Boundy, Storer Broadcasting Co.

Speaker: Sir Harold Bishop, director of engineering, British Broadcasting Corp.

2:30 p.m. **Technical Session.** Continental Room.

Presiding: George W. Bartlett, NAB manager of engineering. *Session Coordinator*: William S. Duttera, NBC. Opening remarks, LeRoy Collins, president, NAB.

2:30-5 p.m. **Radio Assembly.** Grand Ballroom.

Presiding, John F. Meagher, vice president for radio, NAB.

Opening Remarks, George C. Hatch, KALL Salt Lake City, chairman, Radio Board of Directors, NAB. NAB Radio Code Presentation: Robert D. Swezey, director, NAB Code Authority; "Accomplishments and Concerns," Cliff Gill, KEZY Anaheim, Calif., chairman, Radio Code Board; "Squeeze Play," a case history, Ben Sanders, KICD Spencer, Iowa; "Hop Aboard," Frank C. McIntyre, KLUB Salt Lake City; "The Case for Quality," Elmo Ellis, WSB Atlanta; "A Newsman Looks at Management," Richard Cheverton, WOOD Grand Rapids, Mich., president of Radio Television News Directors Assn. Station Representatives Assn. presentation: Lawrence Webb, managing director; Lewis H. Avery, Avery-Knodel; Clifford Barborka, Better Broadcast Bureau; Adam Young, Adam Young Inc.

2:30-5 p.m. **Television Assembly.** Waldorf Room.

Presiding and Opening Remarks, William B. Quarton, WMT-TV Cedar Rapids, Iowa, 1962 convention co-chairman.

"Review, Preview—and a New Dimension," Television Information Office presentation. Introduction, Clair R. McCollough, Steinman Stations, chairman, Television Information Committee; Louis Hausman, director, Television Information Office. "Broadcasting's Other Commission—Television and the Federal Trade Commission." Moderator, Vincent T. Wasilewski, NAB executive vice president. *Panelists*: Kenneth A. Cox, chief, FCC broadcast bureau; Charles Sweeny, chief, division of food & drug advertising, FTC bureau of deceptive practices; Stockton Helffrich, New York manager, NAB Code Authority; Douglas Anello, NAB general counsel. "Selectronic Marketing," Television Bureau of Advertising presentation; Norman E. Cash, president; William MacRae, coordinator, spot television.

6:30 p.m. **Broadcast Music Inc. dinner**, Ambassador West.

TUESDAY, April 3

8:30 a.m. **Radio Hall of Fame**, breakfast. Bel Air Room.

8:30 a.m.-12 noon **Television Assembly.** Waldorf Room.

Continental Breakfast. Presiding, Dan W. Shields, special assistant, television, to the executive vice president.

Seminar for Tv Stations in Secondary Markets:

Moderator, Robert F. Wright, WTOK-TV Meridian, Miss., member, NAB Tv Board. "How to Save Money": Stanley Deck, KDIX-TV Dickinson, N. D.; Stuart T. Martin, WCAX-TV Burlington, Vt.; Robert E. Schmidt, KAYS-TV Hays, Kan. "How to Get More Sales": Norman Cash, president, Television Bureau of Advertising; John B. Soell, KTVE El Dorado, Ark. "Crises of the Past and in the Future": Dwight W. Martin, WAFB-TV Baton Rouge, La., chairman, NAB Tv Board, Tv Code Seminar; "A New View of Old Problems": Robert D. Swezey, director, NAB Code Authority; E. K. Hartenbower, KCMO-TV Kansas City, chairman, Tv Code Review Board. *Members*: NAB Tv Code Review Board, NAB Tv Code Staff; "The Television Code"—slide presentation—Roy Danish, assistant director, TIO. Status Report—All-Industry Television Station Music License Negotiating Committee: Hamilton Shea, WSVA-TV Harrisonburg, Va., chairman.

9 a.m. **Technical Session, Radio.** Continental Room. *Presiding*: Leslie S. Learned, MBS engineering director. *Session coordinator*: William B. Honeycutt, KRLD-AM-FM-TV Dallas.

9 a.m. **Technical Session, Television.** Upper Tower. *Presiding*: Frank Marx, ABC. *Session Coordinator*: George L. McClanathan, KPHO-TV Phoenix, Ariz.

10 a.m.-12 noon **Radio Assembly.** Grand Ballroom. *Presiding*, John F. Meagher, NAB radio vice president. "Radio Month Rally." "Radio 10 Years Later," presentation by Radio Advertising Bureau. Kevin B. Sweeney, president; Miles David, vice president for administration.

10 a.m. **Leo Burnett Co.**, tour. 11th floor, Prudential Bldg. (Also at 11 a.m. and 3 p.m.)

12:30-2 p.m. **Management Conference Luncheon.** International Ballroom.

Presiding, J. M. Higgins, WIBC Indianapolis, 1962 convention co-chairman; *Introduction of the Speaker*, LeRoy Collins, president, NAB; *Address*, The Honorable Newton N. Minow, chairman, FCC.

12:30 p.m. **Engineering Luncheon.** Williford Room.

Presiding: Orrin W. Towner, WHAS-AM-TV Louisville. *Speaker*: Dr. J. R. Pierce, executive director, research communications principles division, Bell Telephone Labs.

2-5 p.m. No Scheduled Sessions.

(This period is not programmed to permit delegates to visit exhibits and hospitality quarters.)

2:30 p.m. **All Industry Television Music Licensing**

Continued on next page



THIS WEEK IN CHICAGO

EQUIPMENT MANUFACTURERS (EXHIBITORS)
 Aitken CommunicationsSpace 22W
 Alford Manufacturing Co.Space 20W
 Alto Fonic Tape ServiceSpace 57W-735A

WHERE TO FIND IT

Exhibits of equipment manufacturers are located in the lower lobbies of the Conrad Hilton Hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 30 are shown. All room and

space designations are Conrad Hilton Hotel unless otherwise indicated. Symbol Sh-B means Sheraton-Blackstone.

Large directory boards are posted in the lobbies of the Conrad Hilton, with special directories on each floor.

American Microwave & Television Corp.Space 53W
 Ampex Corp.Space 29W-505A
 Andrew Corp.Space 54W
 Automated ElectronicsSpace 65W
 Automatic Tape ControlSpace 26W-1724
 Bauer Electronics Corp.Space 43W
 Bogen-Presto Div. of the Siegler Corp.Space 23W
 Broadcast ElectronicsSpace 14E
 CBS LaboratoriesSpace 64W
 Century LightingSpace 27W
 Chrono-Log Corp.Space 56W
 Clark-Root Inc.Space 57W
 Collins Radio Co.Space 18W
 Conrac DivisionSpace 7E
 Continental Electronics Manuf. Co.Space 16E-1035A
 Continental Manuf.Space 32W
 Dynair ElectronicsSpace 47W
 Electronics Applications Inc.Space 19W-1539
 Electronics, Missiles & Communications Inc.Space 50W
 EMI/USSpace 49W-1719A

Federal Manuf. & Engineering Corp. Television Specialty Co., DivisionSpace 40W
 Fisher Radio Corp.Space 58W
 Gates Radio Co.Space 31W-1924
 General Electric Co.Space 9E-1500
 General Electronic LabsSpace 60W-1734A
 GPL Division-General PrecisionSpace 12E
 International Business Machines Corp.Space 30W
 International Good MusicSpace 39W
 ITA Electronics Corp.Space 42W-1723A
 Itek Electro-Products Co.Space 37W-1539A
 Jampro Antenna Co.Space 36W
 Johnson ElectronicsSpace 62W-2239A
 Kliegl Bros.Space 1E
 MaCarTa Inc.Space 59W-935A
 Magne-Tronics Inc.Space 35W-2119A
 McMartin Industries Inc.Space 32W-2119
 Minnesota Mining & Manuf. Co.Space 25W
 Miratel ElectronicsSpace 55W
 Moseley AssociatesSpace 51W
 Ozalid Products, General Aniline & Film Corp.Spaces 44W-45W
 Programatic Broadcasting ServiceSpace 8E

THIS WEEK IN CHICAGO continued

Committee, meeting. Room 14.

7:30 p.m. Broadcast Pioneers, banquet. Grand Ballroom.

WEDNESDAY, April 4

8 a.m. Society of Television Pioneers, breakfast. Lower Tower.

9:15-10:15 a.m. Labor Clinic (Closed Session). Grand Ballroom.

Participants, Charles H. Crutchfield, WBT Charlotte, N. C.; William C. Goodnow, WISN-TV Milwaukee; Harold C. Sundberg Jr., WMBD Peoria, Ill.; James H. Hulbert, NAB manager of broadcast personnel-economics, and David L. Doughty, assistant manager.

9:30 a.m. Technical Session. Continental Room.

Presiding: James D. Parker, director, Television R-F Engineering, CBS-TV. Session Coordinator: Virgil Duncan, WRAL-TV Raleigh, N. C.

10 a.m. Leo Burnett Co., tour. 11th floor, Prudential Bldg. (Also at 11 a.m. and 3 p.m.)

10:30 a.m.-12 noon Radio Assembly. Grand Ballroom.

Presiding, John F. Meagher, NAB radio vice president. "Heroes and Dollars, Too," Katherine Peden, WHOP Hopkinsville, Ky.; "How to Live Alone and Like It," James Hulbert, NAB; "Credit and Collections," David L. Megchelsen, Dun & Bradstreet; "Individual Employment Contracts," David L. Doughty, NAB. "Broadcasting's Role in Civil Defense." Moderator, Vincent T. Wasilewski, NAB executive vice president.

10:30 a.m.-12 noon Television Business Session. Waldorf Room.

Presiding, Dwight W. Martin, WAFB-TV Baton Rouge, La., chairman, NAB Television Board of Directors.

12:30-2 p.m. Management Conference Luncheon. International Ballroom.

Presiding, William B. Quarton, WMT-TV Cedar Rapids, Iowa, 1962 convention co-chairman; Introduction of the Speaker, LeRoy Collins, president, NAB.

Address, James E. Webb, Administrator, National Aeronautics & Space Administration.

Annual NAB business session.

12:30 p.m. Engineering Luncheon. Williford Room.

Presiding, Jack Petrik, KETV (TV) Omaha, Neb., chairman, Broadcast Engineering Conference Committee. Presentation of NAB Engineering Award to Ralph N. Harmon by George W. Bartlett, NAB engineering manager. Speaker, Dr. George Brown, vice president, research and engineering, RCA.

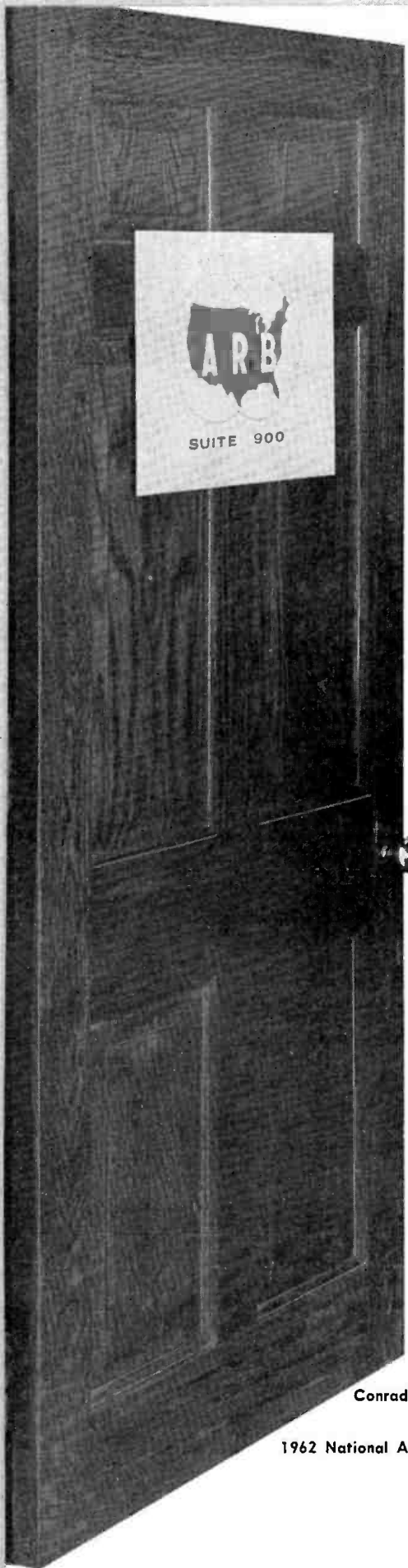
2:30-5 p.m. General Assembly (Management and Engineering Conferences). Grand Ballroom.

Presiding, J. M. Higgins, WIBC Indianapolis, 1962 convention co-chairman.

Panel Discussion, FCC: Newton N. Minow, chairman, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, T. A. M. Craven, Frederick W. Ford, John S. Cross; Moderator, Clair R. McCollough, Steinman Stations, chairman, NAB Board of Directors.

5 p.m. NAB Tv Board of Directors. Room 14.

7:30 p.m. Annual Convention Banquet. International Ballroom.

A dark wooden door, slightly ajar, with a sign on it. The sign features a map of the United States with the letters 'ARB' inside it, and the text 'SUITE 900' below it.

**An
open door
to the
biggest
audience
measure-
ment
news
of the
year!**

For full details
on the new
ARB
Local Market
Report Service
for '62-'63
visit —

**AMERICAN
RESEARCH
BUREAU**
DIVISION OF C-E-I-R INC.

SUITE 900

Conrad Hilton Hotel • Chicago

1962 National Association of Broadcasters
Convention

APRIL 1 - 4

For '62-'63

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

Audience Characteristics

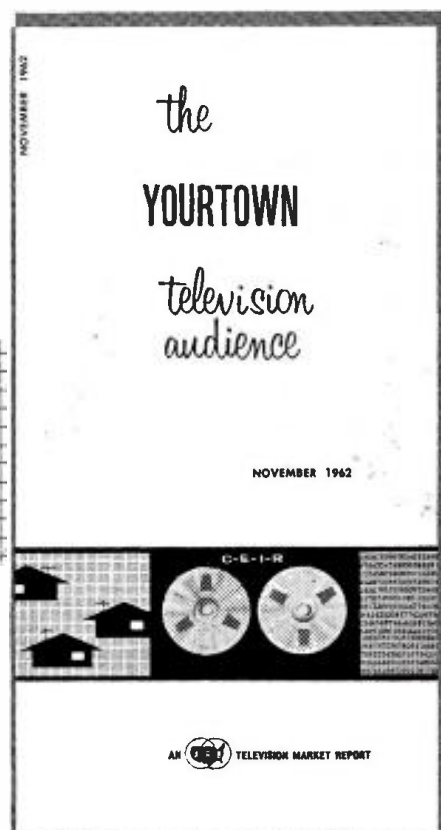
NEW . . . Viewer Age Breakouts

NEW . . . Chainbreak Audience Size



NEW . . . Audience Composition Summary

NEW . . . Computer-age Design



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

Full details at ARB's Hospitality Suite #900
Conrad Hilton Hotel • Chicago
National Association of Broadcasters Convention
April 1-4, 1962

Preparing today for the television industry of tomorrow.



**AMERICAN
RESEARCH
BUREAU**

DIVISION OF C-E-I-R INC

WHERE TO FIND IT CONTINUED

Radio Corp. of America Spaces 5E, 6E, 10E-605A
 Raytheon Co.Space 18E
 Sarkes Tarzian Inc.Space 17E-1319A
 Schafer ElectronicsSpace 52W-1023
 Scully Recording Instruments Corp.Space 63W
 The Soundsciber Corp.Space 48W
 Standard ElectronicsSpace 15E-2419
 Surrounding Sound Inc.Space 4E-1119A
 Tektronix Inc.Space 28W
 Telechrome Manuf. Corp.Space 2E
 Telemet Corp.Space 2E
 TelePrompter Corp.Space 11E
 The Telequip Co.Space 33W
 Telescript-CSP Inc.Space 3E-1319
 Thompson Ramo Wooldridge Inc. Dage
 Div.Space 24W
 Tower Communications Co.Space 41W
 U. S. Army Tele-Radio Branch, Office,
 Chief of InformationSpace 19E
 U. S. NavyWest Exhibit Hall
 Utility Tower Co.Space 38W-2419A
 Visual Electronics Corp.Space 14E-1200
 Vitro ElectronicsSpace 21W-1535A

EQUIPMENT HOSPITALITY SUITES (NOT EXHIBITING)

Albion Optical Co.Unassigned
 American Telephone & Telegraph
 Co.Unassigned
 Audiomation Labs.Unassigned
 Bell & HowellUnassigned
 Blonder-TongueUnassigned
 R. T. Bozak Mfg. Co.Unassigned
 Conley Electronics Corp.Unassigned
 Dresser-Ideco Co.823
 Eastman Kodak Co.Unassigned
 Kahn Research Labs.Unassigned
 Kline Iron & Steel Co.1339
 M & H Engineering Co.Unassigned
 Minneapolis-Honeywell Regulator
 Co.Unassigned
 Mitchell Vinten Inc.Unassigned
 Modern Broadcast Sound Co.2539
 Moulis Specialties Co.Unassigned
 Shure BrothersUnassigned
 Sony Corp. of AmericaUnassigned
 Stainless Inc.1506
 Telecontrol Corp.Unassigned
 Television Zoomar Corp.923
 Trans-Lux Television Corp.700
 Westrex Corp.Unassigned

NAB CONVENTION OFFICES

(All NAB convention and staff offices are on the third floor of the Conrad Hilton unless otherwise designated)
 Convention ManagerRoom 1
 Everett E. Revercomb, secretary-treasurer
 Convention ProgramRoom 4
 Howard H. Bell, vice president for industry affairs
 Engineering ConferenceRoom 1
 George Bartlett, manager
 Convention Exhibit...East and West Exhibit Halls
 George E. Gayou, exhibit director
 Edward L. Gayou, assistant exhibit director
 Registration DeskLower Lobby
 William L. Walker, assistant treasurer
 Convention NewsRoom 3
 John M. Couric, manager of public relations
 NewsroomAstoria Room
 Milton E. Magruder, assistant manager; Arthur D. Stamber, audio and visual assistant; Jack Doherty, special writer

NAB STAFF OFFICES

Executive vice presidentRoom 4
 Vincent T. Wasilewski
 RadioRoom 2
 John F. Meagher, vice president
 TelevisionRoom 2
 Dan Shields, special assistant for television

Station relationsLower Lobby
 William Carlisle, vice president for station services
 Broadcast personnel and economicsRoom 4
 James Hulbert, manager
 Government affairsRoom 2
 Hollis Seavey, manager
 LegalRoom 2
 Douglas Anello, general counsel
 Code AuthorityRoom 4
 Robert D. Swezey, director
 Edward H. Bronson, manager for television
 Charles M. Stone, manager for radio

STATION BROKERS

Blackburn & Co.Essex Inn 1403
 Howard S. Frazier Inc.Unassigned
 Hamilton-Landis & Assoc.714-16
 Jack Masla Co.Unassigned
 Jack N. Stoll & Assoc.Unassigned
 Howard StarkEssex Inn

NETWORKS, GROUPS

ABC Radio1806A-04A
 ABC-TV1005
 CBS Radio1804-06
 CBS-TV2306
 Keystone Broadcasting System804
 Mutual Broadcasting System1606A-04A
 NBC RadioSh-B 508
 NBC-TVSh-B 508
 Sports NetworkUnassigned
 Storer Broadcasting Co.1005A
 Westinghouse Broadcasting Co.Unassigned

STATION REPRESENTATIVES

ABC Radio1806A
 ABC-TV National SalesExecutive House
 Advertising Time SalesEssex Inn 301
 Am Radio Sales Co.Sh-B
 Avery-KnodelSh-B 1108-09-10
 Mort Bassett & Co.Racquet Club
 John Blair & Co., Blair-TV, and Blair
 Television Assoc.Sh-B 608-09-10
 The Bolling Co.Executive House, 2011
 CBS TV Stations National
 SalesSh-B Unassigned
 Henry I. Christal Co.1306
 Continental BroadcastingUnassigned
 Country Music NetworkUnassigned
 Robert E. Eastman Co.Executive House
 Forjoe & Co., Forjoe-TVUnassigned
 Gill-Perna2300
 Harrington, Righter & Parsons ...Sh-B 708-09-10
 George P. Hollingbery Co.1600
 Hal Holman Co.1323A
 H-R RepresentativesExecutive House, 3711
 Jack Masla & Co.Unassigned
 The Katz AgencyExecutive House 3803
 Robert Kerr Organization1235A
 Daren F. McGavren Co.Executive House
 The Meeker Co.1700
 NBC Spot SalesAmbassador East
 John E. Pearson Co.Congress
 Peters, Griffin, WoodwardSh-B 704
 Edward Petry & Co.1400
 Radio T.V. Representatives1224
 Paul H. Raymer Co.Executive House
 Spot Time SalesAscot Motel
 Storer Television SalesExecutive House
 Television Advertising RepresentativesDrake
 Venard, Rintoul & McConnell2100
 Grant Webb & Co.Unassigned
 Weed Radio & Television Corps.Sherman
 Adam Young Cos.2200

PROGRAM SERVICES

ABC Films2319-16
 M & A Alexander ProductionsUnassigned
 Allied Artists TelevisionExecutive House
 Jim Ameche ProductionsUnassigned
 Bonded TV Film Service2235A
 Buena Vista Distribution Co.2139
 CBS Films2306A
 Cellomatic Div., Screen Gems2500

BROADCASTING staff

A staff of editors and reporters plus advertising representatives of Broadcasting Publications Inc. is attending the NAB Chicago convention. Headquarters and open house are in Suite 706A of the Conrad Hilton. A separate newsroom opened March 31, with staff men assigned to every event, including unofficial meetings.

Representing BROADCASTING are Sol Taishoff, Maury Long, Lawrence B. Taishoff, Edwin H. James, Art King, Win Levi, Don Kuyk, Ed Sellers, Rufus Crater, J. Frank Beatty, Dawson B. Nail, Warren Middleton, Lawrence Christopher, Barbara Kolar, Bill Merritt.

Representing Television are Ken Cowan, Don West, Frank Chizzini.

Creative ServicesEssex Inn 1001
 Desilu Sales1435-36A
 Futursonic Productions1335A
 Harry S. Goodman Productions1218
 International Good Music835A
 King Features SyndicateUnassigned
 Lang-Worth Feature ProgramsUnassigned
 Mars Broadcasting1419A
 MCA-TV2400
 Media TempoUnassigned
 MGM-TV1800
 National Telefilm Assoc.1300
 Official FilmsExecutive House 3011
 Pams ProductionsUnassigned
 Programatic Broadcasting Service605
 Radio Concepts1135A
 RCA Recorded Program Services500
 Record SourceUnassigned
 Recorded Publications Labs.Unassigned
 Screen Gems2500
 SESAC1206
 Seven Arts Associated Corp.800
 ShowcorporationUnassigned
 Sterling TelevisionUnassigned
 Storer Program Sales1005A
 Telescreen1319
 Television Affiliates Corp.700
 20th Century Fox
 TelevisionExecutive House 2040
 Richard H. Ullman2006
 United Press Movietone600
 Video House2239
 Videotape Productions of New YorkUnassigned
 WBC Program Sales1615
 World Broadcasting System1518A
 Ziv-United Artists1900

MISCELLANEOUS

Advertising Age1306A
 Advertising News of New YorkUnassigned
 Associated PressSh-B Ballroom
 Better Broadcast BureauRacquet Club
 BillboardUnassigned
 Broadcast Advertisers ReportsUnassigned
 Broadcast Billing Co.Unassigned
 Broadcast Clearing
 HouseExecutive House 2811
 Broadcast EngineeringUnassigned
 Broadcasting Magazine706A
 Federal Communications
 CommissionSpace 34W
 Film Daily906

WHERE TO FIND IT CONTINUED

Independent Television Corp.Drake, Unassigned
Media/Scope2139A
Jane Pinkerton Assoc.Sheraton Chicago
Printers' Ink1106A
Radio Advertising BureauUnassigned
Radio-Television Daily906
SponsorEssex Inn
Standard Rate & Data Service1706A
Telefilm MagazineUnassigned
Television Age1406
Television Bureau of Advertising1906

Television Information Office1223A
Television DigestUnassigned
Television Magazine706A
TV GuideUnassigned
TV Stations Inc.2024A
United Press International600
Variety806A

RESEARCH ORGANIZATIONS

American Research Bureau900
A. C. Nielsen Co.1000
The Pulse Inc.2320
Sales ManagementUnassigned

New data on service industries

UPDATED LIST CARRIES ADDITIONAL GROUPS

Participation of service industries in the 40th annual NAB Convention in Chicago exceeds that of any past meeting, judging by an analysis of the exhibits and hospitality suites listed by NAB plus those not officially connected with the association.

Preliminary listings of equipment firms, station representatives, brokers, program syndicators and other service industries were published in the March 26 BROADCASTING, on the basis of information available when the issue went to press.

Additional and more complete listings have been compiled since that time. The following additional information supplied to BROADCASTING was compiled March 29 after the official NAB program was printed (the hotel in each case is the Conrad Hilton unless otherwise designated):

Representatives:

ABC-TV NATIONAL SALES

Executive House.

Full personnel: Ted Shaker, James Conley, D. Thomas Miller, John A. McElfresh.

AVERY-KNODEL

Sheraton-Blackstone, Suite 1108-10

Full personnel: Lewis H. Avery, J. W. Knodel, Charles C. Coleman Jr., Philip Schloeder Jr., Thomas J. White Jr., Raymond M. Nethengen, M. W. Harms Jr., F. R. Kalthoff, Stuart I. Mackie, Bernhard B. Kvale, Duane Harm.

JOHN BLAIR & CO., BLAIR-TV, BLAIR TELEVISION ASSOC.

Sheraton-Blackstone, Suite 608-10

Full personnel: John Blair, Edward P. Shurick, Arthur H. McCoy, Frank Martin, Louis Faust, James Theis, Dave Lundy, Harry Smart, Dom Saraceno, Skip Hinman, Tag Simler, Hal Wettersten, Jack Satterfield, Tom Harrison, Stu Cochran, Bob Walton, John Boden, Tom Siquina, Larry Buck, Dick Kim-

ball, Howie Malhan, Arthur Stringer, Martin McAdams.

H-R REPRESENTATIVES and H-R TELEVISION

Executive House, Suite 3711

Full personnel: Frank Headley, Dwight Reed, Frank Pellegrin, Max Everett, James Alspaugh, Avery Gibson, John Bradley, French Eason, Rex Lathen, Red Slavin, Grant Smith, Vernon Heeren, Jack Shaver, Charles Ferguson.

THE KATZ AGENCY

Executive House, Suite 3803

Personnel: Eugene Katz, Edward Codel, Daniel Denenholz, H. J. Grenthot, M. S. Kellner, Martin Beck, Scott Donahue, Walter Nilson, Michael Membrado, Ollie Blackwell, Roy Miller, Alan Axtell, William Lee, William Joyce, Stanley Reulman, James Muse, Jack Bolton, David Rutledge, Gerald Jones, John Brennan, Jack King.

JACK MASLA & CO.

Unassigned

Personnel: Jack Masla, Alan Klamer, Donald Wolff, Bernard Pearse.

PETERS, GRIFFIN, WOODWARD

Sheraton-Blackstone, 704

Full personnel: H. Preston Peters, Lloyd Griffin, John Butler, William W. Bryan, Lon King, Arnold Knippenberg, Vic Piano, Lee Vanden-Handel, William Tynan, Arthur Bagge, John A. Cory, Don Roberts, Lew Hummel, Ron Collins, Ralph McCaskey, John King, Jim Parker, George Adkisson, Syd Carter.

EDWARD PETRY & CO.

Suite 1400

Full personnel: Edward Petry, Edward Voynow, Martin Nierman, Lou Smith, Roger LaReau, Ben Holmes, Martin Percival, William Pipher, Keith Lewis, James Dowdle, Jack McQueeny, Ron Stack.

30 years with NAB

It's only another convention for Ella Nelson, secretary to NAB Secretary-Treasurer Everett E. Revercomb. After all, she has seen more NAB conventions than any other member of the staff. And at the close of the current session, NAB's 40th, she will celebrate her 30th anniversary with the service association.

During her three decades, Mrs. Nelson has served under 11 NAB presidents and has been staff liaison for all the boards of directors. The former Ella Pharoah joined NAB in 1932 when its office was located in the National Press Bldg., increasing the staff from two to three. Philip G. Loucks, communications attorney, was then managing director, and Bert Siebert, now Mrs. James C. McNary, was his secretary.

PAUL H. RAYMER CO.

Executive House

Full personnel: Paul H. Raymer, Stuart M. Kelly, Mitchell DeGroot, Powell Ensign, John Wrath, Carl Kiefel, Bob Lazar, Bob McNear.

STORER TELEVISION SALES

Executive House

Personnel: Peter Storer, Francis Barron, George Lyons, Julian Kanter, Charles Lieber, Sam Eaddie.

ADAM YOUNG COMPANIES

Suite 2200

Personnel: John Stella, Gust Theodore, Jack Allen, Roger Sheldon, Pete La Bruzzo.

Others:

ABC FILMS

Suite 2319

Personnel: Henry G. Plitt, Harold J. Klein, John F. Tobin, Irving Paley, Albert G. Hartigan, Michael G. Gould, Howard M. Lloyd, James Delaney, William Seiler.

KEYSTONE BROADCASTING SYSTEM

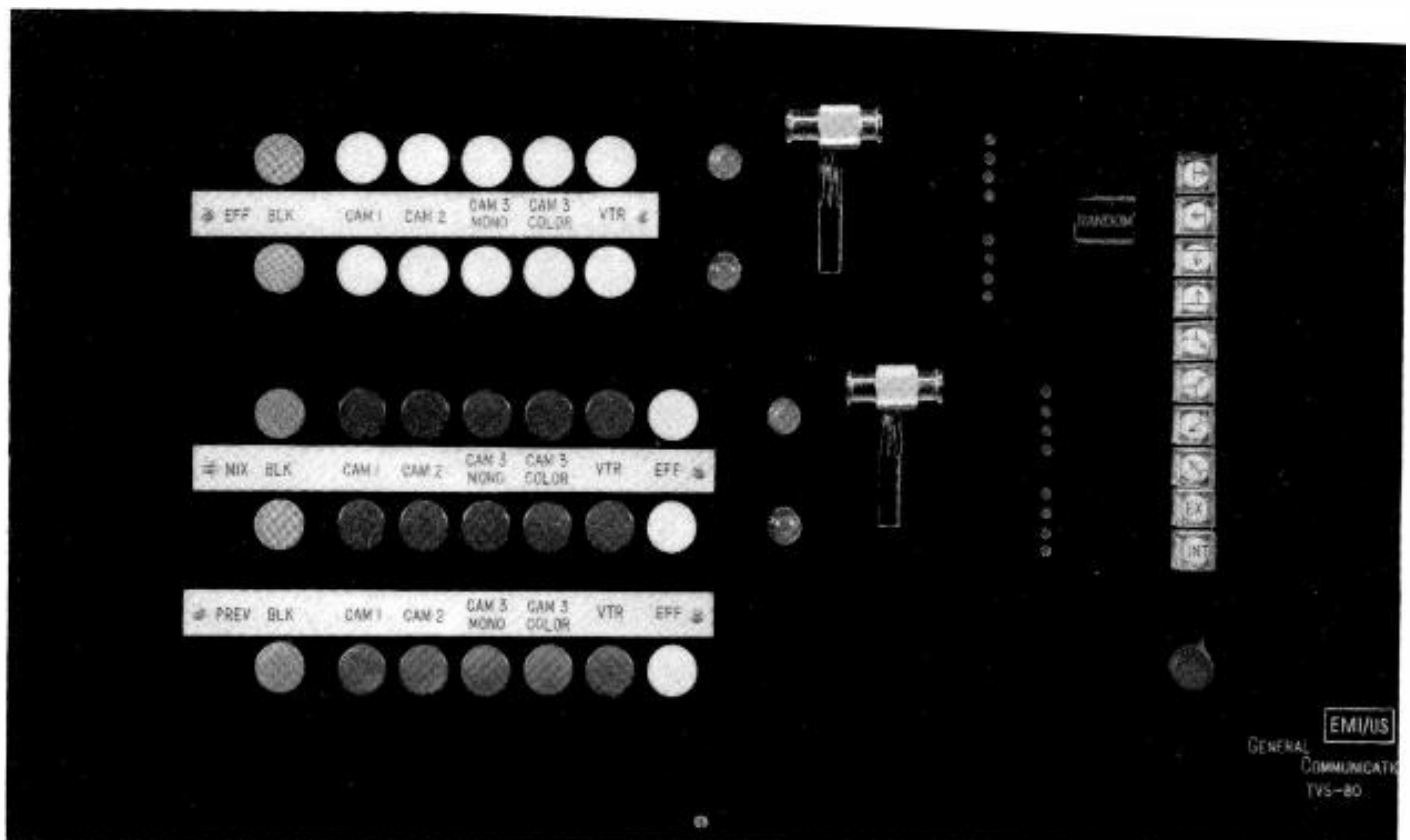
Suite 804

Personnel: Sidney J. Wolf, E. R. Peterson, Charlotte Tucker.

AMERICAN RESEARCH BUREAU

Suite 900

Full personnel: James Seiler, Mrs. Betty Seiler, Ralph Crutchfield, Bill Shafer, James Rupp, Roger Cooper, C. A. Kellner, Bill Sedbrook, Clay Braun, Albert Petgen, Roger Hoeck, Jack Gross, Herb Kaufman, Dick Lane.



business end of the most flexible switcher ever made: EMI/US TVS-80

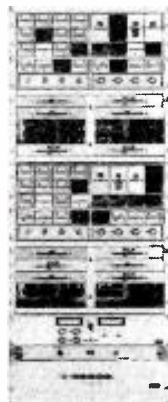
And, this vertical interval switching system is all business. Solid-state. Simple. Reliable. Modular. Easy to maintain.

Five basic solid-state modules assemble in almost limitless variety to meet your precise requirements. They make a system you can readily expand—at any time—up to 70 inputs and 80 outputs. Transientless, high-level switching takes less than 1/10 microsecond during vertical interval. Switch functions are controlled by D.C. only. All modules are completely shielded in

heavy aluminum cases to minimize cross-talk. "Blue Ribbon" connectors and point-to-point wired epoxy boards typify the quality designed into this system to give maximum reliability. And, no other switcher is so easy to maintain.

TVS-80 switchers, like all EMI/US camera chains and terminal equipment, are backed by 24-hour availability of parts and service throughout North America. For full details, call your EMI/US representative or your nearest ITA Electronics sales office—or write:

SEE IT AT NAB!



EMI/US GENERAL COMMUNICATIONS DIVISION
1750 No. Vine St., Los Angeles 28, Calif.

CAB theme: how to raise standards

MATERIALISM NOT THE ONLY MEASURE OF PROGRESS, SAYS JAMIESON

Establishment of a program exchange among member stations, improvement in audience measurement services, presentations by industry-supported radio and television sales bureaus, and plans for future regional and national meetings were featured at the annual three-day meeting of the Canadian Assn. of Broadcasters at the Queen Elizabeth Hotel, Montreal, March 26-28.

Nearly 500 broadcasters, station representatives and advertising agency executives attended the open convention sessions. Three-quarters of the 205 active voting member stations were represented at closed business meetings, making this the largest CAB convention on record.

Don Jamieson, CJON-AM-TV St. John's, Nfld., was re-elected president on Wednesday, with J. A. Pouliot, CFCM-TV and CKMI-TV Quebec City, and Allan Waters, CHUM Toronto, as vice presidents. Directors elected were R. F. Large, CFCY-AM-TV Charlotte-town, P.E.I., A. Pelletier, CHRC Quebec City; C. Lavigne, CFCL-AM-TV

Timmins, Ont.; Lloyd Moffat, CKY Winnipeg, Man.; D. French, CKLC Kingston, Ont.; Howard Caine, CHWO Oakville, Ont.; R. T. Snelgrove, CKBB and CKVR-TV Barrie, Ont.; E. A. Ral-wingson, CKBI-AM-TV Prince Albert, Sask.; Norm Botterill, CJLH-TV Leth-bridge, Alta.; K. Hutcheson, CJAV Port Alberni, B. C.; M. MacLachlan, CHWK Chilliwack, B. C.; E. G. Chap-man, CHBC-TV Kelowna, B. C.; Don Hartford, CFAC Calgary, Alta.; S. C. Ritchie, CKLW-AM-TV Windsor, Ont.; Maurice Dansereau, CHLN Three Riv-ers, Que., and Tom Tonner, CHSJ-AM-TV Saint John, N. B. Murray Brown, CFPL-AM-TV London, Ont., immediate past president, remains on the board.

By-law amendments at the business session dealt mainly with widening membership to permit active membership for networks.

Plans for future national meetings include two days of policy discussion, and a day devoted to presentations by radio and television sales bureaus. Five regional association meetings are to be planned on a long-term basis to elimi-nate overlapping.

Problems of developing musical ex-change programs, enforcement of ethi-cal code, investigation of RAT classi-fications and establishment of a commit-tee of senior broadcasters to study the overall effect of broadcasting in Canada, were dealt with at closed business sessions.

Permanent members of Board of Broadcast Governors at Wednesday morning sessions answered numerous questions from broadcasters dealing with current formation of a new na-tional radio network by Canadian Broadcasting Corp., and percentages of commercial content permitted under re-cently announced regulations. BBG commended stations on improvements in newscasting and establishment of news departments.

Members were given an impressive list of talks and documentary programs available for exchange among stations. These programs were developed by many stations across Canada and of-fered free or for a nominal fee for ex-change purposes among CAB members.

The annual meeting of the Bureau of Broadcast Measurement, held at the Wednesday luncheon, elected as new directors Tom Burham, CKRS-TV Jon-quiere, Que.; Murray Brown, CFPL-AM-TV London, Ont.; A. J. Hopps,

CFRN-AM-TV Edmonton, Alta.; and E. P. Towndrow, Stephens & Towndrow Ltd., Toronto, station representatives. John F. Glasier, Ford Motor Co. of Canada, Oakville, Ont., was elected president of BBM.

Next year's annual CAB meeting will be held at Toronto.

Meetings of radio and television net-work affiliates were held at Montreal by the Canadian Broadcasting Corpo-ration prior to and immediately follow-ing the CAB annual meeting, while directors of regional associations held meetings during the convention.

A new look at how broadcasting oper-ates in Canada is needed, Mr. Jamie-son told the Wednesday pro-gramming meeting. "The relationship between public and private elements in broadcasting must be redefined and clearly under-stood," he stated.



Mr. Jamieson

"Broadcasting is not just a way of doing business. It is part of a way of life for all Canadians. Enlightened and encouraged, private broadcasting can be a tremendously creative force, limited only by imagina-tion, ability and faith. Broadcasters, within our private enterprise system, must reject the concept that materialism is the only measure of individual and national progress."

Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, Cana-da's regulatory body, followed Mr. Jamieson, pointing out lessons learned in the three years since BBG was estab-lished.

He stated that BBG was following with interest and anticipation experi-ments now underway in Canadian pro-

Daniel W. Kops,
• President

Richard J. Monahan,
• Executive Vice President

WTRY
Albany • Schenectady
• Troy

REPRESENTATIVE
• John Blair & Co.

REPRESENTATIVES
• Geo. P. Hollingsbery Co.
• Kettell-Carter, Inc.

WAVZ
New Haven, Conn.

how to turn contacts into contracts

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Suite First! 1135A Conrad Hilton
Hotel.*



The world's most complete stereo instrument
gives you the ultimate performance of
monaural and stereo recordings, AM, FM,
and now — STEREO FM RADIO!

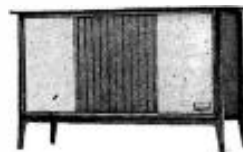
Now there's a whole new world of entertainment at your fingertips! For now Zenith puts *Stereo FM* radios into the world's finest stereo consoles—combining all the rich beauty of FM with the breathtaking realism and sound separation of stereo. And the FCC-approved standards for Stereo FM broadcasting are based on the system pioneered and developed by Zenith!

These consoles also feature Zenith's new "Stereo Professional"—the world's finest home console record changer precision-designed for stereo! Designed to end the "rumble," "wow" and "flutter" that plague ordinary changers, its components are floated on rubber to virtu-

ally eliminate vibration. You hear the brilliant beauty of *pure stereo sound* just as it is *meant* to be heard.

Zenith cabinetry comes in an exciting array of authentic designs that complement your finest furnishings. Pictured at right, the Zenith Sibelius, featuring exclusive Zenith *Extended Stereo* with *Extended Reverberation*, Stereo FM, AM and FM radio.

Danish modern styling in walnut veneers and hardwood solids. Model MH2670, \$775*. Other Zenith quality stereo consoles start as low as \$179.95*.



Zenith ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. IN CANADA: ZENITH RADIO CORPORATION OF CANADA LTD., TORONTO, ONTARIO The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 43 years of leadership in radionics exclusively. *Manufacturer's suggested retail price (Does not include records.) Slightly higher in various Western and Southern areas. Prices and specifications subject to change without notice.

ZENITH

*The quality goes in
before the name goes on*

how to sell New York

Go Far with Lazare



Who turns the small hours into big selling ones with the all-right kind of entertainment for the all-night kind of radio audience? Who's wide awake in WINSland every weekday midnight to 6:00 A.M.? That's right. Jack Lazare!

Did we say "Go far with Lazare?" Remember, you can sell all through the night with Jack on WINS. Sell well, too. Jack has 20 years of experience in selling all kinds of products to all kinds of people.



Jack is only one reason why WINS is everybody's station in N. Y. The morning-noon-evening reasons? Out of N. Y. C., call national representative

Robert E. Eastman & Co., Inc.
In New York City, call WINS, JU 2-7000.

gramming, with special emphasis on establishment of a CAB program exchange.

"No one expects a major revolution in radio as a result of this plan, but we hope very much it will proceed and persist," Dr. Stewart said. "Its success would demonstrate the effectiveness of constructive, cooperative approaches to many problems of broadcasting."

Eye on U.S.A. ■ Dr. Stewart reported that BBG is following with interest current controversies in the U. S. regarding the wide-open policy of issuing licenses for commercial broadcasting.

He felt that pressure in the U.S. to acquire use of unused frequencies allocated to Canada may well be accentuated, but BBG does not subscribe to the view that proliferation of licenses and improvement of broadcasting services necessarily go hand in hand, he said. BBG would not recommend additional licenses merely for the purpose of protecting frequencies.

BBG endorses the Canadian Dept. of Transport's policy of not licensing community antenna systems in areas where there might be a television station if more than a single-hop radio relay is necessary. BBG has reported to the Canadian minister of transport its grave concern with respect to possibilities now emerging of extension of closed circuit television originating in the U.S. through use of coaxial cable, Dr. Stewart stated.

He also dealt with the trend in Canada towards joint and multiple ownership of small stations as affording real economies in operation and possibility of improved service for listeners and viewers. He touched on increasing participation in broadcasting stations by investors with capital, pointing out the need for continuing management by people trained in creative broadcasting skills. He congratulated CAB on its successful school for potential young broadcasters at Ryerson Institute of Technology, Toronto.

Kickoff ■ Opening session of the three-day meet was attended by CAB voting members only. It dealt with liaison committee reports on BBG regulations, copyright, internal business and technical reports on interference of television receivers with radio receivers on some frequencies.

