



BROADCASTING

THE BUSINESS

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NEWSPAPER

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TING

ON AND RADIO

APRIL 9, 1962

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KVOS-TV • KMJ-TV • NOW SOLD IN 74 MARKETS • KPHO-TV
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KOIN-TV • KMOX-TV • KTUL-TV • KAVE-TV • WCCB-TV • WTVT
WREC-TV • COVERING 68% OF U.S. TV HOMES • WNDU-TV
KCPX-TV • WTOP-TV • KPLC-TV • WITN • KALB-TV • WKYT
KGGM-TV • WSAU-TV • KFVS-TV • WEAU-TV • KCTV • WJHG-TV
WALB-TV • WBAY-TV • KHSL-TV • KFMB-TV • WTAR-TV • KKTU
WTVW • KNXT • KGO-TV • WXYZ-TV • SCREEN  GEM  inc.



IN IOWA THE SPOTLIGHT'S ON SIOUX CITY . . .
IN SIOUX CITY . . . THE SPOTLIGHT'S ON KVTV - Channel 9

In Iowa the Spotlight's on Sioux City . . . the first All America City in Iowa. Sioux City was accorded the All America City honor recently*, by Look Magazine and the National Municipal League, for important community progress achieved by the aggressive citizens of Sioux City. And in Sioux City the Spotlight's on KVTV Chan-

nel 9 for providing progressive television to a city on the move. Sioux City (and KVTV) is located smack in the middle of a rich market area populated by more than 750,000 people. It's a big market, an important market, an All America market. . . . Sell it on KVTV Channel 9, station number one (1) in proud Sioux City.

*announced March 14, 1962



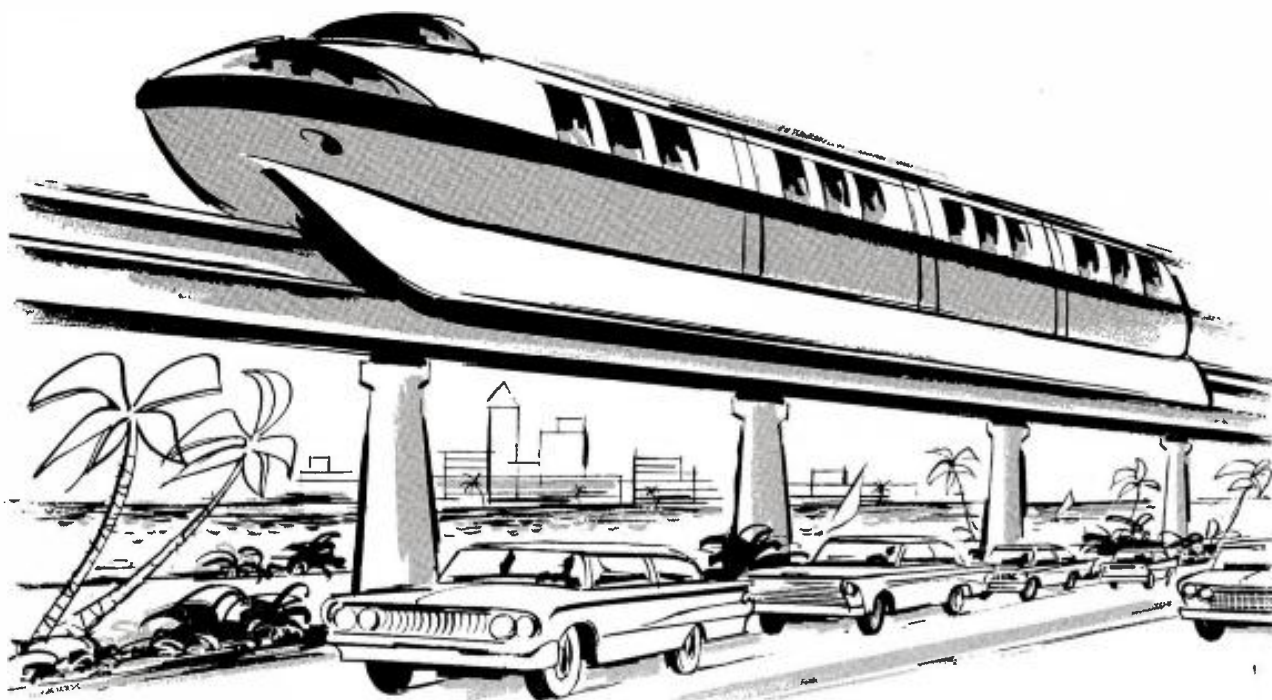
KVTV

CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



**PEOPLES
 BROADCASTING CORPORATION**

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



IS THIS NEXT FOR SOUTH FLORIDA?

Again, WCKT is demonstrating its television newsmanship by giving South Florida an authoritative "whole picture" look at one of their most serious community-area problems: what's the best means of public transportation for this fast growing area?

To obtain the facts on film for the half-hour Special . . . "COME RIDE WITH ME,"

WCKT news teams journeyed to Dallas, Houston, Chicago, Los Angeles and Toronto, studying experimental monorail, modern bus systems, and new developments in commuter train service.

They talked to national experts in Washington, D.C., and procured film interviews with men across the nation who are making the decisions and the plans . . . then correlated their findings to meaningful application to South Florida . . . showing the local people and their government what's being done elsewhere to solve common problems.

Last month, WCKT's "BATTLE AT HIGHWAY PASS" reported on Florida's road system . . . now the investigation turns to mass transportation.

This is the kind of responsible programming South Floridians have come to expect regularly from WCKT, the station of dynamic New Force Journalism . . . dedicated to complete, competent, continuing public service!

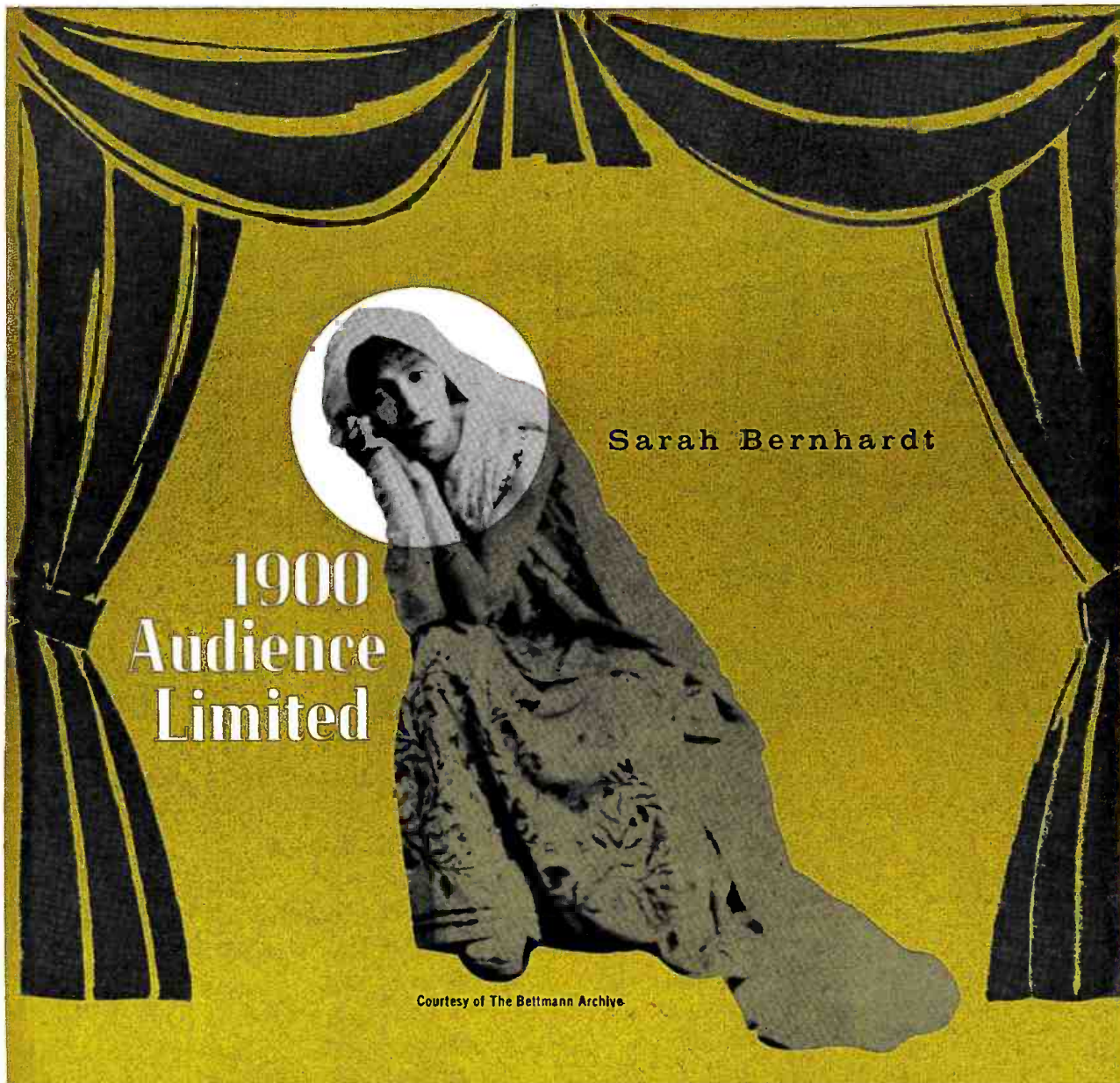


*Don't you wish you lived in South Florida
so you could watch WCKT too?*

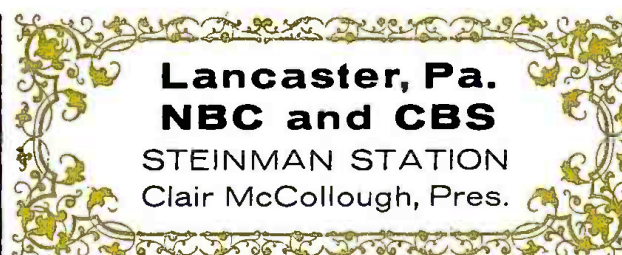
BISCAYNE TELEVISION CORP.

WCKR-Radio 610 • MIAMI, FLORIDA





The beauty and talent of this great French actress were known everywhere. Despite her fame in the early 1900s, comparatively few people were privileged to see her perform. Today, on WGAL-TV, an outstanding entertainer is seen by countless thousands. Worthwhile programming assures a vast and loyal audience for WGAL-TV advertisers.



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

WINS to WBC for \$10 million

Negotiations are in progress for sale of WINS New York to Westinghouse Broadcasting Co. for \$10 million cash—second highest price in history for radio station. Subject to formalization of contract and usual FCC approval, transaction would be sequel to recent sale of WMGM (now WHN New York) to Storer Broadcasting Co. for \$10.95 million—(BROADCASTING, Dec. 18, 1961). J. Elroy McCaw, WINS owner, and Donald H. McGannon, WBC president, met in Chicago last week and agreed in principle.

Mr. McCaw originally had contracted to sell station to Storer for about \$10 million, while Westinghouse had contract to purchase WMGM for approximately same amount. But WBC was then tied up in parent company antitrust litigation while WINS was under temporary license because of payola inquiry. Both situations subsequently were cleared up with license renewals. WINS operates on 1010 kc with 50 kw and carries Mutual programs. WBC has six regular am stations, plus WBZA Springfield, synchronized with WBZ Boston. If FCC construes Springfield outlet as am entity (it is now only synchronized station in country) Westinghouse will turn in its permit to keep within multiple seven-station limitation.

Color costs

Carrying ABC-TV's coming color tv feeds will not be as costly to affiliates as many people seem to think, according to ABC engineering experts. They don't know how many affiliates are equipped to rebroadcast network color, but say equipment cost will not exceed \$10,000 (see page 94) and in unknown number of cases will be zero. Stations which have "optimized" their black-and-white equipment—made it capable of transmitting 4.5 mc signal—can re-transmit color without additional gear, they explain. Stations electing to carry ABC-TV color programs must pay AT&T color-connection charges, which can range up to \$450 per month.

Network code showdown

There'll be showdown soon on NAB's attempt to get all television networks to submit their programs to review of NAB Code Authority, and showdown may occur in office of Sen. John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee. Sen. Pastore has said only way to head off legislation giving FCC power to regulate networks is voluntary network obeisance to NAB code. No

date has been set, but it's expected Sen. Pastore will hold early meeting with network executives, LeRoy Collins, NAB president, and Robert D. Swezey, director of Code Authority.

Historically all networks have resisted program previewing by code representatives on grounds network standards are at least as high as code's. Now, however, it's reported NBC-TV is disposed to go along with code surveillance (as alternative to network regulation by FCC), ABC-TV is disinclined to go along, CBS-TV is determined to keep program control in own shop.

Radio countdown

If U. S. Census Bureau is to be believed, radio penetration is decreasing. When 1960 census figures were released, they showed 91.3% of all homes with radios in working order. Because that figure was appreciably below 95.7% penetration found in 1950 census, recheck was ordered. In next week or so U. S. Census Bureau will announce results of new sampling that puts radio penetration at 89.9%.

On bright side for radio, however, is increase—shown by new sampling—of homes having two or more radio sets in working order; 1960 census showed 34.7% of all homes in that category and new sampling showed 40.8%. Bureau's recheck of 1960 data was sampling process done door-to-door.

All-Industry's new tune

Word got out at NAB convention last week that All-Industry Tv Music Committee almost lost its co-counsel, Joseph A. McDonald, in dispute over proposed settlement with ASCAP that would have required broadcasters to dump their ownership in BMI (BROADCASTING, March 12, et seq.). But last week Mr. McDonald reportedly agreed to stay on after receiving assurances committee would return to its original pursuit of new ASCAP licenses without involving BMI and would use his services in future proceedings. Committee voted on March 22 to reject court-sponsored plan for ASCAP rate cut in exchange for broadcaster abandonment of BMI ownership. That action came after influential broadcasters raised strong opposition to ASCAP-BMI deal.

Mr. McDonald, who has figured importantly in music negotiations for

25 years and now practices in Washington, sent letter of resignation after committee's New York counsel, Donovan, Leisure, Newton & Irvine, specialists in antitrust practice but unfamiliar with broadcasting before this case, recommended ASCAP-BMI deal. Mr. McDonald was not consulted in advance of that recommendation. Last week, meeting in Chicago, members of All-Industry Committee persuaded Mr. McDonald to help with negotiations that may turn out to be extended (story page 60).

Cross-plug pulled

As one means of reducing clutter of promotional announcements, NBC-TV has decided to eliminate cross-plugs for shows sponsored on other networks by NBC-TV advertisers. Ever since pre-tv days of network radio, there have been periodic attempts to kill cross-plugs, but this time NBC-TV means to make decision stick. By next fall cross-plugs will be entirely erased from NBC-TV schedule. It's assumed other networks will follow suit.

CBS goes uhf in central Pa.

CBS-TV will switch affiliations in Central Pennsylvania effective Jan. 1, using 3-station uhf combination as primary affiliates in lieu of ch. 8 WGAL-TV Lancaster which has primary affiliation with NBC-TV and will presumably clear for ABC-TV after switch. Uhf group comprises ch. 21 WHP-TV Harrisburg, presently CBS-TV affiliate, ch. 15 WLYH-TV Lebanon and ch. 43 WSBA-TV York, both now identified with ABC-TV. To be sold as unit, group will have \$600 network rate. WGAL-TV's network rate is \$1,450.

Boom for brokers

Station brokers who went to Chicago NAB convention with fingers crossed, expecting broadcast station buyers would stay away in droves because of the FCC's new three-year rule, were delighted to find their quarters swamped.

Hausman leaving TIO

Louis Hausman, director of Television Information Office since its formation in 1959, will terminate his connection sometime between now and October 1, depending upon when his replacement is selected by TIO board. Mr. Hausman has not announced his new association.

BECAUSE
MILWAUKEE IS DIFFERENT



**HOW MANY VOICES
SHOULD SPEAK TO—AND FOR
1,063,000 PEOPLE?**

Storer Broadcasting Company believes the printed word is not enough to inform, guide and serve 1,063,000 people. Thus, WITI-TV* is now the authoritative broadcast voice in Milwaukee. It has a vital role to fill! . . . to agree when agreement is proper — to dissent when the occasion demands — to speak without fear or favor — and induce *action* when needed. This is another example of the way Storer suits its programming to the needs of the communities it serves. **IMPORTANT STATIONS IN IMPORTANT MARKETS.**

* Represented by Storer Television Sales, Inc.

LOS ANGELES
KGBS

PHILADELPHIA
WIBG

CLEVELAND
WJW

NEW YORK
WHN

TOLEDO
WSPD

DETROIT
WJBK

MIAMI
WGBS

MILWAUKEE
WITI-TV

CLEVELAND
WJW-TV

ATLANTA
WAGA-TV

TOLEDO
WSPD-TV

DETROIT
WJBK-TV

STORER
BROADCASTING COMPANY

WEEK IN BRIEF

The two men who made broadcasting history a year ago—FCC Chairman Minow and NAB President Collins—made more history last week but they did it in a different way. The chairman focused his NAB convention attention on radio commercialism and proposed an FCC-Industry conference on radio over-population. Gov. Collins enhanced his prestige by sharply criticizing FCC's Chicago hearings. A complete wrapup of the convention. See ...

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Always serious and often scolding, the voice of radio's super-salesman, Kevin Sweeney, will soon cease spreading the medium's message. He's resigned as RAB president. Now a committee is seeking a replacement. See ...

SWEENEY LEAVING RAB ... 30

The crime and violence problem is due for more dissecting in May. This time the federal government will bring together social scientists and broadcasters. A goal: better tv for the youngsters. See ...

CHILD TV CONFERENCE ... 91

ABC-TV affiliates heard pleasant news at a meeting held prior to the NAB Chicago convention—they're to get Fri., 10:30-11 p.m. for local programming. Thomas Moore makes his debut as operating head. See ...

ABC-TV YIELDS PERIOD ... 94

Problems of training the coming generation of broadcasters occupied Assn. for Professional Broadcasting Education at its recent meeting. Members agree facilities and courses are inadequate. See ...

TRAINING NEW PERSONNEL ... 95

The long-range fight for access to court coverage moves slowly. Last week there were two good signs—NAB President Collins proposed a Supreme Court test; RTNDA test plan has met legal interest. See ...

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.

Can you identify these well-known addresses?

A 221-B Baker Street

D 77 Sunset Strip

B 350 Fifth Avenue

E 10 Downing Street

C 1600 Pennsylvania Avenue

F 3 Rue Royale

Before checking your educated guesses against the answers given below, consider the implications of our little quiz:

77 Sunset Strip is perhaps the best known address in this or any other land.

With reason.

In the many seasons of its success on ABC-TV, *77 Sunset Strip* has succeeded in ranking among the top-rated shows.

Currently, it is finding a weekly welcome in some 15,000,000 TV homes.*

Consider, too, the character of these homes.

In younger homes, homes where the head of the house is under 40, *77 Sunset Strip* ranks 6th,

with an average audience rating of 30.4.

In larger homes, homes with 5 or more in the family, *77 Sunset Strip* ranks 8th, with an average audience rating of 32.4.

These younger, larger homes are, of course, America's biggest spenders.

Advertisers wishing to reach them with gratifying impact need look no further down Television Lane than *77 Sunset Strip*...returning for its 5th successful season on ABC-TV.

Answers: **A** Sherlock Holmes' home. **B** Empire State Bldg. **C** The White House. **D** You guessed it. **E** Prime Minister, Great Britain. **F** Maxim's.

ABC-TV

*Source: National Nielsen TV Index—January-February, 1962, Average Audience, all evening programs Mon.-Sun., 7:30-11:00 PM.

Space bill palatable to FCC, says Minow

FCC Chairman Newton N. Minow said Friday he could "live with" amended administration bill (S 2814) setting up widely owned corporation to operate space communications system.

Flanked by Commissioners T. A. M. Craven and Rosel Hyde, he testified Friday before Senate Antitrust Subcommittee, which is investigating antitrust aspects of communications satellite bills.

Commission, which has endorsed satellite corporation limited to common carriers, has not yet taken official stand on broad public-ownership bill reported unanimously by Senate Space Committee, Mr. Minow said. But he personally thought it would provide satisfactory system.

But he suggested several amendments to tighten up competitive bidding and antitrust features and to provide commission with additional authority to cope with "unique" situation created by space corporation.

Mr. Minow defended commission against charges it hasn't regulated AT&T and that it would not be able to regulate privately owned satellite corporation (see story, page 86). He said commission has negotiated number of reductions in carrier's interstate and overseas telephone rates.

But in expressing confidence in agency's ability to regulate satellite corporation, Mr. Minow said more staff is needed. Sen. John A. Carroll (D-Colo.) urged him to wage vigorous fight for funds for staff increases to assure adequate regulation.

Sen. Estes Kefauver, (D-Tenn.) sub-

committee chairman, pressed commissioners repeatedly on agency's ability to regulate AT&T, saying that no formal rate proceeding has ever been held. Sen. Kefauver favors government ownership of satellite corporation.

In discussing U. S. relations with foreign countries in space communications, Commissioner Craven said he has been led to feel, in talks with Russian officials, that the U.S.S.R. will cooperate.

Hearings will continue tomorrow (Tuesday), Wednesday and Thursday. Witnesses will include Brig. Gen. David Sarnoff, RCA board chairman; Sen. Russell Long (D-La.); and Hugh Dryden, deputy director of National Aeronautics and Space Administration.

House unit to seek compromise on clears

House Communications Subcommittee is expected to recommend compromise solution to controversy about FCC's decision to duplicate 13 of nation's 25 clear channels.

Proposal would let commission's decision stand but would guarantee preservation of remaining 12 clears. In addition, FCC would be expressly authorized to increase power of those stations from 50 kw to 750 kw.

Subcommittee has not yet acted on proposal, and some member opposition is expected. Group held hearings in February on legislation to block implementation of FCC decision, and some members still favor this proposal.

GE to sponsor Webb in series on CBS-TV

General Electric Co. announces it will sponsor Jack Webb as host and narrator in weekly series of "factual dramatic shows" next fall in its Sunday, 9:30-10 p.m. period on CBS-TV. Initial pilot was prepared by Mr. Webb as one-hour production and had been called *True*.

BBDO is GE's agency.

GE said it hasn't as yet titled new series that will start Sept. 30 in time spot vacated by eight-year-old *GE Theatre* (Ronald Reagan, host).

C-E promotes Beavers

James O. Beavers, account executive with Campbell-Ewald Co., Detroit, was named radio-tv supervisor for agency on Chevrolet account, succeeding Hugh Lucas, recently appointed manager of

Broadcasters ready

Two of most sought-after men at NAB convention were Bob Richardson and Rex Sparger, who have been investigating rating services for House Subcommittee on Regulatory Agencies.

Broadcasters from large and small markets asked two principal questions of subcommittee staffers: (1) When do your hearings start? (2) What can we do to assure that hearings will be held?

Several broadcasters said they urged immediate hearings and promised fullest cooperation. Subcommittee, headed by Rep. Oren Harris (D-Ark.), has not as yet met this session of Congress, though rating investigation promises to make headlines when results are made public (CLOSED CIRCUIT, Jan. 29).

radio-tv department. John E. Bowen III, research account executive, was named assistant to Mr. Beavers.

Goodyear retains Y&R for automobile tires

Goodyear Tire & Rubber Co., Akron, which has been discussing appointment of new agency for its automobile tire business for several months, has elected to retain Young & Rubicam, which has handled account for 20 years. It bills approximately \$11 million.

Goodyear announced continuance of its association with Y&R on April 5. Presentations had been made to Goodyear by N. W. Ayer & Son, Leo Burnett Co., Doyle Dane Bernbach, J. Walter Thompson Co., Y&R and Kuder Adv., which handles Goodyear's industrial tires and aviation products. No reason was given for Goodyear's decision.

Ford Fund makes grant to airborne etv project

Ford Foundation has made \$7.5 million grant to Midwest Program on Airborne Television Inc. to help it move into permanent organization serving schools in six states with educational programs via uhf tv beamed from airplane, under test since last fall (BROADCASTING, Jan. 1) Ford helped underwrite test and new grant clears way for schools in coverage area to ultimately

Those missing days

Mysterious things happened to NBC Chairman Robert Sarnoff and President Robert Kintner on way home from NAB convention last week. They were in Chicago through Tuesday, showed up in New York on Friday. In intervening days they were registered at Beverly Hills Hotel in Los Angeles. Nobody in court, Justice Dept. or NBC would say anything, but trade speculation is that they were testifying before grand jury in response to subpoenas, presumably in grand jury's MCA investigation.

more AT DEADLINE page 10

take over ultimate operation and financing of MPATI themselves. MPATI plans expansion of service to wider area with more channels upon FCC approval.

RCA sues Philco, says firm blocked color tv

RCA has charged Philco Corp. and its new owner, Ford Motor Co., with conspiring to delay public acceptance of color tv in filing \$174 million triple damage antitrust suit against Philadelphia electronics and appliance manufacturer and Ford.

Philco officials termed charge without foundation.

Suit claims Philco has blocked and restrained market for color tv since 1954 in conspiracy with other, unnamed companies, to maintain Philco's position in black-and-white tv set sales and to permit Philco to develop its own "Apple" color tv receiver.

Conspiracy was discovered, RCA says, during pre-trial examination in preparation for trial of Philco's original \$150 million antitrust suit against RCA, GE, AT&T and others. In this 1957 suit, Philco claims RCA and others conspired to apportion electronics and communications business among themselves.

RCA suit actually was ninth counterclaim in Philco suit; in others RCA has asked for over \$1 million in back royalties it says is due from Philco.

Ford took over Philco late last year through exchange of stock.

CBS says NASA favored NBC in releasing film

Inter-network squabble developed late last week over release to tv of NASA color film of Lt. Col. John H. Glenn Jr.'s Feb. 20 orbital flight.

CBS News President Richard S. Salant told CBS-TV affiliates in closed-circuit conference Thursday that NASA informed NBC-TV of release date of film two days before CBS-TV was notified. NBC-TV announced earlier it would show film at 7:30 p.m. EST, Monday (April 9).

Mr. Salant told affiliates CBS-TV does not want to let NBC-TV have show all to itself and does not want to air it after NBC-TV, so CBS-TV will schedule it at NASA release time of 6 p.m. EST on same date.

NBC-TV officials said network's showing of film will stay where scheduled, at 7:30 p.m., "in color." (CBS-TV telecasts only in black and white.) NBC-TV showing will be sponsored by Gulf Oil Corp. through Young & Rubicam.

ABC-TV will use NASA film only on regularly scheduled newscasts.

'White Paper' theft

Telecast of last episode of NBC-TV's *White Paper* series may be delayed for some time as result of robbery of several rolls of silent film. NBC spokesman said 23 100-foot rolls of negative and print were stolen when truck delivering film from processor made stop at 49th Street at Seventh Avenue in New York.

Episode, scheduled for May 18, was filmed in Sicily and concerned that island and its problems.

Senators plan strategy for federal ownership

Small band of liberal senators favoring government ownership of proposed communications satellite corporation are said to have formed strategy they feel will force government to create, own and operate space system.

They know they don't have votes to win approval of government-ownership bill (S 2890) sponsored by Sen. Estes Kefauver (D-Tenn.) and five other senators. But they are confident they have enough support in Senate to talk administration's private ownership bill (S 2814) to death for this congressional session.

In that event, they feel certain, administration, eager for U. S. to be first in this field, will be compelled to establish government-owned system without waiting for Congress to act. In their view, congressional action is needed only if government is to "give" space communications to private corporation.

Clearance of p.a. shows 3 in 4, study indicates

One-month study of network public affairs program clearances on tv stations showed turndowns roughly one in four.

Study, conducted by Columbia U.'s Graduate School of Journalism, is being published in spring issue of *Columbia Journalism Review*. Editors used programs "advertised" by Television Information Office and telecast during last January. Three networks supplied information on stations carrying 14 shows involved.

As reported over weekend by Columbia: in total of about 2,000 occasions when stations were asked to clear time, 500 did not; few stations did carry all programs offered but others turned down as many as 8 out of 9; variations from network to network not as wide as from program to program, and as expected sustaining shows were least widely accepted; news-conference pro-

grams were seen spottily "even in large cities."

Editors found that stations don't deliberately bar information programs but many fail to carry as many as they would seem financially able to carry. One program—*Projection '62* on NBC-TV—had 90% acceptance from stations to which it was offered.

Colorado theatre group forms against pay tv

Joint Committee Against Toll Tv announces Colorado theatre exhibitors have organized themselves into Colorado Committee Against Toll Tv to oppose application of Telelobe System for pay tv on KTVR (TV) Denver (BROADCASTING, April 2).

Colorado committee has retained Marcus Cohn of Cohn & Marks, Washington, D. C., to file protest with FCC and request hearing against Telelobe application for three-year test. Committee also will move at state and local level to oppose use by Telelobe of telephone wires of Mountain States Telephone & Telegraph Co., local AT&T subsidiary, for sound portion of pay tv broadcasts.

Theatre exhibitors in Connecticut and Arkansas are pressing similar moves to block pay tv tests by RKO General Phonovision and Paramount-Telemeter, respectively.

Sillerman to Schwimmer

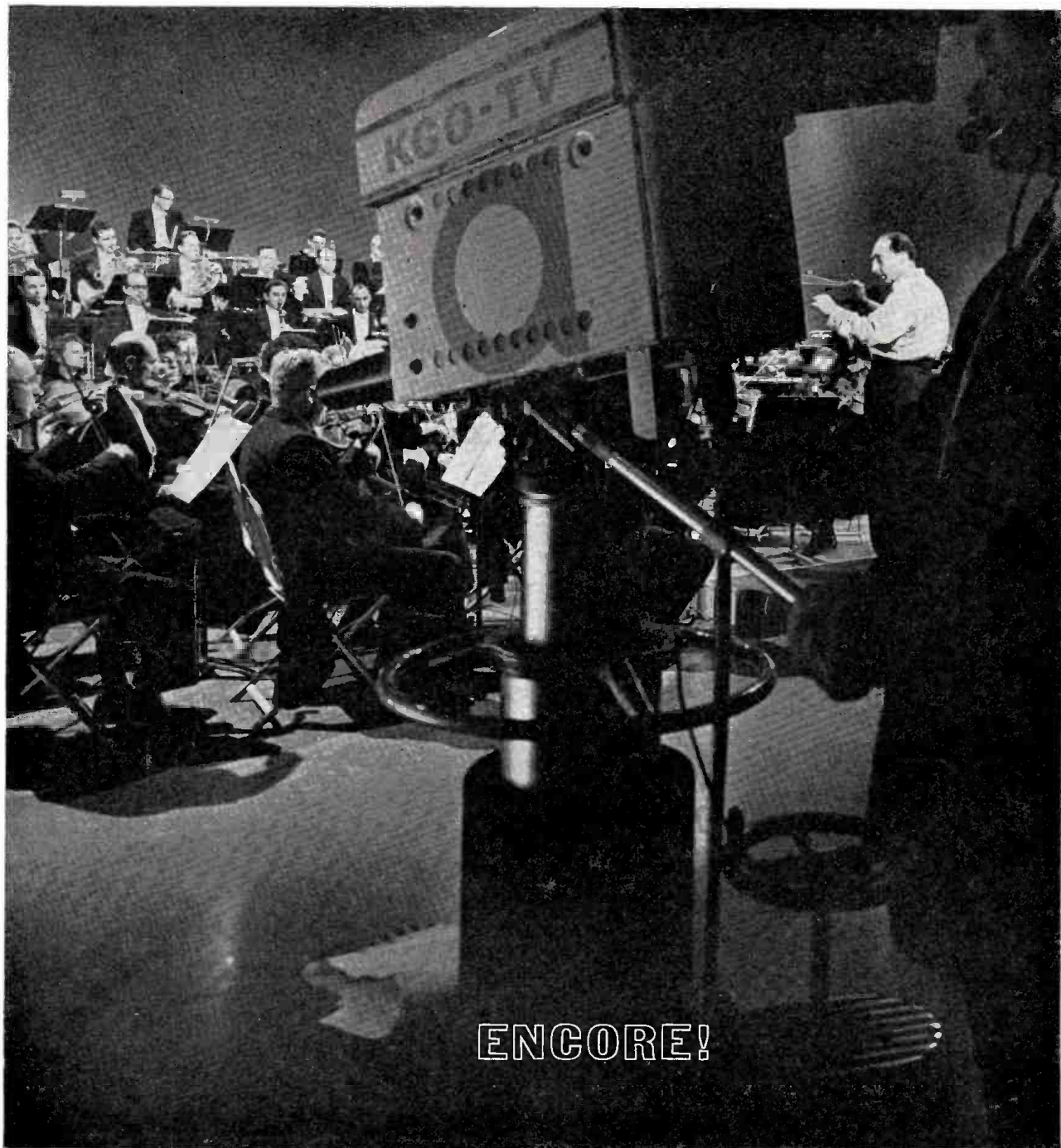
Michael M. Sillerman, former partner and executive vice president in charge of sales for Programs for Television Inc., has been named sales manager of Walter Schwimmer Inc. He will have headquarters in New York. Earlier, he helped form Television Programs of America and before that was with Ziv-Tv.

WAIP sold: \$92,500

WAIP Prichard, Ala., has been sold by Prichard Broadcasting Co. (G. V. Dismukes, president) for \$92,500 to Charles Holt and Robert M. Robinson, owners of WHHY Montgomery, Ala., subject to FCC approval. Mr. Holt also owns WHSY Hattiesburg and WHNY McComb, both Mississippi. Broker: Blackburn & Co.

Johnson buys Skelton

S. C. Johnson & Son (Johnson's Wax), alternate sponsor of *Red Skelton Show* for seven years, has signed for part sponsorship of new full-hour Skelton program starting this fall on CBS-TV in Tuesday 9 p.m. spot. Agency for purchase was Foote, Cone & Belding, Chicago.



ENCORE!