The Monday afternoon session for voting members and associates included a report on CAB's underwriting for five years at \$20,000 annually of the Dominion Drama Festival, a source of potential new Canadian program talent. Most of the session was devoted to discussion of changes needed in the operation of the Cooperative Bureau of Broadcast Measurement. Frank opinions were given on shortcomings of the present measuring system and on possible re-

search by American firms looking toward more efficient systems.

Tuesday sessions included both morning and afternoon periods on cost control, with several business consultants demonstrating methods whereby stations could cut paper work and use new office equipment to speed work on the increasing number of reports required by regulatory bureaus.

Presentations were made Tuesday for the recently formed Radio and Television Sales Bureaus with emphasis on increasing membership in both of these industry-sponsored organizations. Both bureaus demonstrated new sales pitches designed to sell advertisers on using radio and television. Radio sales Bureau, in its first year of operation, reported membership of 58 stations and eight rep firms. Its goal for this year is 100 stations. TvB of Canada reported 37 member stations, both CBS English and French-language networks, and four rep firms.

Twenty-one new members joined the CAB Quarter Century Club at its Tuesday luncheon, bringing the total to 185 members.

The John J. Gillin Jr. Memorial Award for Public Service was presented at the closing dinner Wednesday evening to Mrs. C. H. Dougall, CKPR-AM-TV Port Arthur, Ont. The Keith Rogers Memorial Award for Engineering was given to Clive Eastman, chief engineer of CFRB Toronto. The Harry Sedgwick Memorial Award for the best student at the broadcasting course at Ryerson Institute of Technology was presented to 20-year-old Linda Mary Wilson of Toronto.

New Canadian network to be formed by CBC

On October 1 Canadian Broadcasting Corp. will form a new Canadian radio network composed of stations of its Trans-Canada network and some of those of the Dominion network, which is being discontinued.

The new network will comprise 81 stations, 51 of which are from CBC Trans-Canada. Ten stations not on any CBC network will be added. In addi-

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most important call
you can make
at the convention**

*Radio Concepts Inc., Suite 1135A,
Conrad Hilton Hotel*

tion, 79 unmanned low-power relay stations will be used. The network is expected to reach 99.3% of English-speaking Canadians.

With the advent of the new network, CIBC Toronto, key station of the Dominion network and the only CBC station on that network, is to become a Toronto local 50-kw station. It will carry commercial programs during the day and will schedule educational programs and French-language programs at night for the 130,000 French-speaking Canadians in its service area.

UK commercial tv wins 62% of audience—TAM

Britain's commercial tv network had 62% of the viewing time during the four weeks ended Jan. 28, reports Television Audience Measurement Ltd., the U.K. partner of the A. C. Nielsen Co., for homes with sets than can get both the commercial channel and BBC-TV.

This shows only a slight drop in the viewing time of the commercial network since the actors' strike against it began last November.

In October, the month before the strike started, the network had 64% of the viewers' time. The percentage fell to 61% at the end of the strike's first month and by the end of December it was down to 60%.

Since Jan. 1 the network has halted the drop and started to push the percentage upward. But its share of viewing time is less than a year ago. The figure for the end of January 1961 was 67%.

New 50-kw am station approved for Toronto

CHFI-FM Toronto, Ont., in operation five years as an fm station, has been granted a license to operate a new 50-kw am station on 1540 kc. The Board of Broadcast Governors announced its decision on March 22. This is the first time in Canada that an fm station has been granted an am license.

Other BBG actions:

- The application of William Edward Bellman, owner of CHQM Vancouver,

B.C., for a 50-kw station on 1540 kc at Toronto was turned down.

- The application of CHUM Toronto for a new fm station was deferred.

- CKEY Toronto was given permission to move from 580 to 590 kc at a new transmitting site on Toronto Island, and to increase night-time power from 1 kw to 5 kw.

New Regulations ▪ BBG ruled that in the future, Canadian radio and television stations will be required to report any borrowing of money or arrangements for management services. These new regulations went into effect on April 1 and require licensee on BBG request to file within 60 days a copy of every agreement on loans or advances. Licensees will automatically file copies of debenture issues, trust deeds securing any debentures, and agreements under which any management services are required.

The new regulations followed reports that CFTO-TV Toronto, had received loans from the American Broadcasting Co., New York, following rejection by BBG of a request for permission to sell ABC 25% of its shares.

Danziger quits filming; blames limited market

Danziger Productions, one of Britain's biggest producers of films and tv series, is now negotiating the sale of its studios at Elstree near London. It has stopped making films and does not plan to make any more.

Its last production (finished at the end of last year) was *Richard the Lion Hearted*, a 39 half-hour episode tv series.

Harry Danziger, one of the Danziger brothers who run the company, said, "I can no longer continue to lose money in the television film production business; being an independent producer with a studio does not pay any more. Until we get tollvision and more tv networks the position will not change."

During the last eight years the company made over 140 second-feature films and eight tv series.

The studios, now being sold, were built in 1956 at a cost of £1,960,000.

Nigerian tv station

The Broadcasting Co. of Northern Nigeria Ltd. last month opened its television service in Kaduna, capital of the Northern Region of Nigeria. Later in the year, the towns of Zaria and Kano will be linked in a network.

The company was set up last year as a joint venture between a government body, the Northern Nigeria Radio Corp., and two United Kingdom firms, Electric & Musical Industries Ltd. and Granada Group Ltd.

Educational programs are the main feature of the new tv station.

How to sell New York

Make Money with Murray



Who makes the evening in New York worth listening to Monday through Saturday, between 7:00 and 11:00 P.M.? Murray Kaufman on *The Swingin' Soiree*, of course!

When the sun goes down Murray goes to work and keeps his sponsors' sales figures up. No secret how he does it: it's broad appeal. The kind that comes with 10 solid years of entertaining and selling all ages all kinds of products and services.



And remember, Murray is only one good reason why WINS is everybody's station in N. Y. All the reasons?

Out of N. Y. C., call

Robert E. Eastman & Co., Inc., national representative.

In New York City, call WINS, JU 2-7000.

How to turn pennies into dollars

Get to the Radio Concepts Inc. Suite First! 1135A Conrad Hilton Hotel.

Stereo sales pushed in WTFM contest

A total of six weeks of free stereo fm advertising will be awarded in a new contest among agency radio timebuyers and copywriters, a promotional plan of WTFM (FM) Lake Success, N. Y., to dramatize fm stereo as a new tool to build up agencies' radio billings. The suburban New York station has broadcast in stereo 24 hours a day since it went on the air last fall.

The competition in WTFM's "first annual stereo spectacular awards" is restricted to a timebuyer and one other agency employee (copywriter) as designated personally by him. Entry blanks have been sent to agencies in the New York area. Original one-minute commercials written for stereo in behalf of an account held at the time of writing will be accepted through April 15. The winning commercials will be produced by WTFM Recording Studios Inc., in stereo, and placed in WTFM logs. The first prize will be three weeks of 15 stereo spots per week for the client and \$500 Stromberg-Carlson stereo consoles to both the timebuyer and the copywriter; second place—two weeks of 10 stereo spots per week and General Electric fm/stereo radios valued at over \$175, and third place—one week of five stereo spots and Zenith fm radios valued at \$99.

WERE offers free spots in 'Salesman' contest

Salesmen in the Cleveland area can be excused for plugging a contest being conducted by WERE, that city, with a little more than the usual gusto. They are gunning for more than \$3,000 worth of free advertising time the station is offering to the 25 winners.

The "Hats off to Salesmen" contest requires listeners to send in the names of any salesman in the area on a postcard. When the entry deadline has been



Now it's 'The Frito Twist'

At a luncheon presentation of Frito-Lay Co. to promote the sale of its corn chips, Bill Archer (l), division ad manager, and Stewart Mitchell (r), account executive at Tracy-Locke Co., Dallas, unveil the point-

of-purchase material. The company has combined its campaign with KLIF, that city, to launch its new record, "The Frito Twist." The company purchased an additional 21 stations to promote corn chips.

reached, WERE will draw two names per hour and read them on the air. If a salesman hears his name and calls the station within a specified amount of time, he becomes a winner. The procedure will continue until 25 winners are selected.

Held in conjunction with the Greater Cleveland Growth Committee, the contest offers as prizes to each of the winners five free spots to sell his products on WERE during the month of April.

Draw 'Thinker' for WWDC

For the past year, listeners to WWDC Washington's Carroll James show have been hearing daily "Stupid Driver"

awards presented by Thinker, the station's imaginative little character who champions safe and courteous auto driving habits.

While thousands have heard Thinker, none have seen him. The station is offering \$100 as a prize for the best drawing submitted that it feels creates the proper image of the little fellow.

Drumbeats...

Home contest ■ KCBS San Francisco reported it received 7,100 entries in its five day Home Contest held in conjunction with that city's annual Home and Hi Fi Show. Two winners were selected each day and were awarded transistor clock radios and theatre passes.

Records to hospitals ■ KLAC Los Angeles has distributed more than 5,000 free records to hospitals, orphanages and similar institutions in the area. Each week the station selects a different facility to receive the records.

Knows his voice ■ Because a retired lumberjack in Seattle heard a voice on the radio—and identified it as his own—he is the recipient of an all-expense-paid trip to Mexico City, first prize in KAYO Seattle's Know Your Voice contest.

Philadelphia radio ■ WIBG Philadelphia is distributing to advertisers and

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agencies copies of its booklet, "The Philadelphia Radio Market," which the station commissioned The Pulse Inc. to compile. Philadelphia radio stations are compared on the basis of their various strengths in regard to audience, share of market and salesmanship in regard to certain kinds of products.

Gift ■ James P. Storer, assistant general manager of WJW Cleveland, presented Mayor Anthony J. Celebrezze a set of five American Freedom documents reprinted in connection with *Voices of Freedom* radio programs prepared by Storer for the Freedom Foundation at Valley Forge, Pa.

Long play ■ To call attention to its new music policy—good sounds and no rock-and-roll—KRNO San Bernardino, Calif., played Joanne Cameron's record, *I've Got a Crush on You*, 18½ consecutive hours, interrupting only for news flashes, station breaks and commercials.

Cub sponsor ■ KTVH (TV) Wichita, Kan., has announced it will sponsor Cub Scout Pack of District 5. The two-year-old pack has 44 members meeting in six dens.



WHDH-TV plays host to UNICEF

Representatives of the United Nations Children's Fund, UNICEF, were guests of WHDH-TV Boston for previews of the station's first two programs in a series of 10 half-hours entitled *Life in Asia*. The series is the result of a six-week tour late last fall by two WHDH-TV personalities who traveled to remote areas of Asia in behalf of UNICEF.

C. Lloyd Bailey, executive director

of the U.S. Committee for UNICEF, is shown above (c) congratulating Frank Avruch, WHDH-TV's "Bozo the Clown" (l) and Virginia Bartlett, producer of *Dateline Boston* (second from l). Looking on are Mrs. Patricia Hartwell, director of public information, UNICEF, and Victor De Kuyserling, publicity director of the U. S. Committee for UNICEF.

BROADCAST ADVERTISING



Mr. Wilson

Howard M. Wilson, senior vp, creative services and member of board of directors, Kenyon & Eckhardt, New York, joins Geyer, Morey, Madden & Ballard, that city, as general corporate executive in charge of

creative services. Mr. Wilson has been with K&E for past ten years serving first as copy supervisor, then copy director and associate creative director. Previously, he served with Kudner Agency as copy supervisor and Dickie Raymond Inc. as copy chief.

Fred D. Farris, executive vp and principal, Galvin-Farris-Sanford (formerly Galvin-Farris-Allvine), Kansas City advertising agency, elected president succeeding **Jerome G. Galvin**, founder and board chairman. **Robert R. Sanford**, former senior vp and board member, Potts-Woodbury, advertising agency, that city, joins G-F-S as executive vp and secretary.

Louis T. Hagopian, supervisor on Plymouth-Valiant account at N. W. Ayer & Son, Detroit, elected vp.

Henry Muller, former vp of Benton & Bowles, New York, joins Ted Bates & Co., that city, as vp on Boyle-Midway account.

Robert A. Bennett, merchandising

FATES & FORTUNES

services manager, Grey Adv., New York, joins Pantone Inc., that city, sales promotion agency, as vp and director of merchandising services division.

R. W. (Jack) Dawson, vp and Chicago office manager, Albert Frank-Guenther Law, New York-based advertising and pr agency, retired March 16 after 48 years with firm. Mr. Dawson joined firm in 1914 when it was originally known as Albert Frank & Co. He was named Chicago office manager in 1921 and elected vp in 1932, same year that Albert Frank merged with Rudolph Guenther-Russell Law Inc.

Melvin S. Hattwick, director of advertising, Continental Oil Co., elected

director of Advertising Research Foundation, New York.



Mrs. Kazin

Carol Kazin, director of consumer research, MarPlan Div., Communications Affiliates Inc., subsidiary of Interpublic Inc., New York, elected vp and director of research, McCann-Marshall Co., also an Interpublic subsidiary. Mrs. Kazin was senior research analyst for CBS before joining Interpublic in 1951.

Edwin M. Marshall, radio-tv business manager, BBDO, New York, appointed

AUDIENCE!

... that's what you get with TEEN-BEAT, the professionally authenticated advice featurette for teen-agers. Smash hit on top radio stations in top markets including Cleveland, Miami, St. Louis, Minneapolis, etc. 25 minute-or-less features per week for promotions, new business, mail pull. Exclusive for you in your market if you act fast. Write, wire, phone for free audition tape.

SOUND IDEAS 1836 Euclid Avenue, Cleveland, Ohio, TO 1-0288

FC&B adds youth to expanded board

William E. Chambers, Jr., Louis E. Scott and William C. Matthews, managers of Foote, Cone & Belding's New York, Los Angeles and San Francisco offices, respectively, elected to New York-based advertising agency's expanded board of directors. Mr. Chambers, who was assistant office manager in New York, was elevated to be manager at the time.

Robert F. Carney, board chairman, pointed out that all three men



Mr. Matthews

Mr. Scott

Mr. Chambers

are in their early 40's and their election to the board of directors is a part of the agency's program to insure continuity of management when older members retire.

assistant vp of American Assn. of Advertising Agencies in radio and television administration and production, talent union relations and broadcast activities. He assumes duties relinquished by **Dorothy Copeland**, AAAA staff executive, who resigned to become freelance consultant in labor relations. Miss Copeland will continue to serve AAAA in consulting capacity.

Dr. Arthur Koponen, J. Walter Thompson, New York, joins Colgate-Palmolive Co., that city, as director of market research for C-P's domestic group.

Frank Muller, assistant markets and merchandising manager, *Look* magazine, appointed sales promotion manager for toiletries division of Shulton Inc., New York.

Quentin Schweninger named regional executive on Dodge account, BBDO, Los Angeles.

James L. Lurie, account supervisor, Earle Ludgin & Co., Chicago-based advertising agency, elected vp. Mr. Lurie joined Ludgin in 1956 as head of firm's broadcast research department. He later became member of account service department and recently has been serving as an account supervisor.



Mr. Lurie

Jay S. Riddle, marketing manager, *Saturday Evening Post*, joins N. W. Ayer & Son, Philadelphia, to work on various package goods marketing assignments. Also joining agency are **Louis M. Leonard** and **Leland D. Breckenridge Jr.**, both as sales representatives. Mr. Leonard, formerly with American Viscose Corp., will be headquartered in Ayer's Philadelphia office

while Mr. Breckenridge, who was with Benton & Bowles, joins Ayer's New York office.

Robert T. Nugent, account executive, Fletcher Richards, Calkins & Holden, New York, named assistant director of radio-tv department.

Norman Citron, production manager in charge of collateral material, Fuller & Smith & Ross, New York, appointed director of production.

Magdalene (Dusty) Diamantis, senior research supervisor, Benton & Bowles, New York, joins Carson/Roberts Inc., Los Angeles advertising agency, as research director. **Jerry Sachs**, media director, Doyle Dane Bernbach, Los Angeles, joins C/R as plans director in marketing services. **Jane Catlin** appointed agency's research coordinator. Other C/R staff additions: **Richard Houghton**, formerly with Compton Adv., Chicago, as account supervisor on Max Factor account; **Stewart Brown**, former marketing coordinator, Lanolin Plus Inc., as account executive on Max Factor, and **Mary Louise Lau**, formerly with Kenyon & Eckhardt, as copywriter.

Laura K. Fliashnick, director of station relations, Dunnan & Jeffrey, New York, joins Regal Advertising Assoc. Corp., that city, as director of premium merchandise and media. Regal is now located at 385 Fifth Ave., New York 16, N. Y.

S. S. (Bud) Spencer, former radio-tv director, Foote, Cone & Belding, Los Angeles and recently with The Sperry & Hutchinson Co. (S&H Green Stamps) that city, joins Prudential Savings & Loan Assn., San Gabriel, Calif., as pr director.

Rita E. Holmberg, assistant director of consumer service department, Ar-

mour & Co., Chicago, joins McCann-Erickson, that city, as director of home economics. Miss Holmberg will assist creative and account staffs on advertising programs of current food clients as well as participate in new business presentation preparations.

Edgar S. Stemmler, pr department, Chamber of Commerce of Metropolitan St. Louis, joins R. C. Chase & Assoc., pr, advertising and creative audio-visual firm, that city.

Charles Blakemore, formerly with Leo Burnett Co., Chicago, joins Compton Adv., New York, as creative group head.

Peter Levinson, free-lance writer, joins Cleary-Strauss-Irwin & Goodman, Los Angeles pr firm.

Forrest S. Pollock, art director, Simmons-Woodward Printing Co., St. Louis, joins Richard C. Lynch Adv., that city, in similar capacity, succeeding **Stewart McCormack**, retired.

Elizabeth Pierce, copywriter on Tide-water Oil account, Foote, Cone & Belding, Los Angeles, joins Grey Adv., that city, as senior copywriter.



Mr. Haas

Howard Haas, director of marketing, Sealy Inc., Chicago, national bedding organization, elected vp in charge of marketing. He will continue responsibilities for all Sealy marketing operations in addition to advertising, pr, market research, sales promotion and sales training. Mr. Haas joined Sealy in December 1960 as national sales manager, having previously served as vp in charge of sales for Mitchell Manufacturing Co., division of Cory Corp., Chicago, air conditioning manufacturer.

Frances B. Shaw, copywriter on Helena Rubinstein account, Ogilvy, Benson & Mather, New York, joins North Adv., Chicago, as copywriter.

Kenneth M. Merritt, writer-supervisor, creative department, J. Walter Thompson Co., New York, joins Compton Adv., that city, as copy group head.

Alan Cundall, copywriter, Guild, Bascom & Bonfigli, San Francisco, named copy supervisor.

Lorenz P. Hansen, radio-tv writer and producer, Gray & Rogers, Philadelphia, and **Mrs. Ellen C. Betsch**, associate editor, *Country Gentleman* magazine, join copy department, N. W. Ayer & Son, Philadelphia. **George S. Tanaka**, formerly with Harry F. Port Adv., Chicago, joins art department of Ayer's Chicago office.

Francine Wexler, formerly with Grey Adv., New York, joins copy department, Doyle Dane Bernbach, that city.

Frank Boehm, Elin Corey, Edward Hunt and Barbara Pesin join Foote, Cone & Belding, Chicago, as copywriters. Mr. Boehm formerly was with Kenyon & Eckhardt; Miss Corey, Benton & Bowles; Mr. Hunt, Sullivan, Stauffer, Colwell & Bayles; and Mrs. Pesin, J. Walter Thompson, all New York.

William J. Luddy, associate editor for past three years, *American Legion* magazine, New York, joins Zimmer, Keller & Calvert Inc., Detroit advertising agency, as pr manager. **David A. Hallack**, who has been with agency for past 10 years as pr director, promoted to account executive and pr supervisor.

Florence Gardner, executive secretary, San Francisco Advertising Club, retires May 31 after 44 years with organization. She will be honored on May 16 at testimonial luncheon at Sheraton-Palace Hotel in San Francisco.

Morton B. White, former general manager, Sterling Information Services Ltd., New York, appointed campaign manager for The Advertising Council.

THE MEDIA

Elmer O. Wayne, general manager, ABC-owned and operated KGO-AM-FM San Francisco, elected vp and general manager. He joined KGO in present capacity in July 1960 after serving as general sales manager of KFI Los Angeles since June 1959. Previously, Mr. Wayne was with WJR-AM-FM Detroit since 1951 as sales manager and was elected vp in charge of sales in November 1956.



Mr. Wayne

John Pinto, member of headquarters staff, RKO General Inc., New York, elected vp of RKO General Phonevision Co., wholly owned subsidiary. He will be in charge of pay tv operations in Hartford, Conn., with headquarters in RKO General's New York offices. Be-

fore joining corporation last July, Mr. Pinto had served as vp and plans board chairman of Post & Morr, and earlier as vp in charge of New York office of Grant Adv.

William C. Webster, sales manager, WOHO Toledo, elected vp in charge of sales. Mr. Webster joined station in 1953 in present capacity.

Paul Downs, account executive, WAVY Portsmouth, Va., appointed general manager, WMAS - AM - FM Springfield, Mass.

Jack Howat and Gene Coleman join WTUF (formerly WKAB) Mobile, Ala., as general manager and sales manager, respectively.

Paul Beville, account executive, WTX New Orleans, appointed station manager, WJRM, WRCM (FM), that city.

Hugh Anthony, program director and account executive, WCCM, WGHJ (FM) Lawrence, Mass., promoted to station manager. Other appointments: **William Curtin**, commercial manager; **Joseph Clementi**, program director, and **Tony Lupo**, news director.

Ken Nelson, account executive, WJJD Chicago, appointed station manager, WJJD-FM, that city, succeeding **James Brassfield** who resigned to accept position as advertising manager of Nathan Hale Insurance Co., Springfield, Ill.

William L. Brown, station manager, WMBD-AM-FM Peoria, Ill., appointed national sales manager for WMBD-AM-FM-TV.

Robert D. Burton appointed general sales manager, WJR-AM-FM Detroit. Mr. Burton joined station in June 1955 as sales representative.

Robert R. Rodgers, formerly with Independent Television Corp., New York, joins WBAL-TV Baltimore as sales manager.

Thomas McCann, account executive, and **William M. Jenkins**, traffic manager, KING-TV Seattle, promoted to local sales manager and account executive, respectively.

John J. Laux, executive vp and general manager, WSTV - AM - FM - TV Steubenville, Ohio, and managing director of Friendly Group Stations, named general chairman of camp development fund campaign of Fort Steuben Area Council, Boy Scouts of America. Council will conduct campaign to obtain minimum of \$215,705 to develop camp at Lake Clendening in Harrison County, Ohio.

Rouen J. Westcott, account executive, H-R Representatives, Los Angeles,

and **Michael J. Lutomski**, formerly with WWJ Detroit, join tv sales staff of The Katz Agency, Detroit.



Mr. Tabakin

Bernard Tabakin, executive vp, National Telefilm Assoc., New York, elected president. Mr. Tabakin joined company in 1954 as west coast sales executive when his own production firm was merged with NTA. In December 1955 he was appointed director of NTA's then newly established national sales division with headquarters in Hollywood. He was elected vp in charge of all sales activities in February 1961.

Wallace Dunlap, general manager, WFYI Mineola, N. Y., appointed assistant sales manager, KDKA-TV Pittsburgh.

Win Gould, management trainee, WCBS New York, named sales service manager.

Richard L. Branigan, former sales executive, WCBS and WMGM, both New York, joins Broadcast Clearing House, that city, as sales service representative working with advertising agencies, station reps and radio and tv sta-

how is
your image

with your
community,
listeners,
agencies,
advertisers
and stock holders

hospitality suite
Pick-Congress Hotel
NAB Convention



how to succeed
in radio
without really trying

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Hotel.

tions in developing BCH's three-way automated order processing in national spot radio and tv.



Mr. Vance

Fred L. Vance, station manager, KVOA-TV Tucson, Ariz., appointed general manager, Alvarado Television Co. (KVOA-TV and KOAT-TV Albuquerque, N. M.). Max Sklower, station manager, KOAT-TV, will continue in that position. Prior to joining KVOA in April 1958 in present capacity, Mr. Vance had served as sales manager, KWTU (TV) Oklahoma City; sales representative, WOAI-TV San Antonio, and commercial manager, WEEK-TV Peoria, Ill. He has been in tv sales and management since 1949.

Lu Hurley, account executive, KEWB Oakland, appointed sales representative, KGO-AM-FM San Francisco. **Ann Holden**, host of KGO's *Ann Holden Show* and Bay Area radio personality since 1923, retires.

Bruce Schneider, account executive and promotion manager, WIBV Belleville, Ill., joins KUDL Kansas City as account executive.

Dominic J. Vignola, local sales manager, WTEN (TV) Albany, N. Y., named account executive, WKBW-TV Buffalo. **Phil Beuth**, WTEN promotion manager, replaces Mr. Vignola, and **Marc Edwards**, director of news and special events, replaces Mr. Beuth. **Bruce Williamson**, WTEN newscaster, has been named to succeed Mr. Edwards.

Juanita Haddy, sales assistant, Weed Television Corp., Los Angeles, named account executive.

Robert C. Floyd, sales manager, KANS Independence, Mo., named account executive, KMBC Kansas City.

Martin Ross, Radio Advertising Bureau, New York, joins WMCA, that city, as account executive.

Robert S. Walsh, district advertising manager, Household Finance Corp., Chicago, joins NBC Radio Spot Sales, that city, as account executive.

Paul Williams, former video consultant, Ampex International, S. A., named chief engineer, KQED (TV) San Francisco.

Bob Di Mattina, sales service manager, WCBS-AM-FM New York, appointed operations manager, CBS Radio Spot Sales, that city.

Norm Bobrow, former program director, KXA Seattle, joins WBFM (FM) New York as program director.

Horace W. (Buddy) Ray, operations manager, Storer Broadcasting Co.'s WAGA-TV Atlanta, appointed operations manager, Storer Programs Inc., New York.

Paul Edwards, formerly with WWCO-AM-FM Waterbury, joins WINF-AM-FM Manchester, both Connecticut, as program director.

Harry Wagner, program manager, WSUN-TV St. Petersburg, Fla., and former program manager, WTSP (TV) Tampa-St. Petersburg, returns to WTSP in similar capacity.

James Mendes, air personality, WRIB Providence, R. I., assumes additional duties as program director.

William Rohrer, assistant director, continuity department, WNEW New York, promoted to director.



Mr. Allen

Sidney P. Allen, general sales executive, RKO General National Sales Div., New York, and former New York sales manager for RKO-controlled CKLW-AM-TV Windsor, Ont.-Detroit, appointed rep firm's director of agency-client relations. Mr. Allen previously held executive positions at NBC-TV and Mutual. At latter network, with which he was associated for 23 years, his duties included five years as vp in charge of sales.

Robert D. Horan, former newsman, WSAB-TV Huntington-Charleston, W. Va., returns to station as Charleston news editor, succeeding **Ralph Price** who resigned to join WSAV-TV Savannah as news manager.

Don Herman, news staff, WCKY Cincinnati, promoted to news director. **Paul Miller**, WCKY's program manager, was inadvertently reported in BROADCASTING, March 19 as being promoted to news director.

Claude Mann, recently with Gordon Newsfilms, San Francisco, joins KTVU (TV) Oakland-San Francisco as news commentator.

David Kingsley, former news director, WHRV Ann Arbor, joins WJRT (TV) Flint, both Michigan, as reporter.

Del Frank, newscaster, WRC-TV Washington and former newscaster, WTVJ (TV) Miami, returns to WTVJ April 30, in similar capacity.

Dick Wheeler, newscaster, WFAA-AM-FM-TV Dallas, joins KOTV (TV) Tulsa, Okla., as news director.

Pye Chamberlayne Jr., formerly with Radio Press International's Paris bu-

reau, named news editor, RPI, New York.

Dudley Lehow, Associated Press, Baton Rouge, La., transfers to Miami as night radio editor.

Ralph Nimmons, general sales manager, WFGA-TV Jacksonville, Fla., appointed station manager. Mr. Nimmons joined WFGA in 1957 after serving as station manager for WFAA-TV Dallas. **Rusty Bruton**, program-production manager, promoted to director of special assignments. **Robert Manning** and **Herb Gold** named production manager and film director, respectively.



Mr. Nimmons

Alan Sloane, weather-sports announcer, WAGA-TV Atlanta, joins KCOP (TV) Los Angeles, in similar capacity. He will be teamed with newscaster Peter Hansen and news analyst Harold Fishman in two nightly newscasts, 6-6:30 p.m. and 10-10:30 p.m., Mon.-Fri. **Mike Stokey**, tv personality, joins KCOP to host his own Mon.-Sat. 90-minute program at 10:30 p.m. beginning today (April 2).

Jose Garcia, announcer of winter league baseball in Central America, joins KWKW Pasadena to do Spanish-language play-by-play report of Los Angeles Dodgers' 1962 season.

John E. Patton joins WVMC Mt. Carmel, Ill., as announcer and continuity writer.

Norman Plotnick, former station librarian, WWDC-AM-FM Washington and recently with WGAY (FM) Washington, returns to WWDC as music librarian.

Norman Plotnick, former station librarian, WWDC-AM-FM Washington and recently with WGAY (FM) Washington, returns to WWDC as music librarian.

PROGRAMMING



Mr. Kornblum

Leonard I. Kornblum, comptroller, Independent Television Corp., New York, elected vp and treasurer. Mr. Kornblum is attorney and certified public accountant and had been associated with several CPA firms before joining ITC's predecessor tv program distributing company in December 1955.

Everett Freeman, first vp, Television Producers Guild, Beverly Hills, elected president, succeeding **Ben Brady** who officially tendered his resignation by confirming that he will leave early this month for Italy where he will produce motion picture and be in residence for approximately one year.

Al Jarvis, d.j., joins DRA Records Inc., Hollywood, as vp.

Jack V. Arbib, former circulation sales manager, *New York Daily News*, joins Cellomatic Div., Screen Gems Inc., New York, as national sales director.

Ted Rogers, head of his own production firm, Ted Rogers Assoc., joins MGM-TV as staff producer in New York. Earlier Mr. Rogers had served as director of programs for Independent Television Corp., executive producer at NBC-TV and tv account supervisor at BBDO for U. S. Steel Corp.

William Froug, recent writer-producer for *Dick Powell Show*, has been signed by MGM-TV as producer of *Sam Benedict*, full-hour dramatic series to be seen on NBC starring Edmond O'Brien. Production is scheduled to start June 4.

Edmund Hartmann, veteran motion picture and tv writer-producer, named producer of next season's Fred MacMurray tv show, *My Three Sons*, at Don Fedderson Productions, Hollywood, replacing **George Tibbles** who relinquishes post due to illness.

Ross Bagwell, formerly with NBC-TV program merchandising department, joins Merritt Enterprises Inc., New York tv packaging firm, as manager of program merchandising.

Peter Lassally, special projects department, WBC Productions, New York, has resigned.

EQUIPMENT & ENGINEERING

Bertram R. Newman, western regional manager, TRW Computers Co., division of Thompson Ramo Wooldridge Inc., Beverly Hills, named manager of marketing services department. He will be responsible for all advertising, pr, custom training, and handbooks and manuals. Before joining TRW in 1958 as an applications engineer, Mr. Newman was with Sylvania Electric Co. and IBM.

John H. Adams, vp and general manager, Central Electronics Inc., wholly-owned subsidiary of Zenith Sales Corp., Chicago, appointed to newly created post of commercial manager of ZSC's parts and accessories division. Before joining Central Electronics, Mr. Adams was general sales manager of Kleinschmidt Div., Smith-Corona Marchant Inc., where he also served as assistant to vp and general manager.

Robert Cheshire rejoins Du Mont Div., Emerson Radio Inc., Jersey City, N. J., after year's absence. He will serve as eastern zone manager.

Robert T. McCarthy, former product manager, Thompson Ramo Wooldridge,

Los Angeles, named product planner-new products at Motorola Inc., Franklin Park, Ill.

GOVERNMENT



Mr. Homsy

John H. Homsy, who for 25 years was field engineer for Department of Commerce, Federal Radio Commission and Federal Communications Commission, retired March 15. At time of retirement, Mr. Homsy was deputy scientific advisor of field test directorate, U. S. Army Electronic Proving Ground, Fort Huachuca, Ariz. Prior to moving to Fort Huachuca in 1955, Mr. Homsy was for nine years engineer-in-charge at Dallas, for FCC.

INTERNATIONAL

Des Hardman, executive broadcast director, Vickers & Benson Ltd., Toronto to advertising agency, elected vp.

Ray Junkin, formerly with Program Sales Inc., New York, named general manager, Screen Gems (Canada) Ltd., Toronto, succeeding Steve Krantz who returned to New York headquarters to take charge of sales for international division. **Gillis Morin** appointed Screen Gems' commercial representative in Montreal.

R. J. Buss, general manager, CHAT-AM-TV Medicine Hat, Alta., to CKRC Winnipeg, Man., in similar capacity.

Arthur Weinthal, radio-tv director, Ronalds-Reynolds Ltd., Montreal advertising agency, named executive producer of CTV Television Network, Toronto.

Albert W. Wilson, audience relations coordinator, Canadian Broadcasting Corp., Ottawa, named director of CBC's information services, succeeding **William Armstrong**, recently appointed

secretary to Commonwealth Broadcasting Conference.

Ian J. Hall and **Robert Aiken** join CFTO-TV Toronto as account executives.

J. S. Purvis, formerly with CHCH-TV Hamilton, Ont., named program director, CJAY-TV Winnipeg, Man. **Stewart McPherson** appointed CJAY-TV's special events director.

Norm Hooper, formerly with CHCH-TV Hamilton, Ont., joins news department, CHUM Toronto.

Paul M. Gelinas named promotion and publicity manager for CKAC Montreal.

Sig Mickelson, managing director, Time-Life Broadcast News Service, New York, will be guest speaker at April 5 meeting of Toronto Radio & Television Executives Club at O'Keefe Center, Toronto. He speaks on "Radio Rediscovered."

Betty Zimmerman, CBOT (TV) Ottawa, and **Gerald Renaud**, CBMT (TV) Montreal, were awarded 1962 bursaries by Imperial Relations Trust to permit six months study in Great Britain during summer.

DEATHS

Leon L. Caudle, 50, chief engineer, WSOC-AM-FM-TV Charlotte, N. C., died of heart attack March 17 at his home in that city. Mr. Caudle joined WSOC 29 years ago and it was under his supervision that ch. 9 went on the air in April 1957.

Dudley L. Logan, 65, head of his own advertising agency in Los Angeles, died March 22.

Edwin Olds, maintenance technician, KNX-AM-FM Los Angeles, since 1938, died March 21 at his home in that city. **Bob Panella**, 37, KNX's sports writer for past nine years, died of leukemia March 25 at UCLA Medical Center.

R. C. CRISLER & CO., INC.

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NEW YORK—

41 E. 42nd St., MU 7-8473

TV NETWORK SHOWSHEET

Networks are listed alphabetically with the following information: time, program title in *italics*, followed by sponsors or type of sponsorship. Abbreviations: *sust.*, sustaining; *part.*, participating; *alt.*, alternate sponsor; *co-op*, cooperative local sponsorships. All times EST. Published first issue in each quarter.

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, *sust.*;
10:30-11 *Look Up and Live*, *sust.*
NBC-TV No network service.

11-12 noon

ABC-TV No network service.
CBS-TV 11-11:30 *Camera Three*, *sust.*; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 No network service; 12:30-12:55 *Washington Conversation*, *sust.*; 12:55-1 *News*, *sust.*
NBC-TV No network service.

1-2 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 1:30-2 *Frontiers of Faith*, *sust.*

2-3 p.m.

ABC-TV 2-2:30 No network service; 2:30-3 *Meet the Professor*, *sust.*
CBS-TV *Baseball*, *part.*
NBC-TV *NBC Major League Baseball*, various regional.

3-4 p.m.

ABC-TV 3-3:30 *Directions '62*, *sust.*; 3:30-4

Adlai Stevenson Reports alt. with *Editor's Choice*, *sust.*
CBS-TV *Baseball*, *cont.*
NBC-TV *Baseball*, *cont.*

4-5 p.m.

ABC-TV 4-4:30 *Issues & Answers*, *sust.*; 4:30-5 No network service.
CBS-TV *Baseball*, *cont.*
NBC-TV *Baseball*, *cont.*

5-6 p.m.

ABC-TV *Wide World Of Sports*, *part.*
CBS-TV 5-5:30 *Ted Mack and The Original Amateur Hour*, J. B. Williams; 5:30-6 *GE College Bowl*, GE.
NBC-TV 5-5:30 *Wisdom*, *sust.*; 5:30-6 *Update*, Helena Rubinstein, and Glenbrook.

6-7 p.m.

ABC-TV 6-6:30 *Sports*, *cont.*; 6:30-7:30 *Maverick*, *part.*
CBS-TV 6-6:30 *Twentieth Century*, *Prudential*; 6:30-7 *Mr. Ed*, Studebaker, Dow, Chesebrough Ponds.
NBC-TV 6-6:30 *Meet The Press*, Wheeling Steel; 6:30-7 1, 2, 3—*Go!* Beech-Nut.

7-8 p.m.

ABC-TV 7-7:30 *Maverick*, *cont.*; 7:30-8:30 *Follow The Sun*, *part.*
CBS-TV 7-7:30 *Lassie*, Campbell Soup, Lever; 7:30-8 *Dennis The Menace*, Best Foods, Kellogg.
NBC-TV 7-7:30 *Bullwinkle*, Gen. Mills, Beech-Nut; 7:30-8:30 *Walt Disney's Wonderful World Of Color*, RCA, Eastman Kodak.

8-9 p.m.

ABC-TV 8-8:30 *Follow The Sun*, *cont.*; 8:30-10:30 *Hollywood Special*, *part.*
CBS-TV *Ed Sullivan Show*, Colgate, Revlon, P. Lorillard.
NBC-TV 8-8:30 *Walt Disney Show*, *cont.*; 8:30-9 *Car 54—Where Are You?*, P&G.

9-10 p.m.

ABC-TV *Hollywood Special*, *cont.*
CBS-TV 9-9:30 *GE Theatre*, Gen. Elec.; 9:30-10 *Jack Benny*, Lever, State Farm.
NBC-TV *Bonanza*, Chevrolet.

10-11 p.m.

ABC-TV 10-10:30 *Hollywood Special*, *cont.*; 10:30-11 *Lawman*, *part.*
CBS-TV 10-10:30 *Candid Camera*, Lever, Bristol-Myers; 10:30-11 *What's My Line?*, Kellogg, All State.
NBC-TV *Du Pont Show of the Week*, du Pont.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *Walter Cronkite With The News*, Whitehall, Carter.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today*, *part.*

8-9 a.m.

ABC-TV No network service.
CBS-TV 8-8:15 *CBS News*, *sust.*; 8:15-9 *Captain Kangaroo*, *part.*
NBC-TV *Today*, *cont.*

9-10 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Calendar*, *part.*; 10:30-11 *I Love Lucy*, *part.*
NBC-TV 10-10:30 *Say When*, *part.*; 10:30-11 *Play Your Hunch*, *part.*

11 a.m.-noon

ABC-TV 11-11:30 *Tennessee Ernie Ford*, *part.*; 11:30-12 *Yours For A Song*, *part.*
CBS-TV 11-11:30 *Video Village*, *part.*; 11:30-11:55 *The Clear Horizon*, *part.*; 11:55-12 *News*, S. C. Johnson, Kellogg.
NBC-TV 11-11:30 *The Price Is Right*, *part.*; 11:30-12 *Concentration*, *part.*

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Camouflage*, *part.*; 12:30-1 *Window Shopping*, *part.*
CBS-TV 12-12:30 *Love Of Life*, *part.*; 12:30-12:45 *Search For Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
NBC-TV 12-12:30 *Your First Impression*, *part.*; 12:30-12:55 *Truth Or Consequences*, *part.*; 12:55-1 *News*, Gen. Mills.

1-2 p.m.

ABC-TV 1-1:25 *Day In Court*, *part.*; 1:25-1:30 *Middy Report*, J. B. Williams; 1:30-2 No network service.
CBS-TV 1-1:30 *College Of The Air*, *sust.*; 1:30-2 *As The World Turns*, *part.*
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:30 *Jane Wyman Presents*, *part.*; 2:30-3 *Seven Keys*, *part.*
CBS-TV 2-2:30 *Password*, *part.*; 2:30-3 *Art Linkletter's House Party*, *part.*
NBC-TV 2-2:25 *Jan Murray Show*, *part.*; 2:25-2:30 *News*, Colgate; 2:30-3 *Loretta Young Theatre*, *part.*

3-4 p.m.

ABC-TV 3-3:30 *Queen For A Day*, *part.*; 3:30-4 *Who Do You Trust?*, *part.*
CBS-TV 3-3:30 *The Millionaire*, *part.*; 3:30-3:55 *The Verdict Is Yours*, *part.*; 3:55-4 *News*, Frigidaire.
NBC-TV 3-3:30 *Young Dr. Malone*, *part.*; 3:30-4 *Our Five Daughters*, *part.*

4-5 p.m.

ABC-TV 4-4:50 *American Bandstand*, *part.*;

TV SPECIALS FOR APRIL, MAY & JUNE

ABC-TV

April 6: 10-11 p.m.
Timex All-Star Comedy Show, U. S. Time Corp.
April 9: 10-30 p.m.-12:30 a.m.
Oscar Awards, Procter & Gamble.
May 29: 10-11 p.m.
Destiny Rides Again, Westinghouse.

CBS-TV

April 7: 5-6 p.m.
Masters Golf Tournament, Travelers Insurance, Cluett-Peabody.
April 8: 2:30-4 p.m.
Laudes Evangelii, *sust.*
April 8: 4-5:30 p.m.
Masters Golf Tournament, Travelers Insurance, Cluett-Peabody.
April 13: 7:30-8:30 p.m.
Young People's Concert, Shell.
April 17: 10-11 p.m.
Westinghouse Presents, Westinghouse.
April 22: 10-11 p.m.
The Hound of Heaven, *sust.*
April 22: 11 a.m.-12 noon
Easter Protestant Service, *sust.*
April 22: 7-8 p.m.
Marineland Carnival, Minute Maid.
April 30: 8-9 p.m.
Breck Golden Showcase, John H. Breck Co.
June 11: 10-11 p.m.
Julie & Carol at Carnegie Hall, Thomas J. Lipton Inc.
June 14: 9-10 p.m.
Noah and the Flood (?), *sust.*
June 20: 10-11 p.m.
Westinghouse Presents, Westinghouse.

NBC-TV

April 6: 9:30-10:30 p.m.
NBC News Special, Clairrol.
April 8: 5-6 p.m.
The Nation's Future, *sust.*
April 8: 10-11 p.m.
Theatre '62, American Gas Assn.
April 15: 6-7:30 p.m.
Hallmark Hall of Fame, Hallmark.
April 15: 8:30-9 p.m.
Project 20, U. S. Steel.
April 17: 9-10 p.m.
Rainbow of Stars, Chrysler.
April 19: 3-4 p.m.
Purex Special for Women, Purex.
April 22: 4:30-5:30 p.m.
Way of the Cross, *sust.*
April 22: 10-11 p.m.
Highways of Melody, Cities Service.
April 23: 10-11 p.m.
Breakthrough, Purex.
May 4: 9:30-10:30 p.m.
Andy Williams Special, Chrysler.
May 11: 8:30-9:30 p.m.
Yves Montand on Broadway, Timex.
May 17: 3-4 p.m.
Purex Special for Women, Purex.
May 18: 9:30-10:30 p.m.
NBC White Paper, *sust.*
May 22: 10-11:30 p.m.
Emmy Awards Show, Procter & Gamble, Schlitz, Timex.
June 14: 3-4 p.m.
Purex Special for Women, Purex.
June 22: 9:30-10:30 p.m.
Breakthrough, Merck, Sharp & Dohme.
June 24: 9-10 p.m.
Tv Guide Awards, Kodak.