**ANOTHER TELEVISION FIRST...ANOTHER COMMUNITY SERVICE...
AGAIN ON KGO-TV**

The television debut concert of the San Francisco Symphony produced and presented by KGO-TV in February once again demonstrated the station's vital role as an important public servant in its community. To put your commercial messages on the station in tune with Northern Californians and their tastes, contact your nearest ABC-TV National Station Sales representative or call UNDERhill 3-0077 in San Francisco. 277 Golden Gate Avenue. **KGO-TV**

OWNED AND OPERATED BY AMERICAN BROADCASTING-PARAMOUNT THEATRES, INCORPORATED





20 YEARS ON TOP*

Jim Uebelhart,

WSPD-Radio's *Newscafter*

* Consistently at the top in popularity for 20 years... Building audience with each passing year. For the last six years, for example, Jim Uebelhart has held an average share of audience of more than 53% for his daily newscasts (Pulse 1955-61).

This type of audience dominance ALL DAY LONG is typical of WSPD-Radio. Listener loyalty like this makes your advertising investment yield the greatest possible return.

Ask your Katz representative
WS12

WSPD-Radio
NBC-TOLEDO
 **a STORER station**

National Sales Offices:
118 E. 57th St., New York 22

DATEBOOK

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

*Indicates first or revised listing.

APRIL

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

*April 9—Hollywood Advertising Club luncheon meeting at Hollywood Roosevelt Hotel. Ralph Baruch, director of international sales, CBS Films, will speak on "One Hundred Million Foreign Viewers Can't Be Wrong."

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—South Carolina Broadcasters Assn., board of directors meeting. 10:30 a.m., Wade Hampton Hotel, Columbia.

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—International Day in New York. Opening session of American Assn. of Ad-

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

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

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

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

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

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

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

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

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

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

April 28-29—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

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

THE OFFICERS AND DIRECTORS OF
MUZAK
CORPORATION
TAKE GREAT PRIDE IN ANNOUNCING
THE 1961 WINNER OF THE
ANNUAL GOLDEN EAR AWARD

Mr. John E. Fetzer

In recognition of his outstanding achievements, Mr. John E. Fetzer of Kalamazoo, Michigan, is awarded the Muzak Golden Ear Award for 1961. Long a vigorous champion of American culture, Mr. Fetzer is a pioneer in international broadcasting where his vision and leadership have won him a world-wide reputation. As U.S. Censor of Radio during World War II, he was named to General Eisenhower's Committee to investigate post-war communication problems in Europe. Recently, Mr. Fetzer completed a People to People tour to effect closer liaison with Latin and South American broadcasters and to promote better understanding of hemisphere economic matters. A Director of the National Association of Broadcasters for over two decades, Mr. Fetzer was first Chairman of the Television Code Review, serving three years. Currently, Mr. Fetzer is President of four radio and television broadcasting corporations, Muzak's Western Michigan franchise and the Detroit Tigers American League baseball team.

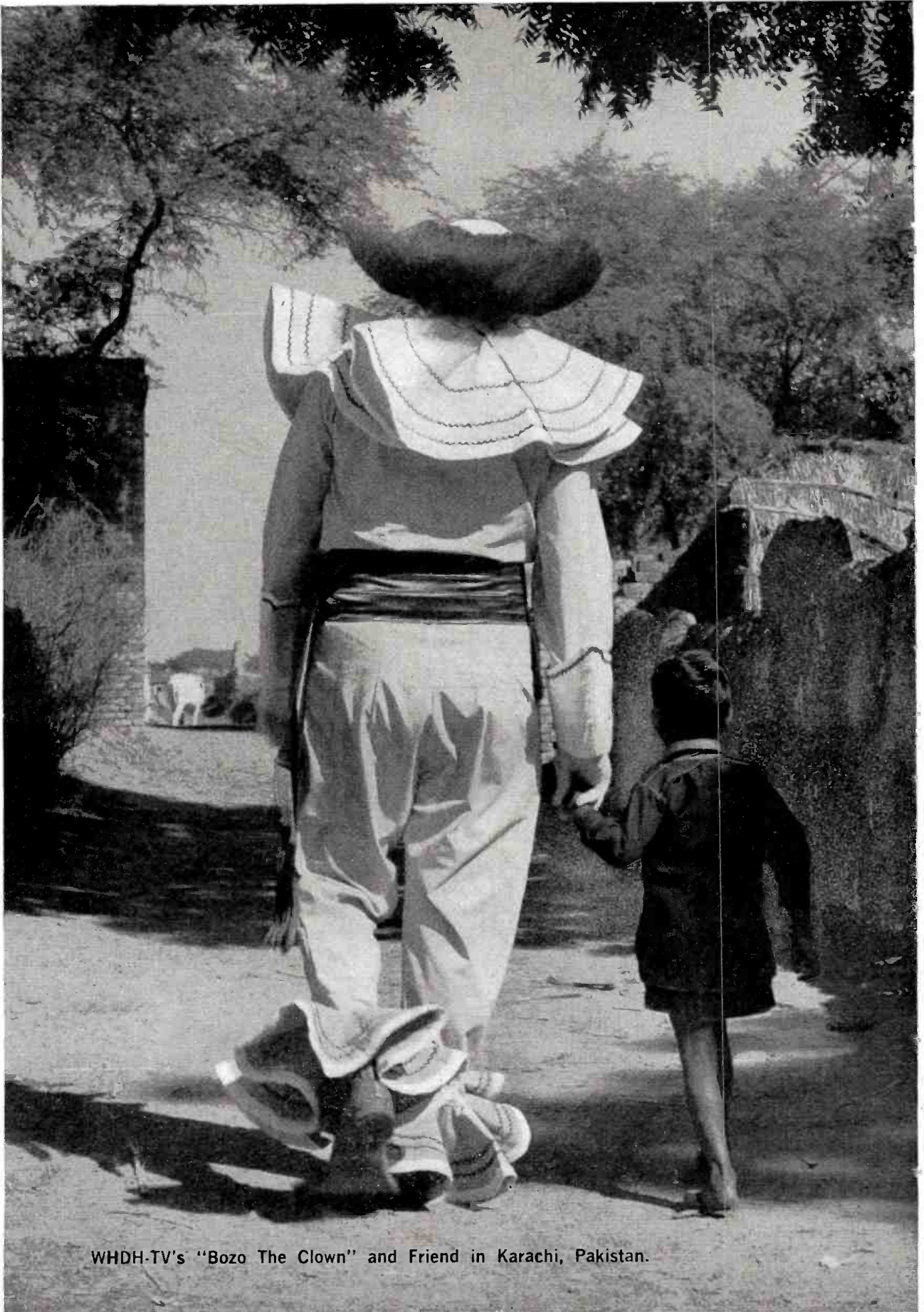


JUDGES: **JACK WRATHER**, *Chairman of the Board of Muzak Corporation*
CHARLES COWLEY, *President of Muzak Corporation*

THE GOLDEN EAR AWARD is an annual award established by MUZAK Corporation to honor the franchiser whose achievements in National, State or Community affairs mark him as the outstanding citizen of the year in the MUZAK family....In making this award, MUZAK Corporation seeks to encourage and honor individual excellence, pre-eminence and leadership in church, fraternal or social work; philanthropy, government, business, or other meritorious human endeavor.

MUZAK CORPORATION
An International Subsidiary of  Wrather Corporation
229 PARK AVENUE SOUTH, NEW YORK 3, N. Y.

MUZAK—Reg. U. S. Pat. Off.



WHDH-TV's "Bozo The Clown" and Friend in Karachi, Pakistan.

Can a picture taken in Karachi, Pakistan, reflect the attitude of a television station on Morrissey Boulevard, Boston?

We think it can, in a way.

You hear a great deal these days about television — what programs are good — why aren't there more "different ones" —

One of the reasons you hear so much about television is because:

television is a personal thing

There are probably as many reasons why individuals like certain programs as there are people in New England. Because tastes vary so greatly, a television station has a unique responsibility in programming many different types of programs — some highly popular, some enjoyed by a smaller segment of the community.

WHDH-TV takes great pride in the wide variety of its programs that dwell on specialized areas of public interest. As a matter of fact, WHDH-TV originates more locally produced live color television programs of a public service nature than any other commercial television station in the United States.

Among them are:

Dateline Boston — A daily series of television programs (6:05 - 6:30 P.M.) contributing to understanding and appreciation of art, music, medicine, science, theatre, national and international affairs — produced in association with The Massachusetts Department of Education.

New England Farm and Food Program — A daily series of television programs (1:05 - 1:30 P.M.) devoted to information and news of home and farm. Host Joe Kelly is the only New England Radio and Television Broadcaster to win the American Farm Bureau Federation's top award for "most effectively presenting agriculture to the community."

We Believe — A daily series of television programs (10:15 - 10:30 A.M.) of inspirational messages from religious leaders of all faiths. A program that fulfills a great spiritual need in the New England community.

Channel 5 Reports — A regular presentation of the WHDH-TV News Department. Searching explorations in depth of the major news events of the day. A series that has gained national recognition . . . such programs as "Red Flag Off Cape Cod" — exposing the activities of a vast Russian fishing fleet in New England waters.

Cultural Exchange with South America — A twelve program series that will carry the story of a dynamic, growing Boston to the people of Brazil and will in turn bring the story of Brazil to New England television.

Life in Asia — The program series from which our photograph comes — ten half-hour documentary television programs resulting from a seven week tour of Asia by WHDH-TV's "Bozo The Clown" and Virginia Bartlett, producer of "Dateline Boston." Programs that tell the story of UNICEF and its work with the children of the world. These television programs have been produced exclusively by WHDH-TV and following their appearance on Channel 5, will be presented to UNICEF for world-wide showing. We consider this series a unique contribution in the field of international understanding through television.

Yes — a picture can reflect an attitude — an attitude of responsible television programming in the public interest.

WHDH-TV
Channel 5
Boston

IN PORTLAND OREGON... IT'S EYE-CATCHING

"TV-timed" housekeeping is a pretty common practice nowadays. In Portland, and 34 surrounding Oregon and Washington counties, many women have it timed so close that their between-chores breaks coincide perfectly with their favorite TV shows. This timing is fortunate for KOIN-TV, the station Nielsen credits with most total daytime homes. This means it's a good deal for KOIN-TV's clients, too.



KOIN-TV

Channel 6, Portland, Oregon
One of America's great influence stations

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

Give them a call, won't you?

& Tv Engineers, 91st convention. Advances of color motion pictures and color tv is the convention theme. Ambassador Hotel, Los Angeles.

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

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

MAY

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

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

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

May 4—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 12-13—Radio and television news clinic, sponsored jointly by the U. of Illinois, Illinois News Broadcasters Assn. and Radio-Television News Directors Assn. Featured speakers will be William B. Monroe Jr., news operations director, NBC, and Carter Davidson, foreign news editor of WBBM-TV Chicago. U. of Illinois, Urbana.

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

May 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.

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

JUNE

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

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

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

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

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

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

June 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.

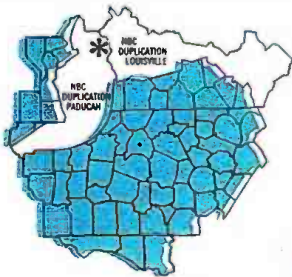
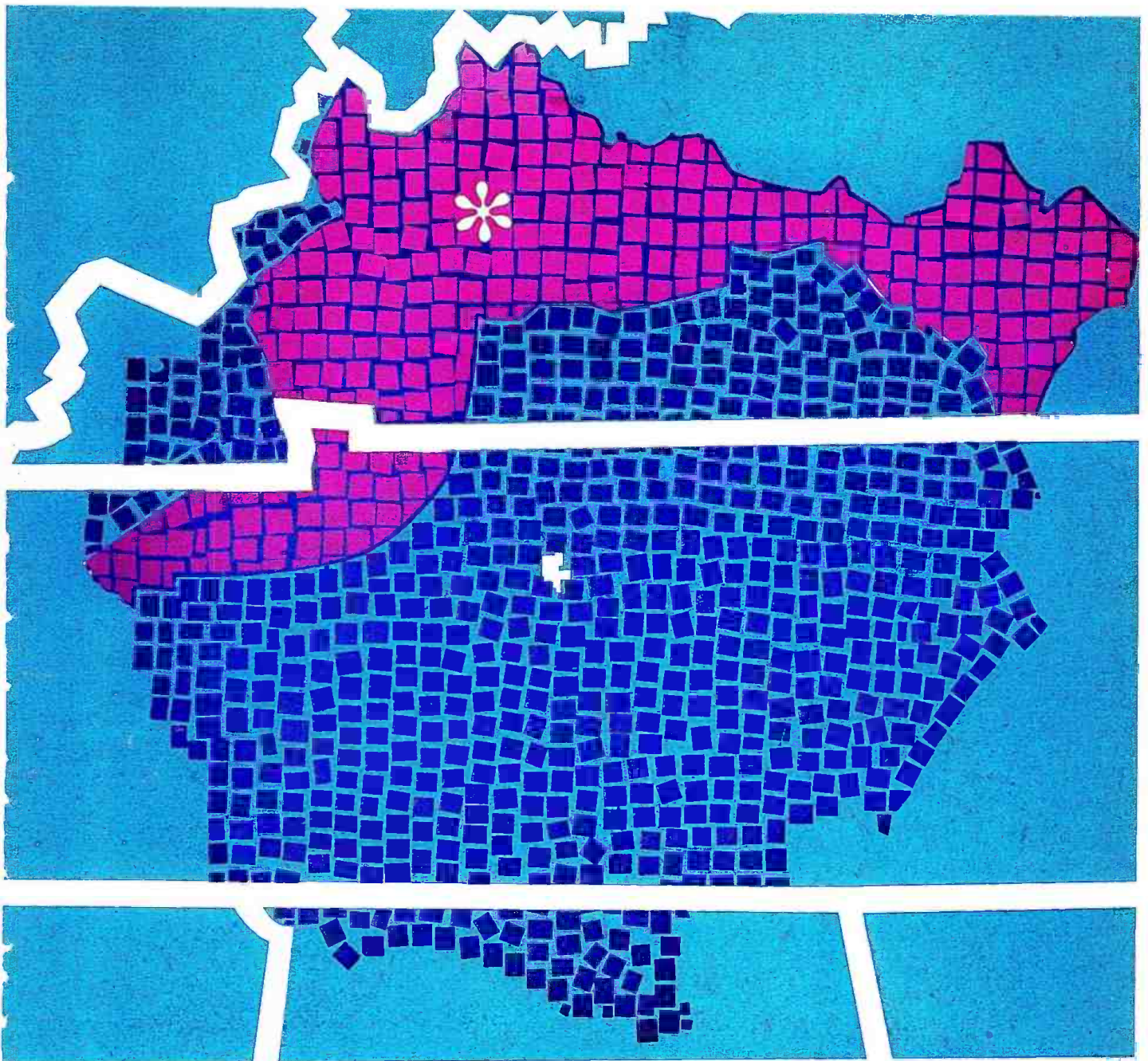
June 20-22—Virginia Assn. of Broadcasters, annual meeting. Cavalier Hotel, Virginia Beach.

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,



This is the Nashville Television market 37th or 38th in the nation depending on your source.*

WLAC-TV was the first tall tower station to serve this total 3 state area. Imaginative, entertaining, live, local programming . . . consistent, award-winning news coverage . . . Paramount, Warner Brothers, MGM and now Seven Arts Movies . . . plus the finest network service available have established a recognized pattern of audience domination for WLAC-TV. CBS, of course. Every Katz man knows the story.

WLAC-TV
nashville

the "way" station *to the central south*

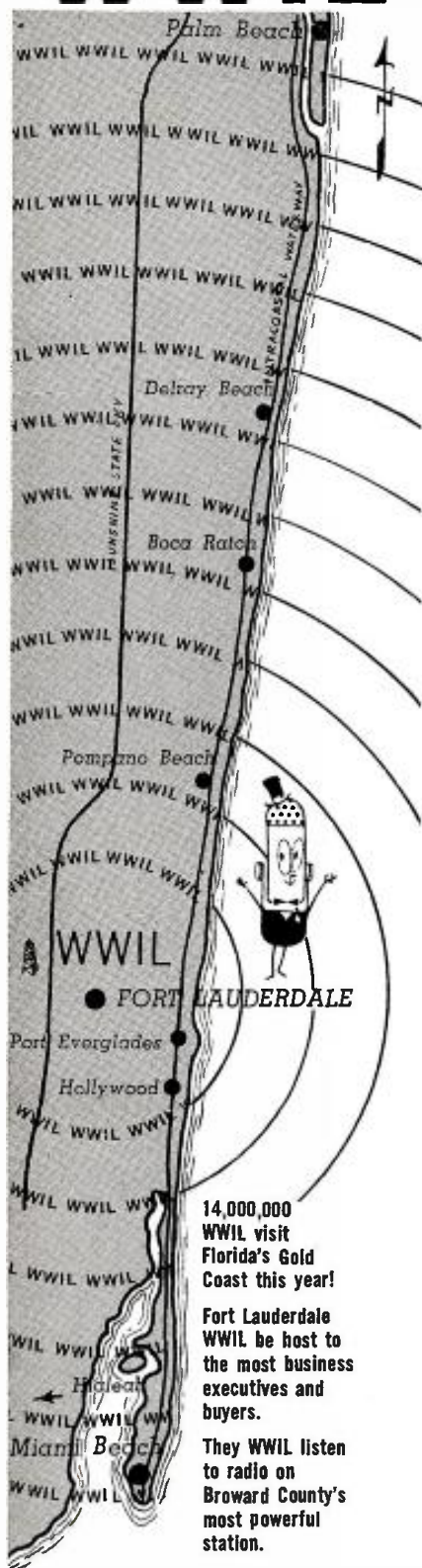
*37th . . . ARB Nov. '61 . . . total homes delivered 6:30 to 10:00 p.m.
38th . . . Television magazine Jan. '62 . . . total homes covered.

Robert M. Reuschle, General Sales Manager

T. B. Baker, Jr., Executive Vice-President and General Manager

WWIL

OPEN MIKE®



WWIL
1580 KC
WWIL-FM
103.5 MC

10,000 WATTS Day
5,000 WATTS Night
33,000 WATTS

Fort Lauderdale, Florida

W. A. ROBERTS, President
Weed Radio Corp.
National Representative

On double billing

EDITOR: I have been reading . . . all the items concerning "double billing." As you know, I have been working on this mess a long time. The Arkansas Broadcasters Assn. started back in 1955. . . .

My station has lost local business even as late as early 1962 because we have never and never will engage in this type of larceny.

You summed up the entire situation in a BROADCASTING editorial March 12, 1956. . . . Your publication was on its toes over six years ago—trying to warn the broadcasters of a potential crack-down.

I don't think the radio and tv industry should worry about whether the newspapers are involved or not. Let the postal authorities take care of them. Just because the local newspaper robs merchants on weekends is no reason why the broadcaster must go out and do the same thing. . . . —W. N. McKinney, general manager, KELD El Dorado, Ark.

EDITOR: . . . I noticed that some broadcasters were excusing double billing by broadcast media on the grounds that it is common practice and has been instigated by newspapers. . . .

I am personally glad to see the three government agencies decide to do something about double billing. Just because everyone else does it is a mighty feeble excuse. . . . I can see no other fit description of double billing than stealing. —Amos Stone, partner, WMTA Central City, Ky.

Half-truth advertising

EDITOR: I believe that . . . half-truths by media about themselves that would affect an agency's purchases is just as bad as double billing. . . .

. . . I feel that all stations should be required to show non-directional antenna or directional antenna information when representing the power of their station in advertisements aimed at buyers. I'm sure agencies will go along. . . .

. . . The most powerful voice is not always the biggest on comparable coverage maps. . . . —Dick Barrett, general manager, WMFT Terre Haute, Ind. (500 watts, non-directional).

Religious viewpoints

EDITOR: Your fine coverage of the . . . FCC hearing on Chicago tv was marred from our point of view . . .

In our testimony we pointed out . . . that we do not desire nor operate to control all of the broadcast time allocated to Protestant and Orthodox Catholic broadcasts in our area. Though we

BROADCASTING PUBLICATIONS INC.

PRESIDENT . . . SOL TAISSHOFF
VICE PRESIDENT . . . MAURY LONG
VICE PRESIDENT . . . EDWIN H. JAMES
SECRETARY . . . H. H. TASH
TREASURER . . . B. T. TAISSHOFF
COMPTROLLER . . . IRVING C. MILLER
ASST. SEC.-TREAS. . . LAWRENCE B. TAISSHOFF

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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Sol Taissoff

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DIRECTOR OF PUBLICATIONS: John P. Cosgrove.

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Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising® was acquired in 1932, Broadcast Reporter in 1933 and Telecast® in 1953. BROADCASTING-TELECASTING® was introduced in 1946.

*Reg. U. S. Patent Office
Copyright 1962: Broadcasting Publications Inc.

BROADCASTING, April 9, 1962



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 guesswork 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

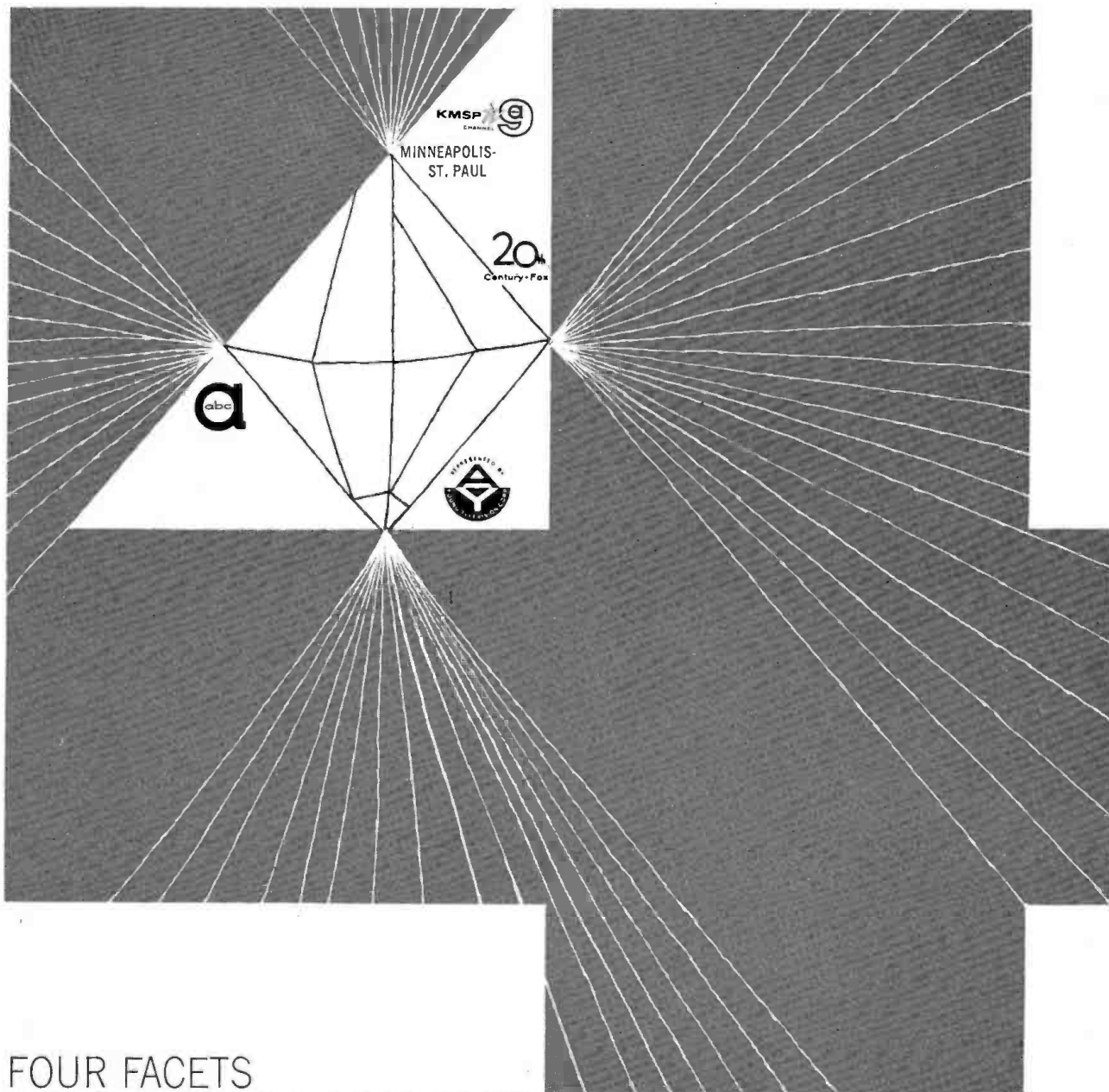
WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis



Crosley Broadcasting Corporation



FOUR FACETS OF ADVERTISING ADVANTAGE IN THE TWIN CITIES

Four great organizations combine to make the new KMSPTV Minneapolis-St. Paul a gem of a sales combination for astute advertisers in the Twin Cities. KMSPTV management, plus 20th Century-Fox showmanship and ABC program strength have steadily built-up loyal audiences, with Young-TV on the team to assist advertisers in making the most profitable, sales-resultful buys. □ One year after the affiliation of ABC with KMSPTV—the anniversary day is April 16—audience on the station has almost doubled, and in prime time, almost tripled.* □ After only one year of the combination of new ownership 20th Century-Fox and new representation YOUNG-TV KMSPTV is in effect a new station. The result is an entirely new audience picture in the Twin Cities, and new opportunities for your advertising dollar.

CALL YOUR YOUNG-TV MAN FOR TOP AVAILS.



DONALD SWARTZ, President and General Manager
RICHARD J. BUTTERFIELD, Vice-President in Charge of Sales

*Homes reached, per cent increase, average of ARBs Dec. '61 and Jan. '62 over Dec. '60 and Jan. '61: 6 to 10 P.M. — 171%; 9 A.M. to Midnight — 89%.



YOUNG-TV

3 East 54 St., New York 22. PLaza 1-4848
New York • Chicago • Los Angeles • St. Louis
San Francisco • Detroit • Atlanta • Dallas • Boston

A big role for nighttime radio: 'good news' booster for beer

At a time when most sponsors talk about their big tv investments, why are we at Miller excited about our new venture in radio—in this case a nighttime network buy? We feel that the story is worth telling.

Miller High Life is a nationally distributed beer and is sold in all 50 states (plus a number of foreign markets) through some 700 distributors. Miller is unique among the large national breweries in that the product is brewed only in Milwaukee. Its principal competitors have decentralized operations.

Miller's 1961 volume totaled nearly 2.6 million barrels—a substantial increase of some 7.7% over 1960 sales and considerably over the 1.3% increase achieved by the brewing industry as a whole. Miller ranks 10th among all breweries, but its chief competitors enjoy annual sales volumes which are double and triple that of Miller.

The Ad Problem ■ Obviously, this greater barrelage enables Miller's direct competition to spend two to three times as much for advertising and related sales efforts, yet Miller has to cover the same number of markets, sell the same number of retailers and reach the same number of consumers.

Through study and research, Miller apparently has arrived at an approach which is starting to pay handsome dividends. This approach, instituted some three years ago, involves a combination of national advertising effort and strong local advertising in some 85 selected target markets which account for about 75%-80% of Miller's total sales volume. Most major media are involved, including radio-tv spot. Our agency is Mathisson & Assoc., Milwaukee.

While this emphasis on strategic local effort has paid off handsomely, Miller also has been aware that it could not turn its back on many lesser markets which in combination represent a volume of some 500,000 barrels annually. Therefore, to provide these markets with adequate support at a reasonable cost, Miller has resorted to two types of national advertising which provide "umbrella" support to all of its markets.

Why Network Radio? ■ One portion of this umbrella is Miller's national magazine program. It provides merchandisable advertising coverage and enables Miller to present its distinctive "champagne-style" bottle in full color at its appetizing best. However, national magazine advertising, despite the many good things which can be said about it, does not provide for Miller the complete umbrella coverage needed.

For this reason, Miller has been a rather consistent user of network radio advertising since 1947, when we sponsored 26 weekly half-hour programs on ABC featuring the champagne music of Lawrence Welk. This initial use of network radio was highly successful. Miller later used NBC and Mutual, too.

Then because of its sponsorship of *All Star Golf* over ABC-TV, Miller withdrew from network radio for a period. But last summer, ABC radio approached Miller with an availability centered on the 5:30 p.m. "drive-time" newscasts featuring Alex Dreier. Miller recognized the opportunity to support its year-end sales drive with a special effort and picked up half-sponsorship. The immediate and encouraging response to this purchase not only prompted Miller's advertising agency to recommend continuation in 1962, but it stimulated some additional thinking on my part, too: Why not add a nightly "good news" broadcast featuring Alex Dreier?

The Bright Side ■ Unlike standard newscasts which often are a litany of disasters and other unhappy news, the new concept would emphasize the brighter side of the news and give listeners the opportunity to hear good news about their fellow men just before bedtime. Network radio, of course, would be ideal for this purpose. So we started Jan. 1 in the 10 p.m. spot.

Here are our happy results to date: (1) Coverage. At a cost within Miller's budget, *Good News* on 226 ABC affiliates gives Miller coverage of better than 90% of the radio homes in America; reaches virtually every one of Miller's markets. (2) Frequency. An across-the-board feature, *Good News* is broadcast Monday through Friday. (3) Continuity. Set up on a 52-week basis (as compared with Miller's previous network programming of 26 or 39 weeks), *Good News* provides all-year exposure.

(4) Impact. With a ten-minute format, each show gives Miller two commercial shots plus opening and closing billboards. This, coupled with Miller's continuing half-sponsorship of the 10-minute drive time news with Alex Dreier (currently on 228 ABC affiliates), gives Miller's markets 15 minutes of programming per day five times each week. (5) Flexibility. Because *Good News* is sponsored entirely by Miller, it affords flexibility in length of commercials to suit message needs.

It's Different, Too ■ (6) Exclusivity. The show's format of broadcasting "good news" sets it apart from all the other standard newscasts. This uniqueness is almost sure to establish Miller's identity with the show. (7) Prestige. This quality is gained through the well-known and respected personality of Mr. Dreier. Miller merchandises Mr. Dreier to its distributors and retailers in this fashion: "Alex Dreier, the man on the go—sponsored by Miller High Life, the beer on the move."

(8) Compatibility. The program also is in complete harmony with the nature of the sponsor's product. The format provides a natural lead-in to the "enjoy life" commercials. (9) Concert. The program provides a direct tie-in with our overall advertising theme, "Enjoy Life with Miller High Life." (10) Bonus. Finally, the extensive coverage provided by the *Good News* and drive-time news programs not only solves the problem of putting effort into the many minor markets, but it also provides solid, low-cost, bonus support to many of Miller's major markets.

Ten—count 'em—ten elements of advertising smoothly working together. Rare it is when an advertiser can find any one single effort which so effectively provides all these desirable elements. Miller's programming on ABC Radio is "good news" indeed—for the listeners and for the sponsor!

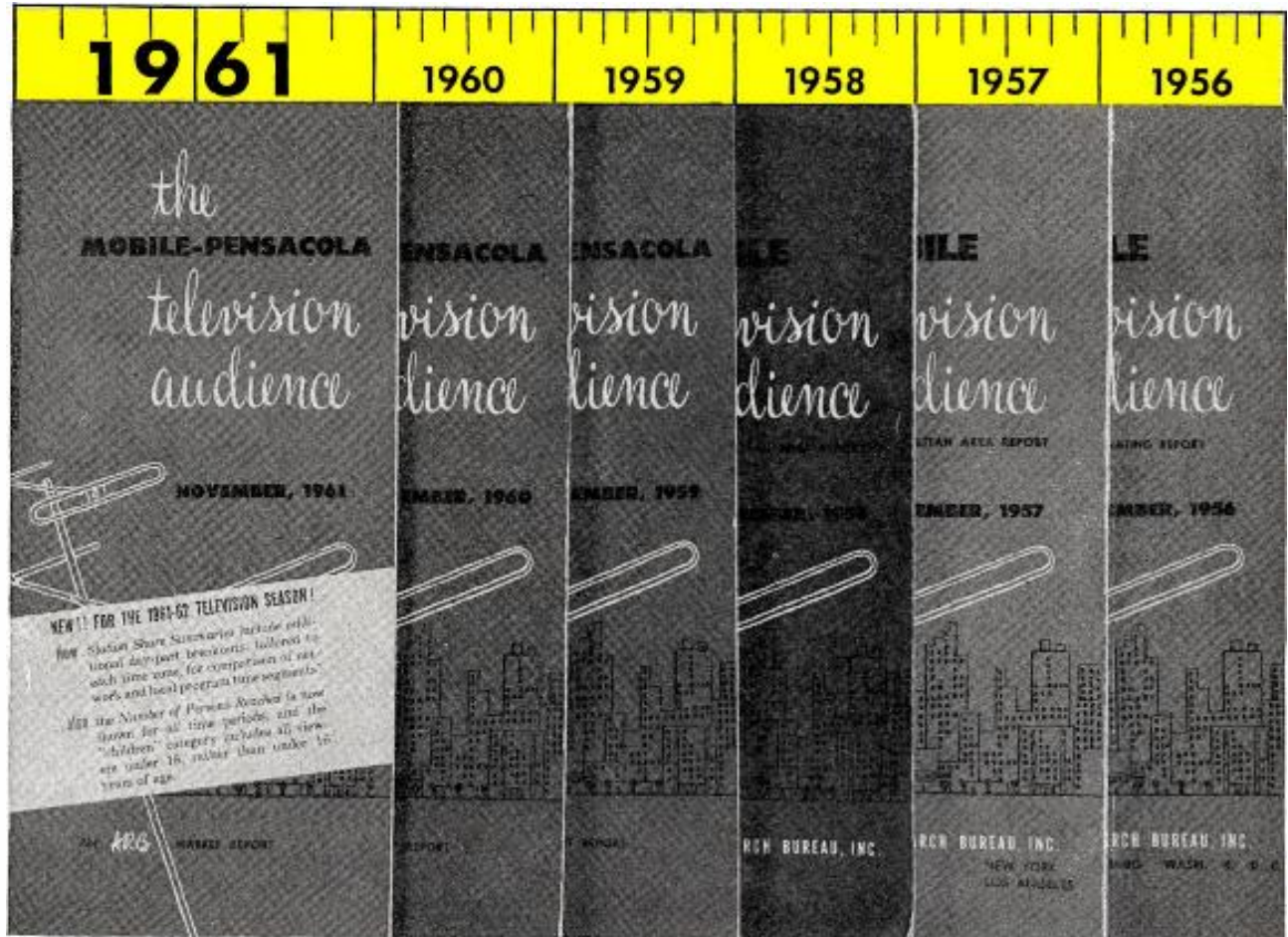


Edward G. Ball, director of sales promotion for the Miller Brewing Co., is in charge of all Miller High Life advertising, merchandising, public relations and promotion. Before joining Miller in 1956, he was vice president of Mathisson & Assoc. Inc., Milwaukee advertising agency handling the Miller High Life account. Nationally known in the advertising field, Mr. Ball got his start with a Milwaukee agency in 1934. He also worked for two Chicago agencies before joining Mathisson.