4:50-5 *American Newsstand*, part.
 CBS-TV 4-4:15 *The Brighter Day*, part.:
 4:15-4:30 *The Secret Storm*, part.: 4:30-5
Edge Of Night, part.
 NBC-TV 4-4:30 *Make Room For Daddy*,
 part.: 4:30-4:55 *Here's Hollywood*, part.:
 4:55-5 *News*, Mogen David, Bristol Myers.

5-6 p.m.

ABC-TV No network service.
 CBS-TV *News*, sust.
 NBC-TV 5-5:05 *Kukla And Ollie*, Miles;
 5:05-6 No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *News*, part.: 6:15-7:30 No
 network service, except Mon., 7-7:30 *Ex-
 pedition*, Ralston Purina, last play, 4/23, then
 TBA.
 CBS-TV 6-6:45 No network service; 6:45-7
News, part.: 7-7:15 No network service;
 7:15-7:30 *News*, part.
 NBC-TV 6-6:45 No network service; 6:45-7
Huntley-Brinkley Report, R. J. Reynolds,
 Texaco; 7-7:30 No network service.

11 p.m.-1 a.m.

ABC-TV 11-11:15 *ABC News Final*, Sun Oil
 and General Insurance.
 CBS-TV No network service.
 NBC-TV 11-11:15 No network service; 11:15
 p.m.-1 a.m. *Tonight*, part.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Cheyenne*, part.
 CBS-TV *To Tell The Truth*, Whitehall, R. J.
 Reynolds.
 NBC-TV No network service.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne*, cont.: 8:30-9
Rifleman, P&G.
 CBS-TV 8-8:30 *Pete & Gladys*, Kellogg, Car-
 nation, Shell; 8:30-9 *Father Knows Best*,
 Scott, Toni.
 NBC-TV 8-8:30 *National Velvet*, Bristol
 Myers, Singer, Quaker Oats; 8:30-9 *The Price
 Right*, P. Lorillard, American Home Prod-
 ucts.

9-10 p.m.

ABC-TV *Surfside Six*, part.
 CBS-TV 9-9:30 *The Danny Thomas Show*,
 Gen. Foods; 9:30-10 *Andy Griffith Show*,
 Gen. Foods.
 NBC-TV 87th Precinct, part.

10-11 p.m.

ABC-TV *Ben Casey*, part.
 CBS-TV 10-10:30 *Hennessey*, Gen. Foods, P.
 Lorillard; 10:30-11 *I've Got A Secret*, part.
 NBC-TV *Thriller*, part.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV *Bugs Bunny*, part.
 CBS-TV *Marshall Dillon*, co-op.
 NBC-TV 7:30-8:30 *Laramie*, part.

8-9 p.m.

ABC-TV 8-8:30 *Bachelor Father*, Amer.
 Tobacco, Armour; 8:30-9:30 *The New Breed*,
 part.
 CBS-TV 8-8:30 *Password*, part.: 8:30-9 *Dobie*

Gillis, Colgate, Philip Morris.
 NBC-TV 8-8:30 *Laramie*, cont.: 8:30-9 *Alfred
 Hitchcock*, Mercury, Toni.

9-10 p.m.

ABC-TV 9-9:30 *The New Breed*, cont.: 9:30-
 10 *Yours For A Song*, Alberto-Culver, Lever
 Bros.
 CBS-TV 9-9:30 *Red Skelton*, Best Foods, S.
 C. Johnson; 9:30-10 *Ichabod & Me*, Revlon,
 Brown & Williamson, P. Lorillard, Quaker
 Oats.
 NBC-TV *The Dick Powell Show*, Reynolds
 Metals and part.

10-11 p.m.

ABC-TV *Alcoa Premiere*, Aluminum Co. of
 America alt. with Bell & Howell *Close-Up!*,
 Bell & Howell.
 CBS-TV *Garry Moore*, Oldsmobile, S. C.
 Johnson, R. J. Reynolds.
 NBC-TV *Cain's Hundred*, part.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV *Howard K. Smith—News & Com-
 ment*, Nationwide Insurance.
 CBS-TV 7:30-8 *The Alvin Show*, Gen. Foods.
 NBC-TV 7:30-8:30 *Wagon Train*, R. J. Rey-
 nolds, Ford, National Biscuit.

8-9 p.m.

ABC-TV 8-8:30 *Straightaway*, Autolite; 8:30-
 9 *Top Cat*, Kellogg, Bristol-Myers.
 CBS-TV 8-8:30 *Window On Main Street*,
 part.: 8:30-9:30 *Checkmate*, Colgate, L&M
 and part.
 NBC-TV 8-8:30 *Wagon Train*, cont.: 8:30-9
The Joey Bishop Show, P&G, Amer. Tobacco
 (st. 5/16, Rebel)

9-10 p.m.

ABC-TV *Hawaiian Eye*, part.
 CBS-TV 9-9:30 *Checkmate*, cont.: 9:30-10
Dick Van Dyke Show, P&G.
 NBC-TV *Perry Como's Kraft Music Hall*,
 Kraft.

10-11 p.m.

ABC-TV *Naked City*, part.
 CBS-TV *Armstrong Circle Theatre*, Arm-
 strong, alt. with U.S. Steel Hour, U.S. Steel.
 NBC-TV 10-10:30 *Bob Newhart Show*, Seal-
 test, Beech-Nut; 10:30-11 *David Brinkley's
 Journal*, Douglas Fir Plywood, Mead-John-
 son, Bristol-Myers, Pittsburgh Plate Glass.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV *Ozzie & Harriet*, part.
 CBS-TV *Oh, Those Bells*, part.
 NBC-TV 7:30-8:30 *Outlaws*, part.

8-9 p.m.

ABC-TV 8-8:30 *Donna Read Show*, Johnson
 & Johnson, Campbell Soup; 8:30-9 *Real
 McCoys*, P&G.
 CBS-TV *Frontier Circus*, part.
 NBC-TV 8-8:30 *Outlaws*, cont.: 8:30-9:30
Dr. Kildare, Singer, L&M, Sterling, Warner-
 Lambert, Colgate.

9-10 p.m.

ABC-TV 9-9:30 *My Three Sons*, Chevrolet;
 9:30-10 *The Law and Mr. Jones* (st. 4/19),
 P&G.
 CBS-TV 9-9:30 *Tell It To Groucho*, part.:
 9:30-10 *Gertrude Berg Show*, Gen. Foods (st.
 4/12 *Zane Grey Theatre*)
 NBC-TV 9-9:30 *Dr. Kildare*, cont.: 9:30-10
 Hazel, Ford.

10-11 p.m.

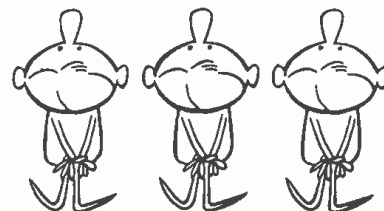
ABC *The Untouchables*, part.
 CBS-TV *CBS Reports*, part.
 NBC-TV *Sing Along With Mitch*, R. J. Rey-
 nolds, Ballantine, Buick.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV *Margie*, Ralston Purina (st. 4/20).
 CBS-TV 7:30-8:30 *Rawhide*, part.
 NBC-TV 7:30-8:30 *International Showtime*,

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7-Up, Derby Foods. and part.

8-9 p.m.

ABC-TV 8-8:30 *The Hathaways*, part.; 8:30-9 *Flintstones*, Miles, R. J. Reynolds.
CBS-TV 8-8:30 *Rawhide*, cont.; 8:30-9:30 *Route 66*, Philip Morris, Sterling Drug, Chevrolet.
NBC-TV 8-8:30 *International Showtime*, cont.; 8:30-9:30 *Robert Taylor's Detectives*, part.

9-10 p.m.

ABC-TV 77 *Sunset Strip*, part.
CBS-TV 9-9:30 *Route 66*, cont.; 9:30-10 *Father Of The Bride*, Gen. Mills, Campbell Soup.
NBC-TV 9-9:30 *Detectives*, cont.; 9:30-10:30 *Bell Telephone Hour*, Bell System, alt. with *Dinah Shore Show*, S&H Green Stamps, American Dairy Assn.; st. 5/25, *Purex Specials for Women*, Purex.

10-11 p.m.

ABC-TV *Target: The Corruptors*, part.
CBS-TV 10-10:30 *Twilight Zone*, L&M, and part.; 10:30-11 *Eyewitness*, American Cyanamid, L&M, Revlon.
NBC-TV 10-10:30 *Bell/Dinah Shore Show*, cont.; 10:30-11 *Chet Huntley Reporting*, Amer. Motors, Warner-Lambert.

SATURDAY MORNING & AFTERNOON

8-9 a.m.

ABC-TV No network service.
CBS-TV *Captain Kangaroo*, part.
NBC-TV No network service.

9-10 a.m.

ABC-TV No network service.

CBS-TV No network service.
NBC-TV 9-9:30 No network service; 9:30-10 *Pip The Piper*, Gen. Mills, Sweets.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Video Village Jr. Edition*, part.; 10:30-11 *Mighty Mouse Playhouse*, part.
NBC-TV 10-10:30 *Shari Lewis Show*, part.; 10:30-11 *King Leonardo & His Short Subjects*, Gen. Mills, Gen. Foods.

11 a.m.-noon

ABC-TV No network service.
CBS-TV 11-11:30 *Magic Land Of Allakazam*, Kellogg; 11:30-12 *Roy Rogers Show*, part.
NBC-TV 11-11:30 *Fury*, part.; 11:30-12 *Make Room For Daddy*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Bugs Bunny*, Gen. Foods; 12:30-1 *The Texan*, sust.
CBS-TV 12-12:30 *Sky King*, Nabisco; 12:30-1 *My Friend Flicka*, Gen. Mills, Sweets.
NBC-TV 12-12:30 *Mr. Wizard*; 12:30-1 *Championship Debate*.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *Robert Trout With The Saturday News*, sust.; 1:30-2 *Accent*, sust.
NBC-TV No network service.

2-5 p.m.

ABC-TV 2-4:30 No network service; 4:30-6 *Pro Bowlers Tour* (Last play, 4/28) then TBA, part.
CBS-TV *Baseball Game Of The Week*, part.
NBC-TV *Baseball*, various regional.

5-7:30 p.m.

ABC-TV 5-6 *Bowling*, cont.; 6-7 No network service; 7-7:30 *Matty's Funnies with Beanie & Cecil*, Mattel.
CBS-TV No network service.
NBC-TV 5-6 *All-Star Golf*, Kemper, Reynolds Metals, 6-6:15 *News*, Bristol-Myers; 6:15-7:30 No network service.

SATURDAY EVENING

7-8:30 p.m.

ABC-TV *Calvin & The Colonel*, Lever.
CBS-TV 7:30-8:30 *Perry Mason*, part.
NBC-TV 7:30-8:30 *Tales Of Wells Fargo*, American Tobacco and part.

8-9 p.m.

ABC-TV 8-8:30 *Room For One More*, part.; 8:30-9 *Leave It To Beaver*, part.
CBS-TV 8-8:30 *Perry Mason*, cont.; 8:30-9:30 *Defenders*, Brown & Williamson, Lever, Kimberly-Clark.
NBC-TV 8-8:30 *Wells Fargo*, cont.; 8:30-9 *Tall Man*, part.

9-10 p.m.

ABC-TV *Lawrence Welk*, J. B. Williams, Whitehall.
CBS-TV 9-9:30 *Defenders*, cont.; 9:30-10 *Have Gun, Will Travel*, Lever, Whitehall.
NBC-TV 9-11 *Saturday Night At The Movies*, part.

10-11 p.m.

ABC-TV 10-10:45 *Fight Of The Week*, Gillette, Con. Cigar; 10:45-11 *Make That Spare*, Brown & Williamson, Mennen.
CBS-TV *Gunsmoke*, part.
NBC-TV *Movies*, cont.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 21 through March 28, 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. *—educational. Ann.—Announced.

New tv stations

ACTION BY BROADCAST BUREAU

*Nashville, Tenn. — Davidson County Board of Education. Granted ch. 2 (53.99-59.99 mc); ERP 16 kw vis., 8 kw aur. Ant. height above average terrain 677 ft., above ground 568.66 ft. Estimated construction cost \$316,500; first year operating cost \$141,915. P. O. address box 6188, Acklen Station, Nashville 12. Studio and trans. location Nashville. Geographic coordinates 36° 07' 48" N. Lat., 86° 47' 28" W. Long. Trans. GE 4TT 40-A-4; ant. GE TY-50 DI. Legal counsel Kirkland, Ellis, Hodson, Shoffitz & Masters, Washington, D. C.; consulting engineer Andrew R. McMaster, Nashville. Action March 23.

Existing tv stations

CALL LETTERS ASSIGNED

WLGO(TV) Largo, Fla.—WTSP-TV Inc.
*WNDD(TV) Newark, N. J.—Educational

Tv for the Metropolitan Area Inc.; changed from WNTA-TV.

KTXN(TV) Austin, Tex.—Texas-Longhorn Bcstg. Corp.

*KWSC-TV Pullman, Wash.—Washington State U.

New am stations

ACTIONS BY FCC

Glasgow, Ky.—John M. Barrick. Granted 1440 kc, 1 kw D; engineering condition. P.O. address 310 Seay St., Glasgow. Estimated construction cost \$12,720; first year operating cost \$35,000; revenue \$40,000. Mr. Barrick has been salesman for Glasgow Bcstg. Co. and owns 50% of construction company. Action March 26.

Mount Vernon, Wash.—Columbia River, Bcstrs. Inc. Granted 1470 kc, 1 kw D; conditioned that pre-sunrise operation with daytime facilities precluded pending decision in doc. 14419. Sept. 13, 1961 initial decision looked toward this action. P.O. address 1515 Fifth Ave., Seattle. Estimated construction cost \$19,563; first year operating cost \$26,260; revenue \$33,600. Principals: Ward Beecher (two-thirds) and J. W. England (one-third). Messrs. Beecher and England have owned interest in KFDR Grand Coulee, Wash. Action March 28.

APPLICATIONS

South Macon, Ga.—South Macon Bcstrs. 1560 kc, 1 kw D. P. O. address 586 Ormand Terrace, Macon. Estimated construction cost \$7,670; first year operating cost \$36,000; revenue \$46,000. Principals: George C. Garrett and Thelma T. Garrett (each 50%). Mr. Garrett owns radio repair service; Mrs. Garrett is housewife. Ann. March 28.

Middlebury, Vt.—Voice of Middlebury. 1490 kc, 250 w N, 1 kw D. P. O. address Sunset Way, Cliffwood Beach, N. J. Estimated construction cost \$19,065; first year operating cost \$40,000; revenue \$55,000. Principals: Frank Alvin Delle Jr. (70%) and Donald G. Fisher (30%). Mr. Delle is engineer for WCBS New York; Mr. Fisher is radio director for WCBS. Ann. March 26.

Existing am stations

APPLICATIONS

KBZZ LaJunta, Colo.—Cp to permit to increase daytime power from 250 w to 1 kw and install new trans. Ann. March 22.
KSGM Chester, Ill.—Mod. of cp (which authorized change in ant.-trans. and studio

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

location and station location) to increase daytime power from 500 w to 1 kw. Ann. March 28.

KCRM Crane, Tex.—Cp to change frequency from 1380 kc to 970 kc, make changes in ant. system (increase height) and make changes in ground system. Ann. March 26.

WESR Tasley, Va.—Amendment to application (which requested changing of hours from D to unl., 1 kw, 5 kw LS, make changes in DA system, change from DA-D to DA-N and installation of new trans. for daytime use) to delete request for nighttime operation. Applicant now requests increase in daytime power from 1 kw to 5 kw, change from DA-D to non-DA, changes in ant. system (increase height) and ground system and install new trans. Ann. March 23.

KNBX Kirkland, Wash.—Cp to change ant.-trans. and studio location from Civic Recreation Center, Kirkland Ave., Kirkland to between 26 SW and 28 SW and 170' N. of W. Hanford St., Seattle, and change station location from Kirkland to Seattle. (petition for waiver of sec. 1.310 and 1.351 of commission's rules). Ann. March 27.

CALL LETTERS ASSIGNED

KPRT Pratt, Kan.—Wilmer E. Huffman. WSEL Pontotoc, Miss.—Pontotoc Bcstg. Co.

KFTW Fredericktown, Mo.—Robert F. Neathery.

KHTN Houston, Mo.—Radio Co. of Texas County.

KLUC Las Vegas, Nev.—Meyer (Mike) Gold; changed from KRBO.

WJRZ Newark, N. J.—Bergen Bcstg. Corp.; changed from WNTA.

WAAK Dallas, N. C.—Fred H. Whitley.

WFNL North Augusta, S. C.—Harry Hammond; changed from WSSL.

KTCT Merkel, Tex.—Taylor County Bcstg. Co.

New fm stations

ACTIONS BY BROADCAST BUREAU

*Indianapolis, Ind.—Indiana Central U. Granted 88.7 mc, 10 w. Ant. height above average terrain 121 ft. P. O. address 4001 Otterbein Ave. Estimated construction cost \$5,076; first year operating cost \$1,050. Action March 28.

*Akron, Ohio—The U. of Akron. Granted 88.1 mc, 2.93 kw. Ant. height above average terrain 121 ft., conditions. P. O. address 302 E. Buchtel Ave., Akron 4. Estimated construction cost \$12,000; first year operating cost \$2,500. Action March 26.

*Wilberforce, Ohio—Central State College. Granted 88.9 kc, 220 w. Ant. height above average terrain 178 ft. P. O. address Wilberforce. Estimated construction cost \$11,815; first year operating cost \$12,000. Action March 26.

Xenia, Ohio—Harry B. Miller. Granted 103.9 mc, 1 kw. Ant. height above average terrain 116.75 ft. P. O. address 30½ N. Detroit St., Xenia. Estimated construction cost \$13,422; first year operating cost \$17,280; revenue \$20,600. Mr. Miller has been announcer for WSMI-AM-FM Litchfield, Ill., and salesman for WGLM(FM) Richmond, Ind. Action March 26.

APPLICATIONS

South Bend, Ind.—Michiana Telecasting Corp. 102.5 mc, 20 kw. Ant. height above average terrain 486 ft. P. O. address box 989, South Bend. Estimated construction cost \$27,565; first year operating cost \$10,000; revenue none in addition to am operation. Applicant is owned by U. of Notre Dame du lac, licensee of KNDU-AM-FM. Ann. March 22.

*Nashville, Tenn.—City of Nashville, Board of Directors, Nashville Public Library. 90.3 mc, 15 kw. Ant. height above average terrain 354 ft. P. O. address 222 Eighth Ave. N., Nashville 3. Estimated construction cost \$23,963; first year operating cost \$12,000. Ann. March 28.

■ Arthur D. Smith Jr., applicant for new fm station in Murfreesboro, Tenn., owns WMTS Murfreesboro. Mr. Smith no longer owns interest in WOKE Oak Ridge, WDEH Sweetwater or WZYX Cowan, all Tennessee, as was reported March 19.

Existing fm stations

CALL LETTERS ASSIGNED

WGPC-FM Albany, Ga.—Albany Bcstg. Co.

*KRVS(FM) Lafayette, La.—U.S.L. Student Corp.

BROADCASTING, April 2, 1962

KMBC-FM Kansas City, Mo.—Metromedia Inc.

KLUC-FM Las Vegas, Nev.—Meyer (Mike) Gold; changed from KRBO-FM.

WJRZ-FM Newark, N. J.—Bergen Fm Inc.; changed from WNTA-FM.

WVOR(FM) Rochester, N. Y.—Functional Bcstg. Inc.

WQMG(FM) Greensboro, N. C.—Murray Hill Bcstg. Co.

WVNO-FM Mansfield, Ohio—Johnny Applesseed Bcstg. Co.

WRFY-FM Reading, Pa.—Howard F. Reber and Frank A. Franco; changed from WFRF-FM.

KJIM-FM Fort Worth, Tex.—Trinity Bcstg. Co.; changed from KFMF(FM).

WHPL-FM Winchester, Va.—Shenval Bcstg. Corp.

Ownership changes

ACTIONS BY FCC

WTVW (TV), Douglas H. McDonald, trustee, Evansville, Ind.—Granted assignment of cp to Evansville Tv Inc. (reorganization to permit reversion to original owner); without prejudice to such action as commission may deem appropriate, if any, in light of final determination in proceeding concerning order to Douglas H. McDonald, trustee, to show cause why authorization for WTVW (TV) Evansville, should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action March 18.

KPIG, Cedar Rapids Bcstg. Corp., Cedar Rapids, Iowa—Granted assignment of license to Black Hawk Bcstg. Co. (licensee of KWWL-AM-FM Waterloo, and owner of KAUS and KMMT-TV Austin, Minn.); consideration \$195,000 and agreement not to compete in broadcasting in Linn County, Iowa, for 7 years and consultant agreements. Chmn. Minow and Comrs. Bartley and Ford dissented. Action March 28.

KKJO (formerly KRES), KKJO Inc., St. Joseph, Mo.—Granted (1) renewal of license and (2) assignment of licenses to KRES Radio Corp. (George and John Marti); involves mortgage foreclosure. Assignee (former licensee) has been operating station under STA since Dec. 20, 1961. Action March 28.

APPLICATIONS

WBHM Birmingham, Ala.—Seeks assignment of cp from Magic City Bcstg. Corp. to Sam C. Phillips (80%) and Mrs. Erin Burns Connolly (20%), d/b as Southeast Bcstg. Corp.; consideration \$15,175. Mr. Phillips owns 50% of WLIZ Lake Worth, Fla. and 32% of WHER Memphis. Ann. March 28.

KCAC Phoenix, Ariz.—Seeks assignment of cp from Harold Lampel to Harold Lampel (99%), d/b as KCAC Bcstg. Inc.; no consideration involved. Ann. March 22.

KUEQ Phoenix, Ariz.—Seeks assignment of license from Dynamic Communications Inc. to David L. Hunn (41.7%), Simon Bontrager (31.7%), William N. Freeman, Josiah W. Autenrieth (each 12.5%) and D. Thomas Stapely (1.8%), d/b as Radio Station KUEQ Inc.; consideration \$85,000. Mr. Hunn is president of investment firm; Mr. Bontrager owns feed mill; Mr. Freeman has been announcer for KOOL-AM-TV and KTAZ Phoenix and program director for KBUS Phoenix; Mr. Autenrieth has been president of licensee of WKAM Warsaw-Goshen, Ind.; Mr. Stapely is in realty business. Ann. March 22.

KSWA Sierra Vista, Ariz.—Seeks assignment of cp from Richard D. Grand to Joseph E. Stern and Lloyd Fuller (each one-half); consideration cost of prosecution of application. Messrs. Stern and Fuller are partners in real estate firm. Ann. March 27.

KXEW Tucson, Ariz.—Seeks transfer of stock in Pan American Radio Corp. from Ralph Estrada, Robert Elias, Alfred C. Marquez (each 31.53%) and J. Carlos McCormick (5.41%) to J. Carlos McCormick (59%), Oscar H. Stevens (22.2%), James P. McCormick (11.8%) and others; consideration \$27,800. J. Carlos McCormick has been announcer for KEVT Austin, Tex., and is with State Dept.; Mr. Stevens has been program director for KEVT and owns home furnishings store; James P. McCormick is foreman of lumberyard. Ann. March 28.

KHIP San Francisco, Calif.—Seeks assignment of license from Franklin Mieuili to Leon Asbury Crosby (40%), Donald E. McMahan (30%), J. Edmund Williams, Walter Samulski and Franklin Mieuili (each 10%), d/b as Crosby-Pacific Bcstg. Co.; consideration \$146,000. Mr. Crosby is partner and manager of KHYD-FM Fremont, Calif.; Mr. McMahan owns cattle ranch; Mr. Williams is in insurance business; Mr. Samul-

ski is appliance salesman; Mr. Mieuili owns advertising, public relations firm. Ann. March 28.

KMUZ-FM Santa Barbara, Calif.—Seeks assignment of license from William H. Buckley, d/b as Tri-Counties Bcstg. Co. to William H. Buckley (90%) and Lloyd M. Jones (10%), d/b as Tri-Counties Bcstg. Co.; no financial consideration involved. Mr. Jones is chief engineer for KMUZ-FM. Ann. March 26.

WSOR Windsor, Conn.—Seeks transfer of 60% of outstanding stock in The Tobacco Valley Bcstg. Co. from Stanley B. Loucks, Paul E. Monahan and Marcus D. Goodale to Sydney E. Byrnes; consideration \$27,500. Mr. Byrnes owns 33.6% of WADS Ansonia, Conn. Ann. March 28.

WOKC Okeechobee, Fla.—Seeks assignment of license and cp from Sugarland Bcstg. Co. to Charles C. Castle, William A. Stokes (each 47%) and others, d/b as Okeechobee Bcstg. Inc.; consideration \$24,000. Mr. Castle is manager of WARN Fort Pierce, Fla.; Mr. Stokes is manager of WOKC. Ann. March 28.

WALT Tampa, Fla.—Seeks assignment of license from Tampa Bcstg. Inc. to Roger A. Neuhoft (67.8%), John R. Neuhoft (14.7%), Clifton Waller Barrett (14.8%) and others, d/b as Eastern Bcstg. Corp.; consideration \$237,500. Roger Neuhoft is sales planning coordinator for WRC-TV Washington, D. C., and partner in millinery merchandising company with John Neuhoft; Mr. Barrett is retired director of book publishing company. Ann. March 27.

WZST Tampa, Fla.—Seeks assignment of license from Dixieland Bcstg. to John M. McLendon; consideration \$160,000. Mr. McLendon owns 99.6% of KOKA Shreveport, La.; 99.5% of WENN Birmingham, Ala.; 99% of KOKY Little Rock; 50% of WOKJ Jackson, Miss. Ann. March 28.

WXLJ Dublin, Ga.—Seeks assignment of license from Herbert I. Conner (52%) and C. Theodore Kirby, d/b as The Laurens County Bcstg. Co. to C. Theodore Kirby and Raymond C. Palmer (each 50%), d/b as The Laurens County Bcstg. Co.; consideration \$15,000. Mr. Palmer has owned farm. Ann. March 26.

KHAK-AM-FM Cedar Rapids, Iowa—Seeks assignment of license from Don-Lo Bcstg. Co. to Carroll E. Crawford and Kingsley H. Murphy Jr. (each 50%), d/b as Northland Bcstg. Corp.; consideration \$115,113. Messrs. Crawford and Murphy are partners in KOTE Fergus Falls, Minn. Ann. March 28.

KWHT-TV Goodland, Kan.—Seeks assignment of license from Standard Electronics Corp. to Ross Beach Jr., co-executor of estate of Ross Beach (50.7%), and Robert E. Schmidt (49.3%), d/b as KAYS Inc.; consideration \$152,500. Mr. Beach is president and 30% owner of KLOE Goodland; Mr. Schmidt owns 40% of KLOE and 50% of KWSK Pratt, Kan. Ann. March 27.

WKYB-AM-FM Paducah, Ky.—Seeks assignment of license from The Barrington Co. to Arthur C. Schofield; consideration \$140,000 and agreement not to compete. Mr. Schofield is assistant to president of Peoples Bcstg. Corp. Ann. March 27.

KOKA Shreveport, La.—Seeks assignment of license from McLendon Shreveport Bcstg. Inc. to Lawrence Brandon (49.8%), Mrs. Carol D. Brandon (2%) and Upstate Small Business Investment Inc. (50%), d/b as KREB Inc.; consideration exchange contingent on grant of assignment of license of KREB (see below). Mr. & Mrs. Brandon have been principal stockholders in WWCOWaterbury, Conn., and WHBH Henderson and WEYE Sanford, both North Carolina. Upstate is investment firm. Ann. March 26.

KREB Shreveport, La.—Seeks assignment of license from KREB Inc. to John M. McLendon (99.6%) and others, d/b as McLendon Shreveport Bcstg. Inc.; consideration exchange contingent on grant of assignment of license of KOKA (see above). Mr. McLendon owns controlling interest in KOKY Little Rock, WENN Birmingham, Alabama and 50% of WOKJ Jackson, Miss. Ann. March 26.

WJMY-TV Allen Park, Mich.—Seeks assignment of cp from Robert M. Parr, d/b as Triangle Bcstg. Co. to Triangle Bcstg. Co.; consideration \$45,000. Ann. March 27.

WABX(FM) Detroit, Mich.—Seeks assignment of license from Richard E. Burris to Mid-State Bcstg. Corp., John P. McGoff president and 38.25% owner (28.9%), Michael L. Dow (25.3%), Larry E. Fleischmann, Helen D. Whiting (each 9.3%) and others, d/b as Mid-State Bcstg. Corp. of Detroit; consideration \$62,000. Mid-State Bcstg. Corp. is licensee of WSWM(FM) East Lansing, 51% owner of WQDC(FM) Midland, and 20% owner of applicant for fm

station in Grand Rapids, all Michigan. Mr. McGoff is part owner of cp for fm station in Flint, Mich.; Mr. Dow is employee for Mid-State Bcstg. Co.; Mr. Fleischmann is student at Johns Hopkins; Mrs. Whiting is housewife. Ann. March 23.

WIPE-FM Detroit, Mich.—Seeks assignment of cp from Earl, Mullins, Torian, Propst & Stein to Myrtle B. Kelly (62.5%), Anthony T. Rinna (31.2%) and Dalbert W. Fear (6.3%), d/b as Down River Bcstg. Centre Inc.; consideration \$8,980. Mrs. Kelly is housewife; Mr. Rinna owns controlling stock in bakeries; Mr. Fear is partner in commercial art firm. Ann. March 28.

WLKM Three Rivers, Mich.—Seeks assignment of cp from Voice of Three Rivers, partnership, to Joseph F. Butler (43.3%), Robert M. Shumaker (16.4%) Douglas Bullock, Frank J. Bulgarella (each 16.3%) and Ralph E. Patterson (7.7%), d/b as Voice of Three Rivers Inc.; no consideration involved. Messrs. Butler and Patterson own WKLZ Kalamazoo; Mr. Bulgarella has been assistant to president of WKLZ. Ann. March 22.

WKOZ Kosciusko, Miss.—Seeks assignment of license from Kosciusko Bcstg. Inc. to H. Mims Boswell Jr.; consideration \$147,500. Mr. Boswell is manager of WKOZ. Ann. March 22.

KODE-AM-TV Joplin, Mo.—Seeks assignment of license from WSTV Inc. to James S. Gilmore Jr.; consideration \$1,850,000. Mr. Gilmore owns investment firm. Ann. March 28.

KJPW Waynesville, Mo.—Seeks transfer of 33.3% of stock in South Central Bcstrs. Inc. from Leslie P. Ware to Dr. John Mihalevich (present owner of 33.3%); consideration \$200 plus corporation reimbursement for expenses and repayment of loan. Ann. March 27.

KGMT Fairbury, Neb.—Seeks transfer of all stock in Great Plains Bcstg. Inc. from Melville L. Gleason, Tommy L. Gleason (each 30%), E. Louise Gleason and Mary E. Gleason (each 20%) to Earl Elgert (30%), William C. Nuckolls (25%), Carroll A. Nispel (15%), Harold L. Nuckolls, Clyde R. Moore and Bruce E. Ackerman (each 10%); consideration \$55,000. Mr. Elgert owns realty firm; William Nuckolls has interest in printing firm; Mr. Nispel is employed

by livestock company; Harold Nuckolls owns funeral home; Mr. Moore is newspaper editor; Dr. Ackerman is optometrist. Ann. March 28.

KQAL-FM Omaha, Neb.—Seeks assignment of license and SCA from Jack L. Katz Enterprises Inc. to William F. Buckley Jr., d/b as National Weekly Inc.; consideration \$68,000. Assignee is licensee of KMEO Omaha. Ann. March 27.

KTCI Terrytown, Neb.—Seeks assignment of license from Terry Carpenter Inc. to Jack Gilbert and Robert T. Marland (each one-half), d/b as Western Nebraska Bcstg. Co.; consideration \$800 per month for lease and option to buy for \$60,000 within two years. Mr. Gilbert is station manager of KHOL-TV Kearney, Neb.; Mr. Marland is announcer for KHOL-TV and KRNK Kearney, and owns ranch. Ann. March 27.

WBRL Berlin, N. H.—Seeks transfer of all stock in Good Radio Inc. from William F. Rust Jr. to A. A. Dickey, James L. Morello (each 35%), Wilfred G. Phillips and Royston Phillips (each 15%). Wilfred Phillips is with telephone company; Mr. Morello is salesman for WNOW York, Pa.; Royston Phillips is engineer for WKBR Manchester, N. H.; Mr. Dickey is with Radio Industrial Co. Ann. March 27.

WKBK Keene, N. H.—Seeks assignment of license from The KBR Stations Inc. to Albert L. Auclair (52%), David F. Shurtliff, Joseph G. Maltais (each 20%) and Talbot R. Hood (8%), d/b as Monadnock Bcstg. Corp.; consideration \$77,500. Messrs. Auclair, Shurtliff and Hood are employees of KBR; Messrs. Auclair and Maltais are employees of Granite State Bcstg. Inc. Ann. March 26.

WRNJ-FM Atlantic City, N. J.—Seeks assignment of license from Melvin Gollub to Edward R. Newman, Roy M. Cohn (each 40%), John A. Kiser and John Dennis O'Brian (each 10%), d/b as WRNJ Assoc. Inc.; consideration \$25,000. Mr. Newman is sales manager and air personality for WTEL Philadelphia and owns 50% of advertising business; Messrs. Cohn and Kiser are attorneys; Mr. O'Brian is tv columnist. Ann. March 28.

KMGH Albuquerque, N. M.—Seeks assignment of license from Wentronics Inc. and Victor B. Siman, d/b as Holiday Bcstrs. to I. E. Shahan (38.15%), Donald C. Loucks

(14.66%), Gene W. Schneider (12.15%) and Richard Schneider (7.46%), and others, d/b as Wentronics Inc.; consideration \$11,400. Mr. Shahan owns KNDE-AM-FM Aztec, N. M. Submitted with application below.

KMGH Albuquerque, N. M.—Seeks assignment of license from Wentronics Inc. to George O. Cory, d/b as Colorado Radio Corp. contingent on grant of assignment of license listed above; consideration \$73,800. Mr. Cory is licensee of KRAC Alamogordo, N. M., owns 98.7% of KUBC Montrose, Colorado, 50% of KRAI Craig, Colo. and network service firm. He is co-applicant for KINT El Paso, Tex. Ann. March 27.

WDIF Buffalo, N. Y.—Seeks transfer of cp from WDIF Corp. to Thomas W. Talbot (50.2%), Edmund R. Morden, Jack Price, and Howard Wyrach (each 16.8%), d/b as Niagara Frontier Bcstg. Corp.; consideration \$3,500. Mr. Talbot has owned 25% of WJLJ Niagara Falls, N. Y., and WOHP Bellefontaine, Ohio; Mr. Morden has interest in bus depot; Mr. Price owns real estate development firm; Mr. Wyrach owns apartment houses and is manager of mobile homes village. Ann. March 28.

WLAS Jacksonville, N. C.—Seeks assignment of 25% of stock in Seaboard Bcstg. Corp. from Harold Adler to Milton S. Adler (present owner of 25%); consideration \$1.00 and transfer of land. Ann. March 22.

WOIO-FM Cincinnati, Ohio—Seeks transfer of all outstanding stock in Seven Hills Bcstg. Corp. from Merle H. Miller and Ophelia L. Miller (each one-half) to S. A. Cisler Jr.; consideration \$1,500. Mr. Cisler is minor stockholder in KLMS Lincoln, Neb. Ann. March 28.

KFMJ Tulsa, Okla.—Seeks assignment of license from Tulsa Great Empire Radio Inc. to Urok Bcstg. Inc., new corporation solely owned by Oral Roberts Evangelistic Assn.; consideration \$300,000 and agreement not to compete. Ann. March 27.

KGRJ Bend, Ore.—Seeks transfer of all stock in McAlpine Bcstg. Co. from John H. McAlpine to James M. Wood, E. L. Nielsen and Don Fahey (each one-third); consideration \$107,500. Mr. Wood is in accounting business; Mr. Nielsen is stockbroker; Mr. Fahey is contractor. Ann. March 28.

WRJS San German, P. R.—Seeks assignment of license from Jose Soler to Antonio Ayuso Valdivieso (99%) and others, d/b as Electronic Enterprises Inc.; consideration \$53,000. Assignee is licensee of WITA San Juan, P. R. Ann. March 28.

WKFD Wickford, R. I.—Seeks assignment of license from Jack C. Salera and Joseph A. DeCubellis, d/b as South County Bcstg. Co. to The Good Will Stations, Percy C. Dutton 93% owner (70%), Joseph A. DeCubellis, Charles M. Eldridge and Alexander L. Grant (each 10%); d/b as Southern New England Bcstg. Inc.; consideration \$4,500 for Mr. Salera's interest and one-third interest in new corporation for Mr. DeCubellis' interest. The Good Will Stations will purchase 70% of Southern New England Bcstg. Inc. for \$19,500. Mr. DeCubellis owns 50% of South County Bcstg. Co.; Mr. Eldridge is with State of Rhode Island Dept. of Social Welfare; Mr. Grant is salesman of industrial mill supplies; Mr. Dutton is member of board of music production and recording firm. Ann. March 28.

WKSC Kershaw, S. C.—Seeks acquisition of positive control of Kershaw Bcstg. Corp. by Nellie G. Blakeney (47.05%), W. E. Blakeney (9.93%), R. H. Blakeney (7.28%), Catherine C. Blakeney (1.99%) and D. H. Blakeney (1.33%) as family group, through purchase of unissued stock from permittee corporation. Ann. March 22.

WHLP Centerville, Tenn.—Seeks transfer of all stock in Trans-Air Bcstg. Corp. from O. O. Smith and Harold Flood (each 50%) to Asa B. Thompson (49%) and Clyde W. Beavers (51%); consideration \$11,000. Asa Thompson is employee of WHLP; Mr. Beavers owns promotion firm. Ann. March 28.

WLAF LaFollette, Tenn.—Seeks transfer of control of LaFollette Bcstg. Inc. from W. J. Hatfield and others to James B. Childress (36.34%) and David A. Rawley Jr. (34.46%); consideration \$35,600. Mr. Childress is vice president, general manager and 25% stockholder in WMSJ Sylva, 89% stockholder in WKRK Murphy and 51% stockholder in WSKK West Jefferson, all North Carolina; Mr. Rawley is in advertising business. Ann. March 23.

KBYG Big Spring, Tex.—Seeks assignment of license from R. B. McAlister to William J. Wallace (50%), Howard Barrett (25%) and Frank Junell (each 25%); consideration \$75,000. Mr. Wallace is general

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 28

	Lic.	Cps.	Not on air	TOTAL APPLICATIONS
ON AIR				For new stations
AM	3,646	61	149	633
FM	930	51	184	141
TV	484 ¹	74	84	108

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, March 28

	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.

manager of KEDY-TV Big Spring; Mr. Barrett is general manager of KNIT Abilene, Tex.; Mr. Junell is 25% owner of KNIT. Ann. March 28.

KWHI Brenham, Tex.—Seeks assignment of license from Tom S. Whitehead to Tom S. Whitehead and family, d/b as Tom S. Whitehead Inc.; consideration \$16,770. Ann. March 26.

KINT El Paso, Tex.—Seeks transfer of control of Radio KINT Inc. from G. E. Miller & Co. (75%) and Odil L. Echols Jr. to George O. Cory (60%) and Gerald Olesh (40%); consideration \$59,000. Mr. Cory is licensee of KRAC Alamogordo, N. M., owns 98.7% of KUBC Montrose, Colorado, 50% of KRAI Craig, Colo., and network service firm; Mr. Olesh is CPA and minority stockholder in KRAI and tv repair firm. Ann. March 26.

KTVT(TV) Fort Worth, Tex.—Seeks assignment of license from NAFI Telecasting Inc. to The Oklahoma Publishing Co., sole owner of WKY TV System Inc.; consideration \$800,000. Applicant is licensee of WKY-AM-TV Oklahoma City, Okla., and WTVT (TV) Tampa, Fla. Ann. March 27.

KRKH-FM Lubbock, Tex.—Seeks assignment of license from Southwestern Bcstg. Co. to R. B. McAlister, Mack Mead, Alex K. Miller and Roy Bass (each one-fourth), d/b as McAlister Bcstg. Corp.; consideration \$15,000. Mr. McAlister owns KBYG Big Spring, Tex.; Mr. Mead owns 50% of poster advertising company; Mr. Miller owns 50% of office supply company; Mr. Bass is attorney. Ann. March 26.

KLOR-TV Provo, Utah—Seeks assignment of license from A. Dean Jeffs, trustee in bankruptcy of Beehive Telecasting Corp. to Brigham Young U. for use as educational station; consideration \$10,000. Ann. March 28.

WAGE Leesburg, Va.—Seeks transfer of all stock in WAGE Inc. from William T. Stubblefield to Mr. & Mrs. James H. Symington (69%), John Gill and A. V. Tidmore (each 15.5%), d/b as Radio WAGE Inc.; consideration \$121,356. Mr. Symington is farmer; Mr. Gill is engineer for WAGE; Mr. Tidmore owns WPPA-AM-FM Pottsville, Pa. WSBB New Smyrna Beach, Fla., and 28% of WJEJ Hagerstown, Md. Ann. March 27.

KBVU Bellevue, Wash.—Seeks assignment of cp from Northwest Bcstrs. Inc. to Douglas D. Kahle, Edwin Tornberg and Edward Wetter (each one-third); consideration \$15,938. Mr. Tornberg owns media brokerage firm; Messrs. Kahle and Wetter are employees of Edwin Tornberg & Co. Ann. March 28.

KCDI Kirkland, Wash.—Seeks transfer of all stock in Carl-Dek Inc. from Carl E. Haymond, C. Dexter Haymond, Jack H. Goetz and Arthur Balingier to David M. Segal; consideration \$17,750. Mr. Segal owns 77.5% of WGVM Greenville, Miss. and has owned controlling interest in KOBY San Francisco and KOSI Aurora, Colo. Ann. March 27.

KPKW Pasco, Wash.—Seeks transfer of all stock in Century Bcstg. Corp. from G. Robert M. Stacey to Bethany Inc., a non-profit religious corporation; no consideration involved. Ann. March 27.

KTIX Seattle, Wash.—Seeks involuntary assignment of license to Edward J. Birney, liquidating trustee. Ann. March 28.

KUEN Wenatchee, Wash.—Seeks transfer of 50% of stock in KUEN Inc. from Joseph S. Sample to Matthew N. Clapp Jr.; consideration \$35,000. Mr. Clapp is assistant manager of property management firm. Ann. March 27.

KYCN Wheatland, Wyo.—Seeks assignment of license from KOWBoy Radio Inc. to William R. Jones and Larry C. Cobb (each 50%), d/b as Wheatland Bcstg. Co.; consideration \$35,000. Mr. Jones is attorney; Mr. Cobb has been program manager of KOWB Laramie, Wyo. and is general manager of KYCN. Ann. March 28.