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

WKRG-TV Mobile - Pensacola

Measures UP



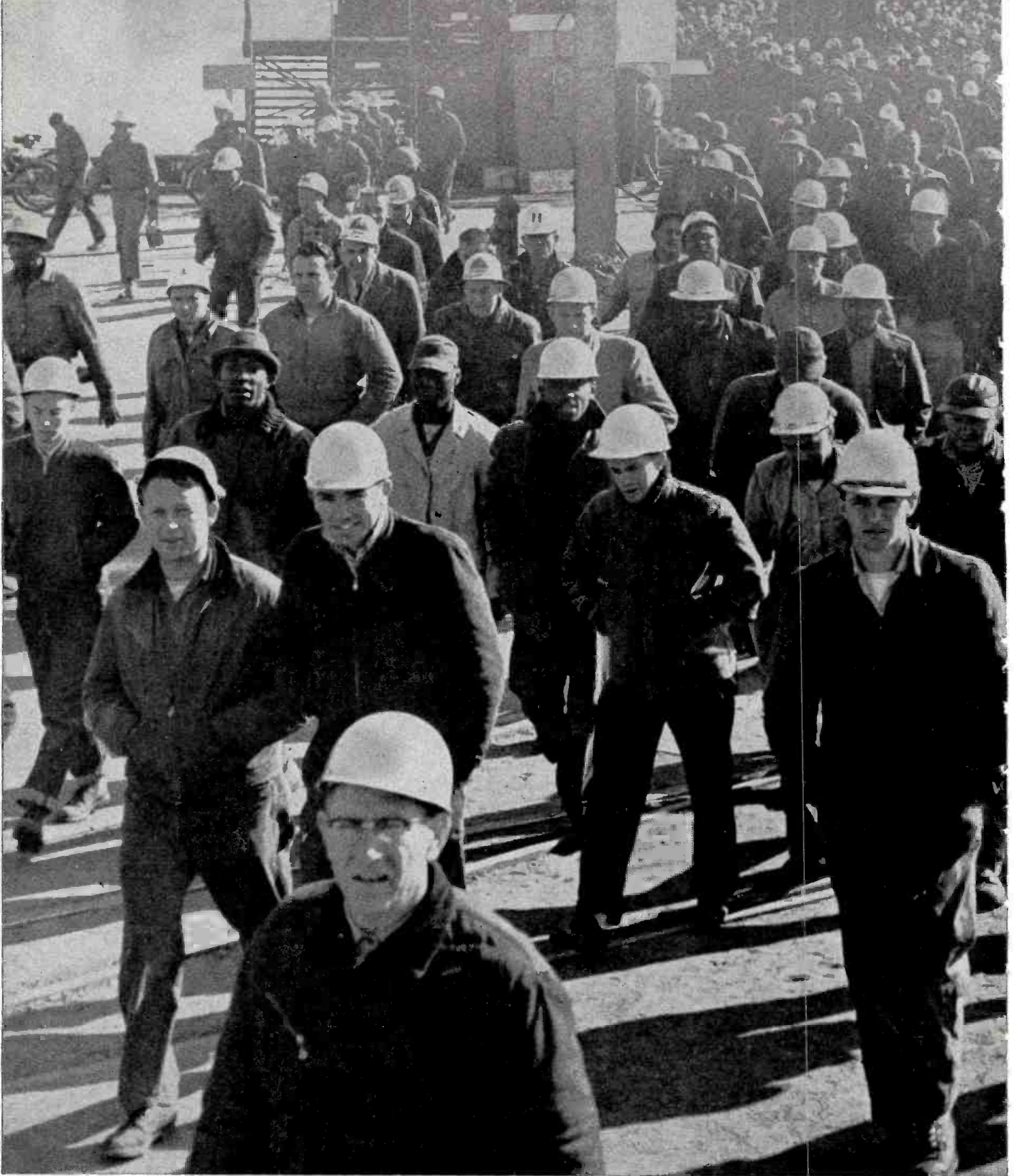
WKRG-TV

Channel 5
Mobile
Alabama

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

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

Surprise! Where is the **SOUTH'S LARGEST**



INDUSTRIAL PLANT?

IN NORFOLK-TIDEWATER...AMERICA'S MOST UNDERESTIMATED MARKET

Scuttle the idea that the navy is the only blue chip in Norfolk-Tidewater. With over 21,000 employees, and a payroll of nearly half a million dollars for every working day, Newport News Shipbuilding and Drydock Co. is the South's largest industrial plant.

In addition we have Ford, Dow Chemical, Union Carbide, U.S. Gypsum, etc., AND the No. 1 port in the U.S. in foreign commerce tonnage—equal in employment to 500 average industrial plants! AND military installations whose civilian employees alone outnumber all of Delaware's manufacturing workers!

Dig a little and you'll find lots of surprises in Norfolk-Newport News—America's most underestimated market! For more information, write to any of these stations at Norfolk, Va.

WAVY-TV
CHANNEL 10—NBC

WTAR-TV
CHANNEL 3—CBS

WVEC-TV
CHANNEL 13—ABC

A METRO MARKET OF NEARLY A MILLION PEOPLE, AND ONLY THREE TV SIGNALS!



DISCOVER

North Carolina's Grade A World

Only this one station provides Grade A Coverage of thirty-three populous counties in the heart of the rich Piedmont, dominated by the metropolitan tri-cities of Winston-Salem, Greensboro, High Point—a responsive market of more than 300,000 television homes!

Call Peters, Griffin, Woodward, Reps.

WSJS TELEVISION
NB  
CHANNEL 12

WINSTON-SALEM / GREENSBORO / HIGH POINT

BIRTH CONTROL FOR AM RADIO?

- Campaign is on to halt the growth in station population
- Mercy killings of some stations may also be proposed
- NAB, FCC to confer on problems of broadcast competition

A joint government-industry drive to reduce competition in radio was launched at the NAB convention in Chicago last week.

In a Monday address, NAB President LeRoy Collins said "there is no more important work before us" than to find remedies for the overpopulation of radio. "The theory of multiplicity as an incentive to excellence and a safeguard against mediocrity is a fine one, but it must be borne in mind that in actual practice there is a point of diminishing returns," the governor said.

The next day, FCC Chairman Newton N. Minow proposed that the industry and commission meet in an "informal, face to face, shirtsleeves working conference" to discuss the present art of radio broadcasting. "We are so busy grinding out grants of new licenses that we need to step back and take a look at why we're doing it," Chairman Minow said in proposing the conference.

Search for Answers ■ "An intensive search for answers is overdue and a

search for policies that conform to the answers is imperative."

No sooner had the chairman stepped down from the microphone than the wheels were turning to make such a conference a reality. Gov. Collins called it a "splendid suggestion, one in which the NAB will cooperate to the fullest. This is the sort of thing we need to do more often. The conference will help solve many vexing problems by obtaining information in depth."

An overwhelming majority of Mr. Minow's audience immediately gave wholehearted endorsement to the proposed am study and joint conference. On Thursday, the NAB officially endorsed the Minow proposal for a conference. In a resolution, voted on by radio members only, it was stated the "NAB accepts the proposal in the same spirit in which it was offered and will be pleased to participate in such a conference with the FCC and requests the president and staff of the NAB to assist in the arranging of such a conference

to be held in Washington as soon as possible." Later, the entire convention approved plans for the joint conference.

The Georgia Assn. of Broadcasters wired to pledge the "resources, cooperation and energies" of its 165 members in the study. "The GAB offers wholehearted support to this step in the public interest," Association President H. Randolph Holder, WGAU Athens, said.

NAB Committee ■ At its February meeting, the NAB Radio Board authorized the appointment of a special committee to study the problem of the population explosion in radio. The committee has not been named but George Hatch, KALL Salt Lake City and retiring NAB radio chairman, played a prominent role in plans for the new group. The committee was ordered after NAB General Counsel Doug Anello reported on the FCC's legal authority to consider economic impact of proposed new facilities in terms of the public interest.

Clair McCollough, NAB chairman,

How station profits drop as number of outlets increases

The growth of am radio station competition, hottest topic at the 40th Annual Convention of the National Association of Broadcasters in Chicago last week, was pointed up in BROADCASTING's Perspective 1962 report (BROADCASTING, Feb. 19, 1962).

Here are the facts on station income as compared to growing numbers of outlets in a number of markets. Figures were taken from the FCC's official record.

Baltimore: 1950, 10 stations, \$3,554,865 revenue, \$816,590 income (before taxes); 1960, 15 stations, \$5,699,599 revenue, \$872,989 income.

Birmingham: 1950, 9 stations, \$1,883,973 revenue, \$389,245 income; 1960, 12 stations, \$2,261,206 revenue, \$101,712 loss.

Atlanta: 1950, 11 stations, \$2,861,627 revenue, \$863,870 income;

1960, 18 stations, \$4,470,376 revenue, \$547,195 income.

Dallas: 1950, 7 stations, \$2,985,837 revenue, \$775,003 income; 1960, 12 stations, \$4,355,397 revenue, \$188,707 income.

Fort Worth: 1950, 6 stations, \$1,559,827 revenue, \$209,237 income; 1960, 9 stations, \$1,711,873 revenue, \$14,163 income.

Peoria, Ill. 1950, 6 stations, \$1,122,412 revenue, \$93,809 income; 1960, 5 stations, \$1,182,523 revenue, \$148,659 loss.

Charlotte, N. C.: 1950, 4 stations, \$1,814,711 revenue, \$493,341 income; 1960, 7 stations, \$1,558,900 revenue, \$103,281 loss.

Little Rock, Ark.: 1950, 5 stations, \$904,492 revenue, \$209,051 income; 1960, 8 stations, \$1,047,648 revenue, \$114,362 loss.

St. Louis: 1950, 11 stations, \$5,917,879 revenue, \$1,291,171 in-

come; 1960, 14 stations, \$7,039,432 revenue, \$473,957 income.

Taking the United States as a whole, 1,976 radio stations reported total revenue of \$340,891,476 in 1950 out of which they earned \$55,113,872 in income before taxes. A decade later 3,300 am stations took in \$560,315,348 but the income stood still, totaling \$55,200,977.

Here are two more examples of the way the community revenue dollars are being spread thinner:

In 1948 six Denver am stations shared \$565,000 income; in 1960 17 stations shared \$171,000, less than a third this sum.

In Phoenix, where the population doubled in the last decade, the five stations operating in 1948 shared \$204,000 income; nine stations went in the red \$50,000 in 1955, and 15 stations showed a loss of \$62,000 in 1960.

BIRTH CONTROL FOR AM RADIO? continued

said the committee will need the most qualified men available and that appointments will not be made for at least a week. A large number of broadcasters have asked to serve with the group, it is understood.

This same committee is expected to represent the industry and NAB in the "shirt-sleeves" conferences with the FCC. Mr. Hatch said that engineering and economic studies will have to be made before the industry is ready to sit down at the conference table. This means that the actual conferences are several weeks away.

Minow's Views ■ Mr. Minow drew applause from his audience of 2,300 when he proposed—as the first question for the conference—whether a freeze should be placed on new am grants while a future course for radio is charted. "Should we pause in issuing new am licenses while we study the inflation on our airwaves?" he asked. Other questions posed by the chairman:

■ Should engineering standards be tightened? Should processing be modified to give priority to underserved areas or should the economic question be met head on in every case? "My own view is that am engineering standards must be tightened and our own processing priorities sharply revised," Chairman Minow said.

■ Should the FCC encourage mergers among existing stations and then delete stations to permit operation based on sounder engineering standards? "I find great merit in this suggestion if it is guided by the principles of no significant loss of service and an avoidance of monopoly or undue concentration of control," he said.

■ What about the future of radio networks? "The networks remain the stalwart backbone of radio's own national and international news gathering organizations," the chairman said. "Would the networks be encouraged to expand, rather than contract their services, if they were permitted to own more radio stations?"

■ "And what about the number of commercials? The time is past due to put up or shut up (the chairman was quoting code director Robert Swezey) on self-regulation. If you are unable to achieve self-discipline, we may have to adopt a rule on commercials which does apply to everyone." If the conference helps a broadcaster's economic position, the chairman said, it would be in the public interest to consider reasonable limitations on commercial time.

■ Should the FCC take a closer look at an applicant's financial qualifications? "We approve transfers where the buyer's resources make a shoestring

look like a mooring line," he said. "Are we kidding ourselves when we expect a tiny am station with a staff of a combo man and the owner to serve the public interest?—A high standard of public interest cannot be maintained by an understaffed station that is operating at a loss."

The chairman said these are just a few of the many questions which the industry-FCC conference would try to answer. "Whether such a conference is desirable and effective will depend on the spirit brought to it by both industry and government sharing a common goal—the development of policies that will preserve, enhance and encourage the fullest possible use of radio in



Mr. McCollough

the public interest. Gov Collins, I put this suggestion of a conference to you for the NAB and we'll await your views."

It was a short wait with the NAB approving the conference 24 hours later.

Remedies Needed ■ "Let us find remedies for the over-population of radio," Gov. Collins had said Monday in setting the stage for rapid acceptance of the conference proposal. There must always be room for the small station but it is equally important that there is room for broadcasting to grow, the NAB president said.

"The economics of good broadcasting are such that a station or a network simply cannot adequately determine community needs, plan for the meeting of those needs, finance the programming required, experiment with new formats and develop new talent without an adequate revenue base," he pointed out.

It takes money, the governor continued, for broadcasters to do well the things that are expected of them. "It is futile to think that this kind of financial base can be encouraged by the continued proliferation of an unduly large number of individual, competing broad-

casting units."

The theory of multiplicity as an incentive to better programming and a safeguard against mediocrity is a fine theory, the governor said, but in actual practice there is a point of diminishing returns. "No one wants monopoly, but the alternative is not the extreme in the other direction—anarchy through overpopulation of broadcast facilities," he said.

"For when this happens, each economic unit is forced to cut back on costs, including important services in the very areas where public need requires strengthening, not lessening; creativity is stifled and the dreary drabness of conformity sets in."

At the Wednesday FCC panel, Chairman Minow pointed out that overpopulation in radio and tv are not comparable. "Radio has all the drawbacks of competition," he said, "whereas tv has only one-tenth as many stations and hasn't yet drawn the full benefits of competition."

But, the chairman warned, the FCC should not get too deep into the number of stations a community can afford or it will be entering the utility or telephone type of regulation.

No Economic Criteria ■ Both FCC and NAB officials stressed that no one is advocating that the government return to economic stability considerations in making new grants. In the late 1930's the commission had a question in its application form relating to the need of the proposed community for the requested radio service. In a hearing, an applicant often was required to prove this need.

This question was deleted from the application form and as a hearing issue in the early 1940s.

"We are not advocating that the FCC regulate the business practices of broadcasting," Mr. Hatch said. Economic considerations "can't be the approach. It didn't work before and it won't work now."

The Salt Lake City broadcaster maintained that the commission can and should encourage mergers of stations. He pointed out that the Civil Aeronautics Board pushes airline mergers and the Interstate Commerce Commission takes the same position among railroads. Of the industry-FCC conference, Mr. Hatch has asked that it not be called until the NAB committee still to be appointed can make engineering and economic studies.

The NAB is primarily interested in the overpopulation of the radio spectrum with a second consideration being new engineering standards to which the FCC will make applicants adhere. It is expected that the overpopulation can be reduced through engineering considerations.

Agitation Builds ■ Agitation for an



Mr. Hatch

industry and/or FCC study of radio population and engineering standards has been building up for many months, culminating in last week's flurry of activity. At the 1961 NAB convention, Commissioner Robert E. Lee recommended a freeze on all new am grants pending such a study.

Last fall, Commissioner Frederick W. Ford discussed the problem head-on in his much-quoted speech before the Kentucky Broadcasters Assn. (The Ford speech was quoted by Chairman Minow before the NAB). Commissioner Ford expressed the hope that Congress would make a special appropriation for a radio study but nothing has been done to push for extra monies from Congress.

Kenneth Cox, chief of the FCC Broadcast Bureau, has pointed out the



FCC's Cox

Quarton new chairman of NAB tv board

William B. Quarton, WMT-TV Cedar Rapids, was elected chairman of the NAB television board of directors at a board meeting in Chicago last Wednesday. He succeeds Dwight Martin, WAFB-TV Baton Rouge.

James D. Russell, KKTU (TV) Colorado Springs, was elected vice chairman.

Mr. Quarton was one of seven station executives named to the tv board at a membership meeting earlier Wednesday. Others were Eugene S. Thomas, KETV (TV) Omaha, representing tv-only stations, and Henry B. Clay, KTVH (TV) Little Rock, Ark.; Joseph C. Drilling, WJW-TV Cleveland; Gordon Gray, WKTU (TV) Utica-Rome, N. Y.; Payson Hall, Meredith Broadcasting Co., and Mike Shapiro, WFAA-TV Dallas.



Mr. Quarton

need for a study of radio in talks before broadcasters in Oregon, Alabama and Texas. At each of the NAB regional conferences last fall, Radio Vice President John Meagher pointed up the problem and stressed the particular situation in the area of the conference. The NAB is giving "high priority to the broad and involved" subject of economics in radio broadcasting, he said at that time.

For 1960, radio stations in eight states showed a cumulative loss (Alaska, Arizona, Hawaii, Rhode Island, Nevada, Utah, Washington and Wyoming). In all U. S. markets of three or more radio stations, 61 showed red ink among combined station revenues and 125 showed a profit. These cities were led by San Francisco, where 18 am stations showed a combined loss of \$341,138.

FCC Ideas ■ Beyond the Minow suggestions, an FCC official said in Chicago that one of the primary questions to be answered by the industry-commission conference will be: What do licensees conceive to be their duties and obligations to their public and how do they carry out these pre-determined functions?

At least a partial freeze of am grants is highly probable in the early stages of the conference, he said. Radio has problems not associated with tv because (1) it is cheaper to get into radio; (2) no advance knowhow is mandatory, and (3) programming sources are infinitely cheaper. Other unofficial FCC thinking about questions to be answered included:

How can the FCC move to cutdown the number of stations and still be sure

the public interest is being adequately served in those areas where stations are deleted? Actual costs to build a station that meets minimum standards? Can such an operation serve the public adequately?

Mergers will be pushed because, in many instances each station will have individual plusses which complement each other (i.e., desirable frequency, well-known calls, no interference, unlimited hours, managing ability, sales ability and engineering ability, complementary accounts).

The FCC will make it increasingly tough for a station with a money-losing record to be sold when it has no prospects to get in the black under a new owner except through audience promotions and gimmicks. What is likely, it was stated, is that the FCC will require the station in financial straits to continue operating or turn in its license. In case of the latter, the frequency involved would not be granted to a new station.

The FCC is never going to say "Station A, you merge with Station B," it was stated. "But the FCC can and will suggest ways to encourage Station A to merge with Station B."

Not a record

Total paid registration at the NAB Chicago was 3,002 but this wasn't an alltime record. The final Chicago figures were 2,321 management and 681 engineering delegates. In 1961 at Washington the total was 3,100.

RAB's Sweeney resigns as of Feb., '63

SELECTION COMMITTEE HOPES TO NAME SUCCESSOR BY MID-SUMMER

Kevin B. Sweeney, president of Radio Advertising Bureau, leaves the radio industry's trade association effective



Mr. Sweeney

Feb. 28, 1963. A selection committee, under the chairmanship of Frank Fogarty of Meredith Broadcasting, has been at work since last October seeking a replacement as head of the radio organization.

Mr. Sweeney has been RAB's president since January 1954. He joined the bureau as vice president in charge of sales and promotion in November 1951 when the association was six months old, had six employees and a prospective yearly operating budget of \$150,000. RAB now is supported by 1,200 stations, the radio networks and many station representatives. It has an operating budget of \$1.2 million and a staff of 58 in New York.

His announcement April 5 said he had advised RAB's directors in a letter last August of his desire to resign and that Mr. Fogarty's committee has been actively seeking his successor since October. Other members of this committee: Harold Krelstein, Plough stations, chairman of RAB's finance committee; Weston C. Pullen, Time-Life Broadcast, chairman of the bureau's executive committee, and Mr. Sweeney, who serves as *ex-officio* member.

His announcement did not indicate his future plans.

Mr. Sweeney said that two years ago he had signed a new five-year contract with an understanding that he would serve three of those years, the firm part of the contract period.

The RAB president said that he and the directors look forward to an orderly transition and that it was his hope that a successor can report by mid-summer "so that he will be fully briefed" by next February.

Mr. Sweeney said that in the three-year period for which he had renewed his service he had hoped "RAB could accomplish four major goals we had set for ourselves. We hoped to develop a technique to develop national business, to make a major breakthrough on business from large retailers, to develop an integrated system of supple-

mentary services and to buy some permanent housing for RAB."

Lowers Shovel = Added Mr. Sweeney: "We are close to achieving all these objectives and it's time to put down the shovel."

RAB's most recent dramatic move to increase the medium's billings was launched a month ago: a six-point plan to make radio more attractive to big advertising agencies (BROADCASTING, March 5). This was a companion campaign to RAB's Radio Test Plan that's aimed to sell major advertisers on radio's sales effectiveness. The later officially was inaugurated on March 1. RAB has purchased a town house in midtown Manhattan and takes possession of it on July 1 after minor alterations (BROADCASTING, Feb. 26).

Mr. Sweeney had been in sales promotion with CBS and ABC, and was general manager of HPL Programs, which syndicated and sold daytime participation programs in several major markets and also produced and sold network programs. When CBS bought HPL and moved it from California to New York, Mr. Sweeney remained on the West Coast as general sales manager and later as operating executive of KFI Los Angeles.

Factor names GMM&B for cosmetic lines

Max Factor & Co. has appointed Geyer, Morey, Madden & Ballard, New York, to handle advertising for a number of its cosmetic products, Marvin Mann, director of Factor's U. S. advertising, announced today (Monday). Products assigned to GMM&B include the treatment line, Erace, Creme Puff, Pan Stik, Pan-Cake make-up, Finishing powder, Eye Make-Up, Swedish Formula hand creme, Hi-Fi fluid make-up and several new products now being developed.

Mr. Mann also announced that Carson/Roberts, Los Angeles, a Max Factor agency since 1958 when it was first appointed to handle the Factor line of men's products, has steadily increased its part of the company's advertising. In the current realignment of product assignments, he said, C/R will continue to handle the men's line, Crew Cut, Parfums Corday, Nail Satin and the company's lipsticks. In addition, C/R has now been given Sheer Genius, Case-Mates, the Hynotique and

Primitif fragrance lines and a number of new products that are now in the development state.

The major part of the Factor advertising-promotion expenditures, estimated at some \$12 million a year, goes for in-store displays and other point-of-purchase material, with about \$4 million going into commissionable media. When the company broke with Kenyon & Eckhardt last January after an association of more than three years (BROADCASTING, Jan. 22), some \$3 million in billings were reportedly up for grabs.

PM buys Mutual news; now on four networks

Philip Morris Inc., New York, last week purchased five-minute radio news shows on Mutual, giving it coverage on all four radio networks and a total of 1,017 stations.

The Mutual buy, announced by Roger M. Greene, Philip Morris vice president and director of advertising, calls for four 5-minute news programs daily, Monday-Friday, and seven 5-minute programs on Saturdays.

Mr. Greene already had announced purchases of radio time on the other networks (BROADCASTING, March 19). The company's Alpine, Parliament, Marlboro and Philip Morris brands will be advertised on the Mutual shows.

Benton & Bowles, New York, is agency for Philip Morris on its radio buys.

Mid-South ad institute to hear Collins, Dixon

The second annual Mid-South Advertising Institute will be held this week (Thursday and Friday) at the Peabody Hotel, Memphis, Tenn., with LeRoy Collins, NAB president, and Paul Rand Dixon, FTC Chairman, as the key speakers.

Some of the highlights in addition to the speakers' program will include the presentation of the Advertising Federation of America *Printers Ink* Silver Medal Award and the Memphis Advertising Woman of the Year selection. The institute also plans to put certain key admen to the test with a "Campaign Created Before Your Eyes" wherein local agency men will be selected, tossed into a difficult advertising problem and must create and present a surefire campaign by Friday afternoon.



It's CANAL Street in NEW ORLEANS...

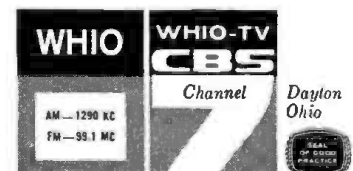


It's MAIN STREET in Ohio's Third Market

That Dayton, Ohio, has no historic, beautiful, and jumping French Quarter is its loss. But Daytonians— together with others in this big market—get along in their own way. And frequently their own way is significantly different than the ways encountered, let us say, along Bourbon Street. ■ Detecting these differences, and local preferences, is the job WHIO (AM-FM-TV) has carved for itself. That, and beaming its powerful signals so directly at these differences and preferences that WHIO becomes automatically an outstanding preference, too. Figures prove it. Just as figures prove that there's more spending money here than in any other area of Ohio. George P. Hollingbery would be delighted to prove all this.

DAYTON, OHIO WHIO-AM-FM-TV

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



BCH to start centralized billing June 1

FIRM DISCLOSES REP, STATION, AGENCY RATES

Broadcast Clearing House will put spot radio's first centralized billing service into operation June 1, President John E. Palmer announced last week.

Mr. Palmer also disclosed for the first time the rates at which BCH is offering the service to stations, agencies, and station representation firms. He said several clients already have been signed, that others have made verbal commitments and that he hopes to announce their identities soon.

BCH's paper-processing and billing service at first will concentrate on spot radio, but Mr. Palmer said he hopes to expand to television by fall.

"We are taking one step at a time," he said in an announcement issued at the NAB convention in Chicago. "We are not going to try to solve every industry problem in the first month of operation. It's foolish to think that such is possible. We—BCH and the Bank of America [which processes the data for BCH and administers the collection and payment of funds] have been programming and testing the spot radio accounting-billing operation for almost a year now, and it is ready to present to the industry—perfected to the degree that we know it will work and fulfill the promises we have made."

He outlined the three principal "promises" as (1) increased use of spot advertising because of simpler buying and billing practices; (2) reduction of station, agency and rep operating costs in the paperwork area, with fewer discrepancies in billing; (3) prompt delivery of estimates to agencies in a form

that will enable them "to virtually eliminate their present contract department," plus faster payments to stations and reps and complete billing and accounting records for all national business.

Rates base ■ BCH's rates for each client will be based on the volume of business handled for that client. Different rates have been set for stations, agencies and reps, stations to be charged at a higher rate than the others on the theory that the seller has the primary obligation in making his product easier to buy. Here are the BCH rates:

For stations—If a station's gross annual volume is less than \$100,000 the station pays a monthly service charge amounting to \$1,000 a year. If its gross annual volume is between \$100,000 and \$250,000 it pays 1% of the volume; if volume is between \$250,000 and \$400,000, the rate is 0.9%; if \$450,000 to \$700,000 it is 0.82%; if between \$700,000 and \$1 million it is 0.74%; if between \$1 million and \$2 million it is 0.66%, and if annual gross volume is \$2 million or over, the rate is 0.6%.

For agencies—If an agency's gross annual volume is below \$1 million it pays a monthly service charge totaling \$2,000 a year. If gross annual volume is between \$1 million and \$6 million, the rate is 0.2%; between \$6 million and \$12 million, 0.17%; and from \$12 million up, 0.14%.

For Reps.—If a rep's gross annual volume is less than \$1 million its monthly service fee comes to \$1,000 a

year. If gross annual volume is between \$1 million and \$5 million the rate is 0.1%; between \$5 million and \$10 million, 0.092%; and from \$10 million up, 0.085%.

In all cases rates will be adjusted according to actual volume for the year. In the case of stations, all those under the same single group ownership may combine to earn maximum volume rate.

"We feel," Mr. Palmer explained, "that it is the broadcasting medium's own responsibility—and nobody else's—to make broadcasting more attractive to its customers by providing streamlined, standardized billing-invoicing-accounting services to agencies."

BCH is one of three companies currently competing to open up the spot clearing-house field in broadcasting, but is the only one concentrating exclusively on radio at the outset. The others are Broadcast Billing Co. and Central Media Bureau. The former says it began operation Feb. 1 by starting to "phase in" the spot tv paperwork of a client agency which it cannot yet identify (BROADCASTING, April 2).

Radio-tv entries asked in western ad contest

Entries of radio and tv commercials created in the 13 western states and British Columbia are invited for the annual "Best in the West" competitions of the Advertising Assn. of the West.

Competitions are also held for advertising in magazines, newspapers, direct mail, outdoor, transit farm papers and business publications, as well as one for complete campaigns. The deadline for entries is May 1.

Television Bureau of Advertising is offering cash prizes totaling \$575 for the best tv commercials. There are first prizes of \$50 and second prizes of \$25 for both live and animated commercials of 60 seconds, 20 seconds and IDs, for local commercials and for color commercials. Southern California Broadcasters Assn., San Francisco Radio Broadcasters Assn., the Vancouver Ad and Sales Bureau and a number of individual stations are contributing the \$200 cash radio awards for the best regional and national radio commercials and the best local spots.

Faillace offers package

Faillace Productions Inc., New York, which has specialized for 15 years in the production of radio-tv commercials for national advertisers, is introducing a new service for local and regional advertisers. The company will offer an advertiser a package for a specific price, and it will cover the creation and production of a commercial campaign and a time schedule for 52 weeks on a desired radio stations.



By using Broadcast Clearing House's centralized accounting-billing-paying system, station representatives, agency executives and station operators can save enough money for a trip to

Paris next year. Or so John E. Palmer (l), BCH president, tells Daren F. McGavren (r) of the station representative firm during the NAB convention last week.

SEVEN ARTS' "FILMS OF THE 50's"

spark sales for sponsors

WICU-TV, Erie, Pa., reports explosive viewer response to such diverse items as "Mustang Homes" and Direct Distant Dialing services.

Sponsors of WICU-TV's Local TV Specials credit Seven Arts feature films with outstanding success of newly launched promotions.

George Harris, president of Harris Homes, states that his sponsorship of a Local TV Special over WICU-TV was directly and traceably responsible for the sale of 30 houses in his "Mustang Homes" tract.

And a company spokesman for General Telephone of Pennsylvania said sponsorship of just one of the Seven Arts films had contributed materially to customer acceptance of direct long-distance dialing service inaugurated the day following the program.



Robert Lunquist, Sales Manager, WICU-TV, Erie, Pa., says:

"We bought Seven Arts packages to beef up our movie schedule; to get a bigger audience and results for our advertisers. These fine feature films did both."

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



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)

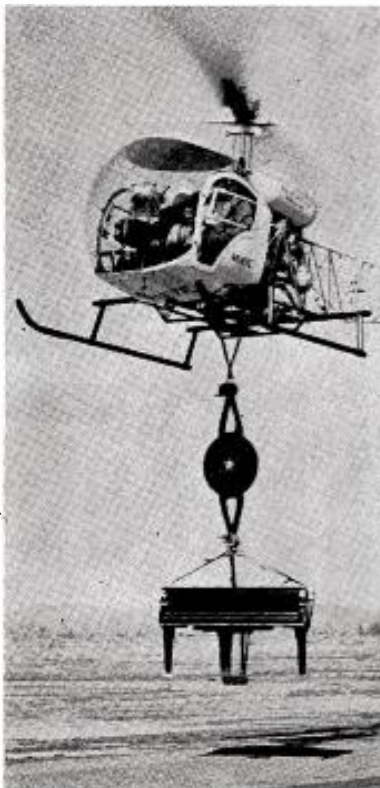
COMMERCIAL PREVIEW: U. S. Rubber's strength

U. S. Rubber Co. will launch a new advertising campaign over ABC-TV and NBC-TV next week to demonstrate through a series of unusual tv-taped experiments an additive in its new tire line which bonds the rubber to the cords of automobile tires.

A series of three commercials taped by MGM Telestudios at U. S. Rubber's proving grounds in Lancaster, Calif., involve several experiments which show that the tread of a tire will not be pulled away from the cord, even under severe conditions.

U. S. Rubber purchased 17 minutes on eight shows on the two networks to introduce the new line beginning next Sunday (April 15). The programs are ABC-TV's *Follow The Sun*, *Lawman*, *Cheyenne* and *Hawaiian Eye* and NBC-TV's *The Outlaws*, *International Showtime*, *Chet Huntley Reporting* and *Tall Man*. Agency is Fletcher Richards, Calkins & Holden, New York.

The taped experiments present situations in which extremely heavy objects are lifted off the ground by helicopters or cranes. Tires, placed on the supporting cranes were attached in such a manner that the adhesive quality between the carcass



and the tire-tread rubber would have to support all the weight of the object raised.

ABC-TV color plans please NBC-RCA execs

Officials of NBC and RCA reacted with delight last week at ABC-TV's announcement that it will broadcast color programs on a limited basis next season (BROADCASTING, April 2), but they declined formal comment.

But it was still too early to tell last week how much impact the ABC-TV move will have on advertising.

In evening programming, NBC-TV absorbs extra costs for color transmission but passes along some of the program production charges to advertisers. Daytime added color costs are absorbed by the network. ABC-TV's plans here are not known.

CBS-TV's official position—that color will be telecast when the need demands it—has not changed. But should that network decide later to transmit some programs in color next fall, it's believed CBS-TV will do so only on a modified or limited basis.

ABC-TV says it will carry *The Flintstones*, *Matty's Funnies With Beany and Cecil* and those feature films in color which are in the *Hollywood Special* Sunday night series in the next sea-

son, followed by further expansion in 1963-64.

NBC-TV itself expects to increase the number of color shows fed to affiliates. Next season the network will be transmitting 65% of its prime-time programs in color and many commercials on these shows will be in color. This will represent a boost of 19% in color programming over the current season, and 71% over the past season. All automotive-sponsored programs on NBC-TV in the nighttime schedule will be in color.

Market profile service to be printed by ARB

American Research Bureau plans to publish a *Market Digest* in the spring, as part of its Media Management Series.

To be included will be comprehensive market and marketing information: tv households by states and counties, station and market rankings by various criteria and individual market information, including coverage data.

A feature of the *Market Digest* will be a geographically defined "marketing area." The marketing area in which a

county is placed will be determined by ARB on the basis of the daytime circulation percentages in a particular county from all tv stations from each surrounding market. The market with the highest sum total of viewers in that county is awarded the county. Thus counties will appear in only one marketing area.

Total retail sales for the marketing area will also be included for both metro and total marketing area.

Market Digest, used in conjunction with ARB local market reports, will provide "a more useful tool for making optimum use of rating data" according to ARB.

U.S. PROPAGANDA ARM

Brower urges government to new persuasive efforts

The government was urged Friday by Charles H. Brower, president of BBDO, to put the nation's advertising knowhow to work in the international struggle for men's minds. Addressing the closing session of the western meeting of the Assn. of National Advertisers at Pebble Beach, Calif., Mr. Brower again called for the creation of new governmental position, the Secretary of World Affairs, with cabinet rank and cabinet authority, to direct the nation's international propaganda operation.

The present ideological struggle between the free world and the communists "is a ridiculously one-sided war," the agency president declared. The communists are estimated to be spending more than \$4 billion a year for propaganda, he stated, or \$4 to every dime being spent by the U. S. "They have 80 to 100 times as many people at work as we do and spend more in Latin America than we spend in the entire world.

"It is a remarkable and most disturbing fact," Mr. Brower commented, "that the U. S. has less capacity, less expertise, less creative talent, less resourcefulness in the art of selling and persuasion than is instantly available to the least likely consumer product in America. And unless somebody—and I said *somebody*—acts on this problem, the U. S. will continue to have none of these things."

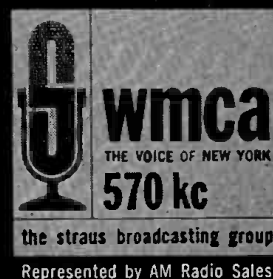
The word "propaganda" has "somehow become a dirty word in the U. S.," Mr. Brower said. "Our entire effort at propaganda rests on the laudable but foolish belief that facts speak for themselves. Just tell the people around the world the truth—the bad as well as the good—and they will reach a conclusion of their own."

But there is a great difference between fact and propaganda—between "telling the news and getting people to go along with your ideas," the agency

when you think

NEW YORK
RADIO

think
wmca



president stated. "News says that Dr. Salk discovered a vaccine for polio. Propaganda gets people to take the shots. News says great forest fires rage in the Hollywood Hills. Propaganda says (through Smokey the Bear): Be careful with cigarette butts. Break your matches . . . News says (or said years ago) your country is selling savings bonds. Propaganda says (20 years after Pearl Harbor) 'E' bonds help our country and assure your future.

"The difference should be apparent to all."

Mr. Brower told the ANA meeting that this is not a time for "cynicism or sarcasm" about the propriety of the nation using professional sales techniques in the Cold War. "Glib talk is no longer simple stupidity. It is gross irresponsibility," when the stakes are the cooperation of "over a billion people, the population of the so-called uncommitted countries of the world. . . . They are the balance of power. They are more people than we have on our side right now."

CMB seminar told of billing by computer

Billing and paying for radio and tv spot placement are among the paperwork functions of an advertising agency suitable for machine handling. This is so particularly if the agency is a major one handling a lot of paperwork connected with timebuying and billing.

As explained by George N. Farrand, vice president-treasurer, Young & Rubicam, in an April 2 seminar held in New York by Central Media Bureau on "Computers in Advertising":

"As soon as the newspaper application is completed, it is intended [at Y&R] to introduce radio and television spot announcements to the computer. Like billing and paying, we shall probably limit the use of the computer for



Mr. Farrand



Dr. Maloney

media documentation to newspapers, spot announcements and, possibly, outdoor advertising. Documentation for magazines and network time do not involve the extensive volume and mathematical calculations that justify such extensive mechanization."

Also appearing was Dr. John Ma-

Four 'secret ingredients' of agency growth

"The dominant factor in agency growth is the growth of clients," Fletcher Richards, president, Fletcher Richards, Calkins & Holden, said Wednesday (April 5). "The only agencies that profit by client growth are the agencies that keep their clients. And agencies that keep clients grow with them."

Addressing a meeting of the Western States Advertising Agencies Assn. on the subject "How and Why Agencies Grow," Mr. Richards stressed client growth as the most important factor, responsible for 50% of all advertising-agency growth. Another cause, he said, is new business, which can come through two forces, push and pull. "Pushing, of course, is the virile process, the bailiwick of the true salesman," he stated. Pulling . . . is quite different. It is the simple attraction of an account to any agency through no other power than an agency's reputation. It is anyone's guess which method produces the most business, although I would put my money on 'pull.'"

Mergers are a third means of

agency growth, Mr. Richards said. "They do achieve quick growth when over-night growth is desirable or mandatory," he commented. "They do supply experienced and desirable personnel that ordinarily couldn't be hired because they are the heads or partners in a going business.

"But," Mr. Richards declared, "mergers are not fun. They raise about the same amount of domestic hell as would happen if Good Old George and his family moved in with yours." However, he added, "mergers do reduce imbalance in size and services among agencies. And better balance can in turn reduce the need for changes in accounts."

A fourth way for agencies to grow is to grow in stature, Mr. Richards said. This is achieved through cooperation with all other agencies, little or large, working together to improve their common product—advertising. "If stature is important to you," he urged his audience, "achieve it through serving your industry. In doing so you will serve yourself—and grow."

loney, manager of research development, Leo Burnett Co. Said Dr. Maloney: "Somewhat to the chagrin of a few admen, the computer has made various contributions to the selection of advertising themes." As he explained it, the machine is fed a set of numerical instructions and calculates an estimate of "the relationship between each consumer altitude and the criterion measures and an estimate of the relationship between each consumer attitude and every other attitude that was studied."

Essentially automated procedures can help agency people do their everyday jobs better. "The computer can never replace the buyer but it can be the most valuable tool to him, his clients and media," Mr. Farrand said.

Agency appointments...

- Wisconsin Physicians Service, Madison, Wis., (Blue Shield Plan of the state medical society) appoints Geyer, Morey, Madden & Ballard Inc., Racine, as its advertising agency. Spot television will be used.

- Beverly Farms Inc. (dairy products), Pittsburgh, has appointed Sykes Adv., that city, to handle its advertising and public relations.

- Park & Tilford-Norex Labs, makers of Amitone, Tintex and other products in drug, supermarket and variety chain fields, appoints McCann-Erickson Inc., New York, as advertising agency for a new proprietary drug product.

Sports, news purchases brisk at CBS Radio

CBS Radio's \$2 million in new business and renewals during the past few weeks included a sell-out of its sports programs and a near sell-out of its weekend schedule of news, sports and *Dimension* features. Many of the commitments are of 52-week duration, the network reported last week.

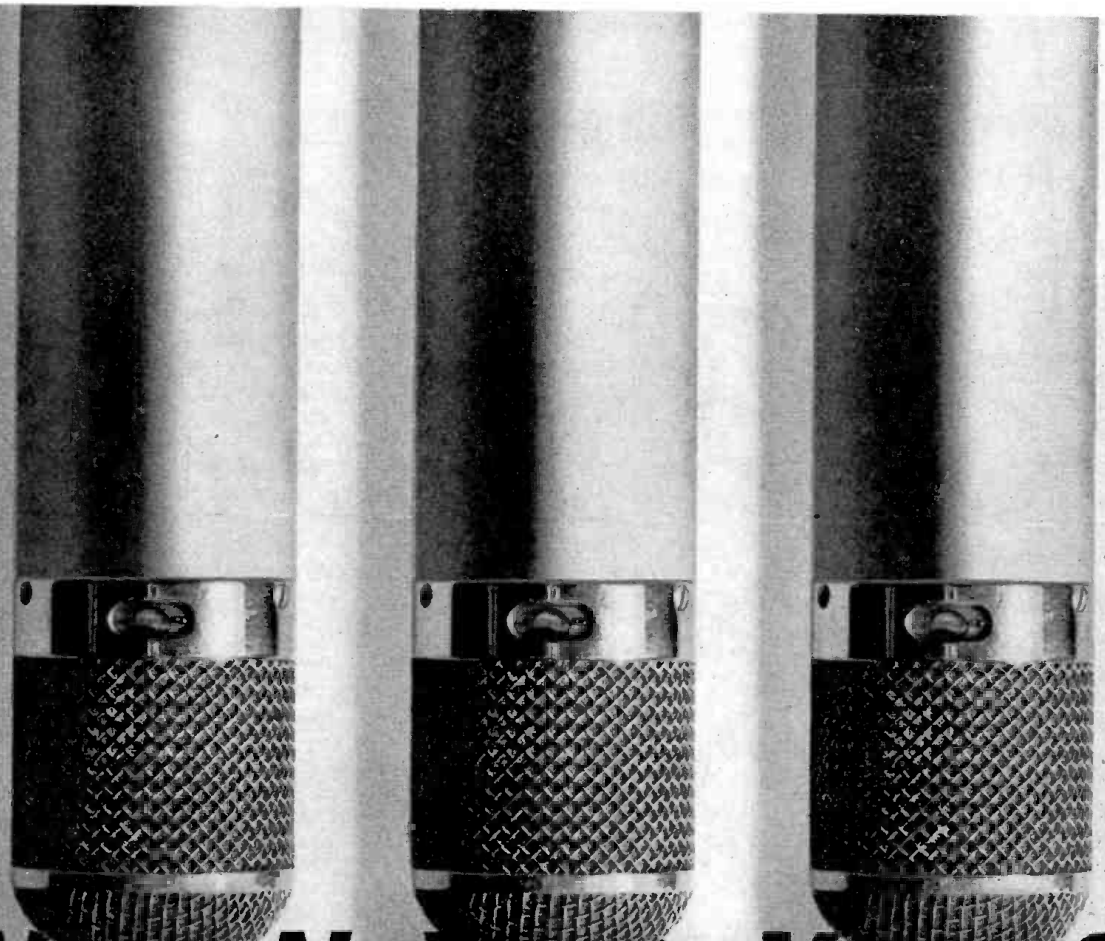
The SRO sign has gone up on such shows as Phil Rizzuto's Monday-through-Saturday *It's Sports Time* (R. J. Reynolds and Hastings Mfg. Co.), Jerry Coleman's 10 weekend broadcasts, *Coleman on Sports* (R. J. Reynolds and Mennen), and the new *Sports-A-Rama* series, with Red Barber (The Gabriel Co., for shock absorbers). Sponsors that have put Art Linkletter's *House Party* close to the sold-out point are Wrigley, Ralston Purina, Kiwi shoe polish, Burlington's support stockings and Bristol-Myers' Mum.

Weekend commitments and renewals have come from Philip Morris, Kraft Foods, Wrigley, P. Lorillard, Mennen, R. J. Reynolds, Hastings Mfg., and Foster-Milburn Co.

Rep appointments...

- WHRV Ann Arbor, Mich.: Ohio Stations Representatives, Cleveland.

- CTV Television Network Ltd. of Canada: Weed & Co., New York, as exclusive United States representative.



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Y&R STAFFERS EXIT WITH UNION BILLING

Smock and associates form own agency-strike oil

In a move rarely paralleled in advertising history, 15 members of the Los Angeles office of Young & Rubicam—the complete product group in charge of the Union Oil Co. of California account—have resigned in a body to form a new agency whose first account will be Union Oil. Move becomes effective July 1. Until that date the group will continue to service the account at Young & Rubicam.

The new agency, to be known as Smock, Debnam & Waddell Inc., will be headed by Jack W. Smock as president. He has been vice president in charge of the Y&R L.A. office where he is being succeeded by James C. Armstrong, vice president and account supervisor on Hunt Foods. Mr. Armstrong joined Y&R New York in 1958 after eight years with N. W. Ayer. He was transferred to Los Angeles in 1960 as contact man on Hunt's and in 1961 was made a vice president.

Last week's announcement that Union oil is moving its \$4 million-a-year advertising budget from Y&R to the new agency headed by Mr. Smock confirms widespread rumors in Los Angeles advertising circles for the past several weeks (CLOSED CIRCUIT, March 19). Plans to introduce the Gulf Oil Corp. identification to the West Coast, where Gulf subsidiary Wilshire Oil Co. now operates under its own name, reportedly forced Y&R to choose between Gulf, long standing client of the agency in the area east of the Rockies with annual billings reportedly in excess of \$10 million, and Union. The choice by Y&R to retain Gulf, forces the Union Oil Company move to

the new agency.

The association between Mr. Smock and Union Oil started at Lord & Thomas, where Mr. Smock was first a copywriter and later account supervisor on



Mr. Armstrong



Mr. Smock

the Union account, and continued when Lord & Thomas became Foote, Cone & Belding. In January of 1951, he moved to Y&R and some six months later Union Oil followed suit. For other SD&W personnel, see FATES & FORTUNES (page 101).

Paint radio spots sell color via ear

W. P. Fuller & Co., San Francisco, has started a 2½-month spot radio campaign for its paint division, with 190 stations in 90 markets participating. It is "the heaviest" radio campaign ever undertaken in the paint industry, according to Palmer Field, Fuller's advertising manager.

The nine one-minute commercials ask listeners to "stare with your ears,"

while stories of eight colors—grey, brown, white, red, yellow, blue, green and black—are dramatized. Another spot summarizes all the others.

Mr. Field said Fuller is employing the "rich visualization properties of radio in an unusual lyrico-jazz technique" to create images of the paint colors. The commercial for red begins like this: "come with me in your imaginings and we will see good old good and evil red. See it there in the garden (slithering sound effect) curving in circle there—seems to want to leap out." The spot then goes on to explain that red has innocence as well as evil and ends by suggesting, "For any of the many wonderful reds—remember to remember the Fuller Paint Co."

Fuller's agency is Fletcher Richards, Calkins & Holden, San Francisco.

DUCKS & DOLLARS

Disney show boosts sales of all color-set-brands

RCA's tie-up with Walt Disney Productions to promote color tv has been "extremely successful" in selling color not only to the American viewing public, but to RCA's competitors in tv set manufacturing, Jack M. Williams, advertising and sales promotion vice president of RCA Sales Corp., said Tuesday (April 3).

Speaking before a luncheon meeting of the Advertising Club of Los Angeles, Mr. Williams credited early planning by RCA and J. Walter Thompson Co., its agency, for much of the success of *Walt Disney's Wonderful World of Color*, broadcast in color on NBC-TV each Sunday evening, with RCA as alternate sponsor. The planning began more than a year before the color series started on the air last fall, he said, with a search for a program that would sell color, that would appeal to all members of the family and that would be helpful in building a good corporate image for RCA.

Because of Walt Disney's pioneering in the field of color in animated motion pictures, it was concluded that "he could sell color like nobody else," and experience has proved that this conclusion was entirely correct, Mr. Williams said.

The program made its debut Sept. 24, 1961, and sales of color sets, which in previous years had fallen off right after World's Series time, began to rise instead. By November, he stated, RCA's dollar volume of color set sales exceeded that of the sale of its black and white sets for the first time. The series, which hit tv's Top 10 list by its fourth broadcast, now is rated as one of the five "best liked" programs on the air, attracting more than 32 million viewers per week. This is an increase of 20% over the audience for the monochrome

Radio proves it can sell itself—BTS

A New York radio rep firm seems to have uncovered a neglected area of radio promotion. In the belief that radio has long overlooked the power of selling itself on the air, Broadcast Time Sales Inc. several months ago purchased time on WSTC Stamford, Conn., for a campaign designed to reach the advertising residents of Greenwich - Stamford - Westchester. The firm created a series of 12 one-minute commercials, each one dealing with different aspects of the power of "sound selling." The WSTC campaign has run for 20 weeks at the rate of one spot a week, and is continuing.

It wasn't long before the promotion started to grow. As other station managers began hearing the

commercials, they requested sets for their own use. By mid-March more than 40 stations in all parts of the country were regularly airing the announcements. Not all are represented by BTS, but its own stations get requests from other stations for copies (or dubs) and for permission to use them. Response to the spots also came from MBS, which said it would run them on the network in addition to feeding the entire package via closed circuit to all Mutual affiliates for their own local use.

Carl L. Schuele, president of BTS, reports some station salesmen use tags on the spots which invite advertisers to call them for additional information on the selling power of radio.

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Disney series on ABC-TV, Mr. Williams noted, suggesting that colorcasting may be the reason.

Pre-sold to RCA distributors and dealers at showings starting in May of last year, four months before the broadcasts began, the Disney colorcasts have been as popular with the trade as with the public, the RCA executive stated. Many retailers have opened their stores on Sunday evenings and invited the public in to see the color programs, which he said have been influential in selling other RCA products like radios, record players and tape recorders, as well as color tv sets. He expressed the opinion that the combined enthusiasm of viewers and dealers may have impressed the dealers in other lines of tv receivers to the point that they put pressure on these manufacturers to give them color to sell too.

Business briefly...

Lestail Inc., for the third consecutive year will co-sponsor tv coverage of the International Beauty Congress at Long Beach, Calif., on KTTV (TV) Los Angeles, through Sackel-Jackson Co., Boston. Beginning Aug. 8 and running through the crowning of the winner on Aug. 18. KTTV will put on 12 telecasts from the beauty pageant, totaling more than 16 hours of air time.

Tidewater Oil Co. is aiming at "socially significant" tv programming this year and will sponsor four *CBS Reports* programs on CBS-TV. The oil company commercials on these special telecasts

—set for April 26, May 24, July 5 and a date in October to be announced—will promote the Tidewater corporate image as well as the quality of its Flying A brand products. Foote, Cone & Belding, Los Angeles, is the Tidewater agency.

Joseph Schlitz Brewing Co., Milwaukee, through Post & Morri, Chicago, has purchased one-quarter southeast regional sponsorship in NBC-TV's major league baseball schedule. Other regional sponsors are Anheuser-Busch and Sunray Oil Co., both in for one-half sponsorship in the southwest and central regions. The 50-game schedule of Saturday and Sunday telecasts begins April 14.

Phillips Petroleum Co., Carter Products Inc. and Bristol-Myers Co. will sponsor NBC-TV's coverage of "All-America Game," scheduled for June 29 from the War Memorial Stadium in Buffalo, N. Y. The second annual event features outstanding performers of the 1961 college football season, and is conducted by the American Football Coaches Assn. in cooperation with a Buffalo newspaper. Agencies: Sullivan, Stauffer, Colwell & Bayles Inc., New York, for Carter; Lambert & Feasley Inc., New York, for Phillips, and Doherty, Clifford, Steers & Shenfield, New York for Bristol-Myers.

Pearl Brewing, San Antonio, Tex., half sponsor (with American Tobacco Co.) of the radio-tv broadcasts of the new Houston Colts' baseball games, has increased its coverage with the purchase

of a state-wide Spanish language network. Key station of the network will be KCOR San Antonio which will relay the games to XEO Brownsville, XEOR MacAllen, KVOZ Laredo and KOPY Alice, all Texas. Agency for Pearl Beer is Tracy-Locke, Dallas.

Horsman Dolls, New York, has appointed The Manchester Organization, Washington, D. C., as its advertising agency. This doll firm has disclosed plans to spend its entire budget in television. The major portion of the campaign will focus on Horsman's latest creation, Thirstee Cry Baby, a doll that cries until a life-sized baby bottle is placed in its mouth. Manchester has already announced the purchase of portions of NBC-TV's *Ruff and Reddy* show and is planning a heavy saturation of spots in other key markets.

Dutch Masters Cigar Corp., New York, has bought a 14-week summer campaign on three CBS-TV nighttime programs: *Password*, *Eyewitness*, and *Checkmate*. Agency: Papert, Koenig, Lois Inc., New York.

Procter & Gamble Co. has purchased participations in six NBC-TV nighttime programs beginning April 6. Agency: Benton & Bowles Inc., New York.

Chrysler Corp. has bought *The Andy Williams Show*, to be broadcast on NBC-TV, Friday, May 4 (9:30-10:30 p.m. EDT). Agency: Leo Burnett Co.

Also in advertising...

Hollywood move ■ Guild, Bascom & Bonfigli has moved its Hollywood offices to 1777 N. Vine St. New phone is Hollywood 6-6311.

Canadian voices ■ Dominion Broadcasting Ltd., Toronto, Ont., has been appointed distributor of news reports prepared by *Time* and *Life* in New York. Air-Time Sales Ltd., Toronto, is sales representative for the reports, which are sent on tape to Dominion Broadcasting Co., dubbed with Canadian voices and then distributed to stations. CKRM Regina, Sask., is believed to be the first Canadian station to contact Time-Life organization for this service. Others buying the service include CFRB Toronto; CKSO Sudbury, Ont., and CJAD Montreal, Que.

KLFY-TV market study ■ Avery-Knodel, New York, representative for KLFY-TV Lafayette, La., is distributing to national advertisers and their agencies a new and comprehensive market study titled "Your Guide to Profit in The Unique Southwestern Louisiana Television Market of KLFY-TV." The station is presently the only tv outlet in the market of more than one-half million people, according to Avery-Knodel.

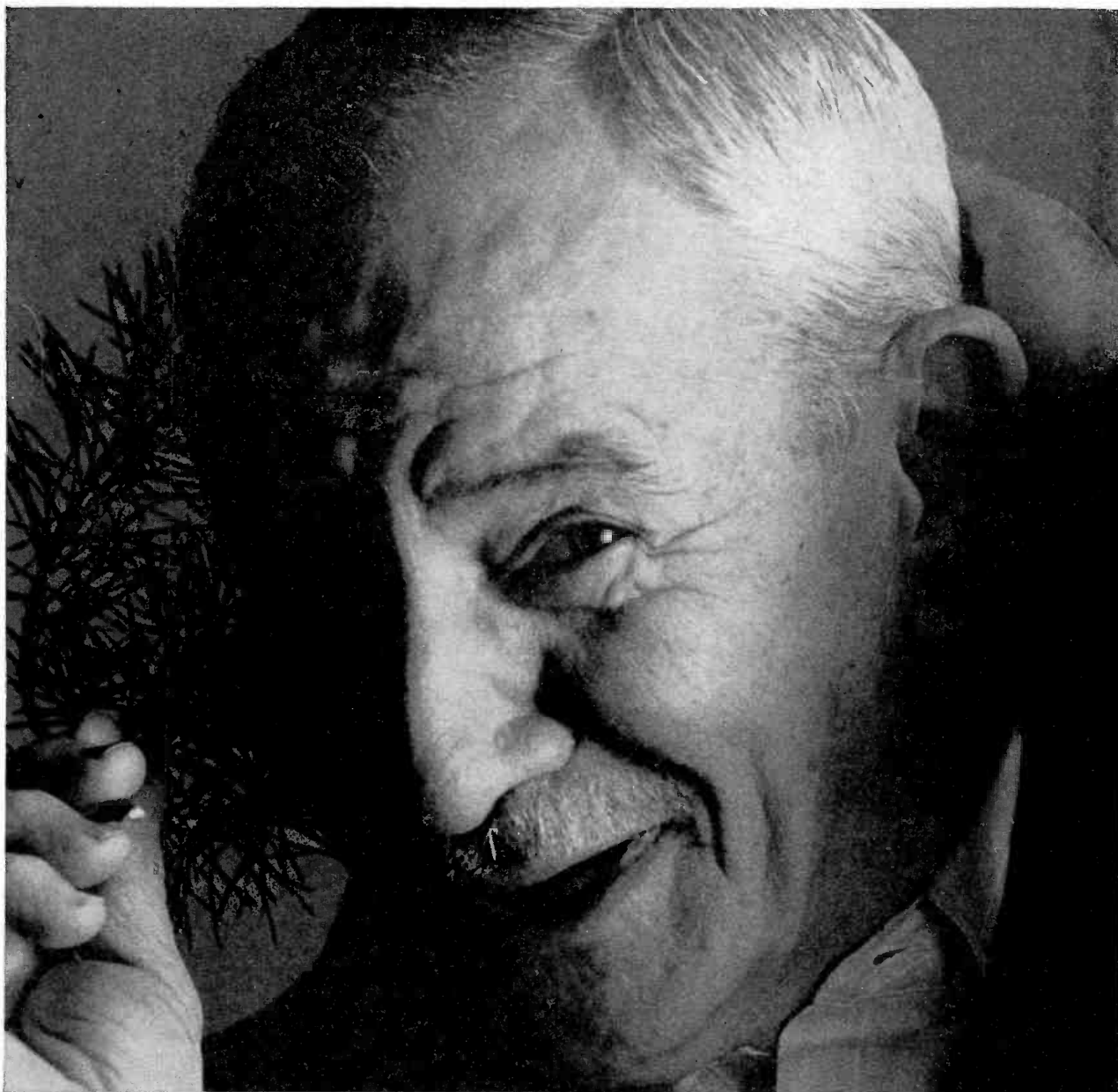


A tribute to past presidents

The Advertising Club of Metropolitan Washington honored its past presidents. Left to right (above) are the former club chief executives active in agency and broadcasting circles: William F. Sigmund (1950-51), associate, Henry J. Kaufman & Assoc.; William E. Coyle (1953-54), then with NBC and currently with Ferris & Co., stockbrokers; Norman C. Kal (1936-37), board chairman, Kal, Ehrlich & Merrick Adv.; Alvan

Q. Ehrlich (1939-40), executive vice president, Kal Ehrlich & Merrick Adv.; John Panagos (1959-60), vice president, United Broadcasting Co.; Milton Q. Ford (1960-61), WOL Washington.

Not available when photo was taken were Ben Strouse (1948-49), president of WWDC Washington, and Henry J. Kaufman (1946-47), president, Henry J. Kaufman & Assoc.



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

Flint-Saginaw-Bay City, where else? . . . That's where WJRT "programming from within" is aimed at people in the market by people who know them and their interests best. By the Social Security Administration's John Brown, for instance, who runs the popular question-and-answer period on the "Almanac" show. Judging by his mail, John's helped area people of all ages make long-range retirement plans. (And John's become so interested that he's invested in a 7,000-unit Christmas tree plantation for *his* later years.)

Nothing out of the ordinary for Channel 12, really. Because we're committed to the view that keeping people's interests in front of our cameras keeps their

interest in front of the set. That's why, in just 2½ years, some 25,000 area people have appeared on WJRT to represent over half a thousand various interest groups.

Results? An average nightly audience of 75,000 families. People, that is, who have \$487 more annual income than the national average.**

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*Based on ARB & SRDS Reports, 1960 & 1961
**Metropolitan wage earners, Sales Management's
"1960 Survey of Buying Power"

Minow's merry-go-round breaks down

COLLINS GETS OFF AT NAB CONVENTION WITH CAUSTICISMS FOR FCC

For the second straight year the two most controversial figures in broadcasting—FCC Chairman Newton N. Minow and NAB President LeRoy Collins—dominated the industry's annual convention.

The names were the same but the performances were different.

One year ago in Washington these two key figures teamed up to give broadcasters the roughest platform beating within memory.

Last week in Chicago Chairman Minow gave radio a stern lecture about its commercials and programs, but in milder terms than his famed "Vast Wasteland" tag of 1961.

Gov. Collins changed his stance by denouncing in heated terms the FCC's tv programming hearings in Chicago, throwing into Chairman Minow's face a series of reproofs for the way stations are being thrashed in public.

This open split with the chairman drew the loudest convention applause in years from more than 2,000 broadcasters. It gave them a new industry hero—an eloquent leader who mustered his political experience to state the broadcasting case.

Chairman Minow was milder in his scolding this year. He added a dramatic new idea—an FCC invitation to an in-

formal conference with NAB on overpopulation of the am band. There was concern, however, at the chairman's suggestion that if radio doesn't houseclean itself the commission will do the job.

Every day produced its high spots and its dramatic moments. Some of the major developments took place in open convention; others in rooms scattered around the vast Conrad Hilton Hotel.

Here are some of the developments:

- The all-industry group seeking lower ASCAP rates for tv cleared the air and reshaped its strategy. An open fight was avoided.

- NAB shored up its code position by bringing stations into closer touch with radio and tv self-disciplinary structures.

- The separate engineering conference provided technical delegates with the latest developments in equipment, particularly miniaturized models.

- The equipment show was the largest in history; the business contracted for and the inquiries were the best ever, according to many exhibitors.

- Fm showed signs of progress, spurred by stereo and growing public acceptance of the medium.

- The continuing fight for access to public proceedings was marked by President Collins' proposal that U. S. Supreme Court proceedings be broadcast to demonstrate the industry's ability to cover the courts without disturbing decorum.

- Sales seminars provided helpful tips on ways to get business.

- The FCC members took part in the annual question-answer session. Their answers were helpful and informative, though not overly revealing.

All this added up to a generally constructive week. Gov. Collins established himself as a skilled and eloquent trade association head, exerting effective leadership that met with general approval. Chairman Minow continued his role of exacting regulator but he has softened some of the forensic techniques that almost scared the kilowatts out of broadcasters in Washington last year.

Radio Facts ■ Getting down to the basic facts of business life, Kevin B. Sweeney, president of Radio Advertising Bureau, said radio has the facts and sales techniques capable of carrying it into the billion-dollar bracket within four years but he doubts if stations will cooperate to attain the goal. He made his final RAB appearance at an NAB convention, having resigned effective next February.

Television Bureau of Advertising and Station Representatives Assn. supplied sales clinics during the week, demonstrating methods of effective selling.

Countless meetings of satellite groups were held during the week. Pre-Sunrise Broadcasters, Daytime Broadcasters, Assn. of Maximum Service Telecasters, BMI, Assn. for Professional Broadcasting Education, Clear Channel Broadcasting Service, Broadcast Pioneers, Television Pioneers, National Assn. of Fm Broadcasters and others held business and social meetings. The major networks held business or social sessions.

In his opening luncheon speech April 2, Gov. Collins sounded a call for correction of radio overpopulation and prevention of a similar situation in television. Some 24 hours later he got an answer from Chairman Minow—the proposal for an FCC-NAB conference. NAB promptly and formally accepted. A group of broadcasters to represent the industry will be named within a fortnight. The FCC hasn't detailed ground rules but the pattern is clear.

An unexpected code development



They're all ambassadors with NAB convention credentials after broadcaster goodwill tour to Latin America. Front row (l to r): Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich.; John E. Fetzer, Fetzer stations; Helen S. Duhamel, KOTA Rapid City, S. D.; NAB President LeRoy Collins; Herbert E. Evans, Peoples Broadcasting Co.; D. L. Provost, Hearst Corp.;

Worth Kramer, WJR Detroit. Back row: Jose Ramon Quinones, WAPA San Juan, P. R.; George C. Hatch, KALL Salt Lake City; Rex Howell, KREX Grand Junction, Colo.; Thad M. Sandstrom, WIBW Topeka, Kan.; Robert T. Mason, WMRN Marion, Ohio; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Daniel W. Kops, WAVZ New Haven, Conn.; Howard Bell, NAB.

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Charleston WCSH-TV
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El Paso KROD-TV
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came during a tv code discussion when Vincent T. Wasilewski, NAB executive vice president, disclosed the association has revived the "clearing house" idea to guide stations in acceptability of commercials. The idea is still in the discussion stage but it may be worked out in time for tv board consideration in June.

Best Quarters ■ Last week's convention enjoyed the finest housing in the 40 years of industry meetings—extensive new auditorium and exhibition facilities in the Conrad Hilton Hotel. More than 2,000 were able to take part in the luncheons.

A long-standing NAB tradition was maintained—the meetings often ran overtime. This led more than once to dwindling attendance as delegates walked out. One dramatized presentation played to a few dozen delegates in a room that seats 2,000.

Fm discussions started Saturday, March 31, as National Assn. of Fm Broadcasters went into sales and research problems. NAFMB joined the next day with NAB, playing to what FCC Commissioner Robert T. Bartley termed the largest audience in the his-

tory of the fm medium.

Another early starter was APBE, which dissected the problems of selecting and training broadcast personnel. Broadcast managers and educators exchanged ideas.

Television Information Office, headed by Louis Hausman, revealed the results of a study showing the effectiveness of "area program bulletins" in keeping opinion leaders informed on tv programming.

Another convention development was a statement by Commissioner Bartley that Conelrad is on the way out as the nation's emergency defense warning system for attacks. A new system is being developed by federal agencies.

Employment ■ Management's employment problems were reviewed at length at a closed-door session, where station managers told of negotiation experiences, and at a later clinic that went into personnel policies.

NAB's annual Distinguished Service Award was presented at the formal opening of the convention to Edward R. Murrow, director of U. S. Information Agency. Ralph N. Harmon, Westinghouse Broadcasting Co. vice president,

was the recipient of the NAB Engineering Award.

NAB's structure underwent a series of changes as a number of directors wound up their terms on the radio and tv boards. Radio directors had been elected a month ago. Seven tv directors were elected last Wednesday. At a later meeting of the new board William B. Quarton, WMT-TV Cedar Rapids, Ia., was elected chairman. He has been vice chairman for a year. James D. Russel, KKTU (TV) Colorado Springs, was elected vice chairman.

Chicago was industry headquarters for a week notable because of the constructive approach to the regulatory and commercial problems that face broadcasters. The air is a lot clearer because of the talking and conferring essential to the working out of industry problems.

The convention was a little less exciting but a lot more rewarding in results produced than last year's Washington meeting. Co-chairmen of the convention were Joseph M. Higgins, WIBC Indianapolis, and Mr. Quarton.