Hearing cases

FINAL DECISIONS

■ By order, commission (1) granted petition by John T. Williams to withdraw his exceptions to Dec. 12, 1961 initial decision, cancelled oral argument, and dismissed his application for new am station to operate on 1250 kc, 500 w, D, Americus, Ga., and (2) granted application of Lynne-Yvette Bcstg. Co. for new station on that frequency with 1 kw, D, in Albany, Ga., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in doc. 14419. Action March 28.

■ By decision, commission granted application of Columbia River Bcstrs. Inc., for

new am station to operate on 1470 kc, 500 w, DA, D, in Mount Vernon, Wash., conditioned that pre-sunrise operation with daytime facilities is precluded pending decision in doc. 14419. Sept. 13, 1961 initial decision looked toward this action. Action March 28.

■ By memorandum opinion & order, commission, upon reconsideration after remand from Court of Appeals pursuant to commission request, affirmed its April 12, 1961 decision which granted application of Sheffield Bcstg. Co. for new am station to operate on 1290 kc, 1 kw, D, Sheffield, Ala., and which denied application of J. B. Falt Jr., for similar facilities; also dismissed petition for stay. Comrs. Bartley and Ford dissented and issued statements; Chmn. Minow and Comr. Craven not participating. Action March 28.

■ Commission gives notice that January 31 initial decision which looked toward granting application of John M. Barrick for new am station to operate on 1440 kc, 1 kw, D, in Glasgow, Ky., engineering condition became effective March 22 pursuant to sec. 1.153 of rules. Action March 26.

■ Commission gives notice that January 29 initial decision which looked toward granting application of Newton-Conover Bcstg. Inc., to increase daytime power of WNNC Newton, N. C., from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; interference condition, became effective March 20 pursuant to sec. 1.153 of rules. Action March 3.

■ Commission gives notice that January 29 initial decision which looked toward granting applications of Value Radio Corp. (WOSH), Oshkosh, Wis., and Howard Miller Enterprises and Consultants Inc. (WGEZ), Beloit, Wis., to increase daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N; interference condition, became effective March 20 pursuant to sec. 1.153 of rules. Action March 23.

OTHER ACTIONS

■ By memorandum opinion & order, commission granted petition for reconsideration by WBEN Inc. (WBEN), Buffalo, N. Y., to extent of modifying Nov. 9, 1961 grant of renewal of license of WTAD. Lee Broadcasting Inc., Quincy, Ill., to add condition precluding WTAD pre-sunrise operation with its daytime facilities. Action March 28.

■ By memorandum opinion & order in am consolidated proceeding in docs. 13624 et al., commission granted petition by applicant Wilkes Bcstg. Co., Mocksville, N. C., to extent of deleting reference in hearing order to fact that Robert B. Brown, son of Wilkes' president and 50% owner, is permittee of new am station in Taylorsville, N. C., but denied its request for deletion of secs. 3.35 (a) and (b) issues. Action March 28.

■ By order, commission, on consideration of petition by Eleven Ten Bcstg. Corp., stayed for 30 days after disposition of petition for reconsideration of March 15 decision which denied its application for renewal of licenses of KRLA and auxiliary and license to cover co. Pasadena, Calif., and which allowed Eleven Ten until April 16 to operate KRLA in order to wind up its affairs. Action March 28.

■ Commission scheduled following proceedings for oral argument on May 4: Charles P. B. Pinson Inc., St. Petersburg, Clearwater, Jacksonville, and All-Florida Communications Co., and James C. Fields, Tampa, Fla.; Crawford County Bcstg. Co. (WTIV), Titusville, Pa.; and Louisville of Louisville Inc. (WLou), Louisville, Ky. Action March 28.

Routine roundup

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Granted petition by Thompson K. Cassel to extent that he seeks dismissal of his application for new am station in Boca Raton, Fla., which is consolidated for hearing with Boca Broadcasters for am facilities in Boca Raton, but dismissed Cassel's application with prejudice and retained in hearing status Boca Broadcasters. Action March 22.

■ Granted petition by Ivy Bcstg. Inc., for dismissal of its application for new tv station to operate on ch. 13 in Rochester, N. Y., which is consolidated for hearing in docs. 14394, et al., but dismissed application with prejudice. Cancelled March 19 order concerning Ivy's Syracuse application in docs. 14367 et al. Action March 22.

■ Granted request by Chief Pontiac Bcstg. Co. and Lapeer Bcstg. Co., applicants for new am stations to operate on 1530 kc, DA, D—Chief Pontiac with 1 kw and Lapeer with 5 kw, in Lapeer, Mich., and approved agree-

ment whereby Lapeer would pay Chief Pontiac \$3,425 for expenses incurred in preparing and prosecuting its application in return for its withdrawal; dismissed Chief Pontiac's application with prejudice and granted Lapeer's application with interference condition. Action March 22.

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: April 23 and May 21 on application of Triangle Publications Inc. (WNHC-TV) New Haven, Conn.; April 23 and June 6 on am applications of The Greenwich Bcstg. Corp., Greenwich, Conn., et al. Action March 21.

■ Granted petition by Hoosier Bcstrs. Inc., to extent that it seeks dismissal of its application for new am station in Kokomo, Ind., which is consolidated for hearing in docs. 14085 et al., but dismissed application with prejudice. Action March 19.

By Hearing Examiner Basil P. Cooper

■ Continued April 23 hearing to April 24 in proceeding on application of Rockland Bcstrs. for new am station in New City, N. Y. Action March 26.

■ Continued evidentiary hearing from April 17 to May 15 in proceeding on application of Pioneer States Bcstrs. Inc., for new am station in West Hartford, Conn. Action March 19.

By Hearing Examiner Asher H. Ende

■ Granted petition by Radio-Active Bcstg., Inc. (WATO), Oak Ridge, Tenn., for leave to amend, terminated proceeding in doc. 14255, and returned to processing line its application to increase daytime power from 1 kw to 5 kw, continued operation on 1290 kc, 500 w-N, DA-N. Action March 27.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Wolverine Bcstg. Co. and extended time from March 27 to April 3 for exchange of all exhibits in proceeding on applications of Wolverine for new am station in Wyoming, Mich., et al. Action March 27.

■ After March 23 prehearing conference in proceeding on am applications of People's Bcstg. Co. (WPBC), Minneapolis, and Gabriel Bcstg. Co., Chisholm, Minn., scheduled certain procedural dates, and continued April 25 hearing to May 21. Action March 23.

■ Granted petition by Hershey Bcstg. Inc. and continued March 26 hearing to April 9 in proceeding on its application and Reading Radio Inc. for new fm stations in Hershey and Reading, Pa. Action March 20.

By Hearing Examiner Millard F. French

■ Granted petition by applicants, reopened record in proceeding on application of Elbert H. Dean and B. L. Golden for new am station in Lemoore, Calif., received in evidence applicant's exhibit I-B and closed record; extended time for filing proposed findings from March 27 to April 3 and for replies from April 10 to April 17. Action March 26.

■ On own motion, continued date for exchange of non-engineering exhibits in consolidated am proceeding in docs. 14425 et al (Saul M. Miller, Kutztown, Pa., et al.) in all three groups, from April 23 to date to be set at April 30 engineering conference. Action March 26.

By Hearing Examiner Walther W. Guenther

■ Scheduled further prehearing conference for April 6 and granted petition by Broadcast Bureau to extent that it requests continuance of hearing from March 28 to date to be determined at April 6 further prehearing conference in matter of revocation of license and SCA of Merchants Broadcasting System of Dallas Inc., for KCPA-FM Dallas, Tex. Action March 26.

By Hearing Examiner Isadore A. Honig

■ Granted *nunc pro tunc* March 23 motion by WEXC Inc., for extension of time to extent of further extending time from March 23 to March 27 for filing proposed findings and from April 9 to April 13 for filing replies in proceeding on its application for new am station in DePew, N. Y., et al. Action March 27.

■ On own motion, continued hearing from May 1 to May 2 in remand proceeding on applications of Western Bcstg. Co. and R. L. McAlister for new am stations in Odessa, Tex. Action March 20.

By Hearing Examiner Annie Neal Hunting

■ Granted petition by Geneco Bcstg. Inc., for leave to amend its application for new am station in Marion-Jonesboro, Ind., which is consolidated for hearing in docs. 14085 et al., to make changes in sec. III of its appli-

RADIO-TV SET COUNTS

KENTUCKY

1960 U.S. CENSUS OF HOUSING

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
State totals	3,038,156	851,867	753,824	88.5	181,827	668,350	78.5	48,397
COUNTY TOTALS								
Adair	14,699	4,179	3,630	86.9	423	2,185	52.3	20
Allen	12,269	3,804	3,405	89.5	346	2,863	75.3	56
Anderson	8,618	2,650	2,442	92.2	696	2,219	83.7	66
Ballard	8,291	2,679	2,153	80.4	399	2,273	84.8	97
Barren	28,303	8,497	7,499	88.3	1,385	6,708	78.9	140
Bath	9,114	2,655	2,351	88.5	256	1,562	58.8	—
Beil	35,336	8,989	7,486	83.3	1,200	6,084	67.7	281
Boone	21,940	5,996	5,594	93.3	2,164	5,590	93.2	711
Bourbon	18,178	5,448	4,912	90.2	1,718	4,304	79.0	151
Boyd	52,163	15,069	13,383	88.8	3,684	13,724	91.1	1,630
Boyle	21,257	5,898	5,332	90.4	1,474	4,543	77.0	62
Bracken	7,422	2,318	2,036	87.8	499	1,933	83.4	119
Breathitt	15,490	3,523	3,170	90.0	270	998	28.3	20
Breckinridge	14,734	4,225	3,293	77.9	361	3,120	73.8	19
Bullitt	15,726	4,193	3,563	85.0	652	3,632	86.6	158
Butler	9,586	2,718	2,190	80.6	263	1,935	71.2	—
Caldwell	13,073	4,167	3,407	81.8	736	2,781	66.7	161
Callaway	20,972	6,553	6,041	92.2	1,200	5,297	80.8	147
Campbell	86,803	25,563	23,868	93.4	9,473	23,988	93.8	4,417
Carlisle	5,608	1,867	1,430	76.6	177	1,629	87.3	20
Carroll	7,978	2,443	1,943	79.5	519	1,967	80.5	132
Carter	20,817	5,369	4,419	82.3	526	1,906	35.5	163
Casey	14,327	3,789	3,394	89.6	487	2,008	53.0	—
Christian	56,904	14,063	12,442	88.5	2,456	11,394	81.0	569
Clark	21,075	6,267	5,732	91.5	1,588	4,756	75.9	158
Clay	20,748	4,554	3,923	86.1	285	2,113	46.4	114
Clinton	8,886	2,364	2,147	90.8	210	1,424	60.2	19
Crittenden	8,648	2,751	2,198	79.9	238	1,982	72.0	—
Cumberland	7,835	2,240	1,983	88.5	337	1,247	55.7	21
Daviess	70,588	19,911	17,462	87.7	4,415	16,721	84.0	1,098
Edmonson	8,085	2,261	1,941	85.8	239	1,359	60.1	66
Elliott	6,330	1,534	1,123	73.2	56	1,197	78.0	19
Estill	12,466	3,555	3,133	88.1	599	1,474	41.5	—
Fayette	131,906	38,194	35,388	92.7	13,528	31,157	81.6	2,594
Fleming	10,890	3,301	2,871	87.0	333	2,338	70.8	38
Floyd	41,642	9,886	8,279	83.7	1,216	6,857	69.4	367
Franklin	29,421	8,792	8,040	91.4	2,319	7,336	83.4	257
Fulton	11,256	3,488	2,983	85.5	535	2,722	78.0	82
Gallatin	3,867	1,187	1,017	85.7	118	972	81.9	27
Garrard	9,747	2,981	2,752	92.3	576	2,085	69.9	45
Grant	9,489	2,906	2,559	88.1	496	2,295	79.0	168
Graves	30,021	9,799	8,417	85.9	1,430	8,194	83.6	272
Grayson	15,834	4,543	3,994	87.9	347	3,055	67.2	40
Green	11,249	3,378	2,993	88.6	405	2,282	67.6	57
Greenup	29,238	7,761	6,677	86.0	1,588	6,630	85.4	500
Hancock	5,330	1,595	1,211	75.9	134	1,123	70.4	—
Hardin	67,789	13,354	12,025	90.0	3,196	11,523	86.3	761
Harlan	51,107	12,808	11,096	86.6	1,684	8,557	66.8	353
Harrison	13,704	4,317	4,058	94.0	931	3,474	80.5	161

Continued on page 141

BROADCASTING

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cation with reference to its financial qualifications. Action March 22.

■ Upon request of applicants at March 20 hearing, severed as follows into three separate proceedings consolidation in docs. 14076 et al., Kent-Ravenna Broadcasting Co., Kent, Ohio, et al: Proceeding (a): Kent-Ravenna Bcstg. Co., Joseph P. Wardlaw Jr., Radio Trumbull and Portage County Bcstg. Corp., (b) Monroeville Bcstg. Co., Carnegie Bcstg. Corp., and Miners Bcstg. Service Inc. (WMBA); (c) Speidel Bcstg. Corp. of Ohio and Greene County Radio. Action March 20.

By Hearing Examiner H. Gifford Irion

■ Granted petition by W. D. Frink and continued April 10 hearing to May 14 in proceeding on applications of W. D. Frink, tr/as Jefferson Radio Co. for license to cover cp for new am station (WIXI), Irondale, Ala., and Fred H. Davis and W. D. Frink, d/b/a as Voice of the Mid South for new am station at Centreville, Ala. Action March 28.

By Hearing Examiner David I. Kraushaar

■ Granted oral motion by Ivy Broadcasting Inc., for withdrawal of its petition for leave to amend its application for new tv station to operate on ch. 9 in Syracuse, N. Y., and dismissed petition and accompanying amendment; denied Ivy's March 22 motion, as modified and merged in oral motion made during March 26 hearing, for continuance of hearing, and ordered resumption of hearing on April 16 in Syracuse ch. 9 proceeding. Action March 27.

■ After March 22 prehearing conference in proceeding on applications of John E. Grant and Allen C. Bigham Jr., for new am stations in Salinas, Calif., scheduled certain procedural dates and continued April 18 hearing to May 10. Action March 23.

By Hearing Examiner Jay A. Kyle

■ Received in evidence certain exhibits of Radio Associates Inc. (WEER), Warrenton, Va., cancelled March 21 hearing and closed record in proceeding on its am application and WNOW Inc. (WNOW), York, Pa., and ordered proposed findings to be filed by April 19 and replies by April 30. Action March 20.

By Hearing Examiner Forest L. McClenning

■ Scheduled further hearing for April 24 in proceeding on applications of Beacon Bcstg. System Inc. and Suburban Bcstg. Inc., for new am stations in Grafton-Cedarburg and Jackson, Wis. Action March 28.

■ Granted petition by Atlas Bcstg. Co. and extended time from April 2 to April 16 for exchange of exhibits, April 16 to April 30 for informal conference on exhibits, and continued May 7 hearing to May 21 in Grand Rapids, Mich., tv ch. 13 proceeding. Action March 20.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ After March 20 prehearing conference in proceeding on application of South Minneapolis Bcstrs. for new am station in Bloomington, Minn., scheduled certain procedural dates and continued April 19 hearing to May 31. Action March 20.

■ After March 19 prehearing conference in proceeding on am applications of Iowa City Bcstrs. Inc., Iowa City, Iowa, et al., scheduled certain procedural dates, and continued April 17 hearing to May 8. Action March 19.

By Hearing Examiner Herbert Sharfman

■ After March 19 prehearing conference in proceeding on applications of Rockland Bcstg. Co. for new am station in Blauvelt, N. Y., et al., scheduled certain procedural dates and hearing on non-engineering part of case for April 18. Action March 27.

■ Granted petition by applicant-respondent (WMOZ Inc. and Edwin H. Estes), and extended time from April 2 to April 30 for filing replies to proposed findings in proceeding on application of WMOZ Inc., for renewal of license of WMOZ Mobile, Ala., and revocation of license of Edwin H. Estes for WPFA Pensacola, Fla. Action March 23.

■ Granted petition by Greenville Bcstg. Co. for leave to amend its application for new am station in Greenville, Ky., to submit new data to meet financial qualification issue in Jan. 19 hearing order on its application and Hayward F. Spinks, latter for am facilities in Hartford, Ky. Action March 22.

■ Granted petition by Greenville Bcstg. Co. for leave to amend its application for new am station in Greenville, Ky., to reduce ant. height from 205 to 143 ft.; application is consolidated for hearing with application of Hayward F. Spinks for am facilities in Hartford, Ky. Action March 21.

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BROADCAST ACTIONS by Broadcast Bureau

Actions of March 27

WMER(FM), Celina Bcstg. Co., Celina, Ohio—Granted assignment of license and SCA to J. P. Moore and Elmer E. Schweizer, d/b under same name.

KEES Gladewater, Tex.—Granted license covering change in ant.-trans. location and ground system.

WSTC Stamford, Conn.—Granted license covering use of old main trans. as auxiliary trans. daytime and alternate main nighttime with remote control operation.

WAUG Augusta, Ga.—Granted license covering increase in power from 1 kw to 5 kw and installation of new trans.

WAKE Atlanta, Ga.—Granted license covering increase in daytime power and installation of new trans.

WSTC Stamford, Conn.—Granted license covering increase in daytime power and installation of new trans.

KLEB La Grande, Ore.—Granted license covering increase in daytime power to 1 kw and installation of new trans.

WKTS, Sheboygan Radio Inc., Sheboygan, Wis.—Rescinded Feb. 28 action granting renewal of license.

WPTW-FM Piqua, Ohio—Granted cp to install new trans.

KATR Eugene, Ore.—Granted mod. of cp to change type trans.; trans. location; main studio location; remote control permitted.

■ Following stations were granted mod. of cp to change type trans.: WVOE Chadbourne, N. C.; WEAS Savannah, Ga.; KGRO Gresham, Ore.; WHGB Harrisburg, Pa.

Actions of March 27

■ Granted renewal of license for following stations: KGHM Brookfield, Mo.; KOKX Keokuk, Iowa; KWOC-AM-FM Poplar Bluff, Mo.; KWPC Muscatine, Iowa; WBEZ (FM) Chicago, Ill.; WDBQ Dubuque, Iowa; WBNY McComb, Miss.; WITN (TV) Washington, N. C.; WJOI Florence, Ala.; WJQS Jackson, Miss.; WKDK Newberry, S. C.; WKTY La Crosse, Wis.; WLBI Denham Springs, La.; WMIC St. Helen, Mich.; WMPM Smithfield, N. C.; WMRP Flint, Mich.; WNES-AM-FM Central City, Ky.; WNEK Macon, Ga.; WNVY Pensacola, Fla.; WOPI-AM-FM Bristol, Tenn.; WPEO Peoria, Ill.; WQTE Monroe, Mich.; WRLX (FM) Hopkinsville, Ky.; WTTV (TV) Bloomington, Ind.; WWXL Manchester, Ky.

Actions of March 26

WROC Rochester, N. Y.—Granted change of remote control authority.

*WAER(FM) Syracuse, N. Y.—Granted cp to change frequency to 88.3 mc; increase ERP to 3.5 kw; ant. height to 180 ft.; change ant.-trans. location, make changes in ant. system, and install new ant.; remote control permitted.

WFBG-FM, Triangle Publications Inc., Altoona, Pa.—Granted license for fm station.

KHOK, Twin Cities Bcstg. Co., Hoquiam, Wash.—Granted license for am station. ■ Granted licenses covering installation of new trans. for following stations: *KASU (FM) Jonesboro, Ark., and WNB-FM Birmingham, N. Y.

WAQE-FM Baltimore, Md.—Granted license covering installation of new trans. and ant.

WHAL Shelbyville, Tenn.—Granted license covering increase in daytime power and installation of new trans.

WHAT Philadelphia, Pa.—Granted licenses covering increase in daytime power,

installation of new trans. and specify type trans.; and use old main trans. at main trans. location.

KLCB Libby, Mont.—Granted license covering change in ant.-trans. and studio location; change in ground system; installation of new trans., and remote control operation.

WFBG Altoona, Pa.—Granted licenses covering installation of trans. as auxiliary-day and alternate main-night; change frequency; increase power; change ant.-trans. location; install DA ant. and new trans., and changes in ground system.

WNHC New Haven, Conn.—Granted license covering increase in daytime power; installation of new trans., and specify type trans.

KCMJ, Bell Bcstg. Corp., Palm Springs, Calif.—Granted mod. of license to change name to Westminster Bcstg. Corp.

K74AK Ukiah, Calif.—Granted mod. of license to change primary tv station from KBET-TV, ch. 10, Sacramento, Calif., to KPXX-TV, ch. 5, San Francisco.

KIOA, KC-6908-10, KD-6620, 7815, KE-9028, KAL-505 Des Moines, Iowa—Granted mod. of licenses to change name to Swanco Bcstg. Inc. of Iowa.

WFBG Altoona, Pa.—Granted mod. of license to operate main trans. by remote control, daytime operation only; conditions.

■ Granted cps to replace expired permits for following vhf tv translator stations: K10AH Chico Tv Booster Club, Paradise Valley, Miner Basin, Emigrant, Mont.; K07-BQ, K09AX Peck Tv Club, Peck, Idaho; K09-AJ Pondosa Tv Club, Medical Springs, Ore.; K07AQ, K09AL, K13AP Kamiah Valley Tv, Inc., Kamiah, Idaho; K04AL Decker Tv Translator Assn., Decker, Mont.; K09AQ Jack E. Reinsch, Ketchum, Idaho; K05AI, K12AX Ranchester Tv Assn., Ranchester, Wyo.; K06AJ Cliff-Gila Tv Club, Cliff-Gila, N. M.; K07AO Hanna Elmo Tv Assn., Hanna, Wyo.; K06AD Mammoth Community Tv, Mammoth, Yellowstone Park, Wyo.; K08AK, K13AU North Curry Recreation Inc., Port Orford, Ore.; K10BM, K13AN Roundup Tv Assn. Inc., Roundup, Mont.; K07AJ, K09AN Valier Community Club, Valier, Mont.; K08AL, K11AP Tru-Vue Tv Assn., White Sulphur Springs, Mont.; K11BH, K13BF Diamond Tv Corp., an Oregon Corp., Diamond Valley, Harney County, Ore., and specify type trans.

K13EE Bison, S. D.—Granted mod. of cp to change frequency from ch. 12 to ch. 13.

K09CC Kevin, Mont.—Granted mod. of cp to change primary tv station to KRTV, ch. 3, Great Falls, Mont., and type trans.

K07AV Stanford, Mont.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: KNEZ Lompoc, Calif., to June 5; WCPC Houston, Miss., to July 16; WDJK (FM) Atlanta, Ga., to July 31; WRIT-FM Milwaukee, Wis., to April 30; KVOX-FM Moorhead, Minn., to Aug. 18; WBNB Charlotte Amalie, St. Thomas, V. I., to Sept. 11; WGMN Millington, Tenn., to Sept. 6.

Actions of March 23

K10CG Aztec and Cedar Hill, N. M.—Granted mod. of cp to change trans. location.

Lower Rosebud Tv Club Inc. Rosebud, Mont.—Granted cp for new vhf tv translator station on ch. 10 to translate programs of KOOK-TV (ch. 2) Billings, Mont.

KBOW, Copper City Radio Co., Butte, Mont.—Granted (1) renewal of license and aux. and (2) assignment of license to KBOW Inc.; consideration \$100,000.

■ Granted renewal of license for following stations: KANO Anoka, Minn.; KAPI Pueblo, Colo.; KATE Albert Lea, Minn.; KATL Miles City, Mont.; KBMW Breckenridge, Minn.; KBRK Brookings, S. D.; KDRL Devils Lake, N. D.; KDMA Montevideo, Minn.; KDOM Windom, Minn.; KDSJ Deadwood, S. D.; KDUZ Hutchinson, Minn.; KFNW Fargo, N. D.; KFTM Fort Morgan, Colo.; KGPC Grafton, N. D.; KIJV Huron, S. D.; KJAM Madison, S. D.; KLFD Litchfield, Minn.; KLOH Pipestone, Minn.; KMRS Morris, Minn.; KOFI Kalispell, Mont.; KOSI Aurora, Colo.; KPRK Livingston, Mont.; KREX-AM-FM-TV and SCA, Grand Junction, Colo.; KRFO Owatonna, Minn.; KRSI St. Louis Park, Minn.; KTUX Pueblo, Colo.; KVOX Moorhead, Minn.; KVRH Salida, Colo.; WAVN Stillwater, Minn.; WCMP Pine City, Minn.; KTIS-FM Minneapolis, Minn.; KYSM-FM Mankato, Minn.; WPBC-FM Minneapolis, Minn.; KCSJ-TV Pueblo, Colo.; KDLO-TV Florence, S. D.; KEO-TV Sioux Falls, S. D.; KMSP-TV Minneapolis, Minn.; KPLO-TV Reliance, S. D.; KREY-TV Montrose, Colo.; KRTV (TV) Great Falls, Mont.; KSTP (main trans. & ant.) (aux., trans.) (aux. ant.) St. Paul, Minn.; WCCO-TV (main

trans. & ant.) (aux. trans.) Minneapolis, Minn.; WDAY-TV Fargo, N. D.; *KRMA-TV Denver, Colo.; KE2XTI, KE2XZA New Rochelle, N. Y.; KG2XDI Lancaster, Pa.; KG2XDU, KG2XEJ, KG2XEK, KG2XEL, KG2XFZ Emporium, Pa.; KM2XMR Los Angeles, Calif.; KS2XBR Chicago, Ill.; KS2XFF Michigan City, Ind.; KS2XGA (main trans.) (alt. main trans.), KS2XGD (main trans.) (alt. main trans.) Lafayette, Ind.; WNAX (aux. only) Yankton, S. D.; KUSD Vermillion, S. D.; WSTS Massena, N. Y.; KOOK-AM-TV Billings, Mont.

■ Granted renewal of license for following low power stations: James River Bcstg. Co., Jamestown, N. D.; and KOVC Inc., Valley City, N. D.

KIFW Sitka, Alaska—Granted mod. of license to change from SH to unl.

WTMB, WTMB-FM, The Tomah-Mauston Bcstg. Inc., Tomah, Wis.—Granted acquisition of positive control by Hugh W. Dickie through sale of stock by Thomas M. Price to The Tomah-Mauston Bcstg. Inc.

KRLC, Donald A. and Elaine S. Thomas, Tenants in Common, Lewiston, Idaho-Clarkston, Wash.—Granted assignment of licenses to KRLC Inc.

K03AC Eklutna Government Camp, Alaska—Granted cp to replace expired permit for vhf tv translator station.

K72BE, K76BC Leech Lake Tv Corp. Walker, Minn.—Granted cps to replace expired cps for uhf tv translator stations.

WNLK Norwalk, Conn.—Granted mod. of cp to change type trans.

K03BF, K05BU, K07ED Enterprise, Utah—Granted mod. of cps to change frequency to ch. 3, 5 and 7 and make changes in ant. system.

■ Following stations were granted extensions of completion dates as shown: K03BF, K05BU, K07ED Enterprise, Utah, to Sept. 23; WMTE Manistee, Mich., to April 16; WCLS Columbus, Ga., to May 31; KQOT Yakima, Wash., to Aug. 15; WEUP Huntsville, Ala., to Aug. 15; WRIZ Coral Gables, Fla., to July 20; KVPD Fort Dodge, Iowa, to June 1; WLSI Pikeville, Ky., to May 26; KCEY Turlock, Calif., to July 30; WIOU Kokomo, Ind., to June 18; WPAR Parkersburg, W. Va., to June 6; KRAL Rawlins, Wyo., to Sept. 26; KKOK Lompoc, Calif., to June 29; KMAK Fresno, Calif., to May 6; WAVQ (FM) Atlanta, Ga., to May 1; WFFA Pensacola, Fla., to Oct. 3, without prejudice to such further action as commission may deem warranted as result of final determination in doc. 14228.

Actions of March 22

WSBA-AM-FM, Susquehanna Bcstg. Co., York, Pa.—Granted transfer of control from Helen P., George N., and Louis J. Appell Jr., and the York National Bank & Trust Co., executors of the estate of Louis J. Appell, to Helen P., George N., and Louis J. Appell Jr., and Helen A. Norton, trustees of Louis J. Appell Residual Trust.

KPEN (FM) San Francisco, Calif.—Granted cp to install new trans. and new ant. (main trans. location) for auxiliary purposes; remote control permitted.

K13AG Texline, Tex.—Granted cp to replace expired permit for vhf tv translator station and make changes in ant. system.

K04AJ Orchard Ranch Ltd., Wyo.—Granted cp to replace expired permit for vhf tv translator station.

K05AC, K10AE Dayton and Tongue River, Wyo.—Granted cps to replace expired permits for vhf tv translator stations; conditions.

WNFO-FM Nashville, Tenn. — Granted

Continued on page 141



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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

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.

Sales manager for Michigan 180,000-market daytimer, due to promotion. Must be experienced, 25-40, able to sell and show others how. Commission on all station sales. Opportunity to become manager in a year. Michigan-Indiana men preferred. Personal interview required. Confidential. Box 305K, BROADCASTING.

General Manager—new AM-FM Highland Park, Illinois. First local service for North Shore Communities. Require experienced dynamo for top level operation and unusual programming. Write qualifications, salary. WNSH, c/o E. E. Fink, 231 S. LaSalle Street, Chicago, Illinois.

I want a manager, chief engineer, salesman and announcers. Send full details to Jack Younts, WUSN, Havelock—Cherry Point, North Carolina.

Sales

New England—Major indie needs good strong salesman. Real opportunity with growing multiple chain for man looking to the future. Resume to Box 837H, BROADCASTING.

Florida East Coast fulltimer in metropolitan market needs experienced salesman with proven sales record. \$100 base plus 15%. Give complete resume first letter. Box 40K, BROADCASTING.

Raise your family in a perfect town in western Montana! A top rated station is seeking the right salesman to add to their staff. For more information, send a complete resume to Box 197K, BROADCASTING.

"Florida boom area major market fulltime regional number one ratings, number one community image. We need a self starter and strong closer with desire to make money. You get a guaranteed salary plus a percentage plus monthly incentive bonuses, hospitalization, insurance and paid vacations. Housing plentiful and reasonable. Prefer younger man, extensive local radio sales experience essential, college background preferable. Send complete resume, references and photo. Tell all in your first letter." Box 262K, BROADCASTING.

Sales manager for 5 kw CBS outlet, medium market in midwest. Excellent opportunity. Radio experience necessary. Box 288K, BROADCASTING.

Family man. Middle Atlantic half-million market. Suburban living conditions. Mail resume and salary expected. Box 331K, BROADCASTING.

Sales-promotion and research man or woman for major market. Knowledge and experience in general sales promotion essential. This is a position for a creative person. Please send resume including salary requirement to Box 377K, BROADCASTING. All replies will be kept confidential.

In Michigan's leading market for business activity adding 2nd salesman-announcer, 25-45, with at least 2 years experience. Salary plus comm. Close-by men preferred. Personal interview required. Contact J. F. Butler, WKLZ, Kalamazoo.

Help Wanted—(Cont'd)

Sales

Salesman! You're obviously reading this because you're looking for bigger and better things. We're obviously writing this because we have bigger and better things to offer. Dispatch resume and photo. Perhaps we'll respond with offer in New York Area, in five figure bracket. The key to your future could be Box 385K, BROADCASTING.

Upstate New York medium market. Top station in ratings and billings. Good salary for experienced salesman who can develop new accounts. Box 424K, BROADCASTING.

If you have Perseperation, Inspiration, Enthusiasm, opportunity for \$6-8000. KFRO, Longview, Texas.

Executive caliber salesman with proven sales and promotion background. Full time travel, protected territory. Send resume, pix, Bess Gilmore, Community Club Awards, Westport, Connecticut.

2 salesmen for jingles, animated commercials, and special radio features. Must be experienced, have car, will travel. Excellent opportunity for good money in short time. Write complete background and availability. Creative Services, Inc., 75 E. Wacker Drive, Chicago 1, Illinois.

Washington D. C. Area. Need bright salesman who can sell Quality Music (WPAT-type) format. We have no high ratings; no agency angels, just Good Music; excellent results; fabulous acceptance. Contact Ed Winton or Ted Dorf immediately for a good deal. WQMR and WGAY-FM, Washington, D. C. Phone Whitehall 6-1050.

Announcers

Top-rated chain with outlets in key markets is on the lookout for top "format" dj's and aggressive, dramatic, extra-sharp newsmen. Only experienced, qualified men need apply. Send tape and resume to be considered. Box 919F, BROADCASTING.

Experienced announcer—prefer first phone Michigan 5kw medium market. Send resume, photo, and tape. Box 209K, BROADCASTING.

Experienced news director wanted by Illinois daytimer. Must have 1st phone. Good location, excellent working conditions. If you can quality write Box 214K, BROADCASTING. Permanent position. Salary open.

Competitive market in Upper Midwest needs experienced, bright morning personality. Must be strong on commercial production. Fast paced but not screaming operation. Salary open. Send complete information at once to Box 294K, BROADCASTING.

Southeastern regional station — medium market—needs top flight morning man immediately. Must be personality with sellability and experience. Replace a \$15,000 man. Send hour tape—resume, picture and references to Box 299K, BROADCASTING.

Wanted—Combo man—Must be strong on announcing—good pay. Ideal working conditions in Tennessee. All replies confidential. Box 342K, BROADCASTING.

Immediate opening announcer-production or announcer-sales. One of fastest growing Carolina areas. Lively daytimer. Better than average salary—opportunity if creative, aggressive and responsible. Box 343K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

New York State 5 kw good-music format needs a young yet mature-voiced announcer —5 day week, 40 hours, \$80.00. Basic qualifications necessary and if interested in learning, will teach. Send resume and tape. Box 351K, BROADCASTING.

Top 40 station, Southwest, needs first phone men. Your chance to learn number 1 radio. Send tape and details. Box 363K, BROADCASTING.

WHOP, CBS in Hopkinsville, Ky., has May 1st opening for experienced announcer to handle nighttime music show. Box 390K, BROADCASTING.

Wanted: Experienced announcer with first ticket. No maintenance. Hottest small town station in Central Nebraska. Salary open! Box 405K, BROADCASTING.

Experienced announcer with 1st phone wanted by smooth sound New Hampshire station. This is a permanent opening with a secure future for the right man. Starting salary \$100 a week. Send tape and resume to Box 411K, BROADCASTING.

Wanted: Announcer with first class phone for 5000-10,000 watt Wisconsin station. Good music, top rated. Write Box 437K, BROADCASTING.

1st phone—Need top flight man who wants to settle in small market. Top station. All extras offered. Midwest location. Air work most important, limited maintenance. Start at \$500.00. Box 426K, BROADCASTING.

Top 40 dj. Mature voice. Must be experienced. Good reader. New England or mid-atlantic preferred. Box 440K, BROADCASTING.

Announcer & first ticket engineer for big band music station, maintenance necessary. Box 444K, BROADCASTING.

#1 station in growing North Carolina market desires young man with ability to: deliver tight show, gather and deliver news, write copy, and take orders. We work hard here—if you don't like to—don't apply. Send tape, resume and recent photo to: Box 450K, BROADCASTING.

Morning man. Must have radio background. 1 kw wants adult sound for a booming market. State experience and salary needed in first reply. Would like applicants from mid-west region. Contact Tim Spencer, P.D., KJCK, Junction City, Kansas.

Better music station in World's Fair city. Expanding. Mature baritone or bass announcers with first phone. Send tape and background. AFTRA scale. Wally Nelskog, KIXI, 910kc, University Bldg., Seattle 1, Washington.

Announcer . . . 1st phone essential. Mail tape-resume. KSEN, Shelby, Montana.

Good pay for dependable, bright, and warm sounding d.j. Regional station—Top working conditions. Contact B. Mann, WEAU, Plattsburgh, N. Y.

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.

Wanted—Experienced announcer with good voice and first class ticket. Bill Hogan, WLBG, Laurens, South Carolina.

Help Wanted—(Cont'd)

Announcers

Announcer—first phone . . . no maintenance . . . immediate opening . . . salary open to experience . . . adult programming. Rush tape . . . resume. WMHI, Route #5, Frederick, Maryland.

"**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

By April 15th—1st phone combo for new daytimer within 75 miles Washington, D.C. Heavy on maintenance, some announcing, assume Chiefs duties. Rush resume, photo, tape and salary desired to Box 376K, BROADCASTING.

Engineer: Experienced AM-FM needed immediately. Growing organization, future tv and radio anticipated. Give qualifications, references, salary requirements. Box 381K, BROADCASTING.

Chief Engineer N.Y.S. Strong on maintenance—excellent salary. Box 384K BROADCASTING.

Studio manager—first class engineer for college television-radio operation. Ten month year and liberal holiday schedule. College degree. Some lab teaching. September 1. Box 393K, BROADCASTING.

Chief engineer, first class technical man with am-fm installation and operation experience for well equipped compact operation in southwestern Ohio. Technical ability first consideration. Details and salary expected to Box 412K, BROADCASTING.

Chief engineer for 5 kw southern station, resort area. Send full details to Box 435K, BROADCASTING.

Chief Engineer: Florida—10,000 watt AM & FM. Top technical and administrative qualifications. Ambitious future. Contact WWIL at Conrad Hilton, NAB. Box 453K, BROADCASTING.

Immediate opening combination chief engineer, announcer. Single station, college community. KHAS Radio Station. Hastings, Nebraska.

Immediate opening for young man seeking experience. Must have first phone and acceptable voice, 40-hour week . . . 17 hours board work . . . balance transmitter watch. WGNV, Newburgh, New York. Telephone 914-John 1-2131.

Engineer, first class ticket, capable of handling AM & FM transmitters, equipment, and studio maintenance. Position open immediately. Please forward application in writing to Harry D. Goodwin, General Manager, WLYN, 156 Broad Street, Lynn, Massachusetts.

Chief. Good at maintenance for 1000/250 station. Must have car. Submit experience, references and present salary. WCSS, Amsterdam, New York.

Wanted: Engineer to work with Chief Engineer for transmitter and regular maintenance duties—first phone necessary. Present engineer being drafted. Opening April 15th. Call or write WMIX, Mt. Vernon, Illinois.

Production-Programming, Others

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.

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.

Persuasive copywriter experienced, for network station—Texas resort city. Box 388K, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Experienced, energetic, dependable traffic manager, Texas network station. Box 396K, BROADCASTING.

Wanted—Production manager for good music format station. Need creative idea man who can handle production and limited amount of air work. Top station in excellent Florida market. Box 425K, BROADCASTING.

Progressive southern station has immediate opening for competent announcers. Excellent climate and working conditions. Box 434K, BROADCASTING.

\$20,000 base. Needed Now. Top notch sports director with colorful background as well-known sports figure preferred. Knowledge of all sports essential, professional delivery of copy needed. If without reputation, do not apply. Send photo, audio or video tape with accent on behind-desk sports cast, play-by-play secondary. Include complete resume. Box 438K, BROADCASTING.

Continuity writer with ability to produce outstanding production type commercials, Station Promos, etc. Send complete resume at once. J. M. Hall—KWBB—P. O. Box 486—Wichita, Kansas.

"**Attention 1962 College Graduates**: Established group of stations expanding its news operations, including editorializing and public affairs news. Openings for young men with journalism degrees interested in career of radio journalism. Apply in writing with resume, picture, tape and references. Positions available now or will hold for good men until after June graduation." Box 406K, BROADCASTING.

Program Director with Production creative-ness, imagination, capable of D.J. work and administration of department detail. Replacement of another who has continually led the Station to #1 Hooper position for over six years. If you think you could qualify send complete resume and tape of various mike work. J. M. Hall—KWBB—P. O. Box 486—Wichita, Kansas.

RADIO

Situations Wanted—Management

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.

"**No Fancy Claims**" just good, steady growth. Excellent sales record. Six years with present employer—family, 34—current earnings \$9,000.00. Sales manager. Box 298K, BROADCASTING.

Formerly general manager of three medium market stations now asst' director of sales for major equipment manufacturer desires re-enter management of medium to large market am needing heavy sales and cost-watching. Willing to invest knowhow and loyalty plus limited cash for return of solid opportunity with ownership option. Full references on request. Reply Box 362K, BROADCASTING.

Manager-heavy sales—small to medium market. Twelve years experience. Mature. Excellent record of regional and national sales on client and agency level plus good background of local advertiser and creative selling. Far west only. Box 389K, BROADCASTING.

Utility man . . . 10 years, manager, salesman, p.d., newsman, copywriter, announcer, wants management southeastern station with ownership possibility. Box 407K, BROADCASTING.

Current manager small market (35M). Wants to move up to sales manager or GM. Larger market, more potential, bigger challenge. Excellent personal sales, "Idea Man." Solid background all phases of radio. Box 417K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Famed New York director-producer available for supervision of single station or compact chain. If you seek proper theatrical touches, long missing from radio, a 30-year, all phases veteran, former NBC associate can be of help. Obviously no one knows all the answers but if your station lacks that indefinable something to get on the top or is sagging, broad experience and proper background may be your answer! Such an executive is available, music, show and sales-wise. If you want expert help, address Box 418K, BROADCASTING and we'll exchange confidences.

Manager: Available now for midwest small market. 35; 17 years experience, all phases; have owned; 12 years at Iowa's top small market station. Box 433K, BROADCASTING.

"**Larger market owner. Looking for General Manager?** 17 years radio. Sales, sales manager, owner-manager. Built profits. Sold station. Presently salaried (\$13,200.00) sales manager, frustrated by lack of challenge and authority. 38 years old, past president Rotary Club; past president State Broadcasters Association. Strongest sales and personnel management. Personal interview easily arranged. Box 441K, BROADCASTING."

Sales

Salesman, 7 years. Radio 3 to 4 years. Sales manager small medium market. Excellent personal sales. "Idea Man." All this and strong air personality too. Box 416K, BROADCASTING.

Radio-TV Sales—10 years experience in time sales with major broadcasting companies, and presently part owner of regional rep company. Desires responsible sales position preferably in the Eastern U. S. Box 439K, BROADCASTING.

Announcers

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, dee-jay. Experienced, solid news, tight board, bright-happy sound. Want permanence. Box 201K, BROADCASTING.

Announcer, dee-jay. Bright-young sound, authoritative news, tight board. Want to settle. Box 206K, BROADCASTING.

Top 40 DJ leaving Army: 6 year background; results with teens, community. Box 259K, BROADCASTING.

Top 40—three years experience. Desire fast-paced station in midwest. Dependable, married. Best references. Box 266K, BROADCASTING.

Announcer, 3 years experience; no screamer. Veteran. 30, willing to travel. Prefer Pacific Northwest. Hawaii. Box 284K, BROADCASTING.

Announcer, newscaster, tight production, authoritative news, selling sound. Family man. Box 334K, BROADCASTING.

Pro—Announcer, DJ, 11 years experience, some tv. Versatile, sincere, want to move up. With present employer six years. Best references. Box 364K BROADCASTING.

Wow, zip, bang, splash, this is it. Top 40 jock, presently employed in metro-market. Married and reliable . . . \$125.00. . . . Box 297K, BROADCASTING.

Young announcer, dj, 5 years experience, can handle all markets. Strong on news, willing to relocate. Box 360K, BROADCASTING.

Broadcasting school graduate. Young, married, steady. Military requirement finished. Mature, resonant voice & delivery. Good dj and newscasting. No screamer. Write to Box 381K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Have desire, will work hard! Experienced, great worker, co-operative, stable. Tight board, good news, production, programming. Both top 40 and swing. Prefer upper midwest. Box 365K, BROADCASTING.

Negro announcer. Experienced any type show. Authoritative news, solid production. Box 367K, BROADCASTING.

Jack Etzel is a slender looking fellow with rather obese ratings six successful years in modern radio—presently in number thirty market but want something much bigger. Best references including present employer. Box 369K, BROADCASTING.

Canadian, married, deep voice, thorough knowledge classical music programming, seeks announce position at American "good music" station. Excellent references. Have visa—will travel. Box 371K, BROADCASTING.

Seven years experience announcing, production. First phone. Will travel. Box 379K, BROADCASTING.

Young newsman—announcer wants responsibility with news-conscious station . . . will do night adult-music show . . . experience . . . service . . . married . . . will relocate . . . available January . . . tape ready. Box 375K, BROADCASTING.

Experienced dj—newscaster looking for metro market in Northeast. Box 380K, BROADCASTING.

College graduate B.A., experienced announcer-dj, sales background. East coast only. Box 382K, BROADCASTING.

Adult announcer seeks position with adult station. If money is your problem, don't bother. Box 391K, BROADCASTING.

College senior wants summer replacement position. Adaptable, experienced announcer-newsman-production. Will graduate at end of this year from a leading journalism school. Currently employed by established station. Best references. Tape and resume. Box 392K, BROADCASTING.

All around radio man—1st phone. Looking for board shift with community minded station—presently employed—four years same station. Box 395K, BROADCASTING.

DJ; tight production; resonate voice; experienced, willing to relocate, veteran. Box 400K, BROADCASTING.

Sports announcer seeking sports-minded station. Excellent voice, finest references. Box 402K, BROADCASTING.

Experienced announcer—sportscaster. Reliable hard worker who doesn't mind the hours. Football, basketball, baseball and limited sales experience. Family man, prefer midwest college town. Box 410K, BROADCASTING.

Announcer with first phone, five years experience, family, excellent references. Age 27, the "Acme of dependability." Prefer Midwest. Box 419K, BROADCASTING.

DJ—Announcer—Presently employed in small market station and would like advancement for permanent position in larger market. Prefer to run own tight production board and top 40 in middlewest, will consider anything. Single, but will be married middle of June. Two and half years board and air experience. Play-by-play. Limited sales work. Will be 21 in June. High school graduate, tape and picture on request. Box 421K, BROADCASTING.

C&W stations—want work in small market with opportunity to learn broadcasting and develop style. Finished broadcasting school—no experience, plenty of ability. Know and love c&w. Relocate anywhere. Prefer East of Mississippi—United States or Canada. Will type, sweep, wash windows—anything. Opportunity to learn considered above salary. Box 423K, BROADCASTING.

Good music jockey—plus. Sales, public relations, special events and news interviews. 3½ years experience. Will relocate for solid opportunity. Write Box 429K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Personality dj desires position with growing eastern station. RCA institutes trained, college, tight production, mature voice. Well rounded knowledge of good popular music—tape, plx, resume. Box 430K, BROADCASTING.

Experienced first phone morning deejay. Authoritative news. Forty hour week. Please state salary. Box 432K, BROADCASTING.

Exceptionally Great DJ—Desiring to relocate! Presently employed, 2 years college, married, 25, no drifter. 6 years in major Eastern market, former assistant pd of 50 kw. Top rated, good news, tight production, deep resonate voice for any format in nation's top 15 markets. Contact now! Box 443K, BROADCASTING.

Announcer, veteran, single, with 3 years experience authoritative news and sports presentation. Excellent knowledge of good music. Have resume and tape available. Box 452K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer-Newsman desires Hawaii. 25, veteran, broadcasting school graduate. Presently employed—midwest station. Box 445K, BROADCASTING.

Announcer, dj, 4½ years, married, relocate 100 miles (around) New York City. Box 448K, BROADCASTING.

Disc jockey, announcer, experienced. Bright sound, married, not a floater. Good tight production. Box 451K, BROADCASTING.

Dependable, versatile. 8½ years radio; all formats—4 months TV experience. Radio and/or tv; Cal Hardwick, 1407 St. Louis, Dallas, Texas.

Available immediately—Young, single, draft free announcer. Ability to work hard, with cooperation. Wayne Crego, WMNE, Menomonie, Wisconsin.

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.

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

FOR SALE

☐ equipment

WANTED TO BUY

- ☐ stations
- ☐ equipment

SITUATIONS WANTED

- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

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

Write for resume. Sociable young man of ideas discharged from Army looking for sharp, progressive music-news operation or station that wants to meet the competition head-on and needs pd for format overhaul. If you need a right-hand man for ce, promo, air work, what-have-you write 1303 So. 4th., La Crosse, Wisconsin.

School of Broadcasting and Announcing graduates available. Thoroughly trained, eager. 1697 Broadway, N. Y.

Technical

Engineer: First ticket. Sober family man. Now employed. Experienced all phases radio, some tv. Southeast only. No announcing. Box 399K, BROADCASTING.

Transmitter operator, two years transmitter experience. 1st phone radio-telephone, amateur. Car. Box 403K, BROADCASTING.

Production—Programming, Others

Experienced continuity writer. Available now! Radio or TV! Box 285K, BROADCASTING.

Programming or Record Department—Thorough experience in programming classical recordings, domestic and foreign. Three languages. Two years experience with major classical music service. Comprehensive knowledge of available recorded repertory. Box 368K, BROADCASTING.

Canadian, cultured, capable, experienced copywriter no gimmicks, seeks senior position at American quality station where good taste is paramount. Have visa—will travel. Box 372K, BROADCASTING.

Agencies! I write excellent copy. You have nothing to lose—and much to gain—by asking to see my work. Box 373K, BROADCASTING.

"Let others rhyme Moon and June for the Alley of Tin. With me on your staff you'll have jingles that win. Then watch the profits roll in" Box 374K, BROADCASTING.

Money making special events promotion available for California radio stations. Box 404K, BROADCASTING.

Mel Allen or David Brinkley I'm not, but sportscasting and news I do. Family man employed west, seek west or midwest sports and news station. Department, experienced. Box 409K, BROADCASTING.

Professional Announcer desires program directors position. Adult music—top production. Prefer new station, metro FM or established outlet seeking bright sound. Nine years midwest experience. Family man, 31. Box 414K, BROADCASTING.

West Coast—Intermountain. Excellent air personality. Strong Am (sells). Past dj—pd—news—controversial interviews—program manager and sportscaster. Can handle any format—any degree of production. Let's talk. Box 415K, BROADCASTING.

Promotion and/or Advertising manager. Top notch girl with twelve years experience in all phases of broadcast advertising, sales promotion, public relations, market and rating research. Have worked at both station and corporate levels. Well known in advertising and trade press. Would accept right position as assistant. Superior references. Box 427K, BROADCASTING.

Experienced, energetic reporter-newscaster; authoritative delivery. Presently employed. Prefer metropolitan area, radio or tv. Box 431K, BROADCASTING.

News and sports man, thoroughly experienced, excellent local news. References and tape. Box 447K, BROADCASTING.

TELEVISION

Help Wanted—Announcers

Announcer-switcher, experienced for South Texas station. Box 398K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

VHF in East Texas—All networks—needs all around announcer for on-camera commercials, news, sports. Prefer background in secondary market tv in Texas or general Southwest area. Top radio man without tv experience could qualify. Must be 20-30 years of age. Send letter with full background, voice tape, snapshot. Apply Marshall Pengra, KLTW-TV, P. O. Box 957, Tyler, Texas.

Wanted: On-camera newsman with experience as a reporter-writer and able to use 16mm camera. Will be part of two city newscasting team. Please submit resume including salary requirements, recent photo and audio tape. Richard O'Neill, WICD, Danville, Illinois.

Technical

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.

Immediate opening for TV transmitter supervisor, 316 kw educational station in Southwest. RCA TT50AH transmitter. Send resume, references, and salary requirement to N. W. Willett, P. O. Box 8038, Austin, Texas.

Production-Programming, Others

TV newsman for mid-Atlantic station located within 4-hour drive to coast or mountains. Emphasis on writing and reporting, should handle 16mm camera. Send resume, photo, sample film script. Box 345K, BROADCASTING.

Wanted: TV newsman with radio or tv news experience who likes to dig for news as well as be on-camera. Box 383K, BROADCASTING.

Continuity writer with speed and creativity for VHF in southwestern resort city. Box 397K, BROADCASTING.

Director-Switcher: Send resume, picture and salary requirements. Production director; KTIV, Sioux City, Iowa.

GIRLS—TV traffic girl wanted with experience in handling avals and twx. Plush offices, many extra benefits. Write, wire or call PL 9-6800. H-R TV, 375 Park Avenue, NYC, N.Y.

TELEVISION

Situations Wanted—Management

Need job soon! Top sales ability! Announcing—production—12 years radio/tv—College graduate—Prefer midwest. Box 316K, BROADCASTING.

Announcers

Excitingly different—Thoroughly proficient—Steeped in tv announcing lore. Married. Reliable—loyal, to wife and employer. Prefer west. Be a pen pal and write Box 293K, BROADCASTING.

Experienced professional tv announcer. Smooth, on-camera, booth. 10 years radio/tv. East, Midwest. Box 408K, BROADCASTING.

Seasoned, versatile radio-television announcer. Tape, photo, resume upon request. Box 422K, BROADCASTING.

Technical

First phone engineer, one year training, plus one year experience in tv station operations, seven years experience as licensed movie projectionist. Trainee type position acceptable. Will relocate. Details, resume furnished. Box 346K, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

News Director: News-in-depth: 12-years top-rated competitive markets. Favorite sport: scooping newspapers. Box 312K, BROADCASTING.

TV Producer-Director: Mature family man with 14 years apprenticeship in live, remote, vtr, network and commercial television and radio seeks creative opportunity with TV station, video tape or film production company. Little Theatre, sports and music are hobbies. No genius just dedicated. Resume, photo and personal interview upon request. Box 370K, BROADCASTING.

Producer-director, 8 years experience, network and local, desires opportunity as production manager or director in major market. Box 386K, BROADCASTING.

Director - writer - producer seeks position with challenge, responsibility and future. Box 387K, BROADCASTING.

College graduate, draft-free, wants experience in small station. Box 401K, BROADCASTING.

Perk up your tv production—director with 5 years experience, including network, seeks station with a future. BA, family. Box 420K, BROADCASTING.

FOR SALE

Equipment

Used GPL 35MM telecast projector model PA-200. Reasonable. Box 139K, BROADCASTING.

Color TV Monitor: RCA TM-21B. Provides accurate stabilized color display for quality control. 2 years old, little used, excellent condition. Cost \$3850.00, sell for \$1825.00 F.O.B. New York, N. Y. Write Box 318K, BROADCASTING.

1 TD-3A TV camera pedestal, excellent condition. Box 344K, BROADCASTING.

16mm Reversal Film Processor—Aiglonne, Model America, automatic daylight film processing up to 1400 feet per hour, threads itself automatically, high speed solution recirculation, replenishing system, temperature controls, impingement, drying, etc.—new condition. \$2500 plus freight. Box 442K, BROADCASTING.

Gates 101 Spotmaster complete with remote controls . . . in service 8 months . . . original cost \$1000.00 . . . sale price . . . \$500.
Standard library . . . complete . . . original cost \$1750.00 . . . sale price . . . \$500.00. Box 454K, BROADCASTING.

16" Rek-O-Kut transcription arm, GE cart-ridge, 3 speed hysteresis turntable. All—\$45.00. Western Electric type limiter amplifier—\$95.00. Box 3095, Philadelphia 50.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofund, 440 Columbus Ave., N.Y.C.

Collins 116E-3 Equalizer. WNNE, Menomonie, Wisconsin.

Closed circuit tv camera, GE-4TE8-A1 and monitor Setchel Carlson K58/17. Will sell or trade for good AM frequency and modulation monitors. J. S. Townsend, 1522 Branch, Wilson, North Carolina.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, \$40.00 for 20' length: 3/4" 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.

RCA audio distribution equipment. Four BA-23A program amplifiers; one BI-1B meter panel, MI-11388, one BI-5A V.U. Meter panel, MI-11265-F; one equipment rack, includes back service door, but no side panels; one 24-pr. jack strip; three double prong cords; eight 5-pr. terminal strips. Procter & Gamble, Attn.: Mr. W. S. Rice, P. O. Box 599, Cincinnati 1, Ohio.

For Sale—(Cont'd)

Equipment

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Microwave Antennas. 6' Spun aluminum dish, Parabolic, Andrews #2006 W/T 4 mounting bracket, de-icer and dipole radiator. New crated. For export \$100.00 complete. One hundred available. Also rigid line, hangers & fittings. Sierra Western Electric, 1401 Middle Harbor Road, Oakland 20, California. TE 2-3527.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrounding, repair, etc., BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 31, Temple, Texas.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-0258.

For Sale: Sealed bids will be accepted for 50,000 watt, AM transmitter, complete without towers. Detailed information available Room 286, Colorado Department of Highways, 4201 East Arkansas Ave., Denver 22, Colorado. Bids will be opened April 27, 1962 at 10:00 A.M.

WANTED TO BUY

Equipment

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 in good condition PT-6 Magnecord Recorder with record/playback amplifier, and AM frequency monitor. Box 428K, BROADCASTING.

Wanted—by our clients. Radio, FM, and TV test and measuring equipment. "Thirty years in Broadcast engineering." Ariel Electronics, Box 725, Sag Harbor, N. Y.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magne-cord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

Used RCA TS-10 Video Switcher. Need only MI-26235A, any condition. KVOA-TV, Box 5188, Tucson, Arizona.

Gramplan, Westrex, Fairchild cutting head needed immediately. Frankford Recording, 4636 Pilling St., Philadelphia 24, Pennsylvania.

Wanted—Olsen disc cutterhead. Sound Studios, Inc., 230 N. Michigan, Chicago 1, Illinois.

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.

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.

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.

Instructions—(Cont'd)

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

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.

Can you qualify for your first class F.C.C. license in six weeks? Yes, you can do it at Pathfinder School in Hollywood. New classes starting April 17 and June 12. Modern classroom, excellent instructor, small class for truly personalized instruction. Make reservation now, to secure your enrollment in the class of your choice. Pathfinder School, 5504 Hollywood Blvd., Hollywood 28, California. Tel HO 9-7878.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting May 9, July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Instructions—(Cont'd)

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.

MISCELLANEOUS

Tape recording business opportunity—good money in your own community making tapes and records. Full on spare time business. \$1 brings idea-packed booklet explaining all you need to know to cash in on interesting unexploited career with small investment. Cook Laboratories, 101B Second St., Stamford, Conn.

Radio Production Spots. Top quality at lowest prices. Audition tape available for stations. International Radio Productions, 1930 Greenville Ave., Dallas, Texas.

We Guarantee increased ratings with fantastic Lange (one)—Liners! Demonstration record free! Lange, 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

Instance 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.

CBS



TELEVISION NETWORK

Our Engineering Department, located in midtown Manhattan, is responsible for the design & development of all electronic facilities used in television broadcasting operations coast-to-coast and overseas.

We have positions currently available for:

PROJECT ENGINEERS

Applicants should have BS in EE and professional experience in one or more of the following fields:

- Audio Components or Systems
- Video Components or Systems
- Tape Recording
- Film Recording
- Control Systems
- Computer Techniques
- Broadcast Transmitters

Contact: Mr. J. M. Carter
Personnel Dept.

CBS, INC.

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

Miscellaneous—(Cont'd)

Station Services, 1st National Bank, Peoria, Illinois, contacts radio stations throughout States and Canada via direct mail and personal contact. We would like to add your products/services to our "portfolio" if non-conflicting. Would you care to consider such an arrangement?

Business Opportunity

To lease, sell, rent, Radio property—Florida below St. Augustine, short distance from St. Johns River, reasonable. Box 449K, BROADCASTING.

RADIO

Help Wanted—Management

New . . . Calif. Station.
Needs complete staff—
Manager—Salesmen—
Announcers

NO beginners. Send tape and full qualification details to:

Bill Harpel—KHER
605 W. Main St.
Santa Maria, Calif.

TEXAS BROADCAST EXECUTIVE WANTED

Full time travel—radio-tv experience a must. Car, ambition, ability can earn you up to \$25,000, salary-commission. Resume, pix-CCA, P. O. Box 537, Westport, Conn. or interview, Hospitality suite, NAB, Congress-Pick Hotel, Chicago. John C. Gilmore.

Announcers

TOP STATION in Southeast needs one experienced production minded D.J. First Phone. Send tape-resume-references-picture.

Box 378K, BROADCASTING

Production—Programming, Others

WANTED

Program Director for segment Good Music Station . . . needs to have ideas, do announcing and good production. Reply immediately to:

Box 436K, BROADCASTING

**For Best Results
You Can't Top A
CLASSIFIED AD
in**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TELEVISION

Situations Wanted

Production—Programming, Others

PRODUCER-DIRECTOR

Young, creative, imaginative producer-director available July. Desire opportunity in primary market with station desiring expansion in news and public affairs. Experienced in all phases—TV/Radio production. Salary commensurate with experience. Will attend NAB Convention. Can be contacted—Suite 706A, Conrad Hilton Hotel, Chicago. For resume write Box 394K, BROADCASTING.

EMPLOYMENT SERVICE

WANTED!

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

Colorful RADIO MARKET SHEETS and COVERAGE MAPS

Address Radio Dept. on your letterhead for FREE information and samples.

EVEREADY ADVERTISING

1817 Broadway • Nashville 4, Tenn.

FOR SALE

Stations

SOUTHERN ARIZONA

Top fulltimer, ideal climate owner-operator can realize \$100,000 potential in this expanding market. \$50,000 buys. Long term obligation non-interest bearing.

Box 224K, BROADCASTING

MIDWEST STATION. Will sell controlling interest in money-making, owner-operator station. Principals only, please. Details in person only. Box 253K, BROADCASTING.

FOR SALE—Southeast

One million market

1000 Watt daytimer with FM and valuable real estate. Now grossing about \$60,000. Potential tremendous.

Box 366K, BROADCASTING

For Sale—(Cont'd)

Stations

PACIFIC NORTHWEST

5,000 watt low frequency fulltimer grossing in excess of \$200,000 and showing a high profit. Due to circumstances requiring a quick sale, this fine property is priced at less than one and one half annual gross and about four times cash flow. 29% down and up to 10 years on balance.

Box 289K, BROADCASTING

Will consider sale of high-rated 1 kw fulltimer in major Southeast market to qualified buyer. Limited terms. Box 413K, BROADCASTING or leave message for Mr. Carrington at AP Suite, NAB Convention. No brokers please.

MERGER

Well known Radio/TV executive now owner of major market radio station desires merger with a group or single station operation interested in developing multiple station operations. Merger or purchase of control can accomplished with very little cash outlay. Top 30 market—excellent physical facility—outstanding staff—station simply needs better financial backing. For interview with owner Monday at NAB—Contact J. A. B.—information desk Ambassador Hotel or

Box 446K, BROADCASTING

Ky	single	daytimer	\$ 75M	terms
N. H.	single	daytimer	87M	terms
La	single	daytimer	50M	\$15dn
Ca	small	daytimer	65M	29%
Cal	small	daytimer	175M	terms
Neb	medium	daytimer	85M	29%
Wash	medium	daytimer	99M	terms
Ind	metro	fulltime	410M	\$90dn

and others; also newspapers & trade journals.

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

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 12 1/4% 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 1/4 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 \$37,300—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—CL 3-8080
AUSTIN 17, TEXAS

Continued from page 134

mod. of cp to increase ERP to 19.5 kw; decrease ant. height to 120 ft.; change type trans. and type ant.; and make changes in ant. system.

K08DT, K12DJ Conrad, Mont.—Granted mod. of cps to change frequency to ch. 8 and ch. 12, and make of trans.

K75AZ, K82AO Big Fork, Mont.—Granted mod. of cps to change type trans. and make changes in ant. system; and to change primary tv station to KRTV (ch. 3) Great Falls, Mont.; type trans; and make changes in ant. system.

Actions of March 21

WHBB, Selma Bcstg. Inc., Selma, Ala.—Granted assignment of license to Talton Bcstg. Co.; consideration \$57,230.

KLWN, Lawrence Bcstrs. Inc., Lawrence, Kan.—Granted transfer of control from Charles S. Andrews et al to Arden and H. M. Booth; consideration \$37,800.

KQFM(FM), H. Quenton Cox, Portland, Ore.—Granted assignment of license and SCA to Point-O-Salecast Inc.; consideration \$1 and payment of \$10,000 assignor liabilities.

WEKY Richmond, Ky.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; interference condition.

WGAU-FM Athens, Ga.—Granted mod. of cp to increase ERP to 5.2 kw and change type ant.

WBLV-FM Springfield, Ohio — Granted mod. of cp to change ERP to 20 kw, trans. location, type trans. and ant. system; ant. height 155 ft.; conditions.

Action of March 20

Knorr Bcstg. Corp., Dearborn, Mich.—Granted authority to transmit baseball games from WKMH Dearborn, to CHVC, Niagara Falls, Canada for period ending October 31.

Action of March 19

Forks Tv Club Inc., Forks, Wash.—Granted cp for new vhf tv translator station on ch. 7 to translate programs of KVOS-TV (ch. 12) Bellingham, Wash.

Rulemakings

Commission granted request by Community Telecasting Service (WABL-TV ch. 5), Bangor Me., and extended time from March 26 to April 16 for filing comments and from April 13 to May 4 for filing replies in further tv rulemaking proceeding involving Bangor-Calais, Me. Action March 20.

License renewals

WPBH Phillipsburg, Pa.—Granted renewal of license. Action March 28.

For Sale—(Cont'd)

Stations

GUNZENDORFER

MEET WILT GUNZENDORFER
MARCH 30 THRU APRIL 5
NAB CONVENTION
CONRAD-HILTON HOTEL
Consult NAB Directory for
his Conrad-Hilton suite

WILT GUNZENDORFER
AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
8630 W. Olympic, Los Angeles 35, Calif.

STATIONS FOR SALE

CALIFORNIA. Full time. Medium market. Fully automated. Asking \$100,000. \$18,000 down.

WEST NORTH CENTRAL. Medium market. Daytime. Gross \$105,000 in 1961. Asking \$150,000. 29% down.

EAST SOUTH CENTRAL. Top market. Daytime. Gross \$108,000. Asking \$200,000. Excellent terms.

ROCKY MOUNTAIN. Full time. Absentee owned. Gross \$42,000. Asking \$55,000. Terms.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

RADIO-TV SET COUNTS continued from page 132

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
Hart	14,119	4,160	3,768	90.6	367	3,215	77.3	111
Henderson	33,519	10,104	8,549	84.6	1,882	8,217	81.3	431
Henry	10,987	3,375	3,096	91.7	755	2,637	78.1	39
Hickman	6,747	2,105	1,851	87.9	416	1,705	81.0	126
Hopkins	38,458	11,716	10,199	87.1	2,347	8,870	75.7	194
Jackson	10,677	2,716	2,441	89.9	226	835	30.7	19
Jefferson	610,947	178,192	161,277	90.5	51,777	161,843	90.8	19,297
Jessamine	13,625	3,746	3,380	90.2	819	2,490	66.5	105
Johnson	19,748	5,223	4,535	86.8	399	3,681	70.5	156
Kenton	120,700	36,059	33,253	92.2	12,123	33,831	93.8	4,932
Knott	17,362	3,808	3,022	79.4	327	1,617	42.5	—
Knox	25,258	6,336	5,685	89.7	794	3,435	54.2	87
Larue	10,346	3,006	2,612	86.9	338	2,390	79.5	88
Laurel	24,901	6,420	5,624	87.6	547	3,885	60.5	20
Lawrence	12,134	3,208	2,514	78.4	304	2,464	76.8	88
Lee	7,420	1,946	1,710	87.9	179	640	32.9	—
Leslie	10,941	2,289	1,965	85.8	17	600	26.2	—
Letcher	30,102	7,293	6,118	83.9	537	3,952	54.2	146
Lewis	13,115	3,454	3,027	87.6	470	2,312	66.9	22
Lincoln	16,503	4,605	4,210	91.4	922	2,905	63.1	39
Livingston	7,029	2,211	1,752	79.2	229	1,718	77.7	22
Logan	20,896	6,314	5,304	84.0	715	4,977	78.8	204
Lyon	5,924	1,476	1,191	80.7	264	1,057	71.6	18
McCracken	57,306	18,061	15,541	86.0	3,989	15,706	87.0	1,006
McCreary	12,463	2,949	2,410	81.7	108	1,478	50.1	—
McLean	9,355	2,863	2,398	83.8	454	2,272	79.4	20
Madison	33,482	9,359	8,620	92.1	2,195	6,041	64.5	132
Magoffin	11,156	2,630	2,244	85.3	188	1,475	56.1	63
Marion	16,887	4,062	3,561	87.7	552	3,362	82.8	57
Marshall	16,736	5,149	4,514	87.7	937	4,449	86.4	129
Martin	10,201	2,218	1,486	67.0	110	1,262	56.9	—
Mason	18,454	5,560	5,028	90.4	1,085	4,375	78.7	133
Meade	18,938	4,804	4,386	91.3	1,593	4,315	89.8	292
Menifee	4,276	1,139	944	82.9	40	668	58.6	—
Mercer	14,596	4,598	4,344	94.5	908	3,465	75.4	99
Metcalfe	8,367	2,488	2,155	86.6	167	1,743	70.1	36
Monroe	11,799	3,366	2,904	86.3	169	2,611	77.6	42
Montgomery	13,461	3,958	3,715	93.9	567	2,351	59.4	50
Morgan	11,056	2,876	2,322	80.7	242	1,601	55.7	39
Muhlenberg	27,791	8,112	6,776	83.5	1,042	6,377	78.6	272
Nelson	22,168	5,303	4,789	90.3	1,017	4,399	83.0	118
Nicholas	6,677	2,134	1,915	89.7	317	1,423	66.7	66
Ohio	17,725	5,383	4,219	78.4	396	4,006	74.4	64
Oldham	13,388	3,038	2,708	89.1	723	2,655	87.4	224
Owen	8,237	2,569	2,122	82.6	359	1,849	72.0	21
Owsley	5,369	1,407	1,080	76.8	251	266	18.9	21
Pendleton	9,968	2,952	2,635	89.3	555	2,624	88.9	118
Perry	34,961	8,130	7,146	87.9	1,149	4,098	50.4	199
Pike	68,264	16,239	13,107	80.7	1,876	11,316	69.7	527
Powell	6,674	1,728	1,435	83.0	144	635	36.7	—
Pulaski	34,403	9,903	9,401	94.9	1,991	5,169	52.2	100
Robertson	2,443	768	668	87.0	123	617	80.3	22
Rockcastle	12,334	3,304	2,887	87.4	386	1,385	41.9	21
Rowan	12,808	3,265	3,069	94.0	562	2,232	68.4	38
Russell	11,076	3,091	2,807	90.8	202	1,901	61.5	41
Scott	15,376	4,489	4,177	93.0	1,141	3,403	75.8	120
Shelby	18,493	5,436	4,796	88.2	1,210	4,609	84.8	465
Simpson	11,548	3,544	3,358	94.8	549	2,810	79.3	116
Spencer	5,680	1,584	1,326	83.7	171	1,339	84.5	—
Taylor	16,285	4,677	4,416	94.4	817	3,259	69.7	76
Todd	11,364	3,360	2,761	82.2	564	2,613	77.8	61
Trigg	8,870	2,591	2,057	79.4	167	2,044	78.9	65
Trimble	5,102	1,449	1,304	90.0	365	1,197	82.6	132
Union	14,537	4,238	3,330	78.6	578	3,321	78.4	152
Warren	45,491	13,403	11,891	88.7	2,883	10,658	79.5	423
Washington	11,168	2,989	2,676	89.5	460	2,416	80.8	22
Wayne	14,700	3,807	3,449	90.6	380	1,355	35.6	87
Webster	14,244	4,684	3,770	80.5	551	3,230	69.6	38
Whitley	25,815	7,044	6,259	88.9	1,345	4,805	68.2	83
Wolfe	6,534	1,584	1,240	78.3	128	655	42.0	—
Woodford	11,913	3,438	3,190	92.8	1,199	2,577	75.0	106
Metropolitan Areas								
Cincinnati	1,071,624	326,009	306,298	94.0	130,955	299,507	91.9	53,078
Evansville	199,313	60,737	52,718	86.8	15,370	52,682	86.7	4,173
Huntington-								
Ashland	254,780	74,452	64,020	86.0	20,476	65,940	88.6	7,884
Lexington	131,906	38,194	35,388	92.7	13,528	32,157	84.2	2,594
Louisville	725,139	211,382	190,755	90.2	59,959	192,065	90.9	22,379



FOR BEATING THE ELEMENTS, COPPER'S YOUR BEST BUY

These screws are made of Everdur® metal—pure copper with a little bit of silicon and manganese added. They're a terrific buy for jobs like fastening the planking of a hull, crossbars on an electric power pole, or any hardware exposed to the elements. They'll never rust—will stand up in all kinds of weather. Even in salt water. And they're so strong and

tough, you could drive them into undrilled oak with a power screwdriver if you wanted to put them to the test. Six 1¼-inch #8 screws weigh just over ½ ounce, contain about a penny's worth of copper at the refinery price. Of course, after you add the cost of alloying, fabrication, packaging, marketing, they cost considerably more. But they are still a terrific buy—

as are their counterparts, machine screws, bolts, nuts, nails—because the cost of not using them can be a great deal higher. This is but one simple example of the hundreds of ways copper and copper alloys can help prevent or reduce our nation's appalling annual losses from rust and corrosion. 62203A

ANACONDA®

BROADCASTING, April 2, 1962

OUR RESPECTS to Clyde Wallace Rembert, president, KRLD-AM-TV Dallas

From cards on curtains to radio and television spot

Clyde Rembert is a deceptively mild-mannered man whose soft speech hides the soul of a buccaneer—a reputation he has acquired as a result of his prowess as a gin rummy player. Not many people know that Mr. Rembert gave up golf 20 years ago, as he says, to devote himself to gin rummy. But it's all right now—he's playing golf again. He says he finally discovered golf was cheaper than gin.

The 62-year-old president of KRLD-AM-FM-TV Dallas and executive vice president of the Times-Herald Printing Co. (*Dallas Times-Herald*) is one of the pioneers of broadcasting. He got into radio selling in 1926 and he's been in it ever since.

At that time no one knew anything about radio advertising. In those days, Mr. Rembert recalls, advertisers were not permitted to mention price on the air; advertising was mostly institutional ("The Fair Store brings you 30 minutes of . . ."). All radio was live in those days, even the commercials. Stations operated five or six hours a day, and it was mostly a trial-and-error sort of thing. There was no way to pinpoint results.

Curtain Cards ■ One element in radio selling that Mr. Rembert initiated was the selling of minute spots on the air. This came about when he discovered there were some merchants in his area who found the \$50- or \$75-per-hour charge too high for their pocketbooks. He then applied a technique he had learned earlier when he was selling billboard space on vaudeville theater backdrops. In those days the curtain of a vaudeville theater contained advertising. Mr. Rembert suggested similar advertising insertions between programs, at \$2 or \$3 per "card."

Clyde Wallace Rembert was born in Columbia, S. C., on Sept. 26, 1900. As a youth he moved with his family to Florida, then to Alabama and then to New Orleans. His family finally settled in Dallas when young Rembert was 12. Mr. Rembert's father was a scene designer for theaters and young Rembert spent a lot of time around the "movies" and vaudeville houses of the city. He never felt the call to go on stage, although he was an endman in high-school minstrel shows.

Space Selling ■ After graduating from high school, Mr. Rembert went to work with an advertising agency in Dallas. There he specialized in selling space in theater programs and on backdrop curtains. In 1926, the agency persuaded him to try selling time on the new *Times-Herald* radio station.

KRLD began operation in 1926. The

newspaper bought out Dallas Radio Labs., one of the initial principal owners. The head of the advertising agency Mr. Rembert was working for at the time was given the job of managing the station.

So, in a sense, Mr. Rembert was the first sales manager for KRLD because that was his primary job at the agency. At this time, programs were sold as a package and the programs were mostly music and baseball games. Pretty soon Mr. Rembert originated spot—which has become the major source of revenue for radio stations.

Radio caught on. So did radio time sales—and Mr. Rembert moved along with the growing new advertising medium.

Running a Station ■ In 1935 the *Times-Herald* established its own sales staff for KRLD and Mr. Rembert moved to the position of station manager and sales manager.

One of his first jobs was to straighten out a problem that plagued many early radio stations—the share-time phenomenon. At this time, KRLD shared time on 1040 kc with KTHS Hot Springs, Ark. In 1936, a year after he took over KRLD's reins, Mr. Rembert worked out a full-time 50-kw arrangement, first on 1040 kc and later on 1080 kc, where the station has remained.

For 34 years KRLD has been affiliated with CBS. In Mr. Rembert's book, the station reached its acme in the early post-war years when that network bought *Jack Benny*, *Fibber McGee & Molly* and other top ranking radio shows away from NBC.

Mr. Rembert's association with CBS has been close as well as long-standing. He was charter member of the first

CBS Radio Affiliates Board, serving in that crucial capacity for nine years. After KRLD entered television in 1949, Mr. Rembert served seven years more on the CBS-TV Affiliates Board.

Mr. Rembert has also been active in industry affairs. For four years, from 1944 to 1948, he was the District 13 member of the NAB's board (at the time NAB had a single board of directors). He served also on the association's committees which drew up the radio and tv codes.

Aside from modestly taking credit for squaring away the time-sharing situation, Mr. Rembert claims some of the credit for originating what has become a growing trend in tv station antenna fixtures. This is the candelabra-type tower which supports on a platform more than one tv antenna.

It was in 1952, when KRLD-TV and WFAA-TV Fort Worth were discussing the joint use of a single tower, that the candelabra-type antenna mount was born. Mr. Rembert suggested this arrangement because of the competitive advantage in being at the top side of a single tower. Neither KRLD-TV on ch. 4 or WFAA-TV on ch. 8 wanted to be below the other. What resulted was the compromise now in use. The Dallas-Fort Worth candelabra tower became a reality in 1954.

In 1952, Mr. Rembert was named president of KRLD Radio Corp., established as the broadcast subsidiary of the *Times-Herald*. He is in addition executive vice president of the parent company and a member of its board of directors.

Mr. Rembert married his school-girl sweetheart, Gladys Wunderlich of Dallas, in 1925. The couple has three children, two sons and a daughter, and eight grandchildren. Clyde Jr. is with Motion Picture Advertisers in New Orleans; Charles is in the San Francisco office of Advertising Time Sales; daughter Betty is married to David C. Milam of the Edward Petry Co.'s Dallas office.

Golf, freshwater fishing and hunting are Mr. Rembert's major hobbies. He shoots golf in the high 80s and low 90s. He is a member of the Woodville Fishing Club, 80 miles away in the piney woods section of East Texas. He is also a member of the Lakewood and River Lakes country clubs, the Salesmanship Club, Executives Club, Exchange Club, Kiwanis, Ad Club and Variety Club. He is also a member of the board of directors of the Bradford Memorial Hospital. He is an Episcopalian, and last fall he reached a high point in Free Masonry—the 33rd Degree, Scottish Rite.



Clyde Wallace Rembert
The original spot-salesman

EDITORIALS

Rotating chairmanships

HOW can independent agencies be made truly independent? Congress creates them. The President appoints their members. And they have quasi-judicial as well as administrative functions.

Whenever a new appointee appears before a Senate committee for confirmation, he is invariably asked whether he understands that the independent agency on which he is to serve is an "arm of Congress." Invariably, the answer is affirmative.

Yet every President, whether Republican or Democratic, has attempted to control the policies and the destinies of these agencies. Usually this is sought through the chairman who serves at the pleasure of the President. Congress has nothing to do with the selection of the chairman. Any member of any commission is eligible.

Without reference necessarily to the current administration or to incumbent chairmen, it seems to us that the only practical way of making independent agencies like the FCC or FTC truly independent is through rotating chairmanships. Thus even during Democratic administrations there would be a Republican chairman who would serve a legislatively specified term, whether it be one or two years. (A two year rotation would seem most desirable, particularly in dealing with Congress on appropriations and in completing continuing projects.)

A rotating chairmanship would reduce the danger of political control. It would maintain balance rather than touch off philosophical revolutions with each change of administration.

Run-of-schedule color

McCALL'S shook the magazine advertising world a couple of weeks ago with its announcement that it will carry color ads at black-and-white rates.

We earnestly submit that broadcasters should be shaken, too—not to their heels, necessarily, but at least out of the lethargy they have shown toward color television. *McCall's* move just might prove to be the most telling tactic yet devised in the print media's efforts to reverse the tide of black-and-white television.

A number of arguments can be marshalled to deny this assessment. It can be pointed out that *McCall's* is raising its black-and-white rates (from \$33,950 per page to \$38,800), so that its reduction in color rates (from \$46,400 for a four-color page to \$38,800) is not as great as it seems and in fact will make advertising more expensive for most *McCall's* clients. It can be noted that television's cost-per-thousand will still be far below *McCall's*. It can be said that *McCall's* move is primarily against its print competitors. It can be argued that when a medium cuts its rates, as *McCall's* has done with color, the usual result is for advertisers to put most of their "savings" into other media and that thus television stands to gain, not lose.

All this makes sense, and we say forget it. The thing to remember is that other magazines almost surely will have to meet *McCall's* competition and the result is bound to be an upsurge in magazine color advertising. Some advertisers already are talking—in quotes which *McCall's* did not fail to exploit in newspaper ads last week—about re-evaluating tv budgets in the light of *McCall's* decision. Sooner or later, magazines will have "run-of-paper color," just as many newspapers offer it now.

McCall's decision may not be the handwriting on the wall for television, but it clearly points the way that television must go.

Run-of-schedule color television is the answer, and in stating this truth we are in the uncommonly happy position of being right even if our reasons are wrong. Even if no other magazine follows *McCall's* lead; even if no advertiser takes a nickel out of television to sample *McCall's* bargain—even if nothing else happens, a general movement of broadcasters into color would widen the gap that already separates television and its print competitors. The announcement late last week that ABC-TV intends to begin feeding color is a step in the direction all of television can no longer afford to avoid taking.

If the *McCall's* move does catch fire, color will be television's most reliable fire-extinguisher.

Chicago: phase 1

WHAT do people want television to be? To judge by the testimony of many witnesses at the FCC's hearing on local programming in Chicago, they want it to be a substitute for just about every other institution that now exists.

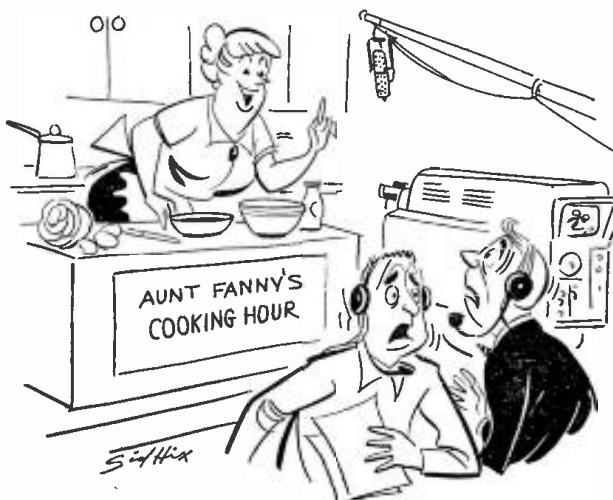
Churchmen want it to be a church or, to be more precise, as many churches as there are denominations.

Ethnic groups want it to be their social hall. Some of them want it to act as their private propaganda organ.

Politicians want it to be their political rally; music lovers want it to be their studio and concert hall; farmers want it to be their agricultural extension course; home gardeners want it to be their garden guide. Although none happened to appear at the FCC hearing, there must be Swiss bell ringers in Chicago who lament the absence of a forum for their art in, say, a regular half-hour of prime time.

People ask a lot of television; they ask for more than it can possibly give. The FCC is doing both the public and television broadcasting a disservice by urging people to express wants that have no chance whatever to be satisfied. Yet no doubt the commission will conduct other hearings in other cities like the hearing it has temporarily recessed in Chicago.

Grievances will be presented in the expectation that the FCC can provide redress. It is an unrealistic expectation. The FCC is powerless to do more than to artificially stimulate whatever discontentment now exists and to harass the holders of broadcast licenses. If the purpose is to smear television, the FCC is on the right track.



Drawn for BROADCASTING by Sid Hix

"The soup you just saw our camera crew enjoy was made from mushrooms—I think—from my front yard!"



The Sign of a Matched TV System



Designed to work together electrically and mechanically, RCA Matched TV Systems assure maximum picture quality and equipment stability. RCA is the only manufacturer that designs and builds complete matched TV Systems.



The Most Trusted Name in Television

Children's programming requires a Sense of Responsibility



WISC-TV meets the CHILDREN

Veteran ventriloquist Howie Olson and friends on the set of "CIRCUS 3"

Carefully programmed, with selected cartoons, informational films, and live features. "CIRCUS 3", through the wide coverage facilities of Channel 3 at Madison, Wisconsin, brings fun, entertainment and information to thousands of children throughout a 32-county area. This daily program, 4:30 - 6:00 P.M., Monday through Friday, has a live studio audience which is booked six months in advance.



WISC-TV
MADISON, WISC.



Represented Nationally by Peters, Griffin, Woodward, Inc.