Next year's convention—same place, same time (March 31-April 3).

Chicago tv hearing: grounds for divorce

COLLINS, MINOW PART OPINIONS ON MERITS OF PROGRAM HEARING

LeRoy Collins, NAB president, broke publicly with FCC Chairman Newton Minow last week and established himself as the hero of the broadcasters' 40th annual convention.

In his address at the opening luncheon of the convention, the former Florida governor disengaged himself from the Collins-Minow entente that had existed since both assumed their offices early last year. The issue on which he chose to take his first strong public stand in opposition to Mr. Minow was the FCC's hearing on local television programming in Chicago.

Gov. Collins called the hearing "unfair and unwarranted." He added: "I feel that it was neither well-advised, nor that it has served a good purpose, nor that it should be repeated elsewhere."

(The next day Chairman Minow replied by reasserting his belief in the virtues of hearings of the kind being pioneered in Chicago [see story page 52]. "You have heard about our drop-in policy," said Mr. Minow, in an insert put into his speech after Gov. Collins had made his address. "If there are enough complaints, Commissioner Lee will drop in on you." Commissioner Robert E. Lee has been conducting the Chicago hearing.)

Stations Yet to Testify ■ The Chicago proceeding, which is without precedent, has been labeled by the FCC an "in-

quiry" into the extent of local live programming on the four commercial stations and the one educational station in Chicago. More than 100 witnesses, many critical of New York influence over the network-owned stations in Chicago, testified in the first phase of the hearing (BROADCASTING, March 26). The stations will present their cases in

the second phase which begins April 12.

In his speech last week, Gov. Collins drew extended applause when he issued his sharp criticism of the Chicago hearing. FCC Chairman Minow was seated at the head table at the time.

"In my opinion," said Gov. Collins, "a hearing on such questions is justified only if there appears substantial cause for the commission to consider revoking or refusing to renew a license. And in such a case the inquiry should be limited to the individual licensee involved, and encompass all of the rights of due process that go along with a quasi-judicial proceeding."

(Although the licenses of some of the Chicago stations are in renewal status, the FCC has specifically said that license renewals are not involved in its special hearing.)

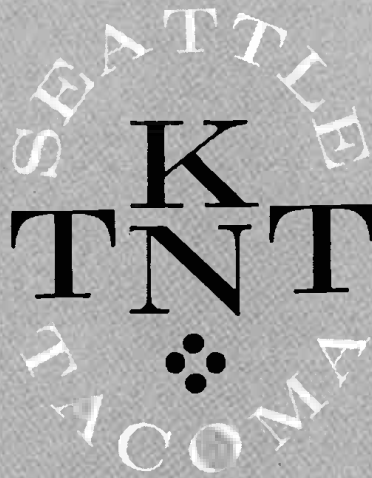
Stations Defended ■ "It is unfair and unwarranted," Gov. Collins said, "to bring under question all licensees in a market—some with renewal applications pending, and others not—and subject them to the cost and distraction involved to provide information for the commission to use for some undetermined or undisclosed purpose."

He said proceedings like the one in Chicago could intimidate broadcasters into avoiding any programming that might make "some people angry."

"If a broadcaster is to live under the



Gov. Collins



KTNT
TELEVISION
AND RADIO

announces the
appointment of

PAUL H. RAYMER CO

as its national
representative

KTNT-TV
CHANNEL 11 • CBS-TV
KTNT-AM
1000 Watts • Independent

threat of public thrashings, under legal auspices, by anyone with a grievance," the NAB president said, "then he is encouraged not to be good, but to be acceptable; not to do his best, but to get by with the least possible dissension.

"I hope the commission regards the Chicago hearing as an experiment noble in purpose and intent, but illogical in merit and effect."

Crowd Applauds ■ Prolonged applause was evoked by three parts of the NAB president's speech: the criticism of the Chicago FCC hearing; a call for ways to correct the "over-population" of radio stations and to prevent the "over-population" of television; and a defense of the American broadcasting system as the best in the world.

On "over-population" of radio Gov. Collins noted that the NAB Radio Board had authorized the creation of a committee to study "this vexing problem." No more important work confronts the NAB, he said.

"It takes money to do well the things that are expected from broadcasting," said Gov. Collins, "and it is futile to think that this kind of financial base can be encouraged by the continued proliferation of an unduly large number of individual, competing broadcasting units.

"The theory of multiplicity as an incentive to excellence and a safeguard

against mediocrity is a fine one, but it must be borne in mind that in actual practice there is a point of diminishing returns. No one wants monopoly, but the alternative is not the extreme in the other direction— anarchy through overpopulation of broadcast facilities."

Encouragement ■ In television, the NAB has taken the position that the development of uhf ought to be encouraged, through such means as proposed legislation requiring that television sets be equipped for both uhf and vhf reception, but not "in a manner to destroy or diminish the services of vhf broadcasters," said Gov. Collins.

"The ideal for television," he said, "is a complementary system fully competitive, both as to networks and stations, but not a plethora of facilities far beyond the needs and capabilities of the nation's communities to support."

The third part of the speech that aroused strong audience approval came toward its end, after the NAB president had warmed up the broadcasters by acknowledging their strong yearning for protection against competition and by adopting their universal attitude of opposition to the FCC's Chicago programming hearing.

"In a general sense," said Gov. Collins, "broadcasting is criticized as the government is criticized. Everybody would like to see the government im-

proved too, and yet few, indeed, among our citizens would not readily admit its basic greatness and their deep sense of loyalty to it. And let us never doubt for one moment the basic loyalty of the American people to our free system of broadcasting.

"If any one of you, however, ever feels even a mild form of inferiority complex because of criticism, I suggest you consider well this fact:

Best in World ■ "No other nation on earth excels American broadcasting, in any category.

"We cannot say this about our rockets—but we can about broadcasting." At that point came the loudest applause that interrupted his speech.

The NAB president ranged over a broad spectrum of subjects.

He said that the most significant development in NAB activities in the past year was the creation of a unified NAB Code Authority for both radio and television, with Robert D. Swezey appointed as director. He made a special point of saying that liaison between the networks and the Code Authority has been improved.

Until now, he said, liaison between the networks and the code staff had been confined almost entirely to commercials, "but in the future we will work together in the area of programming as well."

The governor did not amplify, but it is known that a system of network program previewing by the NAB Code Authority has been proposed (CLOSED CIRCUIT, April 2). So far the NAB has been unable to persuade all three television networks to submit to previewing.

The NAB president said that advances made in code affairs in the past year are gratifying, but more ought to be made.

"Our first line of defense against undesirable government interference . . . is the individual broadcaster's own self-discipline," Gov. Collins said. "Beyond this we have the further protection of voluntary collective action to encourage and make more certain individual self-discipline. . . . In my judgment any broadcaster who refuses to support his medium's code intentionally or not is actually working against broadcast freedom."

Urges Open Doors ■ Gov. Collins also committed the NAB to a campaign to persuade the courts to open their doors to television and radio reporting. As long as trials are public, he said, radio and television ought to be admitted.

"Our stand should be very simple," he said. "Whenever the public has a right to go and hear and see, so does the broadcaster. For, in a very real sense, it is only through the broadcaster's microphone and camera that the overwhelming numbers of citizens



JFK congratulates history award winners

President John F. Kennedy last week paid tribute to two stations whose program entries won radio and tv awards in the annual history contest sponsored jointly by the American Assn. for State & Local History and Broadcast Music Inc. (BROADCASTING, April 2). The President sent messages to J. Leonard Reinsch, WSB Atlanta (radio award), and Norman Bagwell WKY-TV Oklahoma City (tv award).

The two stations were honored for historic programs at the NAB convention. Shown are (l to r): Carl Haverlin, BMI; James R. Ter-

rell, and Mr. Bagwell, of WKY-TV; Elmo Ellis and Mr. Reinsch, WSB Atlanta.

"It is programming of this nature which adds to the stature of the industry which you have served so well for so many years," President Kennedy said.

Allan Nevins, chairman of the Civil War Centennial Commission, sent messages to the stations. He said, "Students of history find it especially gratifying when any radio or television station devotes its facilities to the accurate and interesting presentation of our national past."



Available for the first time on film as well as videotape!

• "DIVORCE COURT" has been successfully proven in the majority of all major U. S. Markets for three years. Advertisers are buying *this program* — not a time period. It is currently attracting more participation advertisers than any other syndicated program.* Your station can now reap the same rating benefits and financial profits from this series of 130 one-hour programs.

*Check your rep

• *Dollars and sense prompted these stations to renew contracts for multiple runs of "Divorce Court". They — and many more — have bought because "Divorce Court" sells:*

KPRC-TV Houston	WTVJ Miami
WPIX New York	WITI-TV Milwaukee
WAGA-TV Atlanta	WCCO-TV Minneapolis
WGN-TV Chicago	KCRA-TV Sacramento
WJW-TV Cleveland	KCPX-TV Salt Lake City
WJBK-TV Detroit	KRON-TV San Francisco
KTVT Fort Worth	WTTV Indianapolis
Dallas	WTVN-TV Columbus
KGMB-TV Honolulu	WKRC-TV Cincinnati
KTTV Los Angeles	

"DIVORCE COURT"—LOOK AT THE RECORD:

Chicago Daytime Strip 2:30-3:30 pm Mon-Fri	WGN-TV against three network O&O's tops every station substantially in metro rating, homes, men and women viewers.
Cleveland Daytime Strip 1:00-2:00 pm Mon-Fri	WJW-TV jumps from third place to FIRST in one month. Rating triples.
Miami Daytime Strip 9:30-10:30 am Mon-Fri	WTVJ triples rating in first month. Home tune-in quadrupled.
Detroit—Evening 7:00-8:00 pm Thurs	Increases station rating 10 points; WJBK-TV tops women's audience in market.
Baltimore—Evening 6:00-7:00 pm Sat	Average one-hour rating more than doubles any other station. WMAR-TV tops every station in audience composition and homes.
Sacramento—Evening 5:00-6:00 pm Sat	KCRA-TV tops every station in metro rating, homes, men and women viewers.
San Francisco—Evening	On second runs, KRON-TV's metro rating, men and women audience almost equal to three other stations combined in each quarter hour.
Buffalo**—Evening 6:00-7:00 pm Sun	Jumps station rating 11 points from previous quarter hour; WGR-TV averages top rating for the hour.

**ARB—Nov '61
ARB—Jan '61



NEW YORK—500 Park Avenue—PLaza 2-7525
CHICAGO—Central 6-3863
ATLANTA—876-8500
LOS ANGELES—DUnkirk 3-4691

TvB tells how spot tv adapts to the market

Television Bureau of Advertising unveiled a new spot tv presentation last week advising present and prospective tv advertisers to control advertising support so it matches the market.

Entitled "Selectronic Marketing," the slide presentation with an accompanying script read by TvB President Norman E. Cash and Spot Tv Director William MacRae at the NAB convention in Chicago, documents the marketing advantages of spot tv over other ways of delivering mass audiences. The audiences of magazines and network tv have "haphazard see-saw patterns" which create "a serious problem for advertisers in these media because their advertising messages are being distributed according to the popularity of the medium and not according to the product's requirements." But for advertisers who know their markets, spot tv offers the necessary "control," TvB points out.

Introducing the presentation to

the NAB assembly, TvB Chairman A. Louis Read, WDSU-TV New Orleans, explained that it was not intended to promote spot against other forms of television but to support spot by pointing out its unique advertising advantages.

"TvB is not in the business of moving dollars from one part of television to another—that would be cannibalism of the most dangerous sort," Mr. Read said. TvB is in the business of attracting new dollars from both new and current users of television, he added, "and one of the areas that requires the new dollars is spot television." Despite "a great fourth quarter" of 1961, spot tv needs additional sales support if it is to continue to expand, because it is facing new competition from other media and from other forms of television itself, Mr. Read asserted.

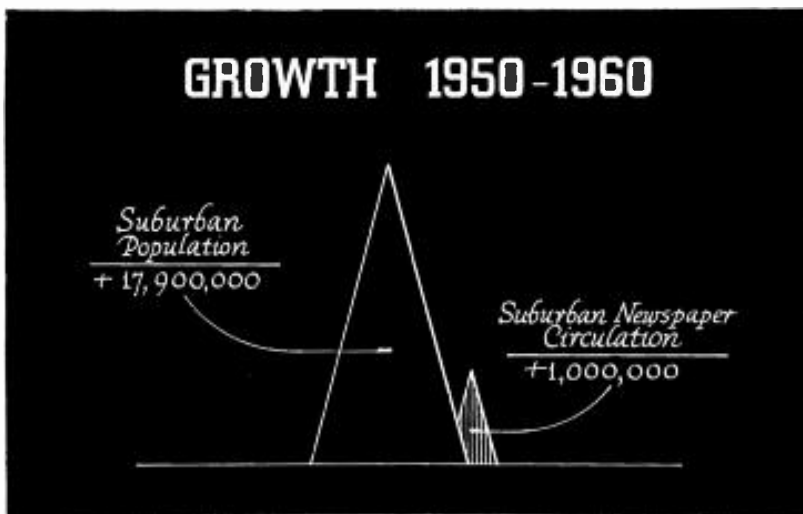
The presentation supports its theme with many examples of how markets differ for given products. Advertisers are learning to shift their

advertising weight from area to area to fit the shifting importance of customers and of competition, it's noted. Just as there are highs and lows in the popularity of top magazines and top network programs, there are also highs and lows in product consumption. One example: "Regular coffee ranges from 18% above its national average in one Nielsen territory to 21% below average in another, a range of 39 points. Instant coffee consumption, on the other hand, ranges from 20% above average in one area to 32% below average in another, a swing of 52 points."

Advertisers are advised that to avoid overspending in some areas and underspending in others, they should match their marketing knowledge with the control made possible through tv spot selections. Control is possible through the selection of commercial length, audience size, schedule frequency, schedule length, etc., adding up to a combination of selections, each possible for each market, and the creation of "Selectronic Marketing."

Advertising based on the popularity of the medium instead of on the product's requirements is typified in the presentation's "water hardness" example, "a matter of vital importance to manufacturers of soaps, detergents and shampoos." It's noted that the capital cities of 48 contiguous states vary in water hardness, as follows: 7 have hard water, 23 have soft water and 14 have very soft water. Santa Fe has soft water in the summer, hard in the winter. Pittsburgh is just the reverse with soft in the winter, hard in the summer.

Such market variances are handled through market-by-market advertising decisions, decisions that are a mark of the advertising professional's ability to shift and control advertising weight. "Control is the mark of the professional, the purpose of selectronic marketing," TvB concludes.



One of TvB's slides underscores spot tv's adaptability to population changes by showing that in a 10-year period, suburban population

boomed at a rate far disproportionate to the limited gain in newspaper suburban circulation for the same period.

can find fulfillment of their right to know—and to understand how the government, which is their business, is being conducted."

Gov. Collins proposed a dramatic plan to ask the U. S. Supreme Court "on a trial basis" to "allow the broadcasting profession to show the people what this court, which is of such importance in our democratic system, is really like." The proposal for broadcasting some Supreme Court sessions has already been tentatively made (see

story page 92).

NAB membership is now at an all-time high, Gov. Collins reported. The association now has 2,439 radio members and 383 television members.

NAB to continue fight to repeal Sec. 315

NAB delegates at the Chicago convention called for a continued fight for complete repeal of the equal-time provision of the Communications Act (Sec.

315) and for removal of restrictions on free access to the news.

Broadcast service to the public is restricted by arbitrary rulings against admission of cameras and microphones to public events, a convention resolution stated. Another noted that suspension of Sec. 315 in 1960 made possible the Kennedy-Nixon debates.

The convention unanimously adopted a resolution lauding President LeRoy Collins for "outstanding guidance and leadership." It also praised the staff.



Hayseed money ain't HAY!

Turn to the table "Metro Area Retail Sales Per Household," up front in Standard Rate & Data, and you'll see that Fargo-Moorhead is one of the very top rankers in the entire list.

True, we ain't got as *many* households as some—but most advertisers live on their customers' *extra spending*, over and above subsistence levels.

That's another reason why WDAY Radio and WDAY-TV get a lot more advertising than the top outlets in many other *much-larger* markets. Ask PGW for some specifics!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



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

Stereo: Will it be fm's big break?

ADVANCES IMPRESSIVE, BUT PROBLEMS MANY, FM BROADCASTERS TOLD

Stereo offers an exciting new appeal to the nation's fm broadcasters but they aren't agreed that it's worth the cost or that it will bring about the breakthrough fm has been awaiting since World War II.

The problems of the fm medium—and they're numerous as well as harrassing—were dissected by nearly a thousand broadcasters at two related conventions. National Assn. of Fm Broadcasters, the sales arm of the industry, met all day March 31 and the morning of April 1 in Chicago. Then NAFMB joined the industry's trade association, NAB, in a joint NAB Fm Day program that drew the largest fm audience in the medium's history.

These meetings touched the key issues of the medium as speakers and panelists discussed stereo, sales, high-

ance. The new president is T. Mitchell Hastings Jr., Concert Network, who succeeded Fred Rabell, KITT (FM) San Diego. Mr. Rabell moved into the NAB administration as an fm director-at-large.

The large attendance at the NAB Fm Day session moved FCC Commissioner Robert T. Bartley to describe it as the biggest meeting in the history of the fm medium.

The cost of stereo can range from \$1,500 to \$3,000 at the transmitter, according to William Tomberlin, KMLA (FM) Los Angeles. Speaking at the NAB Fm Day program, he listed other costs as follows: studio equipment, \$2,500 to \$8,000; tape facilities, \$1,000 to \$5,000. Additional costs involve conversion of turntables and studio-to-transmitter facilities. That leaves a min-

dynamic range and are easier to store and handle.

Commissioner Bartley called stereo "a real hypo for fm." He noted the presence of around 700 broadcasters at the Fm Day session and hinted that "defense networks" will be important results of fm's development.

David Polinger, WTFM (FM) New York, whose station runs stereo 24 hours a day, said the station has a diversified music library of 55,000 selections. Lynn Christian, KODA-FM Houston, said there are enough stereo records available for his 18-hour-a-day service. George Thorpe, WVCB (FM) Coral Gables, Fla., saw a shortage of music for serious and semi-classical music programming.

Mr. Polinger is promoting agency interest in production of stereo commercials whereas Mr. Christian contended monaural commercials are more effective for stereo programming.

Growth ■ Representing set manufacturers, L. M. Sandwick, of Electronic Industries Assn., said manufacturers feel stereo offers "a great growth opportunity." Answering the charge that set makers aren't turning much advertising to stereo stations, he said the FCC order is hardly a year old and that it came after new lines of equipment had already been designed. He observed that "people who buy stereo receivers first are opinion leaders."

A number of stereo operators said fm monaural signals are better when stations are broadcasting stereo. The cost of producing stereo programs runs about 25% above monaural, Mr. Christian said.

Stereo is "exciting," said E. K. Hartenbower, KCMO-FM Kansas City. The station, with 65 kw power and an 860-foot tower, promotes heavily on its own am, fm and tv facilities. Starting April 1 it increased the stereo schedule—from 12 hours a day to 6:30 a.m.-midnight. A background music service is 40% multiplex. Its business is 80% local and 65% is used in the 5-10 p.m. period, he said. There are 13 fm stations in the market and an fm potential audience of 265,000 homes.

Stereo advertisers at KCMO-FM include Zenith, General Electric, Magnavox and RCA. Promotion includes newspapers, the stations' own news department, a program guide with 5,000 circulation, window banners and other advertising. "Our monaural reception is better because of stereo," Mr. Hartenbower said. He expects to double his billing in the next two years.

The 16-station fm market of Seattle has only three am duplicators, said



Panelists at NAB's Fm Day program at Chicago (l to r): Fred Rabell, KITT (FM) San Diego, Calif.; George Thorpe,

WVCB (FM) Coral Gables, Fla.; David Polinger, WTFM (FM) New York; Lynn Christian, KODA-FM Houston.

fidelity, equipment cost, personnel problems and station maintenance. No definite results came from the meetings but there are other signs of progress:

- Stereo is attracting more listeners; those who install receiving equipment like the multi-dimensional service.

- NAFMB is working on a plan to raise \$200,000 to finance a New York fm sales office similar to Radio Advertising Bureau.

- Several proposals to conduct national fm research as a basic sales weapon are being studied by NAFMB.

- Fm station audiences are showing up in radio ratings in over two score markets.

- Advertising agencies are starting to get the kind of qualitative and quantitative research data they want from fm stations before they will buy time.

- Fm stations are beginning to do a better job of selling timebuyers but they have a long, long way to go.

- NAFMB entered a new administration with 190 members and a cash bal-

ance of \$3,000 to \$15,000.

Harold Tanner, WLDM (FM) Detroit, said it cost his station over \$100,000 "to do it right." Much of stereo's trouble can be traced to receiver deficiency, according to Everett L. Dillard, WASH (FM) Washington. James Gabbert, KPEN (FM) San Francisco, cited high-frequency distortion complaints and Mr. Tanner mentioned improper alignment of sets. All agreed station equipment needs a lot of checking but maintenance costs aren't a serious problem. And all would like to see development of suitable checking equipment. They weren't agreed on stereo's coverage area. Several speakers felt it's about the same as monaural; others saw a loss. The need of efficient receiving antennas was stressed.

Discs vs. Tape ■ Several panelists showed a preference for discs over tape as a source of programming and complained of the difficulty of finding adequate libraries for full stereo operation. Mr. Dillard said discs have a greater

Courtland Clark, KLSN (FM) Seattle. The station began stereo last July and now is on 103 hours a week. Richard Kaye, WCRB-FM Boston, described that station's experience in seven years of am-fm stereo. GE and Zenith are clients, he said.

Ben Strouse, WWDC-FM Washington, presided at the NAB Fm Day program.

What Agencies Need ■ Speaking from the agency viewpoint, Arnold E. Johnson, vice president and broadcast facilities director of Needham, Louis & Brorby, Chicago, offered NAFMB a four-point program to give agencies what they need in buying fm time.

First he called for size-of-audience data, noting buyers hear a lot of "blue-skying" from fm salesmen.

His second suggestion was "labeling of the noses" or the nature of the audience. He said an agency wants to know sex, age, income, education, family size and more refined data on possessions and product usage.

The third idea offered by Mr. Johnson was unduplicated reach and frequency data for specific program combinations or spot patterns or both.

Fourth, he called for "the sales response of the commercial message associated with the various types of unique fm program and station formats." He added: "Superior communication of the sales message may be your key to many presently locked advertiser doors provided documentable supporting evidence can be produced."

Mr. Johnson suggested that an investment in reliable research to enable fm stations to sell to national advertisers "is as necessary for the fm broadcaster in today's advertising economy as was the initial investment in plant facilities. I believe fm has an unprecedented opportunity to forge ahead dramatically and get its share of national advertising budgets if, after careful probing, reliable research data can be produced which will even partially match the enthusiasm most of you operators have for your business."

Breakthrough Plan ■ A plan "to speed fm's breakthrough into the mass-medium field" was offered by Roger Cooper, American Research Bureau (division of CEIR Inc.). Noting that fm gets only about 1% of the radio advertising dollar, he proposed to NAFMB a comprehensive research project based on nationwide diary measurements.

Explaining ARB's experience with diaries, he said ARB would interview 8,000 households to locate fm-owning households and then get one-week listening records from about 1,000 homes. These would supply verified fm ownership or set count, qualitative profile data of fm households and circulation as well as audience size. The data

would be cross-tabulated and am-fm comparisons would be available.

Thus ARB's plan would show number and per cent of fm households for the U.S., major regions and groups of counties classified by population. The data would include circulation by audience groups and day parts; hours of listening by sex and by fm as well as fm-am; volume of listening by men and women.

The cost of this service, Mr. Cooper said, would be \$42,300 per nationwide survey. "The agency can't speculate with clients' dollars," he said, and must have "boxcar figures."

Another Plan ■ Another nationwide fm measurement plan was offered by Nelson & Walker, Oklahoma City, Okla. This company proposed to provide nationwide data at a cost of \$60,000 per year. Donald C. Nelson, head of the firm, proposed a door-to-door personal interviewing project testing daily listening habits by neighborhood income clusters. In addition, interviewers would leave program and fm promotional material at each household.

Each market area would be tested on a unit basis—one unit being each day of one week, every three months. Results would include the number of fm owners by income; the number of fm owners by income that have listened during a particular day of the week; the age and sex of listeners; the number of hours fm sets are used, by days of the week; a breakdown of the hours people listen to fm; a promotion of the Nelwalk (Nelson & Walker) subscriber and the fm industry at each household; a check on the promotion effectiveness to measure the gain of fm listeners.

This information, Mr. Nelson said, will answer the fm questions that advertisers ask. It would be known as the Nelwalk Fm Radio Index.

Hooper Explains ■ The third NAFMB research spokesman, Robert Atkinson, account executive of C. E. Hooper Inc., explained why that firm prefers the telephone coincidental technique for its surveys. He said the latest Hooper reports show a consistent reportable fm audience in 44 markets.

Complaints that agencies demand much more research data from fm than from am stations brought this explanation from Mr. Johnson—agencies know how to characterize the am listener but do not know much about an fm station's audience; Since many fm stations sell a selective audience, the agency naturally needs qualitative breakdowns. B. Van Valkenburg, of CHFI-FM Toronto, Ont., added that he tripled his national business after making a qualitative survey.

Arthur K. Crawford, NAFMB's newly elected vice president, of KCBH (FM) Beverly Hills, Calif., cited a 50% increase in fm sales from 1960 to 1961.



Mr. Hartenbower

Asking the rhetorical question, "Are we really an advertising medium?" he pointed to the paucity of food, medical, transportation and automotive accounts in fm's list of national advertisers.

He told of the elaborate national promotion facilities of other media—Bureau of Advertisers (newspapers), \$2 million and 13 men; Television Bureau of Advertising, \$1 million and 18 men; Radio Advertising Bureau, \$1 million and six men.

"We need a national fm salesman to the medium and a New York headquarters with \$200,000," he said.

Expansion ■ Dave Garroway saw "a golden opportunity" for fm to expand its audience in the "leveling off of television into rigid patterns." He proposed fm stations adopt a new kind of program formula "suited to human experience," citing dramatic world changes in the last 20 years.

An effective fm promotion device, the program guide, was described by Stan Hamilton, WMAL-FM Washington. He said the guides can be made to pay their own way. L. N. Bentson, WLOL-AM-FM Minneapolis, described how his fm station, using automation, operates with a staff of two supplemented by services from the am staffers.

Stereo gimmickry boon to monaural fm—Rabell

The monaural fm operation of KITT (FM) San Diego, Calif., has enjoyed an audience boom since fm stereo came to the market, according to Fred Rabell, station operator.

"Our audience went up 40% when other stations went into stereo," he told



A king-sized gavel of the type used in the British Parliament was presented by Fred Rabell (r), KITT (FM) San Diego, retiring president of National Assn. of Fm Broadcasters, to his successor, T. Mitchell Hastings Jr., Concert Network.

the National Assn. of Fm Broadcasters April 1 at its concluding session in Chicago. And the reason for this? "The stereo stations changed their pro-

gramming to show stereo's characteristics by means of percussion and ping-pong programs," he explained. Mr. Rabell retired April 1 as president of NAFMB.

Amplifying his views at the NAB Fm Day meeting he said, "The stereo operators let dealers program their stations. I'm very grateful." He conceded he might get into stereo eventually.

One of the earliest fm operators, Henry W. Slavick of WMC-AM-FM Memphis, said stereo can't be sold on a mass basis because of its high-fidelity qualities due to the high cost of sets. All 12 fm signals in the area are monaural, he added. WMC-FM has a 300 kw signal radiated from a tower 980 feet above ground and reaches out well over 100 miles, he said. And he explained the station couldn't very well go stereo anyhow because one subcarrier is used for storecasting and the other for background music. Separate programming was started for WMC-FM three years ago and now 98% is unduplicated.

Webb cites tv's role in reporting on space

Sooner or later tv viewers are going to see an astronaut ride to his death. This somber warning was sounded by James E. Webb, administrator of the National Aeronautics & Space Administration at the NAB Management Conference luncheon Wednesday. This is the price we pay, he said, for wide open reporting of our space program.

Nearly 40 million American homes were tuned in at one time or another to John H. Glenn's globe-girdling space flight and nearly 25 million watched the launch, Mr. Webb said.

Mr. Webb described other NASA projects, including studies of the ionosphere which have benefitted short wave communications. He touched on forthcoming tests of communications satellites, including preparations for the first transatlantic tv transmissions (BROADCASTING, April 2) and the use of tv cameras aboard the Ranger series for closeup views of the moon.

At Chicago: a Minow of many moods

NAB DELEGATES ARE LASHED, LAUDED IN SUMMING UP BY FCC CHAIRMAN

Radio broadcasters heard FCC Chairman Newton N. Minow discuss their medium at the NAB convention last Tuesday (April 2).

The chairman used some tough words, some words of praise, of condemnation, of hope, of encouragement, and of warning.

But most of the station executives in the audience of 2,300 liked most of what they heard. The chairman of tv's "vast wasteland" fame was applauded liberally when he proposed a joint industry-FCC study of the so-called overpopulation of radio stations and a breakdown in an engineering standards (see story, page 27).

Defended Hearings ■ Mr. Minow also defended the hearings in Chicago on local tv programming offerings and reviewed with pride the FCC's own "promise vs. performance" program over the past year (BROADCASTING, April 2).

The chairman's radio dissertation was based on the public interest—"a healthy occupation for all of us," he said. "For those of us directly concerned with broadcasting, it is more than just healthy. It is mandatory."

Chairman Minow said that it is increasingly obvious, simply by watching the picture tube, that broadcasters have been thinking more about the public interest. "We at the FCC have also been thinking about it and increasingly doing

something about it," he said.

Mr. Minow noted that dire predictions were made that radio was "doomed to oblivion" with the advent of tv. "Radio survived television because of its unique gifts—intimacy, immediacy, accessibility and portability." But, he continued, it has been subjected to drastic changes that are still occurring.

Despite a huge increase in the number of stations, radio income per outlet is considerably below the peak years of the late 1940's the chairman said. Too many stations are losing money but, despite this, the FCC's backlog of new applications continues to mount.

Refinements

An extra page was hastily added to FCC Chairman Newton Minow's prepared convention speech after NAB President LeRoy Collins attacked the Chicago tv hearings a day before the chairman spoke. Chairman Minow included Gov. Collins' name in his prepared rebuttal but did not actually mention the governor in his speech.

Gov. Collins introduced the FCC head as representing "the federal government wasteland."

"And the prices of stations continue to spiral up, a contradiction of red ink and rising values," Mr. Minow said.

Rough Talk ■ On radio, the chairman's words were reminiscent of his appraisal of television a year ago. "The basic format has become music plus news plus commercials . . ." he said. "Sometimes a listener is treated to exceptionally varied fare. . . . But in too many cases the results are incredibly bad."

"In too many communities, to twist the radio dial today is to be shoved through a bazaar, a clamorous casbah of pitchmen and commercials which plead, bleat, pressure, whistle, groan and shout. Too many stations have turned themselves into publicly franchised jukeboxes."

But, he continued, there are encouraging signs that this kind of operation has seen its worst days and nights. In most areas of the country, the listener can usually find what he wants on radio, the chairman said. "Radio brackets and punctuates the day, enabling a listener to participate in events both great and small."

Radio is slowly developing a new personality, Mr. Minow said—its own unique personality. "It is trying on new clothes. It is sowing seeds of a creative rebirth. But the question facing the commission is whether we have created conditions that will encourage

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*Pulse 46-County Area Survey, April, 1961

*Pulse Metropolitan Area Survey, October, 1961

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the maturing of this new personality or stifle and warp it; whether we are compounding rather than solving radio's problems."

Though so many stations are in the red, radio seems to have no mortality rate, he said. "Radio stations do not fade away, they just multiply." The result, Mr. Minow said, has been a string of IOUs to several past owners, more and more raucous commercials, and a licensee so busy trying to pay his debts that he cannot serve the public. He asked:

"Is this the business of the commission? If there are jungle markets overpopulated by quick-buck operators where you have to scream at the listener to survive, is the commission responsible?" In proposing a study of radio, Mr. Minow said he is for the present free enterprise system, with all its short-term drawbacks.

And Now, Chicago ■ In answering Gov. Collins on the Chicago tv hearing, Chairman Minow said some broadcasters "apparently would like us to ignore our responsibilities to the public interest. Some of you would like us to file complaints about the use of the public airwaves in the wastebasket."

The FCC received "substantial complaints" about Chicago tv programming, he said, and "I say to you frankly and positively: We will not ignore such complaints—and neither should you." The public, he said, is entitled to due process just as is the broadcaster.

"You will not be censored and neither will the public," the chairman stated. "No responsible broadcaster should fear the public he is licensed to serve. No responsible broadcaster should tremble and wilt under criticism instead of listening to the good and rejecting the bad."

Chairman Minow reviewed developments over the past year in educational tv, uhf and the all-channel set legislation, a court decision affirming the FCC's grant of pay tv, the FCC-FTC alerts on fraudulent advertising, adoption of fm stereo standards, the network study and the fact that license renewal grants no longer are "pro forma."

NAB convention draws Japanese broadcasters

A delegation from the National Assn. of Commercial Broadcasters in Japan took part in the NAB Chicago convention last week. Yashisada Yamana, president of Nankai Broadcasting Co., and vice president of the association, was leader, supported by Ki-yatsugu Yamamoto, managing director of Hokuriku Broadcasting Co., auditor of the association, assistant leader.