SUPPLEMENT TO



BROADCASTING

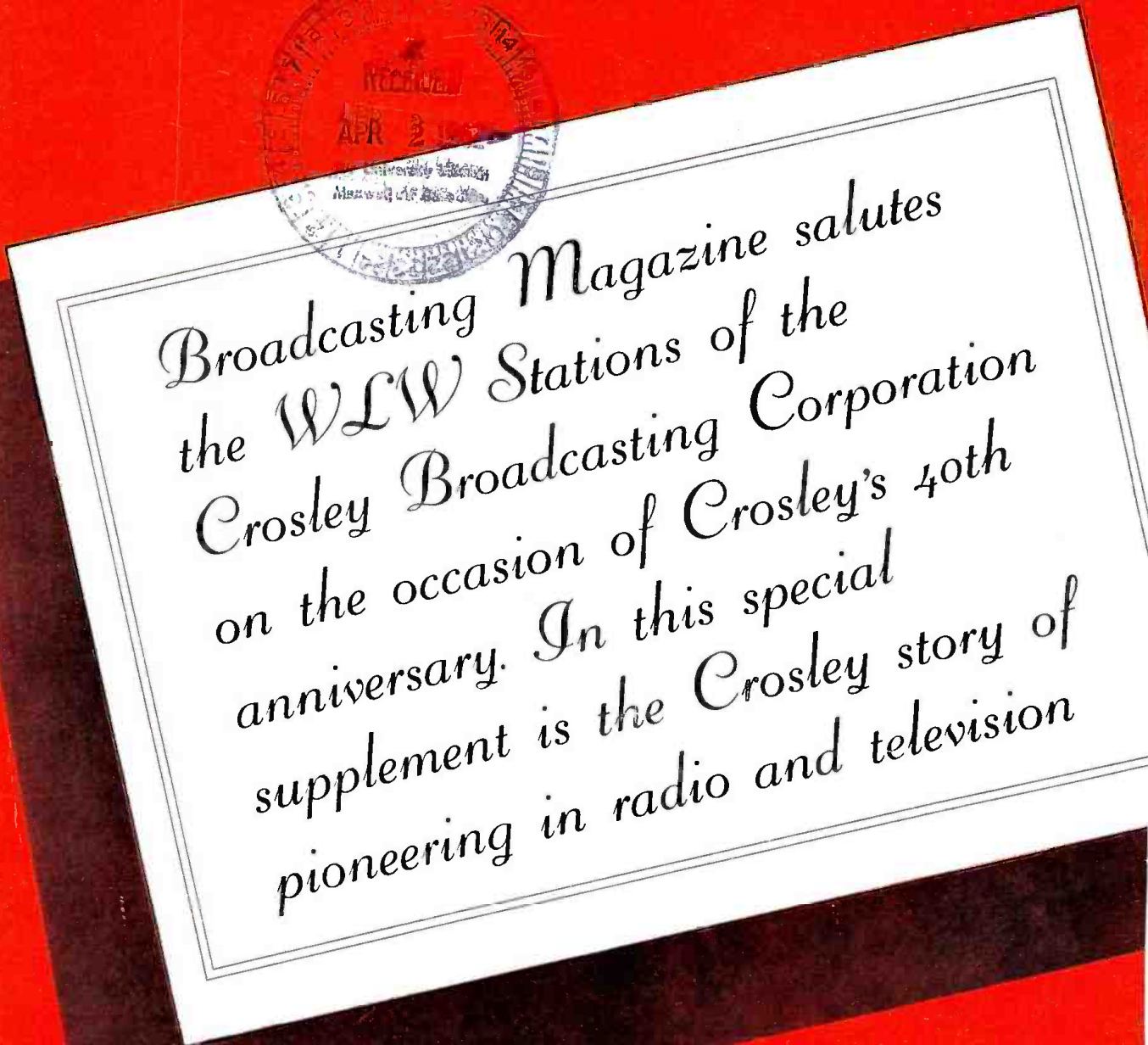
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 2, 1962

Four decades of service: Story of Crosley's
pioneering broadcast activities 3

Always in the forefront: The many 'firsts' in
Crosley's engineering saga 12

(ADVERTISEMENT)



Broadcasting Magazine salutes
the WLW Stations of the
Crosley Broadcasting Corporation
on the occasion of Crosley's 40th
anniversary. In this special
supplement is the Crosley story of
pioneering in radio and television



YOU CAN QUOTE ME...

"WLW TV and Radio land is a big part of America—reaching 20 million people in 9 states, which include a wealth of rich farm acres and prosperous homes. That's why we use the Crosley group for the Agrico Fertilizer products of The American Agricultural Chemical Company. The big WLW Stations' scope is a ripe field of rural and urban markets."

Al H. Wegener

Al H. Wegener, Account Executive
Marsteller Inc., New York



I'LL SAY THIS...

"The Crosley Stations take a lot of the guess-work out of media buying because the WLW TV and Radio facts and figures are sharp and clear, based on Crosley's 40 years of leadership and experience in the broadcasting business. If you want action in your media transactions, tune your time to the dynamic WLW Stations . . . and watch 'em go!"

Helen M. Seele

Helen M. Seele, Associate Media Director
Marsteller Inc., New York



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

WLW-D
Television
Dayton

WLW-C
Television
Columbus

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis



Crosley Broadcasting Corporation

CROSLEY'S 40 YEARS OF SERVICE

- Began with Powel Crosley Jr.'s radio experiments in 1921
- Each year since a milestone of progress for firm he started
- Pioneer broadcasters Shouse and Dunville head WLW stations

Forty years ago last month from a residence in Cincinnati, a voice pierced the air to create the most exciting moment in the life of its founder and developer and gave birth to an instrument of transmission and identification which was to rise in strength and prominence in the broadcasting world.

The voice was that of the late Powel Crosley, Jr., a young, energetic man whose hands and mind built a radio empire which has left a trail of achievements in engineering, programming, talent and community service in its 40-year history.

Cincinnati and WLW ■ Its name was Radio Station WLW Cincinnati. From its accomplishments rose another powerful media in later years—television. The two combined became the Crosley Broadcasting Corporation as it is known today, whose broadcasting and telecasting facilities embrace six stations—WLW Radio and the five television stations located in Cincinnati, Dayton and Columbus, Ohio, Indianapolis, Indiana, and Atlanta, Georgia.

As WLW celebrates its 40th birthday on March 22, 1962, those who have served on its honor roll are not to be forgotten. On this anniversary date, two of its leaders, who for 25 of the

40 years guided the destiny of this "grand old lady" to insure the success it enjoys today, are held in esteem throughout the industry for their foresight, ingenuity and management.

Crosley Broadcasting Corporation, a subsidiary of Avco Corporation, is headed by James D. Shouse, chairman of the board and chief executive officer, and Robert E. Dunville, president. Both came to WLW in 1937 from St. Louis where they were associated with KMOX.

Many Contributions ■ Under their guidance, WLW became the focal point of many outstanding contributions to the radio industry. For 15 years prior, the Nation's Station had established many milestones but many others were to be reached in the 25-year span of Mr. Shouse and Mr. Dunville. When television became accepted as a dominant entertainment force, a breath of new life was injected into the veins of a pioneer through the leadership and confidence of both men.

As new frontiers were conquered, nostalgic history of the early years of WLW is, perhaps, just a memory. But the calendar of eventful days cannot be erased.

In the early spring of 1921, the late Powel Crosley, Jr. found himself engrossed in experimental research in the field of broadcasting. In July of that year, he was granted an experimental broadcasting license with call letters 8CR. A few months later, he found it advisable to transfer his transmitter to the Crosley manufacturing plant. Here his experimental work continued steadily and in March of 1922, the first license under the call letters of WLW was issued with a power of 50 watts for the new station.

In September of 1922, its power was increased from 50 to 500 watts. Even at that time Crosley was carefully developing plans which were ultimately to lead to the regular use of power one hundred times stronger than the 500 watts then allowed his station by the United States Department of Commerce.

Projects Unified ■ The next step of importance was taken in early 1923 when he acquired controlling interest

in the Precision Equipment Co. in Cincinnati. As early as 1919, this latter concern had owned and operated Station WMH, one of the first two broadcasting stations in America to operate on a regular schedule. With this acquisition, the operation of WMH was discontinued in 1923 and Crosley's rapidly growing activity in broadcasting was concentrated on WLW. The various projects were unified through the organization of a new company—The Crosley Radio Corporation.

During the fall of 1924 spacious new studios were constructed at the Crosley plant in anticipation of permission from the Department of Commerce to increase WLW's power to 5,000 watts. This permission came in January, 1925, and the Crosley 5,000-watt transmitter plant, located at Harrison, Ohio, 22 miles away from the studios in Cincinnati, began operation immediately thereafter. This was the first time that a transmitter was remotely located from the studio.

First 50 kw. ■ The next red-letter day in the history of WLW came on July 1, 1927, when the station was granted a clear channel on 700 kilocycles. And then, almost one year later, came the day Powel Crosley, Jr.,



James D. Shouse
Chairman of the Board
Crosley Broadcasting Corporation



Robert E. Dunville
President and General Manager
Crosley Broadcasting Corporation

CROSLY'S 40 YEARS OF SERVICE continued

had dreamed of for so many years. On May 25, 1928, the Federal Radio Commission authorized the Crosley Radio Corporation to construct a 50,000-watt transmitter for WLW. Five months later on October 4, WLW's new powerful transmitter at Mason, Ohio, its present site, was put into operation. It was the nation's first commercial 50,000-watt transmitter.

Experimental work in the realm of short-wave broadcasting was initiated by Mr. Crosley eight years before when he was granted a license to operate a short-wave transmitter of 100 watts power with call letters W8XL. The power of this station was increased to 250 watts in 1927 and was granted power of 10,000 watts in 1931. For some time W8XL operated on a daily schedule of 14 hours and its audiences included listeners scattered over every part of the world where short-wave receiving sets were known.

In those hectic days which saw the early beginnings of commercial broadcasting, Mr. Crosley led the fight to bring about the present era of high power broadcasting stations. From the very start, his policy was to offer WLW listeners the highest type of radio entertainment available.

With each engineering achievement, programs began to take shape. The year 1921 was still within the time when the marvel of any sound, let it be noise or music, was breathtaking when heard through a set of headphones. To hear a station in the next town marked an epoch. To hear from the next state was to attain the pinnacle of one's desire to be the first to own a radio set.

In the spring of 1928 Crosley's activities in radio broadcasting were extended through the acquisition of the operation and control of Station WSAI which had been established in Cincinnati

in 1923 by the United States Playing Card Company. Years later, in 1944, WSAI was sold to Marshall Field.

When the broadcasting station was first moved to the Crosley factory and its power increased to 50 watts, a speech by the Mayor of Cincinnati, talks by prominent city officials and special programs marked the opening of the new radio station. It was a great day in Cincinnati radio history.

One Small Studio ■ The broadcasting studio was a small, heavily curtained room in which were but two windows and plenty of heat. The microphone resembled the phonograph horn of the earlier days. The broadcaster had to stick his head into the horn in order to talk or to sing. Terrific heat was generated by the radio transmitting set which was in the same room with the entertainers.

In 1934, engineers accomplished what until that time had been considered an engineering improbability, if not an impossibility, by building a transmitter that could send out power of 500,000 watts. The transmitter's most spectacular construction at Mason, Ohio, was an antenna tower soaring 831 feet into the air. The 500,000 watt transmitter operated full time from March, 1934, to March, 1939. From 1939 through 1943, the transmitter was operated from midnight to 1:00 a.m. under experimental call letters of W8XO.

Research Continues ■ With each passing day, Crosley engineers intensified their research. Radio printing became an actuality in Cincinnati in January, 1939, when the Crosley facsimile station W8XUJ went on the air with a power of 1,000 watts. Further developments of vital importance to Cincinnati broadcasting came about this same year. The Crosley Corporation filed application with the Federal Communications Commission for a license to build and operate a frequency modulation transmitter and for permission to build and operate a television station. The television transmitter and studios were located atop the Carew Tower and were ready to start visual broadcasting.

As spectacular as WLW's technical leadership in broadcasting has been, its contributions to the art of broadcasting by way of programs are of equal importance. Known as the "Nation's Station" because of its huge audience, WLW in its existence has contributed more than any one single station in the country.

For four decades, WLW has graduated hundreds of skilled performers and technicians into the higher realms of the radio and television world. Every important network in the country to-

day has on its roster artists and production people who started at the "Nation's Station."

Great Entertainers ■ The long procession of great entertainment figures started around 1926, shortly after WLW, with 5,000 watts, became the most powerful regularly operated station in the world. With the tremendous range at 50,000 watts, WLW personalities, particularly those on evening and late night shows, soon became nationally known.

For a star-studded list of early performers see **FATES & FORTUNES**, pages 6, 7

Although it wasn't immediately apparent to listeners, the thirties also brought some behind-the-scenes additions at the station which were to have far-reaching consequence in the position WLW was to grow to enjoy in the nation's entertainment field. It was in 1937 that James D. Shouse, now Chairman of the Board of Crosley Broadcasting Corporation, brought his concepts of programming in the public interest to WLW, with effects that were to give the entire radio industry new goals at which to aim. Sharing these concepts was another Crosley Broadcasting executive, Robert E. Dunville, President. Much credit for the success of WLW today goes to these two broadcasting pioneers.

Then Came Tv ■ Radio remained unchallenged as a powerful entertainment medium until a new frontier—television—came into being. In 1942, the WLW studios were moved from the Crosley Manufacturing Plant to Ninth and Elm Streets in downtown Cincinnati and the home became known as Crosley Square. The FCC approved the sale of the Crosley Cor-



Kendrick R. Wilson, Jr.
Chairman of the Board
Avco Corporation



James R. Kerr
President
Avco Corporation

poration to the Aviation Corporation (now Avco) in September, 1945. The broadcasting division became the Crosley Broadcasting Corporation late in 1946.

Crosley's WLW-T was granted its commercial license in January, 1948, and on February 9, 1948, it began telecasting on a regular commercial schedule. On March 15, 1949, WLW-D, Dayton, Ohio, began a full day's operation as the second Crosley tv station.

Another Tv Link ■ When WLW-C, the Columbus, Ohio, station of the Crosley Broadcasting Corporation began operation on April 3, 1949, the third link in a regional video network was completed. They were all linked together by a microwave relay setup which permitted interchange of programs among the stations. On February 10, 1953, a fourth member of the Crosley family was added with the acquisition of WLTV from Broadcasting Inc., of Atlanta, Georgia. The call letters were changed to WLW-A and ownership was transferred to Crosley Broadcasting of Atlanta Inc.

On March 6, 1957, the FCC awarded to Crosley Broadcasting a license to operate tv channel 13 in Indianapolis, Indiana, under the call letters of WLW-I. Equipped to originate live color telecasts, the fifth Crosley station went on the air October 30, 1957. New studios were dedicated in 1959.

High-fidelity radio transmission, unequalled by any other broadcasting station in the nation, became a reality at WLW on January 29, 1959. Heart of the new Crosley system is in the Rockwell cathanode transmitter which was designed, built and patented by Ronald J. Rockwell, vice president and director of engineering. Thus, WLW became the nation's highest fidelity radio station.

Local Color ■ Although WLW-T had been carrying color tv programs from the NBC Network since January 1, 1954, WLW-T assumed the title "first with color" on August 9, 1957, when the station telecast its first locally originated color program—the Ruth Lyons 50-50 Club, weekdays from 12:00 noon to 1:30 p.m.

Today WLW-T originates 16 regularly scheduled local color programs for an average total of 25 hours of color per week. Another 30 hours per week are carried from the NBC Network. Because of the over-all total of color hours available to viewers, Cincinnati has been recognized nationally as "Colortown U.S.A." More color sets have been sold per capita in the Cincinnati market than in any other city in the country. (In early 1957, during the preparation of locally originated colorcasts, WLW-T was the first independent broadcasting station in the nation to purchase a color mobile unit.)

Service to the public in the area it serves is a responsibility WLW assumed since its beginning. One of the most outstanding of its many efforts is the annual Christmas Fund for hospitalized children conducted by Ruth Lyons on her 50-50 Club show. In the 20 years that this worthy project has been in effect, more than two million dollars has been distributed to hospitals in the WLW-Radio and Television coverage area. In 1961, her audience contributed more than \$350,000 to maintain 59 hospitals and institutions.

Special Services ■ In order to perform efficiently in the public interest, each Crosley station has a separate department called Special Broadcast Services. These departments work closely with civic organizations in their community as well as the national agencies promoting their needs.

Aside from its radio and television commercial operation, the Crosley Broadcasting Corporation also maintains and operates the Voice of America installation at Bethany, Ohio, about 20 miles from Cincinnati.

From a crude toy and an idea back in 1921, the nation gained one of the most respected broadcasting institutions in the industry. Its progress over the forty years cannot be recognized without paying tribute to the vast and faithful audience it serves today. Without this breed of Americana, the crude toy would still be an idea and not a reality. The Crosley Broadcasting Corporation extends its gratitude on this 40th anniversary.



John T. Murphy
Vice President-Television



John J. Heywood
Vice President-Treasurer



Ronald J. Rockwell
Vice President-Engineering



H. Peter Lasker
Vice President-Sales



The Late K. T. Murphy
V.P.-Treasurer 1950-1961



Gilbert W. Kingsbury
V.P.-Public Relations



Harry F. Albrecht
V.P.-Central Sales



Thomas A. Bland
Vice President-Programming



Above, Doris Day sings on WLW's "Moon River." Jay Jostyn at WLW before he became Mr. District Attorney. Durward Kirby met Mary Paxton at WLW, and they married. The Morin Sisters appeared on WLW in the early 1930's as the Ladies in Waiting.

6 CROSLY SUPPLEMENT (ADVERTISEMENT)

FATES & FORTUNES

WLW has earned its title

Alumni from the Cincinnati station top profession

Like a great university, WLW Cincinnati has graduated hundreds of skilled performers and production men into the higher realms of the radio and television world.

Gene and Glenn were an early WLW twosome. **Glen Rowell** is still in radio at Rapid City, S.D. **Gene Carroll** is leading tv emcee in Cleveland.

Sid Ten Eyck and **Bob Burdett** starred in one of first comedy shows—*The Doodlsockers*.

Soap opera was born at WLW with *The Mad Hatterfields*, *Midstream*, *The Puddle Family*, *The Life of Mary Sothern*, and the queen of them all—*Ma Perkins*, starring **Virginia Payne**, who became one of the leading dramatic actresses and recent president of the American Federation of Television & Radio Artists (AFTRA).

Little Jack Little was WLW pianist. Later became an NBC orchestra leader and national radio idol. Partner was **Bob Brown**, writer-producer-announcer, now with Leo Burnett Co., Chicago.

Among the distinguished WLW announcers were **Jean Paul King**; **Blayne Richards Butcher**, now head of a Philadelphia station group; **Charles Godwin**, vice president of Mutual Network stations; **Floyd Mack**; **Jimmy Leonard**; **Dan Riss**; **Don Davis**; **Charles Woods**; **Doug Browning**; **Don Dowd**; **Tom Slater**, **Fuller Smith & Ross v.p.**

In the actor lineup—**Ralph Moody** was one of the WLW great character actors; **Eddie Albert** started on WLW as a tenor; and **Frank Lovejoy** acted his way to the great white way, now starring in the hit show, *The Best Man*.

Lon Clark, creator of the Nick Carter role on radio, was a WLW thespian.

Among the many fine actresses who performed at Crosley Square were **Bess McCammon**, **Minabelle Abbott**, **Mary Jane Croft**, **Anne Seymour**.

WLW is also proud to boast that the king comic himself, **Red Skelton**, clowning on the station for two years.

Jeff Sparks, present radio-tv director of the United Nations, was a member of the Crosley station group.



Above, Lloyd Shaeffer, now a network star, was with WLW here. Shaeffer holds the baton, Virginia Marucci is first violinist from center. Jimmy James and Clyde Trask were in the band. Below, considering they were heard and not seen, early studio productions were quite elaborate, as this one in the 1930's. Another popular studio orchestra leader was Henry Theis.



BROADCASTING, April 2, 1962

—'Cradle of the stars'

Here's how they looked when they began careers

Smilin' Ed McConnell sat at the WLW piano, chatted, and sang his way to stardom.

The Mills Brothers began their long and brilliant career on WLW. Also the Kings Jesters, now at WBBM Chicago; the Modernaires; the incomparable Ink Spots; and the Charioteers, one of whom now has his own group, the Billy Williams Quartet.

Dick Noel, highly successful recording artist and singing star of the *Don McNeil Breakfast Club*, used to vocalize on WLW.

Andy Williams, one of today's most successful singers, was also a WLW staffer. Jack Brown, too, now with the Ray Charles Singers.

Jane Froman, lady of great talent and courage, sang at WLW in the 30s.

Ramona, a Paul Whitman vocalist, sang on WLW and married station sportscaster Al Helfer, now in the national sports spotlight.

An Arthur Godfrey star was a WLW beginner, Janette Davis. As was Lee Erwin, organist, now with Godfrey. And Burt Farber, musical director for Godfrey and other leading tv shows.

One happy day, two little Maysville, Ky., girls came to sing on WLW and kept right on going to the top—Rosemary and Betty Clooney.

Other famous WLW singing sisters who made the big time are the McGuire Sisters, who started at WLW-D.

Charming Barbara Cameron, New York composer-singer-actress, once graced the WLW airwaves. As did bouncing Corky Robbins with her songs and piano, now working on a Broadway show using her Cincinnati composition—*Queen City Suite*.

Lovely Ann Ryan also sang on WLW. Has since worked with Perry Como, Pat Boone, Bing Crosby, and the Bell Telephone Hour.

Ann's husband, Bill McCord, is in the WLW announcer hall of fame.



Above, 'Ma' scolds 'Pa McCormick,' early WLW favorites. 'Red' Barber was doing sportscasting on WLW long before his New York debut. At left, Ramona, formerly at WLW and a Paul Whitman vocalist, and Rod Serling, creator of "Twilight Zone." The late great Fats Waller created a new vogue of music at WLW. Below, The DeVore Sisters, early WLW vocalists, later network stars.



The Crosley Players, a dramatic group at WLW during the late 1920's included Charles Eggleston; unidentified woman; the late Wally Maher; Dorothea Barlow; Jack Zoller, later director of "Cavalcade of America"; Sally Fisher; Mary Smith; Gertrude Dooley, who met and married Ed Byron, originator of "Mr. District Attorney," and Harry Holcombe, later a network producer.



Today's WLW & TV stars shine brightly

THESE AND MANY MORE REPRESENT THE FINEST IN ENTERTAINMENT



Ruth Lyons, star of "50-50 Club," the nation's highest rated daytime tv show, plays to WLW, WLW-T, WLW-C, WLW-D, WLW-I audiences 1½ hours daily five days a week.



Jack Denton, right, star of his own WLW-C "Jack Denton Show," with The Lucky Pennies, stars of WLW-T's "Mid-western Hayride," oldest WLW-T commercial show.

Stars of their own shows



Bob Braun



Joe Longstreth



Gordon Jump



Billy Johnson



Andy Marten



Jack Davis, host of WLW-C's "Jack's House," with guest Phyllis Diller.



Paul Dixon, star of WLW-T's "The Paul Dixon Show," with Robert Kennedy.



Jim Garner, left, is interviewed on WLW-I's "George Willeford Show."

WLW radio stars stress quality programming



Pete Mathews
"Music Til Dawn"



Jack Gwyn
"Ladies Aid"



B. Miller, G. Logan
Farm Programs



Reynolds Large
"Music For You"



Bill Albert
"Rollin' Along"

All this beauty—and they're talented too!



Marian Spelman, a vocalist featured regularly on "50-50 Club."



Ruby Wright, popular vocalist of "50-50 Club" and "Moon River."



Barbara Kay, star and teacher of WLW-I's "Kindergarten College."

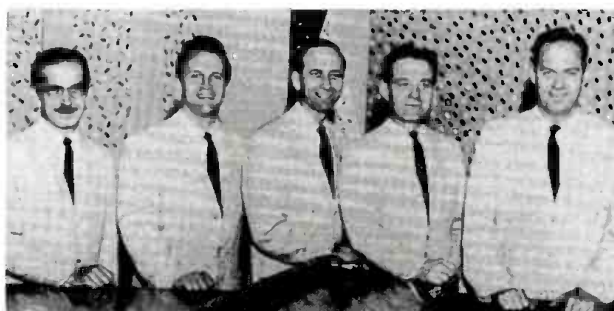


Bonnie Lou, WLW-T vocalist, "Dixon Show," "50-50 Club" and "Hayride."

Musicmakers



Cliff Lash and his orchestra, members of "50-50 Club."



The Belaires make music for "The Paul Dixon Show."



The Hometowners clown and sing on WLW-TV's "Midwestern Hayride."



Top: Howard Chamberlain, Jack Norwine, Bobby Bobo, WLW-TV
Bottom: Ed Capral, WLW-A; Zeke & Billy, Helen & Billy Scott, WLW-TV



The Midwesterners, dancing stars of the nationally famous "Midwestern Hayride."

Their stars are on the rise

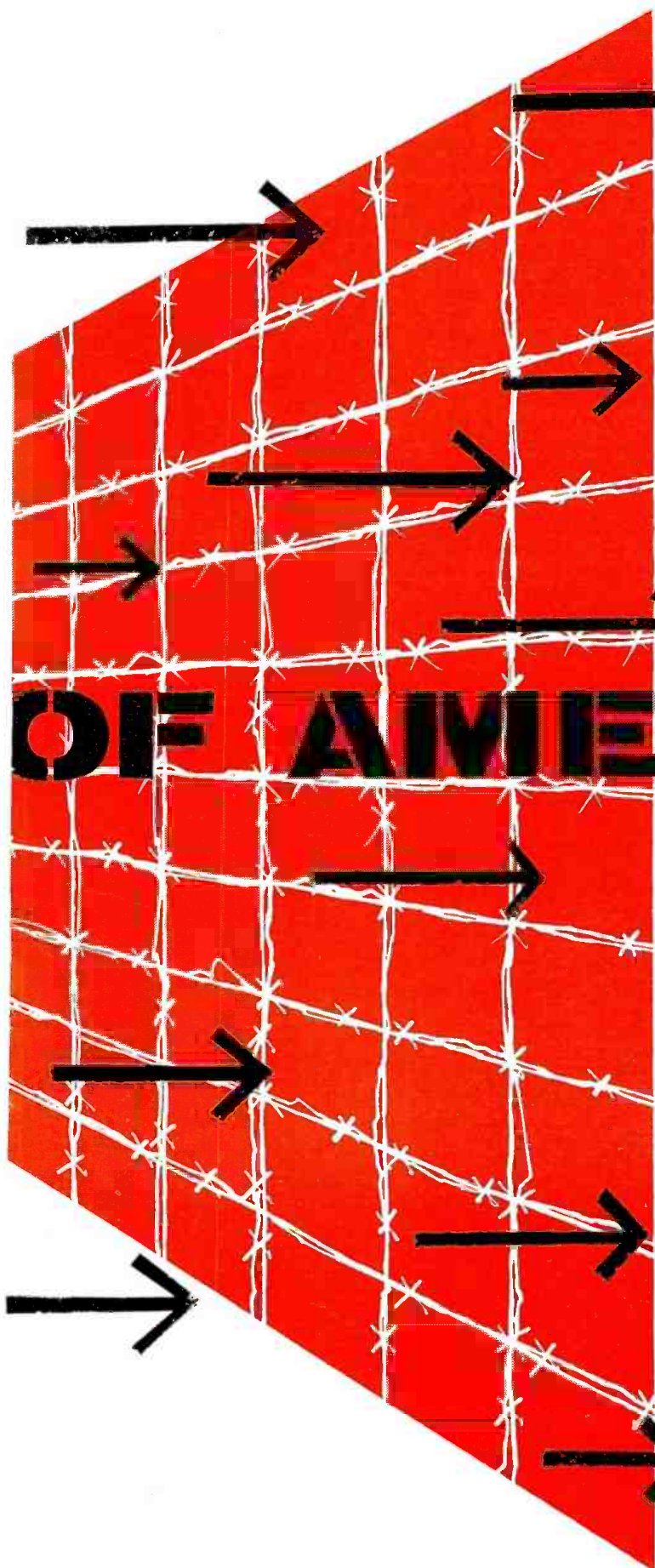


The Three Keys, attractive young singing group, just recently added to the cast of "Midwestern Hayride" on WLW-TV, already are acclaimed "a real find."



Nancy Dawn has been a vocalist on "Midwestern Hayride" several years, is still in her teens, has a bright future.



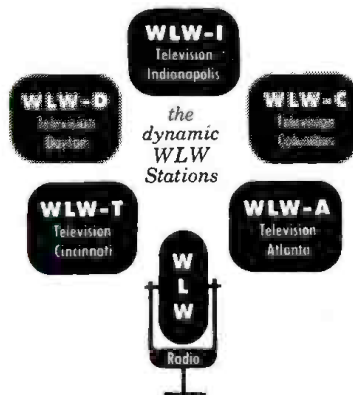


"As long as there is a voice, there is hope . . ." Since World War II, the Voice of America has been the voice of freedom and truth and hope for peoples of the world.

And for these past 18 years, the Crosley Broadcasting Corporation is proud to have played a part in this Voice of America. Since 1942 Crosley has operated 6 transmitters near Bethany, Ohio, as a link in the Voice of America, International Broadcasting Service of the United States Information Agency—helping to beam broadcasts in 37 languages to countries of the globe.

OF AMERICA

This is one of the many public services of the Crosley Broadcasting Corporation, whose principle has always been that its WLW Radio and TV Stations must give endless service to their communities. And thru cooperation with the Voice of America, it is service to the community of the world. This is our pride and our privilege.



Crosley Broadcasting Corporation,

Crosley always in engineering forefront

WLW FIRST WITH 500 KW POWER; WLW-T COLORCAST NIGHT BASEBALL

The technical history of Crosley Broadcasting Corp. parallels the technical progress of broadcasting and provides the story of many of the industry's notable engineering achievements.

From the first peep out of a 20 w bread-board rig in Powel Crosley, Jr.'s home March 3, 1921, to the first 500 kw radio station and the first night baseball colorcast, Crosley's engineering department has been a pace-setter for broadcasting advancement.

The old 8CR transmitter was moved out of the Crosley home by Mr. Crosley March 2, 1922, to a location in Northside, Cincinnati. There Crosley Manufacturing Co. took over the license, adopted the call letters WLW and transmitted with 50 w power on 360 meters.

Boosted Power ■ Six months later the power was increased to the then high output of 500 w. In 1925 power was boosted to 5 kw, the first broadcast station to attain such notable electronic might.

When the old Federal Radio Commission was formed in 1927 to bring some sort of order out of the chaotic broadcast band, WLW moved to its familiar 700 kc point and was given a clear channel to carry its programs over the eastern half of the nation, and beyond.

Crosley Broadcasting Corp. made more history Oct. 2, 1928, when it moved the transmitter to Mason, Ohio, and put the country's first commercial 50 kw transmitter into operation.

That was super-power de luxe in 1928. But just six years later WLW started its first experimental broadcasts with 500 kw power, the first station in the world to radiate this amount of energy. In 1938 the FCC conducted extensive hearings on WLW's high power and the possibility of higher power for all broadcasting stations operating in the Class IA group. The commission decided against further 500-kw operation, and in March 1939 WLW reverted to 50 kw.

Agreed to Buy ■ Meanwhile in May, 1928 Crosley Radio Corp. (as it was then known) entered into an arrangement with United States Playing Card Co. to operate that firm's Cincinnati station, WSAI, with an agreement for eventual purchase. A daytimer, WSAI was granted fulltime operation, 500 w at night and 1 kw daytime. WLW and WSAI were operated by Crosley until 1944 when FCC's adoption of the duopoly rule led to sale of WSAI to Marshall Field.

That 500 kw operation will always stand out as a high spot in the recorded history of the broadcasting industry. Listeners all over North America were able to pick up WLW through storm and static. An 831-foot-tower, tallest radio mast ever built, launched the superpower into its continental coverage area.

Less publicized was another Crosley station — WLWO, short wave international outlet. The station actually



On the occasion of WLW's 40th anniversary, the International Telephone and Telegraph Company presented four recognition awards, in the form of handsome plaques, to Crosley Broadcasting Corporation and its engineering personnel for outstanding contributions in the field of transmitter development and for collaboration with ITT in high power vacuum tube design for high fidelity transmission. A special award was presented to R. J. Rockwell, left, Crosley Broadcasting vice president-engineering, for his "outstanding contributions and related cathanode electronic patents" by ITT's Joseph J. Kircher, right, representing the Electron Tube Department, Components Division ITT.



Testing the high fidelity of transmission of WLW Radio in Cincinnati was one of the world's experts on high fidelity amplifiers, Frank H. McIntosh, seated, president of McIntosh Laboratory, Inc. of Binghamton, N. Y. Standing at right is R. J. Rockwell, Crosley Broadcasting Corporation vice president-engineering, inventor of the Rockwell Cathanode Modulation System which gives WLW the highest fidelity transmission of any am radio station in the world. Watching is Clyde G. Haehnle, Crosley senior engineer.

had begun experimental operation in 1924 with power up to 500 w, using the call letters 8XAL. In 1929 the frequency was changed from 5690 kc to 6080 kc and a 1 kw transmitter was put into service.

Strengthened in 1931 ■ The power was increased in 1931 to 10 kw and the call letters were changed to W8XAL. The station demonstrated that a number of frequency channels are necessary for international broadcasting so a group of channels was assigned in the 1936-38 period, with power going up again to 50 kw. Crosley engineers were able to blaze a new technical trail by developing a transmitter that could shift quickly to any of six frequencies. In 1939 the call was changed to WLWO. Careful design of the equipment permitted a power output of 75 kw.

While World War II held back experimenters in the electronic arts as they concentrated on military equipment and techniques, Crosley Broadcasting went through the conflict with a file of laboratory notes and field tests with another electronic medium—tele-

vision. As far back as 1937 Crosley engineers were working with video equipment, much of it of their own design.

When the war was over, Crosley resumed experimenting and the technical staff was ready when the FCC granted a permit for WLW-T to take the air. In February 1948 WLW-T started operating as the first commercial tv station in Ohio. WLW-I Indianapolis, WLW-C Columbus, WLW-D Dayton and WLW-A Atlanta make up the present five-station Crosley tv operation.

Crosley engineers kept up with, and often paced, television's technical progress. Their most exciting activity came in 1954 when Crosley decided to embrace color in a big way, convinced that some day all tv would be color.

Radio Improved ■ But radio was not forgotten in the last decade. R. J. Rockwell, Crosley engineering vice president who knew radio when it was a brash pup, decided am radio deserved the best in sound. This led him to work out a program that would give this station a modern audio touch—a combination of high-fidelity, low-distortion signal. Rounding out this improved sound would be easy-listening music. The combination, management agreed, might solve some rating and sponsor problems that had arisen during the television era.

"What'll it cost?" asked Robert E. Dunville, president-general manager of the Crosley stations. "About \$50,000," said Mr. Rockwell, making the best guess possible inasmuch as there was no way of figuring the cost of tearing up and rebuilding every single piece of gear in the whole studio and transmission structure.

What he didn't know was that the overhaul would cost \$300,000 before the job was complete.



The engineering staff of the Arlington Street studios in the mid 1920's are pictured in front of the Colerain Avenue entrance. Standing (l to r): Dave Conlon; unidentified man; Charles Butler, Ted Astrip, Chester Finley and Ray Bell. Seated are Al Schwerling, Joe Chambers, Joe Whitehouse and unidentified man. Mr. Butler is now WLW technical supervisor.

Before it was over Mr. Rockwell had devised some new audio techniques. A new approach to the problem of audio level control for radio and television led to his invention of an automatic gain control amplifier for which Crosley now holds patent No. 3,003,116.

Controls Gain Automatically ■ The amplifier system controls the gain automatically on the basis of a predetermined manner by use of a variable attenuator in response to variable amplitude input signals. Stated in simpler form, the device supplies a high degree of fidelity to reproduce program material in an average home, neither too loud nor too low and without distortion or background noise. The amplifier is used in the WLW high-fidelity trans-

mission system as part of the Rockwell cathanode modulation system, another of his inventions which also is patented.

On the basis of the equipment overhaul and the new apparatus, WLW claimed it was the highest fidelity AM radio station in the world. Incidentally WLW had started using an automatic amplifier back in 1935.

When all the work had been done, WLW discovered its signal stayed within plus or minus 1 db between 17 and 21,500 cycles, or over 10 full octaves, with distortion of 0.3%. The measurements were directed by Frank H. McIntosh, president of McIntosh Lab., and an inventor of many of the amplifiers used in audio systems and broadcasting.

Range Tremendous ■ The distortion-free signal makes possible the recreation of the loudest crescendo of full orchestra or the softest tone of muted strings. Improved quality was shown in the sound of low-cost am and auto receivers, ascribed by Mr. Rockwell to the fact that both harmonic and intermodulation distortion have been reduced to fantastically low levels.

Mr. Rockwell joined Crosley in 1929. He was named director of engineering in April 1936 and vice president-engineering in 1946. He was responsible for the design and construction of the short-wave WLWO.

Other engineers still on the Crosley Broadcasting staff who started in the 1920's are George B. Cook, Al G. Schwerling, Richard L. Schenck, Charles J. Butler, Lawrence H. Dammert, Warner W. Hartman, and Floyd Lantzer, chief transmitter engineer. Engineers James F. Atwood and Russell S. Hoff started in 1930 and 1931 respectively, and Howard Lepple, now chief television engineer, began at WLW in 1933.



Powel Crosley, Jr., President of the then Crosley Radio Corporation, inaugurates the "new" studios of WLW in 1922, located in Cincinnati at Alfred and Colerain Streets. Very first broadcast was from Mr. Crosley's home.



More people than ever before contributed more money than ever before to the 1961 WLW Christmas Fund conducted by WLW radio and television star Ruth Lyons, with a total of \$354,250 at the end of last year given to 59 hospitals in the WLW radio and tv area to bring joy to hospitalized children. Largest annual fund campaign raised by an individual in the nation, the Christmas Fund has dis-

tributed more than two and a third million dollars in the past 15 years, with every cent collected going into the fund—Crosley Broadcasting assumes the operating cost. Each year Miss Lyons presents a Holiday Hello show the Sunday prior to Christmas in honor of the donors—average gift per person is less than \$1.50. Above, Miss Lyons at far right with the 50-50 Club cast and guests.

\$7 MILLION TO PUBLIC SERVICE IN '61

■ \$2.3 million more from loyal audiences builds hospital fund

■ Facilities include radar weather, working farm, dedicated staffs



WLW-TV shares its Dateline: UN and International Zone film series with the Cincinnati Public Library and with WCET, the city's etv station. Above, Crosley's president, Robert E. Dunville, right, turns over the United Nations film series to Bert Neely, general manager of WCET.

Each station in the Crosley Broadcasting group has its own Special Broadcast Services department whose personnel devote their time exclusively to carrying out an extensive program of service to the communities each serves. Thousands of hours and millions of dollars are contributed to provide top-quality public affairs programming in the fields of education, health and welfare, religion, government, civic and social advancement, economics, current events, traffic safety, agriculture, and the weather. Illustrative of a few of these are the photos here. For its exceptional service in the public interest the WLW radio and television stations have been honored with more than 300 major national awards—in 1961 alone, 79 awards and citations were presented the Crosley stations.

1961 Public Service Report: Crosley Broadcasting Corp.

	WLW RADIO	WLW TELEVISION	TOTALS
No. free pub. serv. announcements, ID's, station breaks:	6,119	52,492	58,611
Estimated value in dollars:	\$ 298,350	\$3,845,880	\$4,144,230
No. of free public service programs:	13,560	12,074	25,634
Total time devoted to pub. serv. programs:	1,052 hrs.	3,728 hrs.	4,780 hrs.
Estimated value of p.s. programs at regular station rates:	\$1,031,205	\$1,811,496	\$2,842,701
Estimated value of time of personnel:	\$ 15,000	\$ 103,600	\$ 118,600
DOLLAR TOTALS:	\$1,344,555	\$5,760,976	\$7,105,531



Junior achievement programs are the pride of each WLW tv station. Last year WLW-TV's Junior Achievement effort was awarded the Junior Achievement National Award for the top JA company in the nation. Above, WLW-TV's JA company presents its Sunday news-for-teenagers show from COMEX, WLW-TV's modern facility at Crosley Square.

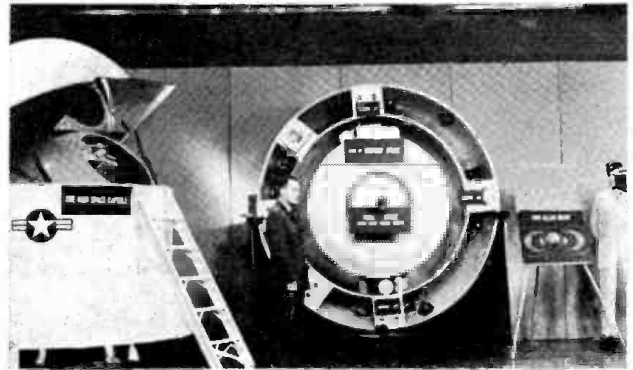


In the rich farming area of Ohio, Crosley Broadcasting's "working farm" gives an authentic, realistic and practical viewpoint to the counsel and farm news broadcast by a Farm Department staff of seven on WLW radio and television. More than 40,000 persons visit the farm annually, including approximately 2,000 school children a month.

SPECIAL BROADCAST SERVICES



Ohio's important returns in the 1960 national elections were fed to the NBC-TV Network by WLW-C, whose news director Hugh DeMoss, seated, coordinated the two day-and-night-long coverage. Standing is WLW-C staffer Walter Pfister.



Outer space was explored by WLW-D in cooperation with the Wright Aeronautical Development Division at Wright-Patterson AFB on its Expedition: Space series, with space experts from WADD quizzed by a panel of space-minded high school students.



Charlie Brockman (l), WLW-I sports director, watches while Tony Hulman, owner of the Indianapolis Speedway on which the classic 500-mile race is held each year, holds a stop watch on one of the cars in a qualification attempt. WLW-I carries programs on preparations for several weeks in advance of the actual event as well as originating the race live.



Many groups of foreign broadcasters are briefed at WLW on the technical aspects of broadcasting, sent by the International Cooperation Agency of the U. S. State Department. This group of Japanese visitors is inspecting WLW-WLW-T's modern COMEX and its news and weather facilities as explained by news director Richard Fischer, right.

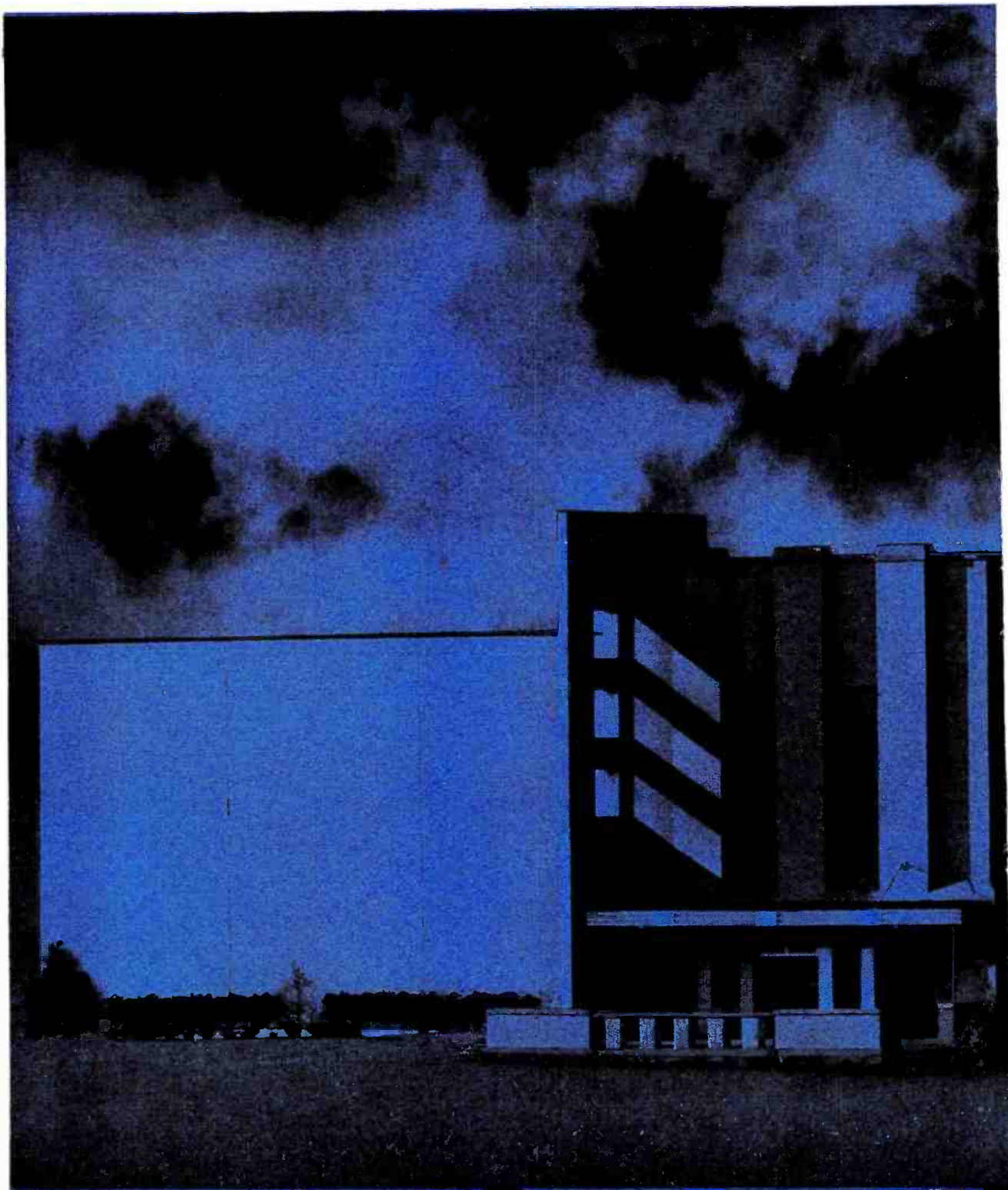


Special events coverage is emphasized at all WLW stations. Above, WLW-A's newsman Paul Daugherty interviews W. A. Pulver, Lockheed vice president and general manager of the Georgia division, on Armed Forces Day, 1961.