Other Japanese broadcasters included

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SAN FRANCISCO KFRC-AM/FM	MEMPHIS WHBQ-AM/TV
	WASHINGTON, D. C. WGMS-AM/FM

Hideo Fukuda, managing director of Fuji Telecasting Corp.; Yoshihiko Arikawa, director-chief Nippon Cultural Broadcasting Inc.; Denji Atoh, managing director of Asahi Broadcasting Corp.; Kenji Igushi, chief of Tokyo branch, office of Chubu Nippon Broadcasting Co.; Michio Kuroyanagi, assist-

ant chief of broadcasting division of Shizuoka Broadcasting System; Hidenoshin Sasaki, chief engineer, Kansai Telecasting Corp.; Hiroshi Suwa, chief of tv bureau of Tokyo Broadcasting System; Koji Yuri, deputy chief, Kansai Telecasting Corp.; Kazutada Hasegawa, technical chief, Yomiuri Tv Broadcast-

ing Corp.; Masao Ishii, information chief, Yomiuri Tv Broadcasting Corp.; Akira Konose, technical research chief of Yomiuri Tv Broadcasting Corp.; Toshio Nakagawa, Washington correspondent, Mainichi Broadcasting System; Tatsuo Kanno, assistant secretary general, NACBJ.

Innovation marks equipment exhibition

EQUIPMENT SALES THIS YEAR MAY BREAK RECORDS, IT'S THOUGHT

Sales of new equipment and standard radio-tv gear displayed last week during the NAB convention may reach new highs for some lines in the weeks ahead, according to a spot check of manufacturers and distributors during the showing.

A large share of these sales are expected to be in the replacement market, now that original gear has been amortized, especially fm. Prospective fm buyers, especially those wanting to step up to stereo, were plentiful but extremely cautious, exhibitors said, apparently hesitant because of equipment problems many experienced when they first entered fm a decade or so ago.

Prospect Interest ■ Nearly all exhibitors this year described serious prospect interest as "good" while some used

superlatives such as "fantastic." Several, however, admitted that off-the-floor sales could not match last year's mark at the Washington show, but they expressed high optimism on lead follow-ups in the next month or two.

A few appeared concerned over the possible impact of FCC Chairman Newton Minow's talk Tuesday about overpopulation in radio station field (see story, page 27).

Product on Display ■ High-interest items at this year's NAB show ranged from automatic logging systems, fm stereo gear, color tv, cartridge tape systems and semi- and complete automation systems, to such small devices as wireless microphones and a micro-disc recorder which operates at 2 rpm and puts 24 hours of station monitoring on

one nine-inch disc. Re-packaging and new designing of formerly bulky circuits or complete devices into small solid-state plug-in modules also drew wide attention. The expansion of the module-solid state trend was evident in both the tv and radio fields, including fm.

Although the traditional major exhibitors such as RCA, Gates, Collins, GE and Ampex came forth once again with their usual parade of significant product innovations, the growth of the smaller and specialized manufacturer became more apparent this year in the exhibit halls.

RCA's Color Camera ■ Interest at the RCA area centered on an experimental four-tube color tv camera and a new tv film recording system with automatic controls. The latter unit converts live tv to processed film ready for projection in less than two minutes when coupled with Eastman Kodak Co.'s new Viscomat processor. Higher quality at sustained levels is claimed for the new kinescope gear. RCA's recorder sells at about \$50,000. E-K's Viscomat (\$12,500) processes positive and kinescope film in about 70 seconds and E-K expects by the year's end to have a new negative film with ASA rating of 250, which will stand the machine's 125° developing temperature, ready for news use.

RCA had adopted a principle long used in color printing in development of its experimental four-tube color camera, the TK-42X. Color printing uses a black plate to give detail to the picture produced by the three color plates. So the TK-42X uses a standard image orthicon as the fourth or "M channel" to give detail to the color picture produced by three vidicon color tubes. Another key feature of the new much-transistorized color camera is its sophisticated zoom lens system using only one big external optic (itself an \$8,000 item). The camera can zoom from 1.6 in. to 40 in. focal length. When available? Possibly in two years.

Other new RCA gear included the all-transistorized TR-22 video tape recorder (\$62,500), a prototype of which was shown last year and which features simplified controls and plug-in module

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construction. RCA introduced a compact half-track TR-11 tv tape recorder (\$35,000) which can operate at either 15 or 7½ inches per second and thereby cut tape costs in half. Tapes are interchangeable with regular machines. A mobile van housing a TR-11SR version was offered complete for less than \$50,000. RCA also showed an advanced version of its standard TRT-1B tv recorder introduced in 1959.

Control Equipment ■ RCA's new generation of control equipment included the TS-100 tv switching system, the heart of which is the "Simcon" (simplified control) transition switcher. Basic module price will be in the \$28,000 range.

A complete line of am, fm and tv transmitting gear also was on display at RCA.

Gates' Exhibits ■ New lines of audio control, programming and transmitter equipment were shown by Gates Radio Co., Harris-Intertype Corp. subsidiary. Gates introduced its new all-transistorized Cartritape 11 cartridge tape system (\$598-\$1,995) for both monaural and stereo use. Single-slot units feature separate record and playback heads, and can be changed for complete automation system using Cartritape's triple-cue feature.

Gates introduced its new M-6158 dual stereo console (\$3,495) with 10 stereo mixers and including a third line amplifier for feeding a monaural signal for simulcast if desired. Also introduced were two new monaural consoles, completely transistorized, with push-button switching control.

Gates' new transistorized fm stereo package was complemented by the company's new line of fm transmitters ranging from 1 to 20 kw. The transmitters included silicon rectifiers, built-in remote control facilities and new cascade exciter providing 30-15,000 cps response. Gates' new SMX-1 stereo generator system (\$2,595) for switching existing fm transmitters to stereo will provide two extra multiplex subcarriers for SCA functions.

Emphasis on Fm ■ Innovations by Collins Radio Co. included emphasis on fm stereo and the company's own cartridge tape system, a product line it previously had only distributed. Other Collins gear ranged the spectrum of broadcast needs.

The new fm equipment included the Collins stereo multiplex generator (\$1,500) and 10 w exciter (\$2,110). The generator "does away with the inherent instability of the conventional dual channel method of stereo injection," Collins said. Instead, the Collins generator feeds monaural audio and the stereo subchannel to the exciter on a single composite signal. The exciter is a wide band unit which accepts the

composite stereo signal directly without using auxiliary modulators for either the stereo or SCA channels.

Collins also showed a complete new line of fm transmitters ranging from 250 w (\$4,200) to 20 kw (price on request) but featured its new self-contained 1 kw transmitter (\$5,950) with simplified push-button controls.

Another highlight of the Collins exhibit was the compact 808A-1 remote amplified console-turntable (\$825) suitable for location work or studio use in small space such as an announcer's booth. Light weight (78 lbs.) and versatility are other features.

New in Big Spaces ■ Sprouting into a big-space exhibitor this year was ITA Electronics Corp., which has announced a plan in conjunction with EMI/USA Ltd. whereby the two firms would sell and service one another's broadcast products (BROADCASTING, April 2). A substantial stock interest in ITA was acquired about 10 months ago by Triangle Publications Inc., group station operator. ITA displayed its lines of am, fm and tv transmitters and introduced its new series of uhf transmitters ranging from 25 kw (\$60,000) to 100 kw (\$225,000). A new 40 kw transmitter (\$38,500) was added to the fm line.

ITA also displayed its new fm stereo

generator (\$1,295) and new ACS-2B stereo console (\$2,495). The Triangle Stations' new tape program service using the "Triangle" label also was introduced at the ITA space. The service features 13 basic program formats available in various combination units for full seven-day programming of either 16 or 8 hours a day.

Wagner's Documentor ■ Traffic-stopper at the ITA exhibit was inventor Robert Wagner and his new ITA Documentor which at 2 rpm can record a full 24-hour day's broadcasting on a single 9-inch acetate disc (12 hours to the side). Ten years of the ITA microdiscs can be stored on a five-foot bookshelf, whereas other systems take up to 400 times the same space.

How has inventor Wagner accomplished better than 5,000 cycle fidelity at a mere 2 rpm? By feeding a 70 v, 30,000 cycle signal to the ceramic-embedded 0.3 mil needle, he can modulate it easily with the program channel. The 2 gram ceramic head is so designed and mounted that it resonates at 30 kc, thereby giving the needle mechanically its needed initial impetus and causing it to heat and partly "melt" and partly inscribe its track in the acetate on the bottom of a clean trough plowed just before by a blunt 1.5 mil, 5 gram sapphire stylus. It tracks easily

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for playback even with 800 lines per inch (up to 1,200 lines are possible).

A time indicator permits easy reference for playback. The disc is driven through the spindle on a felt stationary plate by a large flywheel inside the machine which turns at 40 rpm. There is no turntable. Price of two-unit console: \$2,600.

Mr. Wagner said he is working on a 6 rpm model which will have fidelity above 11,000 cycles for use in a wide range of specialized applications including talking books, music, self-education etc. With dynamic suspension of pickup heads, the units could operate in cars or planes, he said.

GE Innovations ■ General Electric Co. displayed its "new generation" of transistorized tv gear and other broadcast product innovations, including its new 4½-inch image orthicon camera which features simplified operation and maintenance. The line also includes

a standard 3-inch camera and a full spectrum of standard tv and audio components.

Other new introductions by GE last week ranged from a transistorized video distribution amplifier, tv microwave repeater and omnidirection microwave antenna to a four-camera adapter that ties four portable camera chains into one studio switcher system.

Ampex Lines ■ Ampex Corp. introduced a greatly simplified model of its Intersync picture synchronizer accessory for its video tape recorders. That unit facilitates greater production flexibility in use of the machine as well as built-in test features to help in equipment setups and maintenance.

Another traffic stopper at the Ampex exhibit was an improved and miniaturized "Colortec" color conversion unit for the video tape recorder. The accessory gives full recovery of the original color-burst information without altera-

tion of amplitude or phase, which enables the burst signal to accompany the chroma signal. Previous systems required the insertion of new burst information for the station signal source, which introduced variables affecting color fidelity. Ampex said signal disturbances caused by splices, line hits and dropouts do not cause color break-up as might have happened before.

Ampex also displayed its audio tape gear and accessories as well as its own line of tv recording tape.

Automated Logging ■ Automatic Tape Control introduced its new system of automatic program logging which functions in association with ATC's system for full or partial automation of station programming. The printed tape produced with on-air performance verifies the exact time, providing the logging information required by the FCC. ATC's "original tape-in-machine" system introduced in 1959 is now in use in over 600 radio and tv stations, the firm said. ATC also introduced its improved Model 55 multiple-magazine deck (\$2,995), which can handle up to 55 taped spots, themes and production aids or up to 165 musical selections. A portable "sound salesman" unit (\$185) to take the spot to the sponsor was also introduced, along with a companion portable recorder unit (\$225).

Two-in-One ■ Another automatic program logging system combined with program automation was introduced by Clark-Root, which showed its new long-playing tape transport that is part of the system. The system's automation control and logging verification are done on the same long strip of paper. Multiple carbons fit billing and other needs. The system is automatically self-correcting at the end of each quarter hour segment. Clark-Root also markets the Alto Fonic tape program service.

Automatic Transmitter Charting ■ Technical functions at the transmitter site which require logging for the FCC now also can be automatically charted and timed with equipment introduced by General Electronic Labs. The system will operate remote as well as local and the basic equipment consists of four chart units (\$2,000). Additional chart units (\$109) can be added up to nine. It will work with any dc remote control system. A 24-position chart recorder is under development. GEL also showed its fm stereo generator (\$1,750) and introduced a new 5 kw fm stereo transmitter (\$13,950) to its line.

Another firm showing new fm stereo gear was Standard Electronics Division of Reeves Instrument Corp., with a new 1 kw fm multiplex transmitter (\$5,200) and stereo generator (\$1,500).

Sarkes Tarzian Inc. introduced a new all-transistor studio vidicon camera

Towering high over Manhattan

Here is one of the two uhf antenna installations being used for ch. 31 WUHF (TV) New York on the Empire State Bldg. (vertical white bars at lower end of antenna spire indicated by arrow). WUHF is the station which is testing for the FCC the feasibility of the high band in the "canyons" of the big city. A technical description of the gear being used in the \$2 million project was given before the NAB engineering conference Wednesday by E. W. Allen, FCC chief engineer.

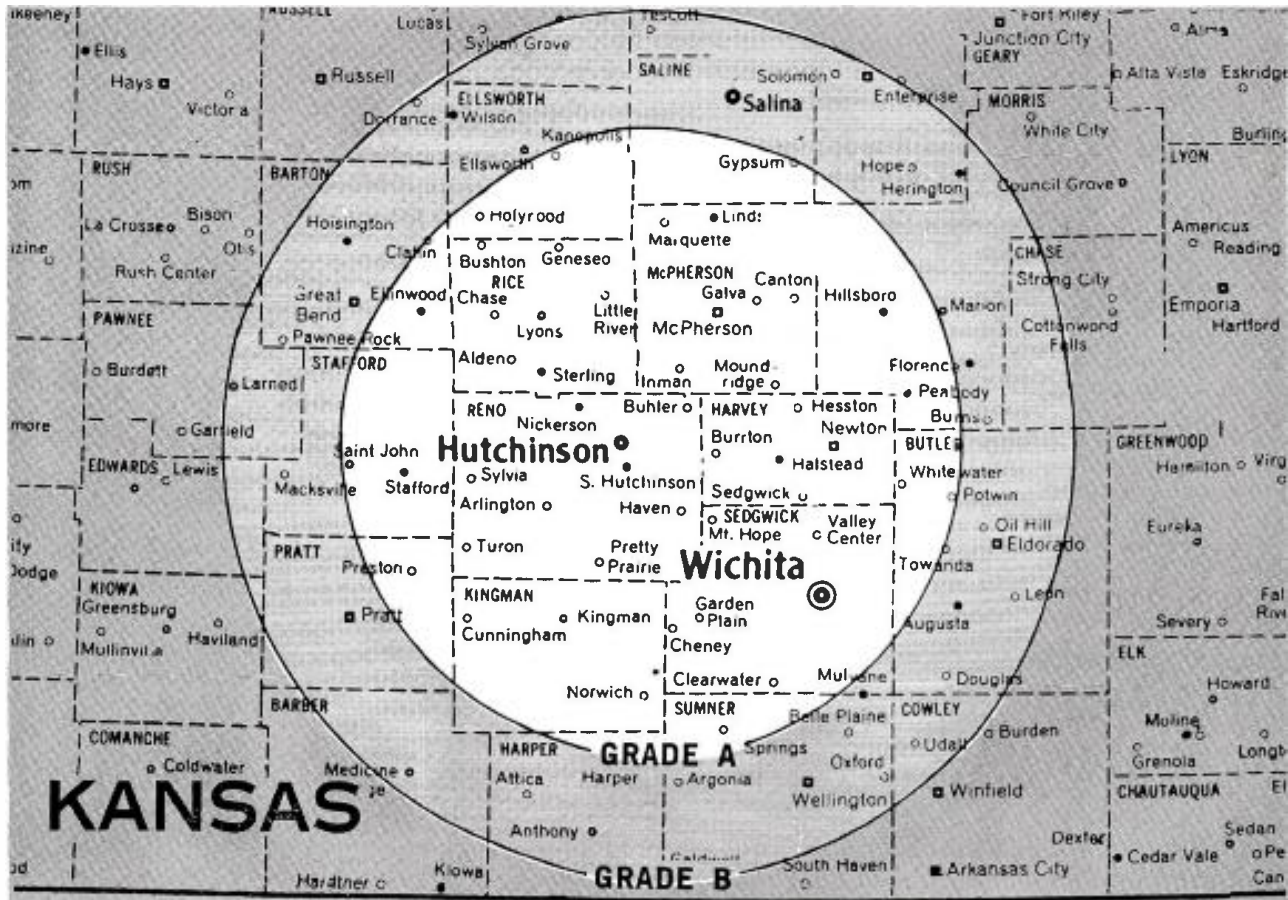
Municipal Broadcasting System, operator of city-owned WNYC New York, operates WUHF for the FCC. The transmitter is an RCA TTU-50A with 25 kw aural power and 50 kw peak sync power. It's on the 80th floor. Two antennas are being used. One is a directional horn unit by Melpar Inc. installed in a window in the northeast face of the building on the same floor. The other is an omnidirectional antenna, also by Melpar, mounted on the lower five bays of the steel tower atop the building. Its electrical center is 1,330 ft. above sea level.

Mr. Allen described the sampling of 5,000 random dwelling sites which will be undertaken, as well as mobile field observations, to determine quality of the uhf signals. He also related results of a pilot study in December and January involving 100 random locations scattered over Manhattan Island and out to 25 miles from the Empire State Bldg. (BROADCASTING, March 5). The sample was too small to draw any definite conclusions, he said.



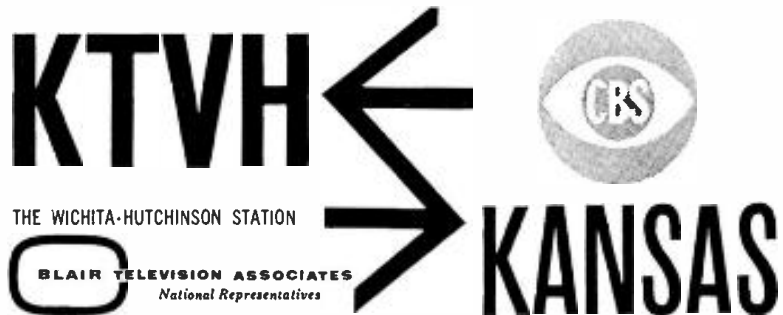
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* Nielsen, February 1961

BROADCASTING, April 9, 1962

(\$8,500), solid-state vidicon film camera chain (\$7,500 less lens) and transistorized tv switching console (\$7,000).

Schafer Electronics introduced its new automatic make-up system (\$10,520) to produce tapes automatically for use with its standard automatic random-selection program tape units. Sequence selection is dialed into the system by a telephone dial-like unit.

TelePrompTer showed its new Amphicon 200 remote projection system (\$3,250 with off-air tuner) which projects pictures up to 18 feet wide and is completely portable. Telescript-CPS Inc. showed its new remote controlled dual-head rear-screen slide projector (\$3,990) for tv use. Kliegl Bros. introduced a new portable twin sealed-beam floodlight for tv remotes that will work on house current. The two 650-w quartz iodine vajor lamps give light equal to the standard 5 kw studio incandescent. Kliegl also showed a new quartz cyclorama lighting strip for lighting backdrops that is only 5 in. high. Telequip Corp. showed its new sealed-beam Westinghouse lamps for tv use while Century Lighting Inc. displayed its new flexible grid lighting system for studios.

MaCarTa Inc. showed its new cartridge tape carousel for automatic programming. The basic three-carousel rack (\$3,100) by MaCarTa is incorpo-

rated by International Good Music Inc. as one part of the gear used in its simplimation system of "automation plus programming."

Surrounding Sound Inc. introduced its unique audio tape machine which can produce a variety of unusual sounds through a sequence of four heads, one of which revolves around a large drum to produce time delays ranging from 0.10 seconds to three seconds.

A new entry in the cartridge tape field is Sparta Electronic Corp. with single play-back unit (\$450) and record-amplifier (\$210). Sparta also showed its new A-50 portable "studio" (\$845) which includes twin turntables and console. The cover forms a bench and working table.

New Mikes ■ New wireless microphones also got lots of attention during the show. Models shown included Comrex, by Visual Electronics; the Mike-Caster, by Federal Mfg. & Engineering Corp., and Itek Electro-Products Co.'s Itek.

Electronic Applications Co. showed a new rugged, tiny wired mike which employs a gold-sputtered dimensionally stable Mylar diaphragm. Solid-state amplifier components are self-contained in the mike for which are claimed all the advantages of the condensor mike and none of its disadvantages. Electronic Application also is offering a new

BBC monograph on mikes and stereo free on request.

Small Monitors ■ Tiny portable transistorized 8½-in. tv monitors (each \$395) drew interest at two exhibits. Miratel Electronics Inc. said its model would operate on batteries while EMI/USA Ltd. said its version would use standard 110v house current.

STL Systems ■ Raytheon introduced its new 1w dual-link studio-transmitter microwave system (\$17,075) which automatically switches to the second unit upon interruption. The Tapco Division of Thompson-Ramo-Wooldridge Inc. showed a new light portable 2000 mc transmitter link for tv remote use which operates with high power of 15w and omnidirectional antenna, eliminating need for "dish" antenna.

The swing to solid-state modules for both tv and audio terminal equipment, distribution and switching gear also was evidenced in product displays at Visual Electronics Corp.'s space. Another firm showing new solid-state module components for these functions included Telemet, successor to the Telechrome Corp.

SHEA ON ASCAP FIGHT

Tv negotiators' head tells why BMI-dumping plan vetoed

The All-Industry Television Station Music License Committee settled back down to work in its fight with ASCAP last week after reporting to the NAB convention on its rejection of the settlement plan that had inflamed broadcasters less than a month before.

Committee Chairman Hamilton Shea of WSWA-TV Harrisonburg, Va., said the controversial proposal for settling the committee's suit against ASCAP emerged from negotiations led by the presiding judge himself and incorporated some of the judge's "feelings about BMI."

This referred to the proposal that broadcasters give up their ownership of BMI, ASCAP's chief competitor, in return for a 17% reduction in the rates ASCAP charges tv stations (BROADCASTING, March 12, *et seq.*).

Mr. Shea said his report was limited to highlights for several reasons including, a shortage of time, desire not to divulge strategy that would be useful to ASCAP, and the fact that the whole issue is involved in a court case and negotiations that in good faith "can become active at any time."

He reviewed the committee's reasons for rejecting the settlement offered last month: (1) There could be no complete divestiture of BMI stock because much of it is owned by broadcasters not associated with the committee; (2) the committee felt it is entitled to a better deal than that offered, and (3) if any change is to be made in BMI's



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The Most Trusted Name in Radio



Mr. Shea

status the committee feels it should be done apart from the committee and BMI getting "its own day in court with its own defense" (BROADCASTING, April 2).

He said the committee feels television stations are entitled to a license embodying at-the-source clearance of performing rights to music played in future syndicated tv programs and feature films. This would mean that, event-

ually, stations would pay ASCAP directly for little more than the music played in their local live programs.

But, he noted, the presiding judge, Sylvester J. Ryan of the U.S. Southern District Court in New York, has indicated he does not think he has the right to grant this sort of license. Committee counsel has until April 10 to file papers supporting the committee's contention that he does have this right.

Mr. Shea said that, whatever Judge Ryan's decision on this question, the

losing side is almost sure to appeal to the U. S. Supreme Court and that this procedure probably would take about a year. Then the case would return to Judge Ryan's court for rate-making proceedings which, he said, probably would last several months. But Mr. Shea said he is confident the final outcome will be worthwhile for all concerned.

Time having run out because the NAB program was 45 minutes late, the anticipated question-answer session on copyrights was not held.

Catv must be watched, says Martin

NAB WILL PUSH REGULATORY LEGISLATION 'IF NEEDED'

Community-antenna television is a problem that will "become a crisis in the future," Dwight W. Martin of WAFB-TV, chairman of the NAB television board, said in a special report to last Tuesday's tv assembly at the NAB convention.

He thought it doubtful that catv legislation would be enacted this year because of the relatively little time left in this session of Congress, plus the forthcoming election campaigns. But he assured the broadcasters that NAB would push for legislation this year to protect local commercial television stations if it develops there's a chance of

enactment at this session.

Mr. Martin noted that an earlier bill was defeated by one vote. Since then the NAB board has empowered its catv committee to conduct research and introduce new legislation in the current session if circumstances warrant.

He pointed out that NAB does not oppose catv except when it hurts local commercial stations. But this is happening now, he said, not only in small markets but also in two- and three-station markets.

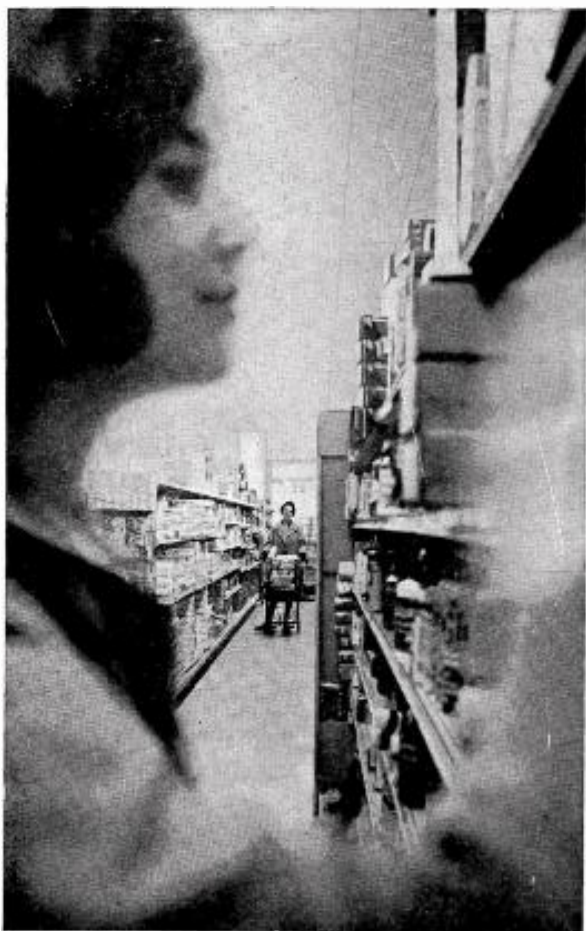
NAB's position is that FCC should regulate catv operations by prohibiting community-antenna systems from repeating programs carried on local stations by agreements that catv systems should pick up programs from local rather than outside stations and by safeguards against degradation of local station signals. (See story, page 88, on pending revision of Rural Electrification Act as relevant to catv.)

All-Channel Chances ■ Mr. Martin was more hopeful for enactment of legislation this year to require all-channel tuners on tv receivers shipped in interstate commerce. He thought the chances are about 50-50 for passage in this session but said enactment might be followed by court tests of the constitutionality of such a law.

The all-channel bill already has cleared the House Commerce Committee, and FCC has said it would declare a moratorium on deintermixture if the bill were enacted.

Mr. Martin stressed the need for specifying the duration of the moratorium. He suggested nine years as a reasonable term before any further movement of commercial tv to uhf is scheduled. Commerce Committee Chairman Oren Harris (D-Ark.) has said the moratorium should last up to seven years (BROADCASTING, April 2).

Mr. Martin reviewed NAB's position that FCC should be barred from deleting any vhf channel when and if it moves to open up uhf. "Vhf and uhf should complement each other," he said, "and we are strongly opposed to getting out of vhf."



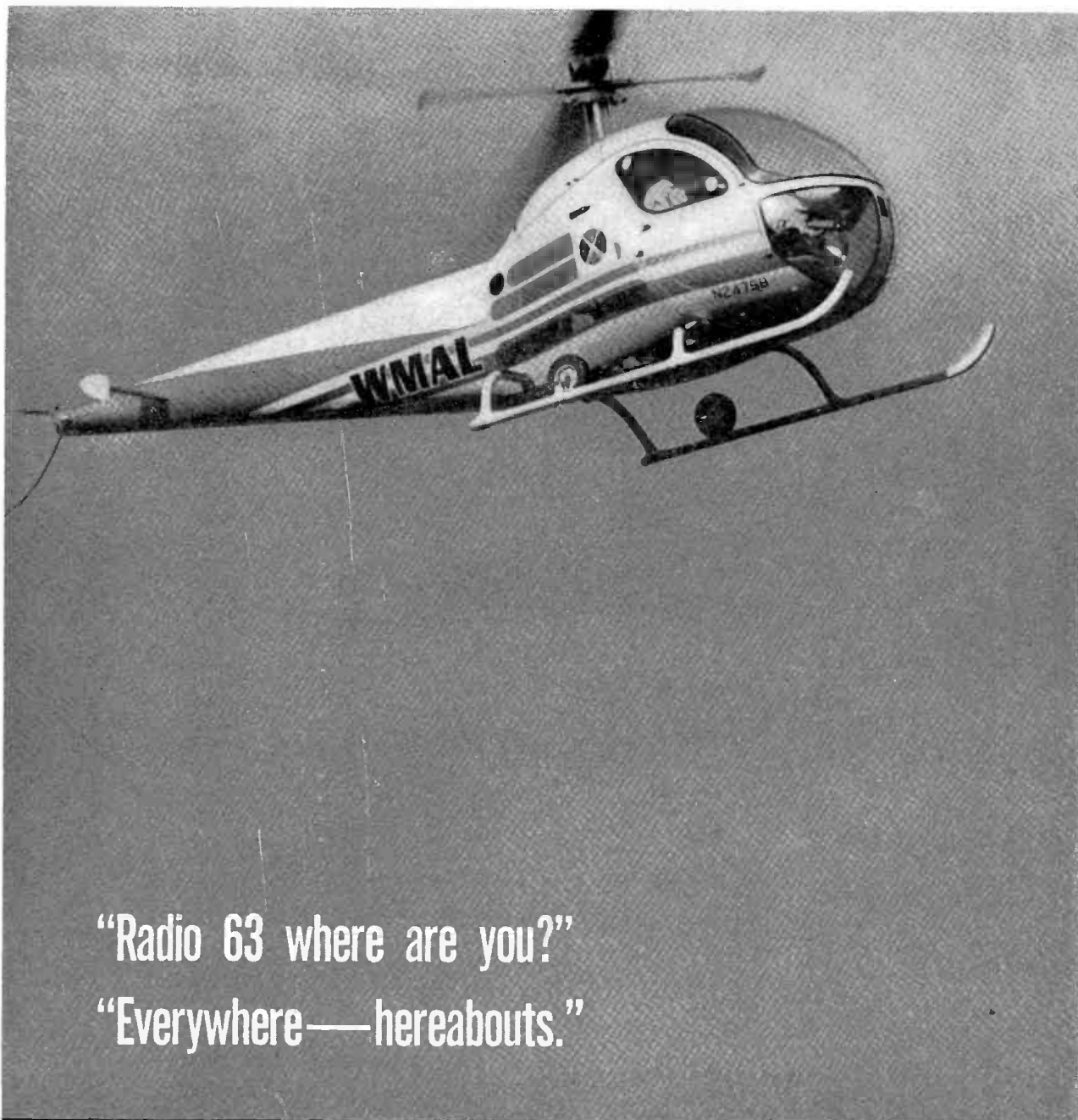
WITH WBT RADIO YOU FOCUS ON THE ONE WHO PAYS THE BILLS

"Is this the one you want me to try, Mom?" Her mother in the background is one of the nation's adults, who receive and control 98% of the U. S. income. In the WBT 48-county basic area, adults receive and control most of the \$2,690,786,000 worth of spending money ... and WBT radio has the highest percentage of adult listeners. Clearly, the radio station to use for more sales is the one that reaches more of the adult listeners.

WBT RADIO CHARLOTTE

Jefferson Standard Broadcasting Company
Represented nationally
by John Blair & Company.

Sources: U. S. Dept. of Commerce,
Spring 1961, Area Pulse
and Sales Management Survey of
Buying Power, 1960.



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"Everywhere—hereabouts."

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As the three members of the Board of Commissioners of D. C. (appointed by the President to govern the city) put it, "This unique helicopter traffic service is performing a real service* to the motoring public of the Washington Metropolitan area."

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WMAL RADIO 63

The Evening Star Broadcasting Co., Washington, D. C.

Affiliated with WMAL-TV and WMAL-FM, Wash., D. C.; WSWA-TV and WSWA, Harrisonburg, Va.

How to make a small tv market pay off

PANEL DISCUSSES CUTTING COSTS, BOOSTING REVENUES

The problems of that multitude of television stations outside the major metropolitan markets had the floor for several hours last Tuesday at the NAB Chicago convention. They boiled down to these: (1) How do we get the most sales, and (2) How do we keep expenses down? In the words of one broadcaster quoted at the meeting, "All other subjects are academic."

Some, if not all, of the answers to this two-pronged problem were given by five panelists: Stanley Deck, general manager of KDIX-TV Dickinson, N.D.; Stuart T. Martin, president and general manager of WCAX-TV Burlington, Vt.; Robert E. Schmidt, general manager of KAYS-TV Hays, Kan.; Norman (Pete) Cash, president of the Television Bureau of Advertising, and John B. Soell, vice president and general manager of KTVE (TV) El Dorado, Ark. The panel-seminar was moderated by Robert F. Wright, president and general manager of WTOK-TV Meridian, Miss.

Sponsored Shows ■ Mr. Deck described how his station (serving a market area of approximately 100,000 people) puts outside talent to work, providing not only programming but sales. The local bar association, for example, was persuaded to present a weekly show discussing legal problems. The association arranged for participants, set up the format and subjects to be discussed and produced the entire show. Further, the station found it relatively easy to encourage local banks to sponsor a show on which the area's leading lawyers appeared. Mr. Deck cited similar success with a show produced by the local medical association—and sponsored by local druggists. So also with a program prepared by a ministerial association, and by the local college coach (with sales arranged by the alumni association) and other college talents.

Mr. Deck cited several advantages of exploiting these program opportunities. To begin with, they give the station valuable programming of a local character, involving the audience with the station because so many of the people performing are known personally. And aside from providing commercial revenue, they also provide what Mr. Deck calls "advertising stoppers." He cites the bar association members, for example, as not being likely to "knock" the television station in their dealings with local businessmen.

Capital Control ■ Mr. Martin addressed his remarks to the subject of controlling money, and specifically to his station's experiences with automated equipment for billing and payroll purposes. He described how, at a total

rental cost of \$750 a month (\$400 above its previous billing equipment budget), WCAX-TV and International Business Machines developed a system which would, among other things, reduce reliance on memory, reduce hand labor and avoid end-of-the-year tax preparation problems. Among the advantages Mr. Martin cited for the system was that it enabled the station to get its bills out on the first of the month, to prepare yearly W-2 (withholding tax) statements in a matter of four or five hours, and to produce a complete availabilities report in six hours.

Mr. Martin held out one general caution on the use of automated systems. Pointing out that when you automate you are merely moving the decision-making process from one place to another, he said that the decision of whether to automate should depend on how much it costs you to make the decision where it's now being made.

Mr. Schmidt, whose Kansas station operates as a "semi-satellite," told the assembly he was there "to give you confidence." He referred to the fact that his station operates with only eight employees. (He noted also that the companion radio operation, a 250 w station, had higher expenses than the television station and, "not incidentally, the gross is higher too.")

Operating Rules ■ Mr. Schmidt gave some general rules for maintaining an operation on such a slender staff. The first was to reduce as many unknowns and variables as possible to constants—such as marking off all areas of a tv studio for light levels so that no time



Mr. Wright

The other cheek

Television's wasteland is being trimmed at least 50%, FCC Chairman Newton N. Minow observed facetiously at the April 4 breakfast meeting of Television Pioneers.

"A year ago it was a vast wasteland," he said. "Now it's only a half-vast wasteland."

This prompted NAB President LeRoy Collins to quip, "Now we can call the chairman Half-Vast Minow."

W. D. (Dub) Rogers, Texas Telecasters, perennial president of the pioneers, participated in the meeting by remote control. He heard proceedings via AT&T line in Lubbock, not making the trip to Chicago because he was running for city mayor. The election was held the day before and Mr. Rogers lost. He delivered his presidential address over the telephone line.

Though he lost the Lubbock election he was re-elected Pioneers president. Glenn Marshall, WJXT (TV) Jacksonville, Fla., presided at the breakfast. He is treasurer of the organization.

is lost in setting up for commercials or programs. (Mr. Schmidt said the station uses one vidicon camera and would like to have two but "can't afford the man to put behind it.")

Another of his operational clues was to hire young people and "inspire in them a high respect for the profit motive." Experienced people cannot be found to do as many jobs as enthusiastically as is necessary under the budget restrictions dictated by an operation of this size.

Mr. Schmidt, too, held out a caution to his fellow small-station broadcasters. He told about a convention of dogs at which the main problem up for discussion was "what are we going to do with a car when we catch it." This, he said, should be kept in mind by small-market broadcasters when tempted to make elaborate operational investments.

Increasing Revenue ■ Mr. Cash's talk was directed to bringing money in rather than to saving it. He cited the greatest need of small market broadcasters as that of turning local retailers into tv users, and of diverting them away from their traditional dependence on newspaper advertising. Advising the broadcasters not to "sell from an empty cart," he showed several sets of commercials used successfully in television by such stores as Macy's in New York, Neiman-Marcus in Dallas, Wright Patterson in Dayton

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BROADCASTING, April 9, 1962

65

and ZCMI in Salt Lake City. They ranged from hard sell to soft sell, but all shared in common economy in production costs. Many used newspaper artwork, and all were worked out in cooperation with the stations that ran them. Mr. Cash advised his audience to have local clients telephone such users as Macy's, at station expense, and hear first-hand about their experiences with tv.

Mr. Soell said that television operates under a basic law insofar as network or national spot revenues are concerned—that such revenues are directly proportional to the national advertiser's distribution potential in the broadcaster's area. "Neither the FCC, nor the Congress, nor you can alter this rule," Mr. Soell said. Noting that all markets are statistics to these accounts, he offered the advice that the only way smaller stations could solve their revenue problems was to develop local advertisers.

Two Ideas ■ He offered two suggestions for doing so. The first was to set up machinery for the production of television commercials for prospects, replacing the services of advertising agencies. He noted that KTVE had constructed its own mobile tape unit largely to be able to produce commercials on location in clients' places of business. His second suggestion was to demonstrate the station's penetration to clients, on the basis of sales results, not ratings. Additionally, Mr. Soell offered a general admonition against "unsound" broadcast practices—rate cutting in particular. He also expressed doubt of the wisdom of selling spots on a pre-emptible basis.

Moderator Wright closed the meeting with a suggestion that all small-market stations not now subscribers to the NAB Tv Code seriously consider joining, and persuading other non-subscribers to join. He noted that the great majority of non-subscribers are in the smaller markets.

Conelrad doomed, Bartley tells am session

NEW SYSTEM WILL RELAX RESTRICTIONS ON STATIONS

Conelrad is doomed as the nation's emergency defense warning system, FCC Defense Commissioner Robert T. Bartley told the Wednesday morning am session at the NAB convention.

The government has reached this conclusion but the details of a new warning system still are being worked out, the commissioner said. The new system will be financed by the federal government, he said, and will include a relaxation of restrictions currently imposed on broadcasters.

The new system will be much more reliable and dependable than Conelrad and will utilize private communications facilities, he said. Fm emergency networks will be used and possibly also the audio signal of tv transmitters. Plans to build emergency government stations to operate on commercial frequencies have been junked.

Conelrad will continue as the emergency plan indefinitely while the new system is completed, he said. Both Commissioner Bartley and NAB Executive Vice President Vincent Wasilewski said that it had been anticipated that final details for the new system would be ready for disclosure at the convention but such was not the case.

In other highlights:

■ Katherine Peden of WHOP Hopkinsville, Ky., discussed the need for broadcasters to participate actively in local civic affairs.

■ James Hulbert and David Doughty of the NAB staff discussed ways and means for stations to operate without inviting union organization and the desirability of individual employment contracts, respectively.

■ David L. Megchelson of Dun & Bradstreet, Chicago, discussed "Credit and Collections."

Miss Peden said too many stations

send out only disc jockeys and sportscasters to meet the public while management participates "at the country club level." She urged the NAB to make a national survey to determine if broadcasters are accepting their responsibilities as civic leaders.

Slow Progress ■ Unions have made very little progress in organizing radio stations in the past five years, Mr. Hulbert said. Employee discontent, fear of change and lack of prestige are the primary causes of attempts to organize, he said. He gave these hints for management to keep the unions out:

(1) Use good and defined principles of wage administration; (2) promote from within when possible; (3) keep management doors open to employees and don't wait until there is a serious problem that only a union can solve before communicating with staff; (4) verify or puncture immediately rumors of impending changes; (5) maintain employee discipline; (6) when an employee resigns, find out why, and (7) create a feeling of participation in station activities among employees.

Mr. Doughty said stations have two big assets they often do not protect adequately—top personalities and salesmen. Individual contracts should be executed to protect the station from situations where a key man resigns and is followed by audiences and clients, he said.

Three broadcasters, during a closed labor clinic, told of their experiences in union negotiations. Panelists were Charles H. Crutchfield, WBTV (TV) Charlotte, N. C.; William C. Goodnow, WISN-TV Milwaukee and Harold C. Sundber Jr., WMBD-TV Peoria, Ill. Mr. Hulbert presided. He discussed specific types of contract language. Mr. Doughty spoke on secondary boycotts.

NAB meeting gets record on-air coverage

On-the-air coverage of the NAB convention proceedings in Chicago last week far surpassed that given any past industry meeting. Arthur Stamler, NAB audio-visual specialist, said live and recorded facilities included all networks, major news associations and federal agencies. These agencies carried proceedings to all parts of the world.

The three luncheon speakers—NAB President LeRoy Collins, FCC Chairman Newton N. Minow and James E. Webb, administrator of the National Aeronautics & Space Administration—were heard on all three

tv and four radio networks. Others covering the speeches were Movie-tone and Telenews, National Assn. of Education Broadcasters tape network, Voice of America and U. S. Information Agency tv.

The presentation of the NAB Distinguished Service Award to Edward R. Murrow, USIA director, and his speech were covered live and recorded. WGN-TV Chicago filmed the three luncheon speakers in color and rebroadcast the speeches later. All Chicago tv stations carried convention highlights as did networks and independent radio stations.

Broadcast Pioneers honor four at dinner

Four awards were presented at the 21st annual dinner meeting of Broadcast Pioneers, held April 3 during the NAB Chicago convention.

A posthumous award was presented to Edward Klauber, former CBS executive vice president. Joseph H. Ream, CBS-TV vice president, accepted.

Ted Weems, orchestra leader, received the Pioneers award. Special citations were given William S. Hedges, retired NBC vice president, and Arthur Godfrey, CBS m.c., who was the dinner speaker.

Arthur Hull Hayes, CBS radio president, was chairman of Pioneers hall of fame and awards committee.



Providence . . . dynamic test market,
 where the programming punch of WJAR-TV wins total
 homes and delivers fresh sales power to coverage
 conscious advertisers. Products thrive in this most
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pin-points sales from a "must buy" audience.

✻ ARB TV Homes

OUTLET COMPANY STATIONS IN PROVIDENCE, WJAR-TV-WJAR-RADIO

WJAR-TV

NBC • ABC

Represented by
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The **THIRD MAN** is back!



In a **NEW** series



More **EXCITING** than ever



**THE
THIRD
MAN**

starring

MICHAEL RENNIE

Proved with top ratings

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Rochester	31.0
Cleveland	27.7
Birmingham	27.1
Albany, Ga.	48.8
Omaha	27.0
Boston	21.6
Tallahassee	41.6
Des Moines	26.6
Albany, Troy, Schenectady	27.7

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CODE SEEN MAKING HEADWAY

Now that association with BAR is at an end,
Swezey sees code operations as 'more flexible'

NAB's Television Code continues to make headway as a force for better television, the television assembly of the NAB convention was told last Tuesday.

The controversial plan of Broadcast Advertisers Reports to "grade" stations on the extent of their code compliance (BROADCASTING, April 2) was mentioned only briefly by code officials, although it was a conversation piece in the convention corridors.

Robert D. Swezey, director of the NAB Code authority, told the assembly in his report that he was unfamiliar with BAR's objectives in "grading," but that he was reminded of the monkey who, clutching the Bible in one hand and Darwin's theory of evolution in the other, didn't know "whether I am my brother's keeper or my keeper's brother."

Mr. Swezey said he didn't know what BAR President Phil Edwards had in mind, but that Mr. Edwards is a young man trying to make a living and, since there is no Santa Claus, he was sure Mr. Edwards "has something in mind." He said he was confident the code authority would have a "more flexible" program since BAR—which for several years supplied monitoring information to Code officials—is no longer associated with it.

He referred to "the rather irate letter Phil Edwards released to the press" terminating the BAR-Code association (BROADCASTING, March 19) and called it "rather anticlimactic" because Code officials already had told BAR they would not pay more money for the same service delivered by BAR in the past, or the same amount of money for less service.

Dealing with other subjects, Mr. Swezey said he was confident the Code authority would succeed in establishing "a good working relationship with the networks in both New York and Hollywood." Without network cooperation, he said, the Code cannot be fully effective.

Examples of Progress ■ A report on current Television Code membership put the number of subscribers at 389 stations and the three tv networks, with 22 film companies as affiliates.

E. K. Hartenbower of KCMO-TV Kansas City, retiring chairman of NAB's code review board, said in a brief report that "the growth and influence of the Television Code over the past four years is self-evident to anyone in broadcasting and most people outside it."

A new color-slide presentation to ex-



Mr. Swezey

plain the Code to non-broadcasters was unveiled by Roy Danish, assistant of the Television Information Office, which prepared it. Copies are being made available to all Code subscribers for local showings. Stations were urged to use it widely.

Frank Morris, manager of the code authority's Hollywood office, reviewed his department's activities, which he called "your first line of defense against potential code violations in hundreds of first-run syndicated film episodes which are carried over your facilities."

Mr. Morris said his office has had eight separate series to handle this past fall and winter. Since production started last fall, he said, the incidence of violence and objectionable sex material has been "considerably reduced from previous years."

Thanks to the cooperation of such producers as Ziv-UA, Filmaster Productions and Screen Gems as well as the Code authority's efforts, Mr. Morris said, the two former "problem areas" of objectionable sex and violence "have been substantially reduced as matters of major concern in syndicated shows."

He said about 840 scripts and 625 films have been reviewed by his office thus far and that "a whole mountain of code violations has been averted."

Progress in Radio ■ A clinic on radio code enforcement, held Monday afternoon, offered confessions of a former non-subscriber and tips on how to use the code to increase billings as well as to improve service. It was in charge of Cliff Gill, KEZY Anaheim, Calif., radio code board chairman.

Frank C. McIntyre, KLUB Salt Lake

Courtesy of the National Gallery of Art, Washington, D. C.



70% of those who select WWDC are the family shopper*

*One in a series on the
fine art of broadcasting by*

WWDC

RADIO WASHINGTON

"the station that keeps people in mind"

*Trendex, Washington, D. C. Study, Nov. 1961

Represented nationally by John Blair & Co.



City, said a house-cleaning at the station as it subscribed to the code is now bringing good results from a business standpoint. "We were 'quality schlock,'" he said. "The industry is in trouble and deserves it. The code could have our industry."

Elmo Ellis, WSB Atlanta, emphasized the importance of a "quality product" and suggested low-grade operation by one station can affect all stations since "we're all in the same boat."

Ben Sanders, KICD Spencer, Iowa, told how his station features 35-second commercials and adheres to the code. It grosses \$250,000 a year in a town of 8,774 people, he said. "Radio has been on skid row long enough," he said. "Let's live decently again."

RADIO MISSING BOAT?

RAB's Sweeney says stations too busy fighting each other

Radio now has the facts and the selling techniques to make it a billion-dollar annual medium within four years but it probably won't attain that goal, says RAB President Kevin B. Sweeney.

"We can't count on gains because we are stupid," he told the Tuesday morning radio assembly at the NAB convention. Mr. Sweeney said radio station owners are too busy fighting among themselves to make strong pitches for new business.

Local radio is cannibalistic, disorganized, jealous and critical, he charged, in recounting the reasons other media billings are much higher even though radio has been proved twice as effective in delivering advertisers' messages. "The other media—nowhere near us in advertising efficiency and productiveness—roll up huge increases while we go from agency to agency repeating our battle cry: 'I got more audience than Station B,'" Mr. Sweeney said.

Cooperation Needed ■ Unless radio broadcasters learn to work together successfully they cannot achieve a practical goal for radio—increase in billings from \$700 million to over \$1 billion, Mr. Sweeney stressed. An RAB presentation to over 1,000 radio executives covered the past 10 years of the medium and projected what could emerge in the future.

Mr. Sweeney asked: "Is radio going to be an advertising wasteland? Radio is ready now . . . everything is go—all the systems, the data, the findings, the programming, the techniques are at an all-time high in readiness. . . . You must take the steps that send us into orbit to keep us from puffing and steaming and going nowhere on the launch pad."

Mr. Sweeney and RAB Vice President Miles David cited results of the



Mr. McIntyre

Mr. Gill

Mr. Ellis

Mr. Sanders

association's Department Store Challenge which "contributed proof that radio should be one of the two major media" among local advertisers, who spend \$4.5 billion. Mr. Sweeney also cited the new Radio Test Plan as a major technique that could win the big national advertisers back to radio.

It is based on highly specific proposals intended to show advertisers how radio can meet one or more individual selling goals. Robert Alter, RAB director of key account sales, demonstrated actual Test Plan proposals with the name of the prospective advertisers deleted.

Five Accept ■ Five national advertisers have accepted RAB's challenge in the past month and agreed to test radio, Mr. Sweeney said. Four of them are non-users of radio. He set a goal of 30 new advertisers under the plan, each at an average outlay of \$1 million. Mr. Sweeney offered these six suggestions to help cure the ills of radio:

(1) Eliminate the confusion over local and national rates. (2) Simplify rate cards and make them uniform (a media buyer can buy 10 newspapers in the time it takes him to decipher one radio rate card, Mr. Sweeney charged). (3) Simplify the buying-selling process for advertisers and agencies. (4) Clean up station billing and performance procedures and figures. (5) Stir the "creative juices" of agencies. (6) Find a rating system that will give "numbers-happy agencies the answers they want."

He told the broadcasters they are wrong if they think radio's troubles stem only from the FCC and labor. "Dollars are our big problem," he said, and if radio does not begin to sell itself instead of indulging in intramural attacks most stations will not be around much longer to worry about the FCC.

Two outside influences that radio must counter, he said, are increased tv competition and the trend of national magazines to offer regional and local editions to attract advertisers in limited areas.

Radio Month ■ John Couric, NAB public relations director, detailed aids for broadcasters in an NAB kit promoting May as Radio Month. The kit in-

cludes tapes of President Kennedy and members of his cabinet praising radio and its accomplishments in informing and serving the public.

Also included are proclamations for local and state officials to sign declaring May as Radio Month, bumper stickers, car tags (good the year round), jingles and 30 conversation capsules of radio facts.

The jingles were recorded by the Scott-Textor orchestra and have the theme "Radio, The Sound Citizen." They were aired publicly for the first time at the NAB convention.

John Meagher, NAB vice president for radio, presided at the Tuesday morning session.

George C. Hatch, KALL Salt Lake City, chairman of the NAB Radio Board, opened the first radio assembly the afternoon of April 2 with a plea for a realistic solution of the overpopulation of radio. He said an NAB group will look into engineering standards, sharing of facilities and other aspects of the problem.

Robert D. Swezey, NAB Code Authority director, started a Radio Code discussion with a call for promotion of the code to the public. He auditioned NAB's new audio symbol for the code. Cliff Gill, KEZY Anaheim, Calif., radio code board chairman, reviewed progress of the enforcement program. He said \$80,000 is paid yearly in subscription fees to pay for administration of the code (see code story page 68).

Richard Cheverton, WOOD Grand Rapids, Mich., president of the Radio-Television News Directors Assn., said news departments must have editorial independence. At the same time he said management must closely supervise news operations. He stressed the importance of string correspondents.

Station Representatives Assn. staged a dramatized sales presentation based on a mythical automotive account. Taking part were Lawrence Webb, SRA managing director; Lewis H. Avery, Avery-Knodel; Clifford Barborka, Better Broadcast Bureau; Adam Young, Adam Young Inc., and James Alspagh, H-R Representatives.

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KTBS-TV
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HAS MORE VIEWERS
THAN ANY OTHER
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LOOK AT THE
LATEST
ARB* STATION
CIRCULATION TOTALS
↓ ↓ ↓

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SLICE IT
KTBS-TV CHANNEL 3
IS NUMBER ONE AGAIN

	KTBS-TV CHANNEL 3	STATION Y	STATION Z
TV Home Potential	248,200	231,200	226,100
Net Weekly Daytime	163,300	142,200	144,100
Net Weekly Nighttime	214,400	200,600	197,900
Net Weekly Total	227,500	215,600	211,700
Average Daily Total	153,200	144,800	152,400

*ARB STATION CIRCULATION TOTALS, NOVEMBER, 1961.

KTBS-TV
NUMBER ONE AGAIN

K THE KATZ AGENCY, INC.
National Representatives

E. Newton Wray, President & Gen. Mgr. ■ Ark-La-Tex — 66th Ranking Market — ARB 1961

681 attend NAB engineering conference

RCA'S BROWN SAYS HE DOUBTS UHF WILL BE FOUND BETTER THAN VHF

The NAB's 16th Broadcast Engineering Conference broke all previous records with a total registration of 681 in Chicago last week. The turnout of engineers, coupled with the record management conference registration, helped produce a high traffic flow in the equipment exhibit areas, too (see story page 56).

The surge of interest in technical things and radio-tv gadgetry at the NAB convention was attributed in part to the diversification of the annual show of the Institute of Radio Engineers into non-broadcast electronics (BROADCASTING, April 2).

Dr. George Brown, vice president of research and engineering for RCA, amused his audience at the Wednesday luncheon session with a report that uhf signals "go 10 feet farther into the Holland Tunnel than vhf," a fact found by RCA field crews making independent surveys of the FCC's uhf study in New York which is using experimental WUHF (TV) atop the Empire State Building there (see picture page 58).

Still Doubts ■ Dr. Brown, however, said he still doubts uhf will be found better than vhf on an all-around basis for tv. Reviewing RCA's experimental research, Dr. Brown observed that color has had a long and hard road, but he now sees the turn into an "open road." This will soon be the time, he said, when one will be thought odd if he does "not" have color.

Dr. Brown said "color sets aren't

going to be any cheaper, so you'd better get one now while they're still available."

Luncheon sessions earlier in the week, also with full-house audiences, were addressed by Sir Harold Bishop of the British Broadcasting Corp. and Dr. J. R. Pierce of Bell Telephone Labs. The conference also heard some two dozen technical papers on a wide range of subjects in radio and tv, including fm stereo, video tape applications, automation and solid-state packaging of equipment (BROADCASTING, March 26).

Ralph N. Harmon, vice president for engineering, Westinghouse Broadcasting Co., was awarded the NAB's engineering achievement award for his "distinguished professional career" and leadership in pioneering technical advances. He has been in broadcasting three decades. Because of illness, Mr. Harmon was not present.

Jack Petrik, KETV (TV) Omaha, headed the broadcaster committee in charge of the technical meeting, assisted by George W. Bartlett, NAB manager of engineering.

Among those giving technical papers last week, Ralph L. Habershtock, Gates Radio Co., said equipment now in use will let a radio station virtually run by itself. He cited the development of cartridge tape gear which takes the jam out of the control room as one example. John A. Moseley, Moseley Assoc., described a new microwave remote control unit which can perform func-

tions heretofore possible only by telephone lines and linear control equipment.

Two speakers emphasized the need for quality control in fm stereo broadcasting. Frank McIntosh, Washington, D. C., consulting engineer, reviewed operation under the FCC's standards and explained areas where stations can make improvements to enhance the quality of the signal. Frank D. McLin, Collins Radio Co., described his firm's new transistor-powered fm system for both monophonic and stereo transmissions. He showed how it can be used in background music multiplex service, too.

Transmitter Trouble ■ Practical, quick steps to find the cause of transmitter breakdowns were given by two Collins engineers, Richard L. Uhrick and Everett J. Gilbert. They suggested that since regular engineers are busy running a station, management should consider hiring undergraduate engineering students on a part-time basis to work out a pre-planned fault isolation system.

Color tv sets produced now have performance characteristics as good as most black-and-white sets, Clyde Hoyt, RCA Home Instrument Division, reported. On the whole, color sets today require less than one-fourth the service of three to five years ago, he said. "Color kinescopes are now being made in the factory at the same shrinkage rates as black-and-white kinescopes," Mr. Hoyt said. "This is an interesting barometer of manufacturability."

John H. DeWitt Jr., president of WSM-AM-TV Nashville, Tenn., told a tv session about WSM-TV's experience with transistorized components in part of its studio gear. He said no deterioration of picture quality with time has been noticed. General use of well-designed transistorized equipment will greatly reduce maintenance cost, Mr. DeWitt said, which will "be the delight of management as well as a comfort to the chief engineer."

Progress in transistor gear also was the subject of a paper prepared jointly by J. F. Wiggins and R. E. Putman of General Electric. In tests of GE equipment using transistor circuitry, over 900,000 hours of operation were logged to one transistor failure. They also cited advantages of reduced power consumption, reduced heat, better mechanical characteristics and improved stability and reliability over tubes.

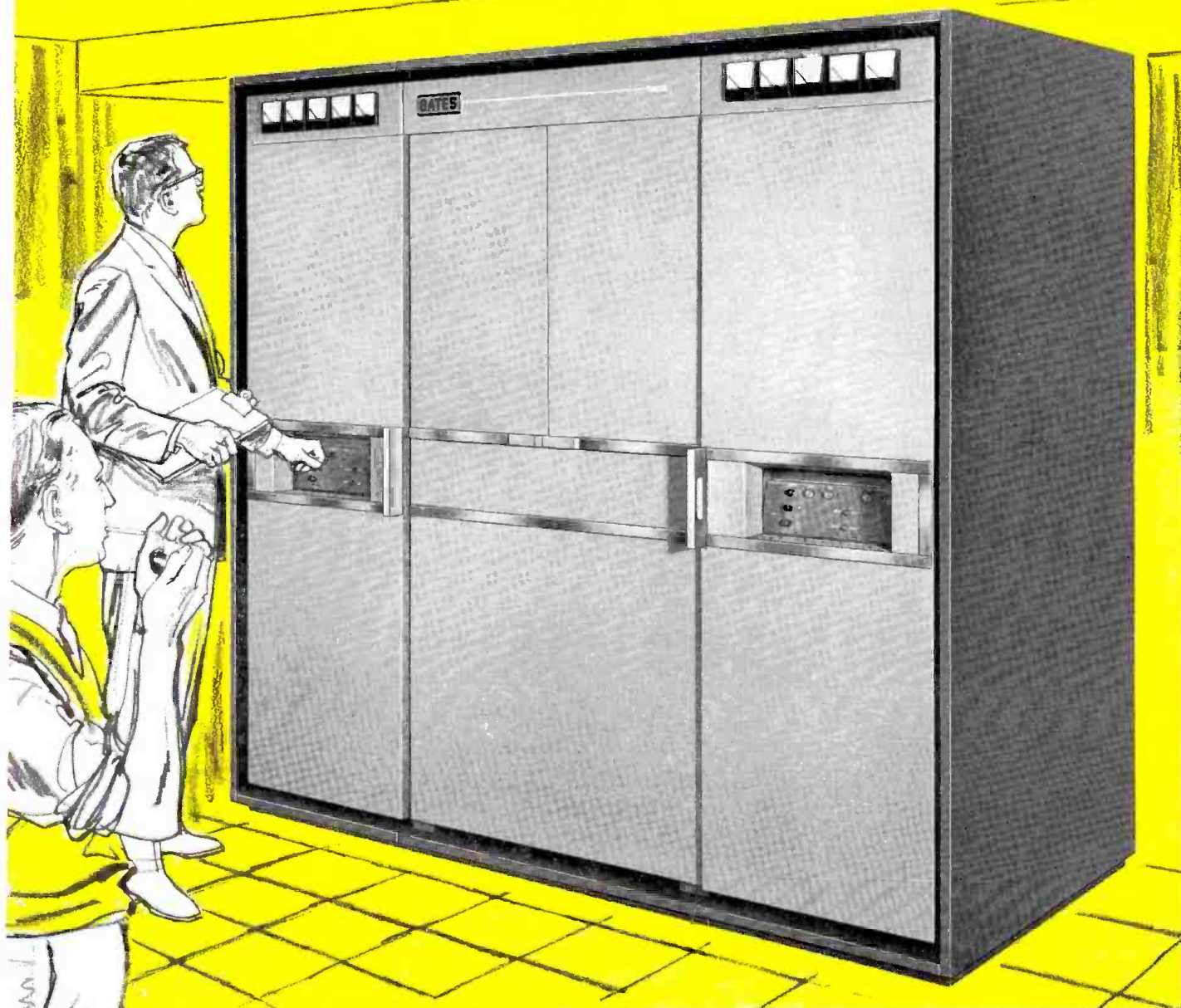
J. D. Bloom, chief engineer of WWL-TV New Orleans, described how a new Louisiana law regulating the quality of



Orrin W. Towner (l), WHAS Louisville, with Dr. Pierce.

Achievement of a Decade and a Half of FM Engineering Research . . .

THE NEW GATES FM-20B... The Most *Advanced* 20,000 Watt FM Broadcast Transmitter Ever built. ■ Here is absolute, confirmed reliability in high power FM, with matchless *dimensional-sound* performance. So many new features make the difference. ■ Cascade modulation – providing lowest distortion and widest response for a whole new world of stereo. Solid state power supplies with a 3 to 1 current and 2 to 1 safety factor. New impeller design to reduce blower noise to a low whispering hum. Two 4CX10,000D tetrode tubes for long life. Remote control facilities included. A completely self-contained 20-kilowatt model – not a combination of lower powered transmitters. ■ Get the full technical story on this new *Advanced Twenty* today. Literature on request.



GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

**HARRIS
INTERTYPE
CORPORATION**

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

work performed by tv repairmen has driven the "phony operators" out and has helped to restore public faith in repair shops. The law was first adopted in 1958 and amended two years ago.

Even the British Broadcasting Corp. must sweat out a government committee's general inquiry on renewal of its charter, but at least it's only once every decade, Sir Harold Bishop, BBC's engineering director, told the opening engineering conference luncheon Monday.

How far and how soon BBC can expand radio-tv program services and upgrade its facilities technically—including fm in radio and addition of uhf channels and color in tv—must await the recommendations of the Pilkington Committee, expected this summer after 18 months of hearings, he explained.

Sir Harold said he has been watching pay-tv developments in the U.S. but BBC opposes pay tv in Britain because its programs go to everyone who pays for a receiver license. "Payment for individual programs is the essential condition of pay tv," he said, "and the BBC would not support any action likely to damage or impoverish the public service of television provided for the nation as a whole."

Another Service ■ If the Pilkington Committee supports BBC's proposals, Britain may have a second BBC non-commercial tv service, open up new stations in uhf to facilitate this expansion and change tv standards from the old 405-line system to Europe's 625-line, 8-mc system, he said. Under the standards change, uhf also will be needed to accommodate the commercial tv service, he said.

It's "now or never" for the standards change, he felt, a move that already has been endorsed by another government study group. The shift would take place over a period of time to ease the burden on viewers.

BBC conducted tests of the uhf band in 1957-58, he recalled, but next fall a more comprehensive series of field tests will be conducted in London with two and possibly three uhf transmitters. Transmission will be in both monochrome and color. A one-channel test isn't adequate to probe all aspects, he indicated.

BBC has been experimenting seven years in color, using the NTSC system, Sir Harold said, and last year asked for permission to start a color service but was turned down. "As things stand now," he said, "it may be three years or so before we can make a start."

Radio in Britain, a BBC monopoly, is anything but dead, Sir Harold said, and is undergoing "a remarkable revival in public interest." The BBC wishes to add a fourth program to its long-known three radio program services. This fourth service would be

chiefly fm, he said, and consist of four or five hours of local programs daily in main urban areas and some rural communities.

Accomplishment of these radio-tv goals will require an increase in the annual \$11 receiver license fee, Sir Harold said, but BBC feels that "a valuable national asset is worth paying for."

High-power broadcasting from satellites directly to radio-tv sets in the home is "a good many years away," Dr. John R. Pierce, executive director of research for the Communications Principles Division of Bell Telephone Labs., told the Tuesday luncheon meeting of the engineering conference. But even when it is technically feasible he couldn't understand any reason why broadcasters would want to use the technique. To be considered in addition to language and time barriers is the simple fact that the people in each small area would be more interested in local weather, news and other events than in what is happening 1,000 miles away, he said.

Dr. Pierce reviewed the background of communications satellite development, including AT&T's Telstar, to be launched during the second quarter of

this year. He cited extensive international cooperation in this field and said there is no problem on the foreign scene. The major problem is domestic, he said, and indicated this is the government's desire to make space a federal monopoly by law. He wasn't sure the "people in Washington" really understood how hard it is to make a new, complex system not only technically successful but also "economically viable."

Broadcast Contributions ■ Space and satellites are going to benefit much more from the contributions of communication arts than vice versa, he felt.

As for the progress of communication satellites, Dr. Pierce explained that because of booster limitations at the present time, the emphasis must be on simple satellites and more sophisticated ground installations. The technical reliability of booster vehicles now is lower than that of the satellites, he said, but there are still big questions about the reliable functioning of mechanical things in space because much remains to be tried out. A "very knotty problem" for which a good solution is wanting, he said, is the question of altitude controls to keep the satellite where it should be once it is put up there.

Put impact before income: Murrow

USIA CHIEF SAYS TV EXPORTS MOLD IMAGE ABROAD

The 40th annual convention of NAB formally opened in Chicago last Monday morning with the presentation of NAB's distinguished service award to Edward R. Murrow, former CBS newsman-commentator-executive and now director of USIA.

NAB President LeRoy Collins praised Mr. Murrow for both "singular achievement" and "continuing service" to broadcasting, in presenting the award. Mr. Murrow, in delivering the convention's opening address, urged the nation's broadcasters to present a balanced picture of the U. S. in the television product they sell abroad. He indicated he doesn't believe they have shown as much regard for the impact of their product as for the income from it.

Joseph M. Higgins, WIBC Indianapolis, convention co-chairman, presided. He read a telegram to the NAB from President Kennedy praising the "fresh spirit your association has displayed in meeting the enormous challenges of a public responsibility. . . . As President of the United States, I am sure I speak for all Americans in extending my appreciation for your very special services to the nation this year. You are furnishing vigorous proof that broadcasting serves America."

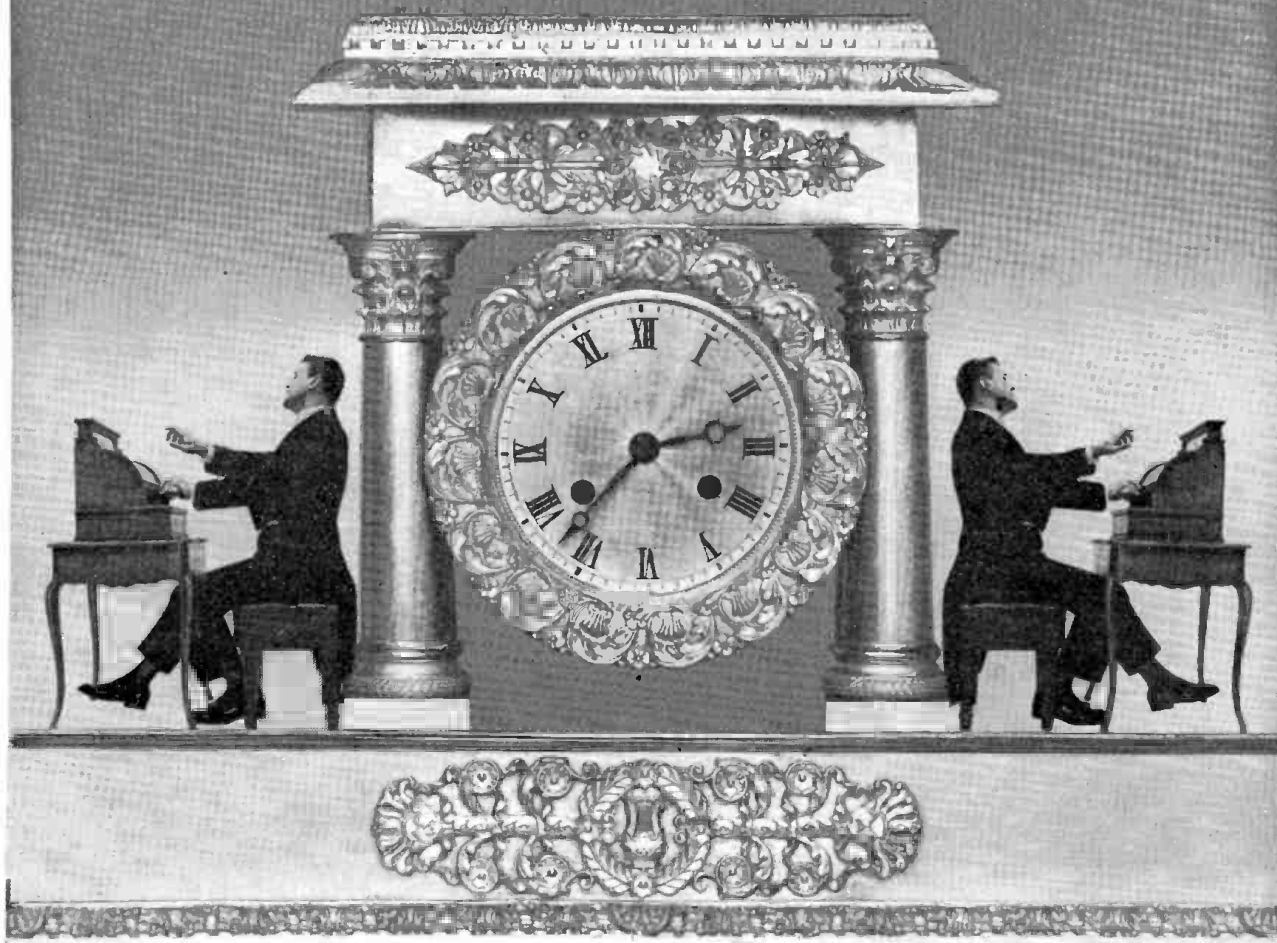
Chicago Mayor Richard J. Daley wel-

comed broadcasters to the Windy City with unstinting praise for the public service records of Chicago radio-tv stations. Taking note of the current Chicago tv programming hearings (see page 44), Mayor Daley said that the people of Chicago "certainly have been kept abreast" of city, state, national and international affairs by the local tv stations. He gave a warm endorsement of broadcast editorials so long as they are researched and prepared by an adequate news staff.