First to broadcast traffic reports from a helicopter by a member of a city's police division is WLW, whose twice-daily reports at traffic peaks have been hailed as one of its outstanding services to the public of all time. Lt. Arthur H. Mehring, officer in charge of traffic safety education for the Cincinnati police division, flies over the city with Pilot Jack DeVise, gets last-minute go-signal from Dan Campbell, Helicopter Airlift Co. president. Lt. Mehring also emcees the Alfred P. Sloan Award-winning WLW-T safety education television show Signal Three.

HOME OF THE GODS: RENT-\$1 A YEAR



High on a beautiful hilltop over Cincinnati—silhouetted against the clouds... stands historic Mt. Olympus. It is the modern "home of the gods"... of learning and imagination and wisdom. It is the home of WCET Educational Television Station.

Mt. Olympus includes one of the world's largest and finest TV studios with a giant TV tower built by the Crosley Broadcasting Corporation at a cost of \$500,000—but these telecasting facilities are now rented as a public service to WCET for only \$1 a year.



the dynamic
WLW stations

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton

WLW-C
Television
Columbus



Crosley Broadcasting
Corporation

WCET, which was the first Educational TV Station licensed in the U. S., is operated by the Greater Cincinnati TV Educational Foundation composed of 52 school systems, colleges, and universities. This year the educational programs of WCET are being viewed in 28,000 homes

and in over 400 schools by thousands of students throughout the Cincinnati area.

So the Crosley Broadcasting Corporation considers it an honor to rent its half-million-dollar Mt. Olympus facilities to WCET for \$1 a year. Our pride and our privilege.

Etv support long primary Crosley goal

WCET LEASES STUDIOS FROM CROSLY BROADCASTING FOR \$1 A YEAR

To further the cause of educational television, Crosley Broadcasting Corp. has contributed unstintingly of its talent and resources. In addition to originating an ambitious schedule of informational programs on its own stations, Crosley has greatly assisted in the establishment of WCET, Cincinnati's educational television station, the first licensed educational tv station in the nation.

Recognition of the interest of Crosley Broadcasting in the educational television field is indicated in the long-time membership of Robert E. Dunville, Crosley's president, on the executive committee of the board of trustees of WCET, and his appointment late in 1961 by Ohio Gov. Michael V. DiSalle to the newly-created Ohio Educational Television Commission.

Since Aug. 1, 1959, Cincinnati's station, WCET, has been housed in a modern studio building which the station leases from Crosley Broadcasting for the sum of one dollar a year. Crosley's decision to turn over its former broadcasting facilities to WCET at that time made it possible for the etv station to continue on the air as a station of importance in serving educational and cultural needs.

The modern brick studio building, constructed in 1947 at a cost of nearly \$500,000, contains 10,000 square feet of floor space and is considered to be one of the largest studios in the tv industry.

Shares Tower ■ When WLW-T moved its entire operation to Cincinnati's Crosley Square, Ninth and Elm Streets in 1951, its commercial transmitter and

tower remained on Mt. Olympus. The tower has been used by WCET since it went on the air in 1954 as the first licensed educational station in the country and space was also provided at that time for the installation of the WCET transmitter. The stations continue to share transmitter and tower facilities.

Uberto T. Neely, WCET general manager (and an "alumnus" of WLW), has said: "The establishment of an educational tv station in Greater Cincinnati would not have been possible without the financial assistance and the sharing of transmitter and tower facilities by the Crosley Broadcasting Corp. back in 1953. Again, the assistance given WCET when it faced suspension of operations in 1955-1956, through the

telecasting of many hours of WCET programming and promotion copy for educational tv by WLW-T, was invaluable."

Dunville Statement ■ Mr. Dunville has stated: "From the inception of WCET it has been the policy of the Crosley Broadcasting Corp. not to hinder, but to help and promote in every conceivable way the dedicated efforts of the educational station and its splendid personnel."

WCET, a non-profit educational tv station and the first licensed educational tv station in the U.S. (1953), is on the air an average of 30 hours a week, and telecasts more individual in-school programs than most of the other educational tv stations in the country.

EACH STATION HAS HELPED EDUCATORS

Equipment and talent have been freely given in each market

Support of educational television has been a primary objective of Crosley Broadcasting in all areas where it has broadcasting properties. For instance in Atlanta, when Crosley's tv station WLW-A installed its new tower, arrangements were made for the University of Georgia to share this facility.

For the past eight years at WLW-A a representative of the state department of education has supervised a daily half-hour educational program and has conducted workshops for television teachers and school officials.

More evidence of how Crosley gives substance to its philosophy of pro-

moting educational television is manifest at WLW-D, the Dayton, Ohio, Crosley television outlet.

Back to 1954 ■ As far back as 1954 WLW-D programmed as many as five educational tv shows at a time, including a music appreciation course presented by the University of Dayton, and a "Type Right" course through the adult education department of the Dayton public schools.

In addition to air time and public service promotion of educational television, Crosley Broadcasting goes further in its assistance to the development of educational television. For example, the special broadcast services director at WLW-I Indianapolis has a regular schedule of lectures at universities and colleges on television, conducts workshops for college-level personnel, and has spoken at an average of ten "career days" annually for the past five years in area schools and colleges. The University of Indiana presented WLW-I with a citation for this type of activity.

To help further the dedicated efforts of the educational television foundation, Crosley stations not only telecast film and live shows through the local tv foundations, but turn about and lend or give film and talent to the educational tv stations. An example of this is evident both at WLW-T and at WLW-C which have given the *Dateline: U.N.* film series to the local etv station. WLW-C works closely with the National Educational Television and Radio Center at Ann Arbor, Mich., as well as with local educational groups.



Uberto T. Neely, general manager of WCET Cincinnati, holds key to the new studios which were made available to the educational station by Crosley Broadcasting Co. Shown l to r are

Robert E. Dunville, president of Crosley, Charles B. Crouch, superintendent of Hamilton county schools, Mr. Neely and Dr. Claude V. Courter, superintendent of Cincinnati public schools.

Mikes have come a long way, too —

BUT WHAT'S THAT CORNCOB DOING AMONG THE POSIES?



One of earliest mikes, used by Powell Crosley, Jr. and Lydia Dozier, popular soprano, on WLW Cincinnati in the early 1920's. Mr. Crosley is at right.



For 16 years her "trademark," WLW radio and television star Ruth Lyons disguises her mike with a different bouquet of fresh flowers every day.



You won't find mikes like this except at WLW's Everybody's Farm, where George Logan (right) presides on WLW farm programs.



A "field mike" maybe, used by WW II correspondent Jim Cassidy during Army maneuvers in this country.



What's the box for? Jack Hendricks, one-time Cincinnati Reds manager, speaks over (or under?) the mike.



Lowell Thomas, one of broadcasting's greats, is shown at his WLW microphone during the early days of radio.



Looking like an eight-ball, this mike, used by Paul Sullivan, who was a WLW newscaster from 1930-1932.



No mike fright for Lucille Ball during an interview by Elizabeth Bemus, who was an early WLW newscaster.



Former President Herbert Hoover faced a battery of mikes when he made a speech via the WLW radio waves.



When the great Fritz Reiner was conductor of the Cincinnati Symphony he often appeared before the WLW mike.



Crosley's President Dunville admires a different kind of mike, the "Mike Award," presented WLW by Broadcast Pioneers.

WLW radio and tv's veteran newscaster Peter Grant has tried them all



The late Wendell Willkie shies away from the mike and a younger Peter Grant in a 1940 campaign speech. Note the WLW identification banner on the mike!



Then a few years later Pete, who has been a newscaster with Crosley since 1933, set his mike, now with its own attached identification, on the table.



Now he hangs it around his neck, like a diamond necklace or something! "Peter Grant and the News" is as indigenous to Cincinnati as sauerkraut and beer.



Now holding his mike, Peter Grant interviews Cincinnati's Dr. Albert B. Sabin for a radio-television broadcast during an interview on the '50-50 Club' show.



1922—March—WLW Radio went on air. Founded by Powell Crosley, Jr. Now ranks among top 10 of more than 4400 U. S. Radio Stations.



1928—3 of WLW original programs are still on in 1962: "Church by the Side of the Road," "Moon River," "Mail Bag Club."



1933—American soap opera was born at WLW with "Ma Perkins," Virginia Payne, creating a famous far-reaching era in broadcasting.



1933—WLW operated first 10,000 watt international transmitter beaming signals to Europe and South America.



1934—WLW was first and only Radio Station ever to increase its power to 500,000 watts.

CROSLLEY WLW CELEBRATE 40TH ANNIVERSARY

These are the events and the people that have made WLW Radio-TV famous

In its 40 years, the Crosley Broadcasting Corporation has had a profound effect on the entertainment world and the growth of the radio-television industry — now including 6 WLW stations reaching 9 states and 20 million people. So on this ruby anniversary—we proudly look back — but even more proudly

look forward to the continued service we can render our own audience in WLW Radio-TV land . . . and our faithful advertisers who put their trust in us and shared in our accomplishments.

Our pride and our privilege.

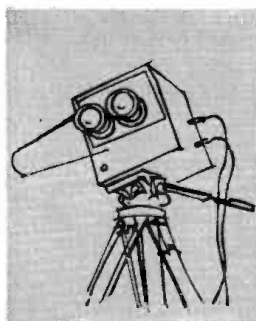
In show business, WLW is known as "The Cradle of the Stars."
Here is some of the talent who performed on WLW in their climb to fame.



Ma Perkins (Virginia Payne) Al Helfer The Mills Brothers Andy Williams Rod Serling, writer Rosemary Clooney Ralph Moody Bill Nimmo McGuire Sisters Frank Lovejoy



Red Skelton Jane Froman Dick Noel Fats Waller Durward Kirby Janette Davis Eddie Albert Doris Day Ink Spots Red Barber



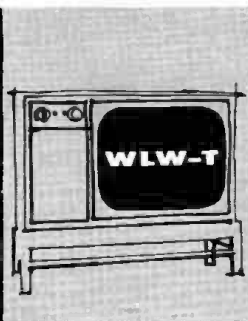
1937—Crosley Broadcasting engineers developed WLW Television experimental station. Further development interrupted by the War.



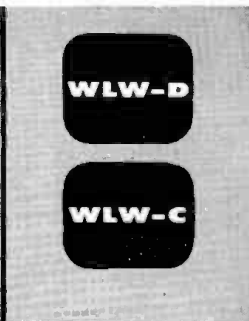
1941—Crosley purchased "Everybody's Farm" to operate and broadcast farm programs from Mason, Ohio. Now annually visited by 14,000 people.



1942—Crosley constructed and still operates 6 Voice of America transmitters at Bethany, Ohio. Largest domestic installation of Voice of America.



1948—WLW-T, Cincinnati, went on the air as one of first TV Stations in Country, first in Ohio and one of the first NBC affiliates.



1949—WLW-D, Dayton, and WLW-C, Columbus, went on the air, forming Crosley 3-Station regional television network.



1953—WLW Television became first NBC Color Affiliate. Now Color TV leader in Nation, making Cincinnati "Colortown, U.S.A."



1953—WLW-A TV, Atlanta, joined Crosley group. Reaches 3 million people, 68% of Georgia, parts of Alabama, Tennessee, North Carolina.



1954—WCET, first U. S. licensed educational TV Station, was provided half-million dollar Crosley facilities for \$1 a year "rent" as public service.



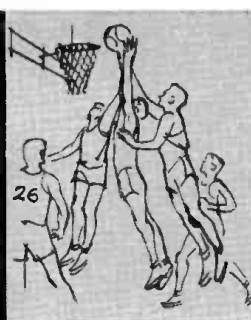
1955—First Radio Station to install Radar weather service. Today this service provides a range of over 300 miles in WLW Radio-TV land.



1957—WLW-I, Indianapolis, became 5th WLW-TV Station. Reaches over 3 million people in 63 Indiana and 13 Illinois counties.



1959—WLW became world's highest fidelity Radio Station with exclusive new AM transmission developed by Crosley engineers.



1959—First to colorcast big league baseball locally and regionally. First to colorcast indoor remotes with new low-light tube developed by Crosley and GE.



1960—First to colorcast night-time big league baseball and other night-time outdoor remotes under normal lighting conditions.



1960—Crosley provided FM transmitting facilities at \$1 per year "rental" to University of Cincinnati for educational broadcasts.



1942-61—Ruth Lyons annual fund for hospitalized children has collected over 2½ million dollars for 59 hospitals thru WLW Radio and TV alone.

the dynamic WLW Stations



Crosley Broadcasting Corporation

Experimental television began in 1937

STATION W8XCT SHOWED NEW MEDIUM TO PRESS FROM CAREW TOWER

WLW Television first began in 1937 as an experimental station with the call letters W8XCT. The first demonstration, open only to members of the press, was made on a closed circuit April 26, 1939, from the 48th floor of the Carew Tower in downtown Cincinnati. One more demonstration was made, in 1941, before Crosley engineers were transferred to war projects.

In 1946, W8XCT embarked on a regular schedule of telecasting one hour weekly, although there were fewer than 100 receiving sets in the area. Programming rose to five and a half hours by August 1947, and to 20 hours a week by the end of the year (WLW-T telecasts 19 hours a day now).

Commercial Telecasts in 1948 ■ Granted its commercial license in January 1948, WLW-T presented its first commercial telecast on February 2, 1948, with the Cincinnati Golden Gloves tournament sponsored by Wiedemann Brewing Company, which bears the distinction of being Cincinnati's first television sponsor. WLW-T actually came into existence as a regular commercial television station one week later, on February 9, 1948, broadcasting from new studios and transmitter atop Clifton Heights overlooking downtown Cincinnati. In 1951 the studio operations were transferred downtown to Crosley Square.

In April 1948 WLW-T became the second NBC-TV affiliate in the nation, and at that time boosted its power to 50,000 watts. In 1953, a new antenna and additional transmitter equipment raised the effective power to 100,000 watts, climaxing years of equipment development and program pioneering.

As the station's power grew, so did its audience and its sponsors. The first "ratings" in September 1948 showed that seven months after WLW-T went on the air as many as 139,400 people were



Crosley Broadcasting's Chief Engineer Howard Lepple (l) and President Robert E. Dunville accept an award from General Electric's Frank L. Miller (r), for Crosley's contribution to the development of the supersensitive color camera tube which permits colorcasting with ordinary illumination. Mr. Miller is director of marketing for GE's power tube department.

watching during a single 15-minute period. Most significant discovery was in the field of viewing habits, and "prime time" was established. As many as 94% of all sets were tuned in during one 8:45-9:00 P.M. period, with a whopping 6.1 viewers per set.

Advertisers Interested ■ Sponsors were quick to take the cue. In April of 1949 there were 73 sponsors represented on the station. By May the total was 87, and a little more than a year later the number had doubled. In July, 1950, 65% of the total time on the air was local—79% of this was commercial.

Audience, sponsorship and programming mushroomed together. An extensive and diversified on-the-air schedule developed, with emphasis on local programming, which has been a great force in its station's preference among sponsors, whose products advertised on WLW-T now number in the thousands.

As early as 1949, WLW-T won national recognition for its vigorous station promotion, copping the *Billboard*

award for audience sales promotion. In the ensuing years the station has blazed promotion trails which have set the precedent for the industry—and incidentally garnered nearly a dozen national promotional awards in the process.

National recognition has by no means been limited to the field of audience and sales promotion. Public service awards from *Billboard*, *Variety*, National Safety Council, Ohio Safety Council, the Alfred P. Sloan Award for Highway Safety, and many many more have been showered on WLW-T.

Pioneer Weather Station ■ WLW pioneered in establishing the first completely equipped weather station designed expressly for a radio-tv operation, and a year later, in 1955, was the first radio-tv station to install radar weather equipment. In November 1961 new radar weather equipment doubled its range to more than 300 miles, more than covering the WLW Ohio and Indiana television stations' area.

Early in 1957 WLW Radio and Television's COMEX (Communications Exchange) building across the street from the Crosley Square studio and administration building was completed, an ultra-modern showcase housing the station's complete news and weather staff and equipment, and in 1959 the space was enlarged to include additional photographic, office and service facilities.

John T. Murphy, Crosley Broadcasting vice president in charge of television, is general manager of WLW-T. Mr. Murphy joined the organization in 1949 after 18 years with NBC. Crosley Broadcasting's more than 350 employees in Cincinnati include nearly 100 persons who have been with the organization more than WLW-T's 14 years.



Crosley's fully equipped weather center, with Tony Sands, chief meteorologist. Equipment includes the weather radarscope and the six basic instruments for recording temperature, wind pressure, humidity and rainfall and transmission equipment for weather maps and weather bureau messages.

WLW-D SERVES AREA 13 YEARS

Dayton station pioneered in sports, received many national honors since debut in 1949

On March 15, 1962, WLW-D marked its 13th anniversary on the air. Although the telecasting license had been granted on April 4, 1947, two years passed before the station officially went on the air in 1949.

WLW-D became ch. 2 on April 27, 1953. The station became a basic NBC outlet in 1949, and on Sept. 1, 1954, also became the ABC primary affiliate in the area.

When the station first went on the air, John T. Murphy, now vice president in charge of television, was general manager. He was succeeded by H. Peter Lasker, now vice president in charge of sales for Crosley with offices

ally for its show *Spotlight on Tomorrow*, done in cooperation with the Junior Achievement group in Dayton, and has continued to win awards liberally ever since.

Sports Pioneer ■ WLW-D has consistently pioneered in the field of sports. It televised the Dayton Indians baseball games beginning in 1949, the first time a Class A team in the country was televised. It was the first station to televise automobile racing, from the Dayton Speedway.

WLW Television Wrestling marked the first time a major sporting event was carried exclusively for tv viewers, staged before a studio audience.



George Gray, vice president and general manager of WLW-D, joined Crosley Broadcasting Corp. in 1954 as national sales representative at WLW-D, and early in 1955 was appointed general sales manager of the Dayton station. In 1956, he was named general sales manager of WLW Radio, and on May 1, 1957, returned to WLW-D as general manager. He was elected a Crosley vice president in April 1961. Mr. Gray is on the educational television committee of the Dayton Chamber of Commerce, on the television advisory board of the National Foundation's local chapter, and is active in school, church and community groups. WLW-D's studio and office building is shown at left.



in New York City. The present vice president and general manager is George Gray, who joined WLW-D in May 1954. His staff numbers more than 90 persons.

WLW-D was the first station in the area to bring viewers compatible color and the first station to expand viewing hours, presenting live early-morning television as well as late late movies.

Early Honors ■ During its very first year, WLW-D received an award nation-

ally for its show *Spotlight on Tomorrow*, done in cooperation with the Junior Achievement group in Dayton, and has continued to win awards liberally ever since. It was the first station in the area to televise the University of Dayton basketball games—December 1953. Another "first" was live bowling, from one of the area's bowling alleys. Then six seasons ago, WLW-D, along with other WLW tv stations, brought viewers for the first time on television the Cincinnati Reds in both home and away games.

In February, 1955, the *Tonight Show*, then hosted by Steve Allen, made its

first out-of-town trip to originate its show at WLW-D. The yearly visit of the "50-50 Club" cast causes stampedes and traffic jams. For its special western program promotion in the fall of 1957, WLW-D received the third place award in the national *Television Age-Billboard* magazine promotion competition. With its Hollywood hoopla campaign, it was the only station in the Midwest to win an award in that category.

WLW-C FIRST IN COLUMBUS

Ch. 4 station started when area had only 88 tv families, now plays to plus half a million

Spring of 1949 was a busy time for Crosley Broadcasting Corp. people. Within three weeks, two new stations were dedicated—WLW-D on March 15 and WLW-C on April 3. Both were pioneers in their area.

The ch. 4 station in Columbus signed on the air at 3 p.m. on April 13, 1949, as ch. 3, which was changed to ch. 4 on

June 28, 1953.

When the station went on the air, there were only 88 tv families in Ohio's Franklin County; today there are 600,000 in WLW-C's coverage area. The station averaged 40 hours a week at that time; today its week's programming totals 129 hours. WLW-C was the only tv station in Columbus until the

coaxial cable came through in September 1949. At that time, WLW-C joined the NBC network for live programming from New York and Chicago.

Many national and local public service awards have been given WLW-C, including Billboard's public service and best local program awards, Look Magazine, National and Ohio Safety Council awards and many others, as well as countless merit citations.

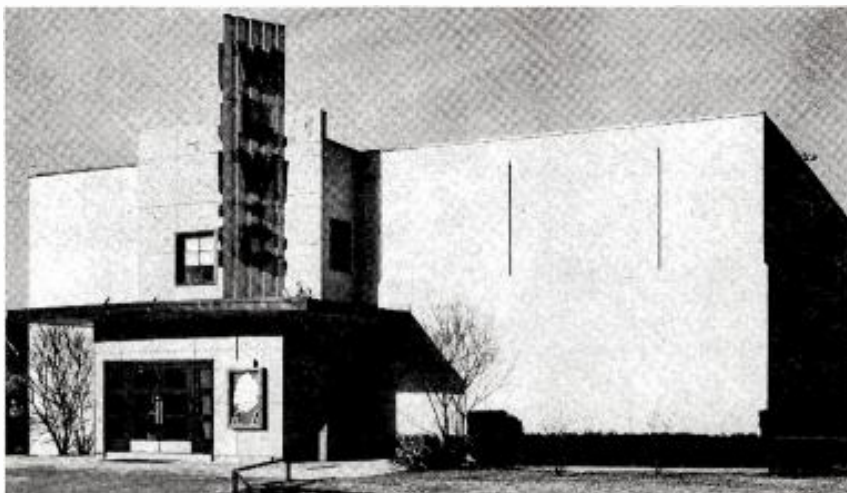
WLW-C also excels in sports coverage, telecasting Ohio State University basketball and football, Columbus Jets baseball, and just last year signed one of the largest commercial investments in Columbus tv history with the pur-

WLW-C FIRST IN COLUMBUS *continued*

chase by Kroger Co. of sponsorship of all possible Ohio State University home and away night basketball games for the 1961-62 season.

WLW-C began programming on April 3, 1949, with 40 hours on its weekly schedule. Crosley Broadcasting

network shows originating in the Cincinnati studios were beamed to WLW-C through use of the WLW-TV microwave relay system, first of its kind. On Sept. 14, 1949, all operations were consolidated in the new WLW-C building at 3165 Olentangy River Road.



James L. Leonard was general manager of WLW-C from its inception until his death June 11, 1960, and a Crosley vice president since 1952.

The WLW-C building in Columbus is modern and functional in the extreme. It houses studios and offices.



Walter Bartlett, vice president and general manager of WLW-C, was appointed general manager of WLW-C in July 1960, following the death of James L. Leonard, and was named vice president in April 1961. He had returned to WLW-C as sales manager in 1958 from Indianapolis where he had been general advertising manager of the "Indianapolis Times" since 1955. He had been a sales executive of WLW-C from 1953-1955. Mr. Bartlett was named "Outstanding Young Man of the Year" by the Columbus Junior Chamber of Commerce in January 1962, is a member of the board of directors of the Ohio Assn. of Broadcasters; member of the board of trustees of the Better Business Bureau and holds many other professional and civic offices.

WLW-A HAS TOWER OF STARS

Atlanta station built 1,042-foot antenna in 1958; nearly three million in its area

WLW-A, ch. 11, Atlanta, began operation Sept. 20, 1951, with the call letters, WLTN. The original owner was Broadcast, Inc. and the station was then operative on ch. 8.

On March 23, 1953, the call letters were changed to WLW-A when the station was bought by the Crosley Broadcasting Corp. With the change in management came a change in channels. In November 1953, WLW-A moved from ch. 8 to ch. 11.

The station first made its headquarters in the Georgia Power Building at 15 Forsyth St., S.W. In 1954 a new million dollar building was erected at 1611 W. Peachtree St., N.E. Its ultra-modern and specially designed studios can accommodate as many as 450 people when they are needed for live shows.

WLW-A's "Tower Of Stars" received its construction permit May 27, 1958. Despite the fact that construction was delayed many times by unusual rainy weather, the tower went up in record time. Erected by the John H. Beasley Co., which has built all of the Crosley stations' towers plus the towers for the Voice of America facilities, the tower was in operation prior to the official dedication, which took place on Oct. 16, 1958.

High Tower ■ Ch. 11's tower stands



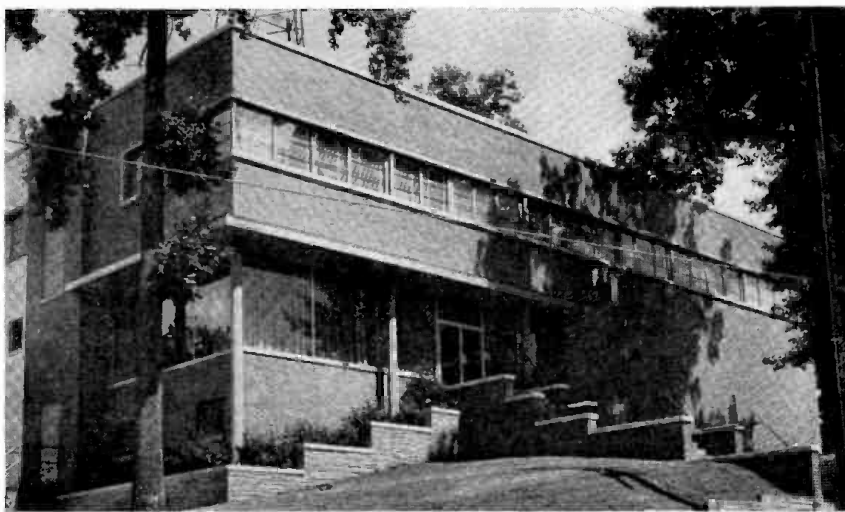
James H. Burgess, vice president of Crosley Broadcasting of Atlanta Inc., and general manager of WLW-A, had been sales manager for WLW-A from March 1957 until his executive appointment in January 1961. From 1955-57 he had been national sales representative for Crosley in Cincinnati and sales director of WLW-C, 1952-55. He is a member of the Broadcast Education committee of the Georgia Assn. of Broadcasters, Atlanta Advertising Club, and many other civic and professional groups.

2,049 feet above sea level and 1,042 feet above average terrain. It is equipped with a special antenna, a microwave platform and an elevator. This new tower gives WLW-A coverage in 117 counties, as opposed to the former 74, and constitutes a 32% increase in coverage.

The new area contains a population of 2,800,700, with 571,380 tv homes.

The new RCA traveling wave antenna gives the tower as much power as it would have if it were several hundred feet higher and the design incorporates the revolutionary new "tilt beam" principle.

Since its first broadcasting day, WLW-A has been affiliated with the American Broadcasting Co. It is headed by James H. Burgess, vice president and general manager, and is manned by a staff of approximately 90.



The WLW-A studios and administration building in Atlanta

WLW-I HAS SERVED SINCE 1957

Indianapolis story started 12 years ago; station has received 50 awards, countless citations

The WLW-I story started 12 years ago when the management of Crosley Broadcasting Corp. decided to compete for the construction permit and license to build and operate a television station which would telecast on ch. 13.

On March 6, 1957, Crosley Broadcasting was selected by the FCC to operate the station, with the statement by the FCC that Crosley gave "greatest assurance of effectuation of the pro-

posals made in the public interest, due principally to the favorable record of past performance, its long years of experience in the broadcast industry, and the experience of the particular individuals who will be brought to the operation proposed . . ."

On May 13, 1957, John Babcock, now vice president and general manager, first set up shop in Indianapolis, and began to assemble a staff which now numbers nearly 100 persons.

Oct. 30, 1957, was sign-on day, with Bishop Coadjutor John P. Crane of the Episcopal Diocese of Indianapolis giving the invocation and announcer Bob Miller doing the sign-on at 4:30 p.m.

Soon construction of modern facilities for television broadcasting was begun, and a year and a half later, on Jan. 30, 1959, the newest, most complete television station in the country

was dedicated at 1401 N. Meridian St., Indianapolis.

Proclamations ■ The Honorable Harold W. Handley, governor of the state of Indiana, proclaimed the week of Jan. 25-31, 1959, as "WLW-I Dedication Week," and Mayor Charles H. Boswell of Indianapolis signed a similar proclamation.

In its more than four years of operation, WLW-I has been dedicated to serving the public interest, and more than 25% of its air time has been devoted to public service, at a cost of more than a million and a half dollars, had this time been charged against the public service organizations, groups and events which WLW-I helped to promote.

For its public service in many areas, WLW-I has been presented more than 50 awards and citations, plus countless certificates of appreciation and letters of thanks.

In addition to the ABC-TV network programming, WLW-I carries many live entertainment programs including *50-50 Club*, *Midwestern Hayride* and *Kindergarten College*.



John Babcock, vice president and general manager of WLW-I, joined Crosley Broadcasting Corp. in 1949 as assistant farm program director for WLW Radio, and was named farm program director in 1952. He was named assistant general program manager for Crosley in 1956, appointed general manager of Crosley's Indianapolis tv station WLW-I in 1957 and a Crosley vice president in 1961.



Studios of WLW-I in Indianapolis

Crosley pioneers in programming color

FIRST WITH LOCAL COLOR IN OHIO, SCHEDULES 50 HOURS WEEKLY

The most color-conscious market in the nation owes its chromatic supremacy to the most color-conscious television station.

WLW-T's intensive programming of color has led to the title, "Colortown U.S.A.," symbolic of Crosley Broadcasting Corp.'s pace-setting use of this dramatic medium. Two years ago WLW-T's color programming had reached 36 hours a week plus a good share of color spots.

50 Hours Weekly ■ This spring WLW-T is programming over 50 hours of color every week, and over 80% of local commercials are in color. As the baseball season opens—and baseball is a beloved sport in this home of the National League champions—WLW-T's schedule calls for colorcasting of all the home games of the Cincinnati Reds that will be televised. WLW-T pioneered night colorcasts of baseball two years ago.

Three other Crosley stations are active color users—WLW-I Indianapolis, WLW-C Columbus and WLW-D Dayton.

There are two simple reasons behind all this WLW-T color:

- Programs are more effective.
- Commercials have more impact.

The superiority of both is pronounced. Color programs have much higher ratings in color homes than in black-and-white homes and color homes have a higher share of sets-in-use. And viewers

stay longer with color programs. The facts were brought out in an exhaustive study of WLW-T's color impact conducted by Burke Marketing Inc., Cincinnati research firm. (BROADCASTING, May 16, 1960).

Survey Results ■ According to the Burke findings, color programs had an average 24 rating (% of all tv homes) in black-and-white homes compared to 44% in color homes; sets-in-use averaged 54% in black-and-white homes, 62% in color homes; share of sets-in-use tuned to test programs averaged 43% in black-and-white homes, 71% in color homes.

With this greater impact, color programming offers a special attraction to advertisers especially when they note in the survey that:

- 44% of viewers of black-and-white sets recalled seeing the commercial as against 59% who saw it in color (34% advantage for color).

- 13% of black-and-white viewers replied that the commercial said or showed something that made them want to buy the product advertised whereas 22% of color viewers considered the commercial to be this persuasive (69% advantage for color).

- Per 100 viewers, 61 details were remembered from black-and-white commercials and 119 details from color commercials (nearly double).

The research firm concluded after its depth study: "It takes 3,589 black-and-

Color sportscasting

In the sports field, WLW-T again is the holder of many "firsts" in color television. It was first to colorcast baseball in Cincinnati, the first to colorcast night baseball, and first to colorcast basketball indoors under normal lighting.

With the arrival of the baseball season, the number of hours of weekly colorcasting jumps. WLW-T has a schedule of 22 day and night home games in color out of a total of 53 Cincinnati Reds games to be televised during the 1962 season. This marks the third season of colorcasts of Reds' night games, made possible for the first time in history two years ago when a new camera tube was developed for commercial use through the efforts of the Crosley Broadcasting engineering department.

white homes to equal 1,000 color homes."

And Robert E. Dunville, president-general manager of Crosley Broadcasting Corp., emphasized that with both programs and commercials "there is a consistent advantage for color."

In Cincinnati 5-7% of all tv sets are color compared with a national average of approximately 2%.

Color Pioneers ■ Here are some Crosley Broadcasting Corp. precedent-setting events: First color day baseball in Cincinnati, May 2, 1959; first night color baseball (it's routine now), May 16, 1960; first local colorcast in Cincinnati, Aug. 9, 1957, Ruth Lyons 50-50 Club; first colorcast of WLW-T's oldest commercial program, *Midwestern Hayride*, Aug. 10, 1957; first network color program, January 1954. All these were on WLW-T. The station now has two color Ampex video tape recorders. WLW-I Indianapolis has one color Ampex.

Color hookup facilities have been installed permanently at Crosley Field, home of the Cincinnati Reds.

All of WLW-T's on-the-air promotion announcements are in color. Especially significant is the fact that every weekend sustaining public service program is a colorcast.

The thrill of color in baseball telecasts grew out of the station's experiments starting three years ago. New super-sensitive General Electric camera tubes made it possible to program with 10%



Brig. General David Sarnoff (c), chairman of the board of Radio Corp. of America, receives from Robert E. Dunville (r), president and general manager of Crosley, and John T. Murphy (l), vice president for television and general manager of WLW-T Cincinnati, a baseball used in the first night game ever to be broadcast in color. The game, May 16, 1960, was made possible by using a new camera tube requiring no more light than needed for b & w.

of normal tv lighting, according to Howard Lepple, WLW-T chief engineer. Besides baseball the station colorcasts indoor sports events such as college and professional basketball, both popular sports in the area. No special circuitry was needed for the color pickups. Sufficient light is admitted at an f5.6 camera lens stop for night baseball (50 foot candles minimum in stadium).

Promotion, research emphasize color tv

Crosley Broadcasting Corp. has pioneered not only in the programming of color television but in its promotion and research. The first station in Ohio to broadcast local color programming in August 1957, WLW-T Cincinnati was also the first in Ohio to have network color tv in 1954. And most valuable to the advertising industry perhaps is the research pioneered by Crosley Broadcasting into viewing habits and the impact of color tv. "Exposure" is the key word in Crosley Broadcasting's promotion of color tv—exposure of the medium to viewers and advertisers.

WLW-T averages 25 hours of local color programming weekly, 30 hours of NBC-TV color programming weekly, for more than 50 hours of color weekly on a regular schedule. This does *not* include specials from the network or sports and other local specials on WLW-T. Approximately 80% of the commercials on the local color shows are in color; *all* of WLW-T's on-the-air promos are in color, *all* station IDs are in color, and most of the 10-second, 20-second and 60-second station breaks are in color.

People are often surprised to find how much color programming there is on television, according to color set dealers. To assist sales, Crosley Broadcasting distributes to dealers a monthly pocket-size color program schedule.

Monthly Schedules ■ Some 5,000 of these schedules are distributed monthly and provide up-to-date program information to prospective color tv owners.

Since 1954, Crosley Broadcasting Corp. has been promoting color television. It has presented live fashion shows in its studios with the cooperation of local department stores; it has supplied members of its talent staff to promote color television through personal appearances; and has conducted various "see yourselves on color television" promotions in local department stores and in the busy lobby of the Cincinnati Gas and Electric Co. building. It has arranged for color television sets to be installed in taverns so baseball fans may see their "Reds" in color, and in dozens of other ways has pushed the sales of color sets through exposure to



Crosley stations were among the first to recognize the promotion value of letting people see what color television was like. A closed circuit camera and color receiver in downtown department stores brought crowds of curious out to see themselves on the new medium. The demonstration and display proved invaluable in whetting the public interest in color television as well as lending a strong assist to the department store's selling effort.

color television.

Crosley Broadcasting management headed by President Robert E. Dunville has never doubted that the future of television is in color.

The fact that Cincinnati has been dubbed "Colortown, U.S.A." by RCA and advertisers and agencies proves the contention that viewers must "see to appreciate" color tv and that they "do appreciate" when good color programming is supplied. While the national

percentage of color television sets in the U.S. is 2%, in the WLW television area the percentage runs from 5% to 7% of all sets, according to RCA.

Commercials, Too ■ Advertisers in this area are not unaware of this. Because WLW-T's locally produced programs are live and most of them in color, this allows commercials to be done in color with rare exceptions, and at no extra cost for the tint.

The two 1½-hour shows Monday through Friday on WLW-T, *The Paul Dixon Show* from 9:00 to 10:30 a.m. and the *Ruth Lyons 50-50 Club* from 12 noon to 1:30 p.m. originating from the studios of WLW-T (and the latter fed to WLW-C, WLW-D and WLW-I), are colorcasts with live color commercials. Almost all of the film or slides used in the commercials on these and other WLW-T color shows are in color, although black and white film may be used. Each of these shows has from 14 to 18 participating sponsors a day. The use of live color commercials on the same scale continues over into the other live color shows on WLW-T Television, including *Midwestern Hayride*, Saturdays, 6:30-7:30 p.m. on four WLW television stations; *Bob Braun's Bandstand* Sunday afternoons; and *Mr. Hop* on Saturday mornings, for example.

In January of 1961 it was decided to present weekend public affairs programs originating at WLW-T in color. And the commercials on WLW-T's syndicated film shows such as *This Fascinating World*, Wednesday, 7:00-7:30 p.m., are done slide/live in color. For almost two years, all WLW-T on-the-air promotions have been done in color, whether film, slide or live or in combinations.



All of WLW-T's weekend sustaining public affairs programs are colorcasts. Crosley's longtime announcer Howard Chamberlain, right, interviews Juvenile Court Judge Benjamin Schwartz during a colorcast of "Probe," public service series presented last winter on the Crosley television station in Cincinnati.

WLW built, still operates VOA transmitters

BEAMS VOA PROGRAMS OVERSEAS WITH 75 KW POWER

The cooperation provided by the U. S. radio broadcaster in achieving the goals of the Voice of America is impressive. From the very beginning of VOA in the dark days of World War II right up to the present, WLW has lent its fullest support to the success of this project.

It goes back to 1924 when WLWO, Crosley's short-wave international station, began operating experimentally. After operating under different call letters and on different frequencies, in 1938 WLWO had six frequencies on which it was authorized to broadcast internationally, and a permit to increase its power to 50 kw (later increased to 75 kw).

In the early 1940's the VOA began broadcasting via the huge short-wave transmission system, which had been engineered by R. J. Rockwell, Crosley Broadcasting vice president and director of engineering, for the U. S. Department of State, and today, these transmitters at Bethany, Ohio, are beaming VOA programming to Central and South America, Africa and Europe on a regular operating schedule of 20 hours a day.

It began just after World War II broke out when Mr. James D. Shouse, Crosley Broadcasting's board chairman serving on a subcommittee of the U.S. Board of War Communications, was

called to an urgent meeting in Washington, D. C. The committee had been asked to come up with recommendations for putting the U. S. in a position to broadcast by short wave overseas. The committee's report recommended erection of a series of 50 kw short-wave stations. Because of WLW's traditional high power position and in recognition of the fact that the U. S. knew that Germany was using power in the neighborhood of 100 kw, Mr. Shouse insisted that the U.S. should not plan for future short-wave broadcasting at less

power than the enemy was already using. Accordingly, a recommendation was made to construct 200 kw transmitters. None of the manufacturers represented on the committee believed this to be technically feasible.

Mr. Shouse asked a recess of the committee meeting, put through a call on a telephone in the corridor to Mr. Rockwell in Cincinnati to ask if Crosley could build 200 kw transmitters. "Rocky" said yes, and within 10 minutes, Mr. Shouse had told the Board of War Communications that Crosley would build the new power short-wave facility.

The current Bethany facility, located about 20 miles from Cincinnati, is re-



Many visitors come to Bethany, Ohio, where is located the tremendous Voice of America transmitter installation operated and maintained by Crosley Broadcasting Corporation for the VOA. Above is a group of visitors from Taiwan, in the U. S. under the auspices of the U. S. Department of State, before part of the unique curtain antenna and one of the six powerful transmitters.



Shadows of some of the 20-foot poles in a forest of 232 switches which can be manually operated from the ground to connect any of the six transmitters with any of the 22 antennas of the VOA facilities at WLWO, are maintained and operated by Crosley Broadcasting Corporation as a relay base for broadcasts.

stricted U.S. Government property and is directed by 15 Crosley engineers. The plant is operated seven days a week, with at least two men on duty at all times during broadcast hours. The staff is headed by Floyd Lantzner, chief transmitter engineer.

In addition to the six high-power transmitters, there are 22 directional antennas; 14 of them are the rhombic type operated in groups of two or three, eight are curtain-type antennas.

A modern building near the center of the mile-square tract houses the complicated transmitter equipment, master control board, and the machine shop, where much of the equipment has been built to exacting specifications. There are also comfortable living quarters for the engineers.

At the rear of the main building is the complicated antenna-switch gear. Mounted on a forest of 20-foot poles are 232 switches which can be manually operated from the ground to connect any of the six transmitters with any of the 22 antennas. There are more than 1,000 poles ranging in height up to 170 feet, supporting antennas and lines.

Married to 'Moon River'

MANAGER, WLW: A friendly Chicago taxi driver who noticed my Cincinnati baggage tag told me this recently. "A good many years ago I courted my wife while listening to *Moon River's* fine music on WLW. When I proposed and she said yes, my bride-to-be thought it would be nice if, rather than having hired music which we couldn't afford, we try and use the *Moon River* music. It was arranged and the wedding went off fine as the next-door neighbor turned up the volume on his radio which sent the beautiful, peaceful notes of *Moon River* over the wedding ceremony."—George Bryson, Cincinnati.

International visit

WLW: I am writing to express my appreciation for the fine job in connection with the visit to Cincinnati of five Japanese television producers. Although we only had a half day or less to spend with your station, the group was able to see the facilities and operations of the station in the general field of public affairs. I understand also that the station included this visit in their nightly news broadcast. On behalf of the Asia Foundation which made this trip possible, and our Japanese friends, I want to express gratitude and appreciation for this splendid hospitality. I know that the occasion will be long remembered by these broadcasters after their return home.—I. Keith Tyler, National Educational Television & Radio Center.

Cannot believe this truth

WLW: I had the pleasure of hearing your station WLW on 700 kc/s on Oct. 3 from 9:33 to 10:07 EST. Details of CodX: JOKP (Kitami - NHK - No. 1, 10Kw) signed off just then, I listened to WLW. Usually, TAW, Istanbul, Turkey, 701 kc/s-150Kw is strong. I cannot believe this Truth. Details from your transmission: 09:33-10:00 . . . News Clockwatcher. 10:00 - 10:07, News-Monitor. I could not pick-up WLW by the QRM (South Asia-Ceylon). If this report is correct, please send me your QSL. My age, 22. My profession: student of university. My hobbies: collecting stamps and QSL. Many thanks for your transmission.—G. Mochizuki, 7, Kamikawata, Sakane, Kawanishi-City (Hyogo) Japan.

'Your FBI'

CROSLEY BROADCASTING CORPORATION: As the anniversary of the WLW radio program *Your FBI* nears I want to let you know of the appreciation of my associates in our Cincinnati Office and me for your valued assistance in mak-

ing this program possible. Your efforts in this regard are in no small way responsible for its success. I want also to thank you for making time available for the publicity of data concerning fugitives sought by the FBI.—J. Edgar Hoover, director, Federal Bureau of Investigation.

Jobs and workers

WLW-I: Many a wage earner owes his job to the fact that an employer heard our message over WLW-I. Many an employer has found an excellent employee because of WLW-I's reminders to use the public employment service. You have helped us immeasurably in bringing jobs and workers together.—William Stalnaker, director, Indiana Employment Security Division.

World Front

WLW-T: The Cincinnati Council on World Affairs feels that its television work is the most important segment of its educational activities, and it has been particularly gratifying to us that through the cooperation of WLW-T, *World Front* brings essential information on current world issues to our citizens.—Douglas L. Hoge, President, Cincinnati Council on World Affairs.

To reprint radar article

MANAGER, CROSLEY BROADCASTING CORPORATION: I have just read an article in *Broadcast Engineering* by Tony Sands, chief meteorologist for Crosley Broadcasting Corporation, on a weather radar system for broadcasting. We are most interested in the project and particularly so because the vidicon used at WLW-A in Atlanta is a Machlett tube. We would like to write a description of this system and your use of our tube in our magazine, and ask your permission to adapt this article to our use. Thank you.—Editor, *The Cathode Press, Machlett Laboratories, Springfield, Conn.*

'Youth for America' tapes

WLW: My husband and I send our highest compliments to you and to all concerned at WLW for the *Youth For America* program. We were enthralled and amazed to hear such sheer words of wisdom falling from the lips of those kids! We had been hoping for a similar movement to start on college campuses, but we never dreamed that it should start first in high schools . . . through these kids America may well find her salvation. We are so interested we are considering buying or renting a tape from you, if obtainable, and a tape recorder so that we might play it at schools, churches, and wherever possi-

ble to help spread this movement. We live in southeastern Ohio and could contact parts of adjoining areas of West Virginia as well.—Mrs. Grace G. Greiner, Guysville, Ohio.

Southern hospitality

WLW-A: As account executive on the Coca-Cola account, I had the opportunity to work with several people from WLW-A in Atlanta on the taping of a very complicated dance sequence for our September 18, NBC Spectacular. A dedicated crew worked from dawn to dusk to make possible a sequence which we believe to be one of the finest pieces of entertainment ever seen on television. I just wanted you to know how much we appreciated the services, above and beyond the call of duty, given us by the WLW-A gang.—Thad Horton, McCann-Erickson Inc.

From far, far away

WLW: Key West, Florida—Sunday evening, Dec. 4, we were sitting in our car with the radio on waiting for the ship in from Cuba with refugees on. Had music on, not knowing where it was from, and then the news and it was WLW. Gosh! It surely surprised us. We moved here from Defiance, Ohio, two years ago, and had never had WLW on before. The weather report said 2 below. It was about 85 here all day Sunday.—Mrs. Ed Coriell.

Funds raised

WLW-C: On behalf of the Columbus Branch, NAACP, thank you for your cooperation and help in connection with our recent fund raising banquet. Your cooperation helped to make the event most successful and the visit of Mr. Roy Wilkins, National Executive Secretary, very pleasant.—John H. Rosemond, M. D., Chairman, Freedom Fund Banquet.

'High Hopes'

WLW-C: A million thanks for showing "High Hopes." Your generous contribution of air time gave a tremendous boost to the March for Muscular Dystrophy in your area. WLW-C is to be commended for its public service in assisting MDAA and the other great voluntary health agencies in America.—Jerry Lewis, National Chairman, MDAA.

To the point

WLW: We like the program *Music For You* very much and hope it will continue as long as we live. We purchase Durkee's salad dressing not only because of its good flavor but also to show appreciation for this program.—Mr. and Mrs. C. Weber, Cincinnati.



YOU CAN QUOTE ME . . .

"WLW stations for Squibb Vigran Vitamins provide the perfect package, strong coverage and important cooperation at the local level that gives added impact before and after the selling messages are presented to consumers."

Gerald T. Arthur

Gerald T. Arthur
Vice President & Media Director
Donahue & Coe, Inc.
New York



I'LL SAY THIS . . .

"In my Broadcast today, the 3 necessary ingredients are: coverage, having an important selling background in terms of the programming and extra mileage for merchandising at the point of sale. In all 3 areas WLW stations fit the bill."

Peter Dalton

Peter Dalton
Associate Media Director
Donahue & Coe, Inc.
New York



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



Crosley Broadcasting Corporation

How many spots to sell a pound of flour?

An ancient Greek philosopher, Zeno, expressed the difficulties one faces in striving for perfection with the following example. If you attempt to move between two points, from A to B, you must of course pass a mid-point. And, when you pass this mid-point, there is still another mid-point; and, when you pass the second-second mid-point, there is still another, and so forth on to infinity. Because of this infinite number of mid-points, you can never really get from A to B. In other words, we should face it, we shall never achieve perfection. And, as I look at the sales operation for which I am responsible, and at other sales operations in this industry of ours, I become more and more convinced that Zeno couldn't be more right. We have a very long way to go.

For instance, if we are completely honest with ourselves, we must admit that we know all too little about our customers' needs. How many spots are needed to sell a pound of flour? Or, can more sales be built for a client by throwing a lot of impressions against a relatively small percentage of a given market, or should one try to reach as many different people as possible? How many times must you talk to a home to produce some sort of action? I certainly don't have the answers, and it is only small solace that you probably don't know either.

Now let's be more selfish for a moment and look only at ourselves—broadcasters. How much do we really know about audience behavior? How do audiences for different types of programs accumulate? How much duplication actually exists between stations? How can you, a station operator, guarantee certain reach and frequency to a customer? In all too many instances the sad truth is that our clients know more about this side of our business—our audiences—than we do.

What do we, the broadcasters, do about the vacuum for which certainly we are at least partially responsible? All too many times what we do is perpetuate and compound our shortcomings with what has been termed a "suicide selling" approach—you all know what this means. Instead of directing our energies in more constructive areas, we spend exceedingly large amounts of time "bad-mouthing" our competition—other television stations. The result is inevitable—our efforts are self-destructive. Again, there is small solace in the knowledge that our competitors have the same problems.

In other words, in many instances we don't provide the sort of real service

to advertisers and agencies that I, for one, feel that we, as an industry, should provide.

At this point I want to be certain that my friends at the Television Bureau of Advertising and the Radio Advertising Bureau do not take offense. I feel that both are doing a good job. However, they can't do the job alone. There are too many people to see; there are, obviously, a great many things to be done. If this industry is to begin to achieve the goals to which we all aspire, we are all going to have to make more of an effort than simply sending dues checks to various industry associations.

By way of example, let me tell you in as humble and direct a manner as possible what we have been doing at Crosley to attempt to overcome this problem of inadequate attention to client's real needs. In July of 1960 we appointed a director of marketing communications, an entirely new function within the Crosley Broadcasting Corp. While marketing communications is very much a part of our sales department, it is in a sense separate from our various national and local radio and television sales offices. Tom Nunan, our director of marketing communications, reports directly to me, has no direct agency or account assignments and has been instructed, in fact, not to sell. This does not mean he does not make calls—on the contrary, he makes many, many calls on both advertisers and agencies in all parts of the country, and in a large number of instances we make these calls together, but we do not sell, *per se*.

Marketing communications, you should realize, is a total company effort. It represents a corporate attitude, if you will, and recognition that we as broadcasters have a responsibility to our customers that goes far beyond just

delivering facilities. The objective of marketing communications is to advance the art of using broadcast media.

What do we do? Well, one thing is that we just talk to advertisers and agencies—ask them what is good about broadcast, what is bad about broadcast, why they use media the way they do, what are the advantages of print, etc. In other words, we try to learn as much about their problems and their media thinking as possible. You'd be amazed at the wealth of information we have accumulated.

A second phase of this effort is a somewhat "purer" form of research, part of which we have undertaken ourselves, part of which is conducted by such outside organizations as the Nielsen Co.

And, thirdly, of course, we hold seminars—we don't make presentations—with advertisers and agencies at which time we review our various data with them. These sessions have run as long as six hours, not 25 minutes where you ask, "What's on the hook today?"

Is it worth it?

Obviously, we think so, or we wouldn't be doing it. This sort of effort takes people, it takes money and it takes time. It doesn't supplant our sales department—rather, it is an addition to the sales department, and it should almost go without saying that it is impossible without a good, healthy sales department. It is also impossible without a forward-looking management that recognizes the need.

If we are going to grow—if we are going to help make the advertising pie larger, and if we are going to continue to get our share, and improve on it—then we must take steps to be prepared to answer the question, "how many spots do I need to sell a pound of flour?"



H. Peter Lasker is Crosley Broadcasting Corp.'s national salesman. As its vice president in charge of sales, Mr. Lasker has had his offices in New York since 1956. A veteran of broadcast sales for the past 20 years, Mr. Lasker was general manager of WLW-D (TV) Dayton for seven years, starting in 1949 and serving until his assignment to New York in 1956. Mr. Lasker was born in Switzerland. He has also lived in England and other places abroad before coming to the United States.



'BBS' begins fifth successful year

To mark the beginning of the fifth year of the *Bob Braun Show* on WLW under the sponsorship of McAlpin's is a member. R. E. Dunville (right) and Bob Braun made the Alpin's Department Store in Cincinnati presentation September 2, 1961. The nati, a desk pen set was presented to Saturday afternoon teenage dance R. Nelson Shaw (center) president. party is regularly broadcast from McAlpin's downtown store tea room.

Crosley Stations prove public affairs prowess

WLW Radio and WLW Television have proved they can get plenty of mileage out of public service broadcasting. The following are results of some of their activities.

WLW-C Columbus, Ohio, made numerous spot announcements in connection with that city's Hearing and Speech Center's "Better Hearing and Speech Observance." Because of the promotion, more than 400 persons were given speech and hearing tests, according to Samuel M. Cohen, executive director of the center.

In another demonstration, the Y-Teens of Cincinnati sold more than 64,000 bags of potato chips, good enough for first place among all cities in the southwestern U.S., following the help of Ruth Lyons on *50-50 Club*.

In Indianapolis, WLW-I triggered a one week Goodwill Industries clothing drive that accounted for more than 16,000 bags of clothing, far in excess of what was expected.

Earliest sell-out

At the beginning of the Christmas season in 1961, the Kroger Company supermarket produce buyer of the Cincinnati division, Floyd Bradley, estimated he had purchased too many Christmas trees, so in order to sell as many as possible, put on a special promotion on WLW-T's *The Paul Dixon Show*. After the Christmas tree buying season ended and the sales were re-

ported for the trees, Mr. Bradley reported to WLW-T that "we had the earliest sellout, and the best clean-up on both the balsam and Scotch pines we have ever had."



'Yeasty ingredient' of WLW-A show is its hero

Rave notices in the Atlanta press and letters to the station followed the Sept. 16, 1961, presentation by WLW-A of a special local documentary, "The First 100 Years: The Hartsfield Era." Star of the show was William B. Hartsfield, long-time mayor of Atlanta (center), who not only appeared on the screen as his-

WLW-I gets plaudits from service groups

A unique idea paid off for the Special Broadcast Services Department of WLW-I Indianapolis.

The department, headed by Bruce Cox, sent statements to various groups and organizations for whom the station donated public affairs announcements.

The statements listed in detail the number of 10 and 20 second spots per promotion per month. At the bottom was totaled the amount the programs would have cost if sold at rate-card prices. But the station stamped "no charge" on the figure.

With each statement, WLW-I sent a letter of appreciation to each organization for allowing it to take part in the various campaigns. The WLW-I SBS works in cooperation with the Program Advisory Council, consisting of 200 business, civic and social leaders.

Every organization replied. Some answers follow:

"We deeply appreciate the generosity of your organization and are equally appreciative of the kind and courteous manner in which you extend your public service assistance." Robert Gordon, director, Anti-Defamation League of B'nai B'rith.

"Many a wage earner owes his job to the fact that an employer heard our

message over WLW-I and listed his opening with the division. Many an employer has found an excellent employee because of WLW-I's reminders to use the division's public employment service. Probably no day goes by without one of our office callers prefacing his conversation with 'I heard your spot on ch. 13' or 'I came because WLW-I said —.' You have helped us immeasurably in bringing jobs and workers together." William Stalnaker, director, Indiana Employment Security Div.

"Seriously, we are amazed at the amount of time which WLW-I has given to the Red Cross and more than that, of course, we are deeply grateful to you and your colleagues who have made this time possible." Virgil Sheppard, executive director, American Red Cross, Indianapolis Chapter.

"We want to express our thanks to you and WLW-I for the help you have given the orchestra. We know that the public service time you have given us has contributed greatly to the success of our season and we sincerely appreciate it." Marjorie Littrell, Bob Long Assoc., Indianapolis Symphony Orchestra.

"I want to say that we appreciate very much the wonderful contribution and cooperation we have received from WLW-I since you have been in Indianapolis. We feel you have been a great addition to the community." Frank M. Chase, Scout Executive, Central Indiana Council Inc., Boy Scouts of America.

WLW-T, WLW-I honored for 'A Family Affair'

Two Crosley Broadcasting television stations, WLW-T Cincinnati and WLW-I Indianapolis, were the two honor award winners in the TV and Radio series awards of the Family Service Assn. of America at its 50th anniversary meeting in New York.

The programs were submitted in the Seventh Biennial Exhibit of Public Relations Materials held in conjunction with the anniversary, in competition with exhibits submitted by all Family Service agencies in the U.S. and Canada.

WLW-T's program, *A Family Affair*, a 13-week series, was presented on Sunday mornings through the auspices of the Family Service of Cincinnati. WLW-I's program, similarly titled, also was presented on Sunday mornings through the cooperation of the Family Service Assn. of Indianapolis.

Umbrella offer brings downpour of orders

Expecting a sale of approximately 5,000 umbrellas in connection with its promotion of White Rain shampoo on the WLW-Radio and WLW Television program *The Ruth Lyons 50-50 Club*, the Toni Company had ordered that



8 million women do as she tells them

When Ruth Lyons, fabulous star of her own show, the *50-50 Club* on WLW Radio and Television, tells her listeners and viewers to buy something or do something, they do. Item: When an article by Miss Lyons appeared in *The Ladies Home Journal* in April, 1959, the newsstand sales in Cincinnati rose six-fold; when *Look* featured Ruth Lyons in the

issue of July 19, 1960, newsstand sales in the area jumped to 11,720 from the 3,000 of the previous week. Item: Miss Lyons' mail from fans totaled more than one million pieces last year. Above, Miss Lyons (left) points out to Elsa Sule, *50-50 Club* commercials producer, exactly where to place a prop in one of the commercials.

number prior to going on the air with its offer—a white umbrella with blue leather handle to sell at \$2.25 and a White Rain proof of purchase. It happened to be one of Toni's happiest underestimates. Response to the offer necessitated making 20,000 additional umbrellas and several weeks of overtime work in umbrella factories. Total count at the end of the promotion was 25,028 umbrellas ordered.

Job finding program proves successful

For two years WLW-T Cincinnati produced a very effective program, its popular *Situation Wanted* series, presented jointly by the Cincinnati Guidance and Personnel Assn. and the Ohio State Employment Service.

The show featured a common meeting ground between prospective employers and employees with a panel of leading Cincinnati businessmen and personnel managers interviewing a trio of job applicants under conditions as close as possible to those of an actual job interview.

From the show's inception, more than 50% of the persons interviewed

were hired and many others received indirect employment as a result of their appearance on the program.

'World Front' growing

World Front, a discussion program with Howard Chamberlain as moderator, inaugurated on WLW Radio in the wake of the surprise attack on Pearl Harbor, has celebrated its 21st anniversary. The show has since branched out into television and has been the battle ground for many outstanding national personalities to voice their opinions on various subjects.

Howard Chamberlain still is the moderator. The program is produced by the Special Broadcast Services of Crosley Broadcasting in cooperation with the Cincinnati Council on World Affairs.

First venture into local tv

Until it sponsored *Bold Venture* on WLW-D in 1959, P. Ballantine & Sons had not advertised through local media. Sponsorship of the filmed adventure series on WLW-D was the first time they exposed their Ballantine Ale to the public in that marketing area, they disclosed.

DATEBOOK

A calendar of important milestones and events in the 40-year history of Crosley Broadcasting Corporation.

1922

March 22—WLW began broadcasting with 50-watt power over crystal receiving sets to awed listeners. Station founded by, Powel Crosley Jr., who became one of most famous figures in American business, broadcasting and baseball. Early programs were interrupted to pick up distress calls from ships at sea and for locomotives passing studio.

September—WLW power increased to 500 watts.

1923

Oct. 5—First "Church by the Side of the Road" program on WLW, beginning 39 years of continuous broadcasting. Now on WLW-T, oldest sustaining religious program in America.

1924

New WLW studios constructed at Crosley Manufacturing plant. WLW helped establish broadcasting industry in America. Now consistently ranks among top 10 of more than 4,400 U. S. radio stations.

1925

January—WLW power increased to 5,000 watts by permission of Herbert Hoover, then Secretary of Commerce, making it most powerful U. S. station.

WLW transmitters built at Harrison, Ohio, 22 miles from studios—first "remote" broadcasting in America!

1926

Mills Brothers came down from their hometown of Belfontaine, Ohio, to join WLW entertainment staff and help launch WLW as "The Cradle of the Stars."

1927

Clear channel of 700 kilocycles granted WLW.

1928

October—Federal Radio Commission permitted WLW to increase power to 50,000 watts—making WLW first 50,000-watt commercial station to operate on regular schedule, so became known as "The Nation's Station."

"Mail Bag Club" program began on WLW, featuring exchange of mail, songs, and inspiration for shut-ins.

1929

WLW one of first stations to build own country and western music staff.

1930

October—"Moon River" midnight music program first heard on WLW. Singers who went on to fame and fortune included Doris Day, Rosemary and Betty Clooney, Lucille Norman, Anita Ellis, Devore Sisters, Jeannette Davis. Announcer-poetry-readers have been Durward Kirby, Jay Jostyn, Harry Halcombe. Producer, Eddie Bryon.

1931

"Little Jack Little" was WLW pianist. Went on to lead NBC orchestra.

1932

"Fats" Waller was WLW organist. Introduced many of his compositions on WLW, like "Ain't Misbehavin'."

1933

First soap opera in U. S. was created and broadcast at WLW—"Ma Perkins" starring Virginia Payne—sponsored by Procter & Gamble, stayed on air 27 years, until end of 1960.

WLW also originated chiller-thriller series—"Dr. Kenrad's Unsolved Mysteries"—setting pace for who-dunits that followed. WLW operated first 10,000-watt international transmitter beaming signals to Europe and South America.

1934

May 2—WLW authorized by FCC to build 500,000-watt transmitter. WLW operated on this high power 1934-39, only station in nation ever this powerful. 831-foot tower with new vertical radiator type antenna hurled spoken words parallel with earth's surface and pierced air for thousands of miles.

1935

The Ink Spots started their climb to fame on WLW. Also the Charloters, later with Bing Crosby show. One member now has own group, the Billy Williams Quartet.

1936

WLW received one of first Variety awards—for outstanding program originations.

1937

Crosley Broadcasting engineers developed WLW television experimental station, pioneering tv in U. S. Further development interrupted by war.

October—James D. Shouse, now chairman of the board, joined Crosley Broadcasting Corporation.

November—Robert E. Dunville, now president, joined Crosley Broadcasting Corporation.

1938

WLW received its second Variety award for outstanding program origination.

Jane Froman signed on WLW after Powel Crosley Jr. heard her sing.

1939

Red Skelton came from Chicago to do a weekly comedy show on WLW.

Variety award for best nationally exploited station.

1940

WLW added meteorologist to staff, becoming first station to have own weather man. Peabody award for meritorious public service; Billboard award for outstanding achievement in radio publicity and exploitation.

1941

April 23—WLW purchased farm from which to operate and broadcast farm programs at Mason, Ohio, for service to farmers and understanding of farm issues. Named it "Everybody's Farm." Now annually visited by 25,000. WLW voted outstanding farm radio station by American Farm Bureau Federation.

Variety award for patriotic leadership. Billboard award for best clear channel station exploitation.

CROSLEY BROADCASTING CORPORATION

Executive and broadcasting headquarters: CROSLEY SQUARE, 140 W. Ninth St., Cincinnati 2, Ohio. Telephone Cherry 1-1822.

CHAIRMAN OF BOARD JAMES D. SHOUSE
PRESIDENT R. E. DUNVILLE
VICE PRESIDENT & TREASURER JOHN J. HEYWOOD
VICE PRESIDENT, TELEVISION JOHN T. MURPHY
VICE PRESIDENT IN CHARGE OF SALES H. PETER LASKER
VICE PRESIDENT IN CHARGE OF PROGRAMMING AL BLAND
VICE PRESIDENT, ENGINEERING DIR. R. J. ROCKWELL
VICE PRESIDENT IN CHARGE OF PUBLIC RELATIONS GILBERT W. KINGSBURY
VICE PRESIDENT IN CHARGE OF CENTRAL SALES DIV. HARRY ALBRECHT
DIR., PERSONNEL & LABOR RELATIONS D. G. MIDDENDORF
ASSISTANT CONTROLLER E. S. ZIMMERMAN

Press Relations

DIRECTOR: Marjorie Kemme; EDITOR: Eleanor Meagher; PUBLICITY AND AUDIENCE PROMOTION DIR.: Joe Cella.

Advertising & Sales Promotion

DIRECTOR: Jack Frazier

WLW Radio

SALES MANAGER: Steve Crane; PROGRAM DIRECTOR: Gene Dailey.

WLW TV Stations

WLW-A, 1611 W. Peachtree St., N.E., Atlanta, Georgia, Trinity 2-1141. VICE PRESIDENT, GENERAL MANAGER: James H. Burgess; SALES MANAGER: Peter S. Crawford; PROGRAM DIRECTOR: Neal Van Ellis; PROMOTION DIRECTOR: Howard Rowe; CHIEF ENGINEER: Wilbur Fattig.

WLW-C, 3165 Olentangy River Rd., Columbus 2, Ohio, Amherst 3-5441. VICE PRESIDENT, GENERAL MANAGER: Walter E. Bartlett; SALES MANAGER: Richard Reed; PROGRAM DIRECTOR: M. A. Durea; PROMOTION MANAGER: John Burpee; CHIEF ENGINEER: Charles Sloan.

WLW-D, 4595 S. Dixie Highway, Dayton 1, Ohio, Axminister 3-2101. VICE PRESIDENT, GENERAL MANAGER: George Gray; SALES MANAGER: Dale Smith; PROGRAM DIRECTOR: Paul C. Law; PROMOTION MANAGER: Dorothy Sanders; CHIEF ENGINEER: Robert Wehrman. WLW-I, 1401 N. Meridian St., Indianapolis 2, Indiana, Melrose 5-5403. VICE PRESIDENT, GENERAL MANAGER: John Babcock; SALES MANAGER: Bob Lamb; PROGRAM MANAGER: Charles Brodhead; PROMOTION MANAGER: Charles Rogers; CHIEF ENGINEER: Norman Nixon.

WLW-T, 140 W. Ninth St., Cincinnati 2, Ohio, Cherry 1-1822. VICE PRESIDENT, GENERAL MANAGER: John T. Murphy; SALES MANAGER: David F. Strubbe; PROGRAM DIRECTOR: Abe Cowan; PROMOTION DIRECTOR: Marjorie Kemme; CHIEF ENGINEER: Howard Lepple.

Sales

3 East 54th St., New York 22, N. Y., Plaza 1-5353. VICE PRESIDENT IN CHARGE OF SALES: H. Peter Lasker; EASTERN TELEVISION SALES MANAGER: P. Scott McLean; EASTERN RADIO SALES MANAGER: Edwin Fisher; SALES DEVELOPMENT MANAGER, EASTERN DIVISION: Bill Murray; MANAGER SALES RESEARCH & ANALYSIS: Tony Kraemer; DIRECTOR OF MARKETING COMMUNICATIONS: Thomas Nunan.

360 N. Michigan Ave., Chicago 1, Illinois, State 2-6693. VICE PRESIDENT IN CHARGE OF CENTRAL SALES DIV.: Harry Albrecht; RADIO SALES MANAGER: Sam Schneider.

727 Nat'l City E. Sixth Bldg., Cleveland 14, Ohio, Main 1-7756. TELEVISION SALES EXECUTIVE: Bert Julian; RADIO SALES EXECUTIVE: Andy Jacobs.

Representatives

BOMAR LOWRANCE & ASSOCIATES
Atlanta-Dallas
TRACY MOORE & ASSOCIATES
Los Angeles & San Francisco

1942

WLW studios were moved from Crosley manufacturing plant to new downtown Crosley Square, which has become Cincinnati and radio-tv landmark.

Ruth Lyons started broadcasting on WLW, beginning one of the most fabulous careers in radio-tv history.

Crosley commissioned by State Department to construct powerful short wave stations—WLWL, WLWR, WLWS at Bethany, Ohio, for Voice of America broadcast to Europe, Africa, South America. Still in operation, this is largest domestic Voice of America installation.

Variety award for promoting understanding of war issues.

1943

Alfred I. Dupont award for outstanding public service.

1944

Peabody award for outstanding news reporting; City College of New York award for most effective program promotion.

1945

National Bureau for Fire Prevention award; Billboard award for best 7th war loan promotion; City College of New York award for best over-all radio station promotion.

1946

After the war Crosley resumed television experimental station, which later became WLW-TV.

Variety award for "Contributing to World's Bread Basket"; American Symphony Orchestra League award for encouraging, stimulating, and perpetuating the influence of good music; Billboard and City College of New York awards for best over-all station promotion.

1947

Institute for Education by Radio award for furthering international understanding; City College of New York award for over-all station promotion.

1948

Feb. 2—WLW-TV, Cincinnati, began operation on first commercial television station in Ohio with Golden Gloves boxing tournament, first sponsored program.

Apr. 1—WLW-TV became second NBC-TV affiliate, first outside New York.

Billboard award for outstanding achievement in radio promotion.

1949

March 15—WLW-D, Dayton, Ohio, went on air as second Crosley TV station.

April 3—WLW-C, Columbus, Ohio, became third Crosley TV station in regional network.

Institute for Education by Radio award for public issue programs; Billboard award for best sales promotion.

1950

Bill Nimmo was WLW-TV announcer and m.c. Went on to NBC network.

1951

Foundation for Infantile Paralysis award "outstanding contribution"; English Speaking Union award for bettering relations; Variety award for outstanding station promotion.

BROADCASTING, April 2, 1962

1952

New high-gain antenna gave WLW-TV power equivalent of 50,000 watts to climax 11 years of equipment development.

Billboard award for public service programming.

1953

Feb. 10—WLW-A, Atlanta, became fourth Crosley TV station—reaching 3 million people in 68% of Georgia, parts of Alabama, Tennessee, North Carolina.

Damon Runyon Fund award for assisting in fight against cancer; American Public Relations Association award for outstanding public service; Billboard award for public service.

1954

January—WLW-TV became first NBC color affiliate. Introduced color TV to midwest with Pasadena Tournament of Roses Parade.

WLW radio and television installed first weather station specially designed for radio-TV operation.

National Safety Council award for exceptional service to farm safety; Foundation for Infantile Paralysis award for outstanding effort.

1955

First broadcaster to add radar unit to weather reporting system as important link in U. S. weather warning system.

American Red Cross award for outstanding service; Variety Responsibility to Community award; U. S. Treasury award for patriotic service; National Exchange Club award for crime prevention; National Safety Council Award, exceptional service to farm safety. WLW began "Signal Three," teenage traffic safety program now nationally acclaimed.

1956

Alfred P. Sloan award for highway safety; first of five consecutive awards; American Cancer Society award for public health education; U. S. Treasury award for patriotic service; National Safety Council Award for exceptional service to farm safety.

1957

March 1—WLW radio and WLW-TV established new COMEX (Communications Exchange) operation—staffed by 3 meteorologists, 2 news writers, news editor-director, 3 photographers, with complete news facilities in special COMEX news building.

Aug. 8—WLW-TV became first independent telecaster to originate own live local color tv programs—Ruth Lyons "50-50 Club" on Aug. 9 and "Midwestern Hayride," oldest WLW commercial program, on Aug. 10.

Oct. 30—WLW-TV, Indianapolis, signed on as fifth Crosley TV station—reaching 3 million people in Indiana and Illinois.

Nov. 18—WLW radio began 2-hour nightly "Music for You" program of fine music and background, starting a revolution in nighttime radio.

WCET, first U. S. licensed educational tv station was provided half-million dollar Crosley transmitter and studio building for \$1 a year "rent" as public service.

National Safety Council award for exceptional service to farm safety. Billboard award for best local program.

1958

September—WLW radio begins helicopter traffic reports in traffic rush hours, becoming one of nation's outstanding safety programs.

October—WLW-A "Tower of Stars" de-

licated. First traveling wave antenna east of Mississippi River, second in country. Increased WLW-A coverage from 74 to 117 counties.

Nov. 30—Bob Braun Appreciation Day proclaimed by Cincinnati mayor in honor of WLW singer-personality for outstanding work with teenagers.

U. S. Navy Silent Service award; Dept. of Army award for patriotic civilian service; U. S. Air Force award for dissemination of information; U. S. Marine Certificate of Appreciation.

American Cancer Society award for outstanding service, American Heart Association Certificate of merit; National Safety Council Award for exceptional service to farm safety.

1959

National Safety Council Public Interest Award for exceptional service to farm safety; National Safety Council Public Interest Awards to WLW, WLW-TV, WLW-A, WLW-TV.

WLW became world's highest fidelity radio station with exclusive new Rockwell Cathanode am Transmitter developed by Crosley Broadcasting engineers to give WLW radio a sound spectrum ranging from 20 to 20,000 cycles.

May 2—WLW television first to colorcast daytime big league baseball locally and regionally—Cincinnati Reds games.

Also first to colorcast indoor remotes under normal lighting conditions with new low-light tube developed by Crosley and GE—Cincinnati Royals and University of Cincinnati basketball games.

Crosley installed new electronic weather receiver, connected with U. S. Weather Bureau Master Analysis Center in Washington, D. C.

First Flying Green Cross Aviation Safety Award ever given a helicopter awarded for Helicopter Traffic Reports program record.

1960

WLW television, first to colorcast nighttime big league baseball and other nighttime outdoor remotes under normal lighting conditions with new low-light tube.

Many color tv firsts make WLW-TV acclaimed national color-tv leader and Cincinnati "Colortown, U.S.A.," number one color-tv market.

Crosley provided fm transmitting facilities to University of Cincinnati for educational broadcast for \$1 a year "rental" as public service.

National Safety Council Public Interest Award for exceptional service to farm safety; Alfred P. Sloan Award for "Signal Three."

1961

Ruth Lyons annual fund for hospitalized children reached over \$2,300,000 in 20 years for 59 hospitals.

Crosley installs new improved radar weather equipment with 300-mile range.

Received: First annual national Mike award from Broadcast Pioneers.

Also National Safety Council awards for exceptional service to farm safety and public safety;

* the only 2 honor awards given nationally by the Family Service Association of America;

* United States Air Force award for 10 years support of USAF program;

* Junior Achievement National award.

1962

Crosley Broadcasting Corporation celebrates 40th anniversary.

YOU CAN QUOTE ME...

"RCA Victor distributors tell me they select the WLW Television Stations to advertise RCA Victor Color sets because they're among the Colorcasting leaders in the nation... With their Color TV engineering skills, wonderful Color programming, and Color selling power."

Jack M. Williams

Jack M. Williams, Vice Pres.
Advertising and
Sales Promotion
RCA Sales Corporation

I'LL SAY THIS...

"WLW Television Stations have gone all out to sell RCA Victor Color TV sets in the grand tradition of the Crosley Broadcasting group... covering store fronts and home fronts to really mean business for RCA Victor. Advertisers have a lot of gold waiting for them at the end of the WLW Television Color rainbow!"

Raymond W. Saxon

Raymond W. Saxon, Vice Pres.
Marketing
RCA Sales Corporation



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

WLW-C
Television
Columbus

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton



Crosley Broadcasting Corporation

OUR RESPECTS to the broadcasting industry, marvel of this generation

The cultural and economic aspects of 40 years of broadcasting

By Robert E. Dunville
President, Crosley Broadcasting Corp.

At the completion of 40 long years in this bustling business of broadcasting by Crosley Broadcasting Corp. and spending the major portion of my business career in this field, one cannot help but look back over these years and view with pride the major accomplishments of this relatively young industry from the days of the tubeless radio receiving set with a crystal detector, the marvelous, monstrous cabinet model radio, the historic event of transmission of pictures in black and white to the magnificent color television as we know it today.

No one can argue the fact that communications by air, both sight and sound, has been the most potent, intimate force to enter the lives of people the world over. Current happenings in the four corners of the globe are instantly communicated to homes everywhere. Substantial entertainment is provided to families, the likes of which cannot be duplicated by any other media on a similar scale. Broadcasting is unquestionably the marvel of this generation.

The Faithful Audience ■ Jimmy Shouse, chairman of our board, and I feel it is most appropriate at this time to pay recognition and appreciation to the vast audiences who have so enthusiastically received the program fare provided by the medium of both radio and of television. The broadcasters as well as the audience throughout this great land of ours have in effect grown up together in the development of these media. Without the loyal support of the listeners and viewers who have accepted the program fare provided, we would not enjoy the economic boost brought about by the millions of radios and television receivers in homes today.

With the arrival of color television, color receivers are being purchased in much larger quantities. Where this will end, no one knows, but I believe that within the next ten years, all television will be transmitted in color, including news and, of course, this will be reflected in the growing numbers of color television receivers.

It is the rule rather than the exception that automobiles today are equipped with radios. Today there is an abundance of various transistor radios on the market which have been widely accepted by the public to say nothing of the multiple portable radios scattered throughout all households. The portability of today's television receivers is an important fact when Mr. John Q. Public

decides to add a second receiver to his array of communication vehicles. It is an astounding fact to consider that radio penetration in this country is at a peak of 97% and even more amazing to realize that television penetration is 90%—all this in such a short space of time when compared with other age-old industries. This truly calls for a bouquet to the broadcasting audience.

The Technical Contributions ■ Our respects to the engineers in both the manufacturing and broadcasting phases of the industry. They are responsible for the great progress we all have enjoyed by their research and development which resulted in the elaborate broadcast systems of today.

They invented the vacuum tube to amplify the feeble signals of the crystal sets, the battery eliminator, the dynamic speaker, the high power transmitters and the directional antenna systems.

Disc recording was an important part of radio broadcasting. It required large cumbersome equipment and was usually limited to studio use. The engineers developed magnetic tape recorders which improved recording quality, flexibility and added a new dimension for on-the-spot news coverage.

At the start of television they got their heads together and formulated standards. From the 40 tube, 10" picture receiver of 1948, they developed intercarrier sound, wide angle deflection and automatic gain control circuitry all of which had their part in making possible the large screen portable receivers of today. Then somebody wanted color. The engineers again teamed up and developed a compatible television system. Their accomplishments in this field are too numerous to mention;

however, it all led to the color television receivers of today—a far cry from the black and white receiver of only a little more than 10 years ago.

From the minds of engineers came the video tape recorders, a remarkable improvement over the original kinescope recording technique. We can now record television programs in color and show them at a later time with quality equal to live programming.

Other Advances ■ The engineers designed taller towers, more efficient antennas, and higher power transmitters which enabled 99% of the people of this country to receive at least one television station and 98% to be within the range of at least two tv stations.

It was the engineers who developed the transistor which made possible the cigarette-pack size radio of today. Transistors are now finding their way into television receivers and I am looking forward to some remarkable progress in this area.

It is great to have all the forementioned engineering advances that make this form of communication the force that it is today. But, who foots the bill to make possible utilization of this electronic miracle? Broadcasters are not in a philanthropic business. They must make a profit to properly serve the people in their coverage area. While they are licensed by the FCC to do so, they cannot possibly make a proper contribution without the necessary funds. Good, wholesome, entertaining and informative programs cost money.

A Deserved Bouquet ■ Here is where we pay tribute to sponsors and agencies who have over the years noted the mighty influence of the broadcast media. It did not take long for agencies and their clients to realize the tremendous advertising value that existed in radio and they were quick to take full advantage. Radio continued with a very healthy growth and reached its pinnacle just prior to the advent of television. Granted, this growth was deterred by television because, like a child with a new toy, the old was to be cast aside and the new was to be coddled. There were some who believed that the picture box would in all certainty cause the demise of radio.

Happily this developed into a slump only, because steps were taken by broadcasters to meet this challenge and as a result, by a different program and service direction, radio is again a desirable and attractive medium to advertisers. Program philosophy for radio could cause one to cover pages and go into great detail as to the role radio

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Robert E. Dunville
"In 10 years, all tv will be color"

RESPECTS TO BROADCASTING INDUSTRY

continued

plays in the lives of people today. Suffice to say that radio is a very powerful instrument of practical service to advertisers and listeners.

Television, on the other hand, can be considered the glamorous side of the broadcasting media. It is a thrill to all to turn the set on and receive pictures immediately whether the pictures convey the latest news events of the day or provide one with the necessary relaxation that is so needed by all in the form of entertainment in the home.

The Right Direction ■ Advertisers should again be complimented on the manner in which they have used television. There is no doubt that it has been a real struggle for them to determine how to put an advertising message across that would be acceptable to the viewer. I believe that giant steps have been taken in this youthful medium to reach this goal.

Respects are certainly due these sponsors who have contributed so much. Because so many thousands of them use this medium on a regular basis, we know that the returns to them in moving their merchandise proves the effectiveness of their investment.

The networks, naturally, have played an outstanding part in the history of broadcasting. With their present-day, far-flung news facilities, the world is growing ever smaller. The

entertainment and information programs that are aired today to so many radio and television audiences represent one of the greatest contributions of all.

Individual stations, both network affiliated and non-network affiliated, are to be lauded for their creativeness and ingenuity in reflecting the character of the community served by them. Competition among broadcasters as it exists today under our system of free enterprise, which provides for a minimum amount of government control, as opposed to other countries, is a vital factor in making this possible.

Show me a market where broadcast competition is keen in presenting programs of entertainment, public affairs, community endeavors and news and you will find the populace of this market highly stimulated economically and at the same time enjoying a warm feeling of well-being culturally.

The foregoing has pointed up the growth and maturity of the broadcast media. I believe that it is only fitting and proper to give a real salute to the trade magazines in our industry. They have been an integral part of broadcasting and have diligently put forth an effort to reflect in their pages the history of the era of air communication. They have stood behind the industry during many trying times and I am confident that their dedication to this industry will continue and we share the belief that broadcasting as we know it will remain the greatest and most powerful means of communication.

EDITORIALS

Color's promises come true

THE history of broadcasting has always centered around those who think of an idea, ponder its cost with perhaps some tremors and then go to work. When color's full potential is reached—and it may be sooner than you think—a full share of credit must go to the persistent engineers and forward-thinking management of Crosley Broadcasting Corp.

The men at Crosley started to take color seriously a decade ago. By 1957 WLW-T Cincinnati was on the air with locally originated color. The results were so satisfying that Crosley set out on an aggressive effort to make Cincinnati the No. 1 color market of the nation. Achievement of this coveted title is supported by the showing of 5-7% color sets in the city compared to approximately 2% in the nation as a whole.

They think, dream, tinker and produce in color at this station, a leader in engineering development since broadcasting's earliest days. Four-fifths of all the locally produced commercials are in color. Over 50 hours a week of polychromatic presentation is enjoyed by WLW-T's viewers. All public service programming utilizes the added impact of this dramatic medium.

A startling demonstration of color's effectiveness came out of an intensive survey conducted for WLW-T. The Crosley management was convinced that color makes programs more interesting. It was convinced, too, that color was adding a big punch to the impact of commercials.

Advertising on television attracts more attention and leaves a deeper impression in the minds of viewers, this impartial, depth research revealed. Actual case studies in the home showed convincingly that advertisers can get their message over to more people and with more punch if they take advantage of color.

It seems obvious that color's commercial advantages will eventually bring all major television operations, including both manufacturing and broadcasting, into the fold with efficient transmission and reception equipment. Then a truly national audience can be developed, with eventual subsiding of black-and-white into a medium of the past.

All this will require planning, heavy investments and the

zeal to create. It will be as big a job as the creation of the present black-and-white system. By this time, as factory and distributor figures show a positive upward move in color sales as well as an actual shortage of sets for dealers, there would appear to be an immediate need for broadcasters and related businesses to join the color parade.

WLW-T is proud to be known as Colortown U.S.A. It anticipates the day when the title Color Nation U. S. A. is applied to this nation.

'Our pride and our privilege'

COMMUNITY service means many things tangible and intangible. Among the tangibles which can be pointed out by Crosley Broadcasting Corporation in its contribution to its community are its radar weather facilities, its operating farm, its investment in helicopter flying time, Voice of America facility and its support of educational television.

And there is another, and that is its "product"—air time. The value of free public service performed by Crosley Broadcasting radio and television stations last year has been estimated at more than \$7 million.

In the words of a representative of one of the organizations which benefitted from part of this free air time: "We have been aware for a long time of the generous assistance provided by your station through telling our story on the air, but truthfully we are amazed at the magnitude of the dollar value of the services . . . it is an invaluable contribution."

It is difficult to put a dollar value on the effect of public service to the community. Can we measure the value of pints of blood and the lives of those it may have lengthened? Can we measure the dollars' worth of joy an adopted child brings, or the potential number of lives saved by those who heed the traffic safety messages they hear broadcast? Hardly, but radio and television contribute to this.

In the past five years alone the dollar value of Crosley Broadcasting's free public service programming on radio and television has run over \$20 million. Crosley Broadcasting says: "This is our pride and our privilege."

YOU CAN QUOTE ME...

When we decided to put our jolly Green Giant back in "show business" as a big time TV star, we knew we could count on the WLW group to reach a giant's size share of the viewing audience in their respective areas. These stations not only put our Big Green message before the greatest number of people, but follow-thru with buyers, brokers, distributors, and store managers on the firing line.

Lyle Polsfuss

Lyle Polsfuss, Director of Marketing, Green Giant Brands
Green Giant Company, Le Sueur, Minnesota

I'LL SAY THIS...

The time availabilities offered by the Crosley Corporation chain have helped us put our "ho, ho, ho" Green Giant story before the size and type of audience we want to reach most. And you just can't beat the extra services they have to offer with the trade.

Richard L. Halpin

Richard Halpin, Account Executive
Leo Burnett Company, Inc., Chicago, Ill.



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

WLW-C
Television
Columbus

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton



Crosley Broadcasting Corporation



the dynamic CROSLEY group

Crosley Broadcasting Corporation