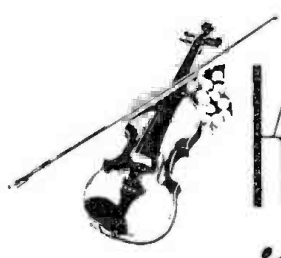
Tenth Award ■ Mr. Murrow became the 10th recipient of NAB's top award for distinguished service to broadcasting. "I know of no man who more adequately measures up to [the] standard . . ." entailed in the award, Gov. Collins said of the 1962 winner. The award itself praised Mr. Murrow, "who has epitomized broadcast journalism at its finest through discerning commentary, courageous reporting and conspicuous dedication in war and peace." Judge Justin Miller, former NAB president, won the NAB award last year.

Mr. Murrow began his speech by saying he had intended to begin with a "tortured history" of communication going clear back to the pony express. However, he said, he realized that everybody already knew what he had intended to say and that he had fallen

48 Hours a day...



Good Music* rings up sales in Southern California
over KFAC AM and KFAC FM *two stations for the one price



KFAC AM-FM

*The Music Stations for Southern California
24-hour simultaneous AM-FM at one low cost
Represented by The Bolling Company, Inc.*

PRUDENTIAL SQUARE • LOS ANGELES

into the traps of bureaucracy with such a speech and, to accompanying applause, promised to skip it.

In suggesting that the broadcasters exercise care in selecting the television material they sell to foreign countries, Mr. Murrow said that no government agency should have a voice in determining what broadcasters export. "But I suggest you would do well to acknowledge that in the volatile world in which we live celluloid and magnetic tape are a strategic commodity. Those who do export of it must show concern and consideration for its use.

"I have doubt," he added, that what is being said abroad about the people of this land is in accord with what the people of this land would have spoken in their name." He said he understands television exports last year were valued at up to \$45 million.

Mr. Murrow indicated he was as concerned about television documentaries as he was about entertainment programs. "Muck-raking," he said, is in "an honorable tradition. . . . I have even ventured some small portions of it myself." But, he added, "its export to an audience abroad without knowledge of its circumstances results in its being seen in isolation, by and of itself alone." Foreign audiences, he added, may not understand that its purpose is to criticize and help bring about change in the conditions exposed.

Urges Care ■ "When you put your tapes and kines in your salesman's bag," he continued, "you should have regard for what goes into it, as well as for what you hope it brings back. Not everything done abroad is perpetrated in the national interest." Television exporters, he said, should "have as much regard for impact as they have for income."

Mr. Murrow said the coming of global television will only increase these problems. And the first satellite designed to relay television signals be-

tween continents, he said, will be launched within "bare weeks" from Cape Canaveral.

"A communication system is totally neutral," he said. "It has no conscience, no principle, no morality. It has only a history. It will broadcast filth or inspiration with equal facility. It will speak the truth as loudly as it will speak the falsehood."

He urged the broadcasters to consider carefully what they say over a global network that will reach millions of people who "have starving bellies, diseased children and squalid hovels."

What to Say is Problem ■ "Global television," he said, "will not bring more wisdom to our minds. It will only give wider dissemination to what our minds have to say. I suggest the problem of what we are to say is one to which the broadcast world might well

turn its mind."

Mr. Murrow also advised the broadcasters that his agency is interested in acquiring more of the material they produce. Networks and stations have provided USIA with both radio and television material which the agency has tailored to its own foreign-information needs.

He said USIA has "no desire to compete" in areas normally served by commercial broadcasters. But the agency does want to provide an increasing amount of the broadcaster's product in countries where television is just getting started, he said.

He suggested that such placement will not only further the national interest but will, "in the long run," contribute to the expansion of commercial television markets.

TV AD 'SEAL OF APPROVAL'

Wasilewski says NAB considers 'clearing house' to help stations judge accuracy of commercials

The formation of a "clearing house" to help guide stations on the acceptability of tv commercials is being considered by NAB and television code authority officials, NAB Executive Vice President Vincent T. Wasilewski revealed last week.

He made the disclosure in answer to a question at the NAB convention's Monday afternoon television assembly. He did not elaborate except to say that the idea requires serious legal study because it raises "boycott" questions.

Other NAB spokesmen said afterward that the idea is receiving "active" study by the top NAB and code officials and may be ready for consideration by the NAB board at its June meeting.

They described the plan as an adap-

tation of a proposal once made by Roger Clipp of the Triangle stations. Mr. Clipp proposed several years ago that the code seal be displayed on "approved" commercials in much the same way that *Good Housekeeping* magazine issues a seal for use on advertising it accepts.

They said the current plan anticipates that the clearing house would be operated by the code authority and that its function probably would consist of indicating that specific commercials are considered not misleading. The office almost necessarily would start on a limited scale, they asserted.

Network Favor ■ The networks are pushing for establishment of such a clearing house, according to NAB authorities. But they said there are important problems which must be solved in addition to the "boycott" question mentioned by Mr. Wasilewski.

One of these appears to involve the Federal Trade Commission's views of such a plan and how it should work. Another, but related, problem was summed up in the question: "What would happen if the code authority certified a commercial as not misleading and the FCC subsequently challenged the same commercial and perhaps even ruled that it was misleading?"

The value of having some sort of central file was noted in the television assembly by broadcasters who pointed out that stations often spend a great deal of time—fruitlessly in many cases—trying to verify commercial copy claims about whose accuracy they have no sure information.

Panel on Responsibility ■ The subject

The sandpaper wasn't meant to scratch

The Federal Trade Commission isn't apt to enforce a literal interpretation of its so-called "sandpaper-case" decision unless literal interpretation is necessary to block deceptive advertising claims. Charles Sweeney, chief of FTC's food and drug advertising branch, offered this assurance last week in a session at the NAB convention.

Douglas Anello, NAB general counsel, had contended that literal interpretation of FTC's decision in the case, which ruled against the use of an allegedly false sandpaper-shaving demonstration for Colgate Palmolive's Rapid Shave, would prevent

the advertising of ice cream if the product itself were shown. This would result, he said, because ice cream would melt under tv lighting and FTC's decision would prohibit the use of a substitute.

Mr. Sweeney replied that although he could not speak for the commission, he was sure it would not object to the use of mashed potatoes, say, in place of ice cream—"unless you were trying to show, for example, that your brand of ice cream stands up under the tv lights."

He then added: "We've got a lot of things that worry us more than that."

of broadcaster responsibility for not accepting misleading commercials was canvassed by a panel consisting of Kenneth A. Cox, chief of FCC's broadcast bureau; Charles Sweeny, chief of FTC's food and drug advertising branch; Douglas Anello, NAB general counsel, and Stockton Helffrich, manager of the Code authority's New York office.

Mr. Cox left no doubt that FCC, although it defers to FTC's "expertise" on advertising, is "vitaly concerned" with broadcasters' commercial practices and holds them responsible not only for the programming they present but also for the commercials they carry. The test FCC will employ in judging them on the latter score is whether they use "reasonable care" to avoid presenting misleading commercials, Mr. Cox asserted.

He said FCC plans no punitive action against "isolated mistakes made in good faith"—but warned that a pattern of willful violations would be something else, reflecting on the broadcaster's character. In judging local commercials, he said, stations are largely on their own and should demand substantive proof of any claims or guarantees that seem misleading.

He cited NAB, local Better Business Bureaus and other sources, such as FTC's *Advertising Alert* bulletin, as authorities that stations would find help-

ful in evaluating questionable cases.

Truth in Advertising ■ Mr. Sweeny stressed that FTC intends "to keep the pressure on for more truthful advertising, not less." He said that stations can depend on networks to screen network commercials and that NAB probably can advise on most national spot commercials but, like Mr. Cox, he felt local advertising is essentially a matter for local evaluation.

Mr. Helffrich reviewed the work of his code office "from storyboard to finished print" in promoting agency-advertiser compliance with the code. He thought it understandable that some stations fear they will lose business if they repeatedly insist that advertisers submit proof of the claims made in their commercials. But he said that in general the attitude of broadcasters has never been better.

NAB's Mr. Anello protested against what he called "a double standard—one for newspapers and one for radio and television."

This prompted Mr. Cox to observe that there would probably always be a double standard, since broadcasters are licensed and newspapers are not. But he ventured that this meant broadcasters would operate on a higher level of standards than newspapers do.

Some observers contended—privately—that Mr. Cox's original premise was

not valid: that since FCC defers to FTC on misleading-advertising questions, and since FTC has a single standard for all media, there is no reason for radio-tv to be governed by stricter policies in this area.



Dwight Martin, WAFB-TV Baton Rouge, has completed his service as chairman of the NAB television board of directors. Elected to succeed him at a board meeting in Chicago is William B. Quarton, WMT-TV Cedar Rapids.



IN DENVER

ONLY KLZ

CAN OFFER YOU

DON ROBERTS

A great selling voice . . . an excitingly different, vibrant personality . . . an adult buying audience . . . you get ALL THREE in "The Don Roberts Show," 5:30 to 9:00 a.m., Monday through Saturday. The show's daily format of the best music, top CBS, regional and local newscasts, direct weather reports, plus lost and found bulletins and human interest stories, sends Denver to work entertained and well informed.

Versatile with experience in radio ranging from sportscaster and news reporter to emcee of his own shows, Don Roberts brings to the KLZ morning hours, a warmth and sincere friendliness to every listener and puts your commercials in a frame of believability sure to pay off in sales results. Put Don Roberts to work now, for your product.

560 First On The Dial

KLZ radio

CBS IN DENVER



Call your Katz man or Lee Fondren, Denver

NOW NUMBER

3

IN FLORIDA

ORLANDO-DAYTONA

**Fastest growing
market in Florida**

	Nat. Mkt. Ranking*	Homes* TV
Miami	27	556,600
Tampa	42	419,500
Orlando-		
Daytona	65	288,000
Jacksonville	75	256,500

*Television, 1962

WESH-TV

Florida's Channel 2

REPRESENTED BY AVERY-KNODEL



**Covers more of Florida than
any other TV Station**

78 (SPECIAL REPORT: NAB CONVENTION)

BROADCASTERS PROBE FCC

**Convention ends with commission panel session;
some questions and answers—but few surprises**

The final event of the NAB convention was the FCC's annual meeting held in the presence of several thousand broadcasters. Clair R. McCollough, Steinman Stations, presided at the session, held Wednesday afternoon. The questions were good but the answers mostly went into details of problems and contained few surprises.

A congressional prediction came from Commissioner Robert T. Bartley, who said he anticipates suspension of Sec. 315 (equal time) in time for the 1964 Presidential campaign, but doubted if Congress would suspend it for the local elections this year or in 1964.

Commissioner T. A. M. Craven raised the hopes for automatic logging approval when he said he'd inspected the new equipment in the NAB exposition and felt it is more accurate than logging by station personnel.

Don't Panic ■ Chairman Newton N. Minow led the Commission comments with a tip to station managers: "Don't panic when you get a letter of inquiry from the FCC." He added that there is no prejudging in these letters; Commissioner Craven reminded the broadcasters they are merely staff actions.

The shortest answer of the afternoon came from Commissioner Bartley, who said "No," when asked if he favored Chairman Minow's suggestion that radio networks be allowed to own more stations. Commissioner Robert E. Lee was concerned about the future of radio networks and didn't know if the Minow idea is the answer, but it's worth exploring, he said.

Why not require all radio sets to be am-fm combinations as part of legislation to require tv sets to be all-channel models, someone suggested. Frederick W. Ford said the radio situation just isn't analogous, since there's lots of am and fm service all over the country and this isn't true of uhf.

Reporting on the uhf test in New York, Commissioner Lee said preliminary results show uhf is as good as vhf as far as 25 miles out, a finding supported by RCA's own tests. He expects the FCC study to be completed before the Dec. 31 deadline.

Commissioner Lee advised stations to take a close look at purported double-billing practices. These could become connected with use of the mails with intent to defraud, he said, and suggested an industry committee should study double-billing. Commissioner Ford said that other media billing practices should also be studied.

Community Antenna Control ■ Com-

missioner Rosel H. Hyde said the FCC still wants rulemaking authority over community antenna systems, defeated by one vote in the Senate two years ago. This authority could be used where catv hurts local service to rural areas.

Commissioner Bartley said the staff is being pressured to produce new fm rules and they should be ready for consideration in 30 to 60 days. He voiced hope for the adoption of a new set of fm rules by mid-summer, with a partial freeze until that time.

Chairman Minow said the Commission is moving toward a ratio formula in evaluating a station's commercial time rather than basing its appraisal on the number of announcements.

Commissioner Lee said he favored acceptance by the Commission of the NAB code rules on time segments and the number of spots, adding a suggestion that broadcasters join industry trade associations.

In an exchange on fm-am separate programming, Commissioner Lee favored separate programming except for a minor percentage of broadcast time. He said the time may come when there will be separate programming requirements and perhaps even separate ownership. But Commissioner Bartley added, "We will require separate programming before requiring separate ownership."

Stick to Vote ■ A lengthy exchange dealing with proposed rule-making covering license fees led to a poll of the commissioners. All stuck to their original 4-3 vote and cited their reasons. Commissioner Ford didn't object to the fees themselves but felt Congress should set the schedule inasmuch as the commission has no taxing authority. Chairman Minow ducked a broadcaster's question about the merits of charging the same fees for 250 w and 50 kw stations. Commissioner John S. Cross opposed the fees unless universal among all regulatory agencies.

Chairman Minow said the commission doesn't know if it will extend its local tv programming hearings to other markets. There's no plan to hold radio hearings of this type, he said. Commissioners Ford and Lee agreed with him. This was in answer to a query from the floor.

Other floor questions dealt with display of a sponsor's name during an entire tv program and with uhf-translator problems.

Impromptu Session ■ Earlier, in an impromptu "panel" session while votes

BROADCASTING, April 9, 1962

for new directors were being tallied at the Wednesday-morning tv business meeting, Commissioner Ford said it was clearly within the rights of stations to editorialize on behalf of political candidates, particularly in light of the dwindling number of newspapers in the country. He said FCC reached this conclusion informally after WMCA New York supported Sen. Kennedy in his

campaign for the presidency.

But he cautioned that although Sec. 315 does not apply to political editorials, principles of fairness should be followed. He suggested, however, that reply time should be given to a spokesman for the competing candidate, not to the rival candidate himself, if Sec. 315 is to be kept out of play.

Asked whether a station could be re-

quired to sell time for political broadcasts if it didn't want to, he said he hesitated to answer without knowing all the circumstances. He doubted that FCC could categorically require a station to sell political time, but pointed out that political coverage ordinarily is among the factors which FCC regards as part of the community service that stations should provide.

PROGRAMMING

MCA says it plans to broaden scope

PROSPECTUS HINTS FIRM WILL DROP TALENT ROSTER

MCA Inc. is considering acquisitions within the entertainment industry in areas in which the company currently does not operate.

The company disclosed these plans in a prospectus issued on March 27 for the public offering of 72,028 shares of common stock. MCA is presently engaged in the production and distribution of tv programs, which accounted for about 85% of last year's gross income of \$82.4 million, and the representation of artists, which produced about 10% of revenues. The remainder came from miscellaneous activities.

Long-standing agreements with various unions have precluded MCA from

operating in such entertainment areas as the production of motion pictures for theaters, the ownership of broadcast stations and the manufacture of phonograph records. This exclusion was related to MCA's dual role as an agent and as a tv producer. Last October, MCA, which had functioned as a tv producer with waivers from various unions, agreed with the Screen Actors Guild that as of next September it would stop either its tv production or artist representation activity.

The prospectus indicated strongly that MCA would decide to continue with its more lucrative production business and relinquish its talent-agency

functions. The company, the prospectus said, has "under analysis and consideration plans for the continuation of its present activities in television" and is exploring "other various possible courses for the further development and diversification of the company's activities." It added: "If any plans materialize which relate to precluded areas, the company's artists' representation activities would be terminated."

Skelton Studios closes

Skelton Studios in Hollywood has been closed for an indefinite period, the company announced. The shut-down follows CBS-TV's decision to transfer production of *The Red Skelton Show* to its own Hollywood Studios in Television City.

The move was reportedly due to a

ROANOKE-VIRGINIA'S NO. 1 TV MARKET*

(57th IN THE NATION)
with 317,900 TV HOMES
as compared to
309,000 in MARKET B
282,800 MARKET C



* SOURCE TELEVISION MAGAZINE

The people who live in this vast metropolitan, urban and rural market look to WSLs-TV 10 (NBC in ROANOKE, VA.) for quality entertainment and authoritative information!!

WSLS-TV 10 | National Representatives
AVERY-KNODEL, INC.

COLORCASTING

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

NBC-TV:

April 9-13, 16-17 (6-6:30 a.m.) Continental Classroom, probability and statistics.

April 9-13, 16-17 (6:30-7 a.m.) Continental Classroom, American government.

April 9-13, 16-18 (10:30-11 a.m.) Play Your Hunch, part.

April 9-13, 16-18 (11-11:30 a.m.) The Price Is Right, part.

April 9-13, 16-18 (12-12:30 p.m.) Your First Impression, part.

April 9-13, 16-18 (11:15 p.m.-1 a.m.) Tonight, part.

April 9, 16 (8:30-9 p.m.) The Price Is Right, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

April 10, 17 (7:30-8:30 p.m.) Laramie, part.

April 11, 18 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.

April 11, 18 (10-10:30 p.m.) Bob Newhart Show, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

April 11, 18 (10:30-11 p.m.) David Brinkley's Journal, Douglas Fir Plywood Assn. through Cunningham & Walsh; Mead-Johnson through Kenyon & Eckhardt.

April 12 (10-11 p.m.) Sing Along With

Mitch, Ballantine through William Esty; Puick through Burnett; R. J. Reynolds through Esty.

April 13 (9:30-10:30 p.m.) Bell Telephone Hour, AT&T through N. W. Ayer.

April 14 (5-6 p.m.) All-Star Golf, Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

April 14 (7:30-8:30 p.m.) Tales of Wells Fargo, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

April 14 (9:30-10 a.m.) Pip the Piper General Mills through Dancer-Fitzgerald-Sample.

April 14 (10-10:30 a.m.) Shari Lewis Show, Nabisco through Kenyon & Eckhardt.

April 14 (10:30-11 a.m.) King Leonardo and His Short Subjects, General Mills through Dancer-Fitzgerald-Sample.

April 8 7-7:30 p.m.) Bullwinkle, part. Wonderful World of Color, RCA and Eastman Kodak through J. Walter Thompson.

April 15 (9-10 p.m.) Bonanza, Chevrolet through Campbell-Ewald.

April 15 (6-7:30 p.m.) Hallmark Hall of Fame, Hallmark through Foote, Cone & Belding.

April 15 (8:30-9 p.m.) He Is Risen, U. S. Steel through BBDO.

April 15 (10-11 p.m.) Du Pont Show of the Week, Du Pont through BBDO.

April 17 (9-10 p.m.) Rainbow of Stars, Chrysler through Leo Burnett.

revamping of the weekly series for next season, when it will expand from 30 minutes to a full hour. Discussions are in progress between Skelton and CBS over possible acquisition of the studios by the network at some future date, but no definite decision has been reached.

MGM-TV to enter field of non-fiction shows

MGM-TV is further diversifying its production by entering the non-fiction and service program field, John B. Burns, vice president in charge of sales, has announced.

Ted Rogers, twice a winner of Sylvia Awards and a specialist in service and non-fiction programming, has joined MGM-TV as a staff producer and will be responsible for developing many programs in this new area, Mr. Burns said.

Mr. Burns said the termination of Hearst Metrotone's daily news service to ABC-TV this month will make more facilities available for the new venture. MGM-TV is a partner in Hearst Metrotone News with Hearst Corp.

Mr. Rogers was with NBC-TV from 1955 to 1958 as executive producer of the *Kaleidoscope* specials and *Home* and as a producer of *Wide Wide World*.

Metropolitan has also licensed 13 one-hour episodes of *The Asphalt Jungle* for WTTG and KOVR.

Mr. Burns also announced the appointment of Herman Keld to the newly

created position of sales coordinator for MGM-TV (see *FATES & FORTUNES*, page 105).

In his new post, Mr. Keld will be responsible for coordinating planning and marketing strategy on all feature-film sales and all syndicated off-network program sales.

MGM-TV also announced that 30 one-hour episodes of *Cain's Hundred*, now on NBC-TV, and 26 episodes of *Northwest Passage* (in color) will be available for re-run in the fall. Metropolitan Broadcasting has purchased *Cain's Hundred* for WNEW-TV New York, WTTG (TV) Washington and KOVR (TV) Stockton, Calif. *Northwest Passage* has been purchased by KCOP (TV) Los Angeles, WBRE-TV Wilkes-Barre, Pa., and WFAA-TV Dallas.

UAA at 1,000 mark in post-'48 film sales

United Artists Assoc. has completed its 1,000th sale of post-'48 feature films with the purchase of 32 United Artists features by KMBC-TV Kansas City, Erwin H. Ezzes, executive vice president of UAA, announced last week.

KMBC-TV's buy of UAA's A-OK Group raised the total number of stations which have bought this package to 75. UAA distributes a total of 325 post-'48 UA, Warner Bros. and RKO Features, which are released in six packages.

Walter Reade, Sterling set terms of merger

The terms of a merger between theater-owner Walter Reade Inc. and tv film distributor-producer Sterling Television Co. have been set forth in a registration statement filed with the Securities & Exchange Commission. Walter Reade-Sterling Inc., Oakhurst, N.J., proposed to file 462,857 shares of common stock to be offered in exchange for outstanding shares of Class A and Class B common stock of Sterling on a straight exchange basis.

Sterling distributes feature films to television and distributes and produces certain tv film series, among them *Silents Please!*, formerly on ABC-TV and slated for a return to tv with new episodes. Sterling has a half-interest in Wolper-Sterling Inc., which has produced such specials as "The Legend of Rudolph Valentino" and "Hollywood: The Golden Years."

For the year ended March 31, 1961, Sterling had gross revenues of \$938,242, net income of \$53,591 and earnings of 12¢ per share. The combined Reade-Sterling earnings for the year ended Dec. 27, 1961, were: gross income \$9,079,387, net income \$120,021.

After the stock exchange there will be 1,488,571 shares of common stock outstanding, of which Walter Reade Inc. will own 68.9% and president Saul J. Turell (former head of Sterling), 10.4%.

The statement said the company contemplates paying an annual salary of \$41,600 each to Walter Reade Jr., board chairman, Mr. Turell and Edwin Gage, administrative vice president.

Film sales...

Big Time Wrestling from Calgary (Foothills Athletic Club, Calgary): Sold to KGO-TV San Francisco; CFCN-TV Calgary; CFRN Edmonton, Alberta; CKCK-TV Regina, Sask.; CFQC-TV Saskatoon, Sask.; CJOH-TV Ottawa; CKLW-TV Detroit-Windsor; U. S. Armed Forces Radio & Tv Network (28 foreign air bases). Now in 7 markets.

Jeff's Collie (Lassie re-runs) (ITC): Sold to Ideal Toy Co., through Grey Adv., for use in 11 markets: Atlanta, Baltimore, Boston, Cincinnati, Cleveland, Dallas, Hartford-New Haven, Philadelphia, Pittsburgh, Providence and Washington. Now in 117 markets.

Crime and Punishment (Banner Films): New first-run film series of 39 half-hour episodes, featuring discussions with inmates of California penal institutions, produced by Collier Young Assoc., has been sold to KTLA (TV) Los Angeles, WFAA-TV Dallas,

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WMAL, WMAL-FM, WMAL-TV, Washington, D. C. (Mr. Dick Stakes, Controller) "The system was originally installed to help eliminate paperwork involved in the preparation of our daily station logs. These logs formerly took two girls one full day to prepare. Now they're done in two hours . . . by one girl!"

WBYS, Canton, Illinois (Mr. Charles E. Wright, Gen. Mgr.) " . . . purchase of this machine was one of the wisest management decisions made in many years of broadcasting. When a small station such as WBYS can save what it does, I am sure any station in the country can do likewise."

WLBC-TV, WLBC-WMUN, Muncie, Indiana (Mr. W. F. Craig, V. P.) "The original investment was paid for in a

few months by the elimination of one full-time person and the lessening of overtime on other office personnel. The thing that surprised us, too, was the cost for paper supplies was less last year than it had been during the years we used ordinary paper!"

WISN, WISN-TV, Milwaukee, Wisconsin (Mr. John E. Hinkle, Chief Acc.) " . . . has saved this company at least 1½ people. It has eliminated all overtime! I personally recommend it for its time-saving ability, its economy, and, most important, its accuracy!"

WFLA, WFLA-TV, Tampa, Florida (Mr. George W. Harvey, V. P., Gen. Mgr.) " . . . we use it for producing our daily log for television which runs 22 pages, as well as a daily availability sheet . . . Ozalid procedures have saved us time, personnel, and money!"

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By-the-numbers selling: salvation for the first-run?

Next season's supply of first-run syndicated film series may have been increased 33 1/3% by the seventh annual meeting of TV Stations Inc. in Chicago last Monday. From three to four shows, that is.

The film buying (over \$10 million in 1961) and advisory service maintained by 118 television stations, screened a pilot film for the 225 broadcasters and guests representing 175 tv markets. If enough are willing to buy it, and it's so indicated, TV Stations Inc. may become a new force in tv program production.

In 1956 there were 29 new film series offered to individual broadcasters. This past season there were seven. For the coming fall—until last Monday—there appeared to be only three: CBS Films' *Aba of the Jungle*, Ziv-UA's *The Story of . . .* and ITC's *Sir Francis Drake*.

The scarcity of first-run syndications has come largely from (1) the increasing number of off-network reruns put into syndication (there will be 71 this fall, there were 30 the past season and only 7 two seasons ago); TV Stations Inc. says 2,274 hours have been released in the last 11 months; (2) the growing cost of selling a first-run film series, which has required producers to cut production budgets, in turn reducing program quality, hurting ratings and losing advertiser renewals.

(A secondary development has been the increase in biographical and historical shows, exercise programs and other relatively low-budget offerings. TV Stations Inc. calculates 400 hours of these programs have been released in 11 months.)

Roughly two-thirds of all revenues from syndicating a new tv series

comes from top 40 markets. Half of that comes from the top five. The other third is from all other television markets, and the cost of selling that final third is disproportionate.

It was after syndication reached this state that TV Stations Inc. acted. President Herb Jacobs thought it would be a constructive service to expedite liaison between the program producer or distributor and the final third of the prospect list.

Mr. Jacobs knew that scores of series for which pilots are made never reach production because (1) the networks can't accommodate them all and (2) the producer—and his financial backers—do not have enough incentive in existing syndication. Mr. Jacobs felt that TV Stations Inc., representing a large number of medium- and small-market stations, could muster enough eco-

WNEW-TV New York, WTTG (TV) Washington, WTTV (TV) Indianapolis, KOVR (TV) Sacramento and WTVH (TV) Peoria, Ill. Now in 7 markets.

Post-'48 Columbia Pictures Feature Films (Screen Gems): Sold to WTAR-TV Norfolk, Va.; WTVW (TV) Evansville, Ind., and KHSI-TV Chico, Calif. Now in 73 markets.

The World of . . . (Ziv-UA): New David Wolpers series sold to WNBC-TV New York, WJBK-TV Detroit and WBEN-TV Buffalo. Now in 3 markets.

Thriller (MCA-TV): sold to WDSU-TV New Orleans; WLWI (TV) Indianapolis; WCHS-TV Charleston, W. Va.; KRQD-TV El Paso; KOSA-TV Odessa, Tex.; KVII (TV) Amarillo, and WMAL-TV Washington. Now in 26 markets.

Supercar (ITC): Sold to Remco Inc., toy manufacturer, for use in 13 markets: Albany and Buffalo, both New York; Cincinnati; Cleveland; Dallas; Houston; Indianapolis; Milwaukee; Portland, Ore.; Providence, R.I.; Rochester, N.Y. Also sold to WTOL-TV Toledo, Ohio; WAFB-TV Baton Rouge, La.; KVAL-TV Eugene-Roseburg, Ore.; WJTV (TV) Jackson, Miss.; KTVB (TV) Boise, Idaho; WSEE-TV Erie, Pa.; WDAU-TV Scranton, Pa.; WGAN-TV Portland, Me.; WTVT (TV) Tampa-St. Petersburg, Fla.; KVOO-TV Tulsa; WTVN (TV) Columbus, Ohio; WSM-TV Nashville; KID-TV Idaho Falls, Idaho; WHTN-TV Huntington, W. Va.; KVIP (TV) Chico-Redding, Calif., and WBRC-TV Birmingham, Ala. Now in 91 markets.

Blockbuster (Jayark Films): Feature-

film package sold to KPLC-TV Lake Charles, KALB Alexandria, KLFY-TV Lafayette and WAFB-TV Baton Rouge, all Louisiana; WABI-TV Bangor and WAGM-TV Presque Isle, both Maine. Now in 181 markets.

Films of the Fifties (Seven Arts Assoc.): Vol. 3 of Warner Bros. features sold to WJAR-TV Providence, R.I.; WIS-TV Columbia, S.C.; WFMY-TV Greensboro, N.C.; WCSC-TV Charleston, S.C.; KSHO-TV Las Vegas, and KNDO (TV) Yakima, Wash. Now in 31 markets.

December Bride (CBS Films): Sold to KABC-TV Los Angeles. Now in 35 markets.

Program notes...

'Hennesey' goes off-network ■ NBC Films announced last week that *Hennesey*, now on CBS-TV, will be syndicated to stations this fall. The company said 96 half-hour episodes will be available. The transfer of the series is being handled by Leonard Kramer for the William Morris Agency. NBC International will distribute the series overseas.

Sammy signs ■ Sammy Davis Jr. has signed with Programatic Broadcasting Service for exclusive world-wide syndication of his *That's Entertainment*—full hour, five-times weekly radio program. The show is now being aired in 17 Australian markets and on four West Indies stations. It will be available to U. S. fm stations on an exclusive market basis, with Programatic affiliates having first refusal.

New alliance ■ Filmways, Inc., New

York and Magnum Photos, Inc., that city, have joined hands for the production of television films. In the new association the photographer members of Magnum Photos will be assigned to directorial and editorial capacities for specific Filmways productions.

Du Pont series ■ Lewis Freedman, producer and director, will produce a series of seven dramas in color for NBC-TV's new Du Pont series during the 1962-1963 season beginning in September (Sundays, 10-11 p.m. EST). Mr. Freedman is producing five of the current *Du Pont Show of the Week* programs. Another seven shows in the new Du Pont series will be produced and directed for NBC-TV by Franklin Schaffner and Fielder Cook.

Harmon joins ABC Radio ■ Tom Harmon, CBS sportscaster, is joining ABC Radio network and will conduct a 10-minute sports news program five days a week (Mon.-Fri., 6:40-50 p.m. EST) and six five-minute weekend news shows, starting Sept. 1. General Motors' United Motors Service will sponsor. In addition, ABC Radio currently is negotiating for radio rights to the June heavyweight championship fight between Floyd Patterson and Sonny Liston, which will be telecast only by closed circuit.

In syndication ■ *Checkmate*, full hour CBS-TV thriller, is now available for syndication by MCA TV film syndication division. Seventy hours of the series are being sold for local station programming.

Bolger syndicated ■ TeleSynd, a division of Wrather Corp., is syndicating

conomic assurances from the lower third of the prospects list to encourage such production. That being done, a distributor would need to sell only the relatively easy top 40 markets to make a go of a series.

In a trial run last year, Mr. Jacobs and producer Bob Stabler of Filmaster Productions arranged for TV Stations Inc. members to back production of *The Beachcomber* film series. It was then produced and sold in over 100 tv markets last season.

This year Mr. Jacobs' candidate is producer Sam Gallu's *The House on K Street*. It was this show's pilot which was screened for TV Stations Inc. clients last Monday.

After the screening only one broadcaster was unwilling to buy it.

On the basis of that response, which Mr. Jacobs expects to correct into 100-114 actual sales, *The House on K Street* will be produced.

(Mr. Gallu, who has produced

such series as *Navy Log*, *The Blue Angels*, *Behind Closed Doors* and *Border Patrol*, says his new venture is about the exploits of a "criminalist," who uses scientific methods to detect crime (whereas, a criminologist is one who studies the causes of crimes). He first produced the pilot several years ago in association with CBS, but when that network failed to proceed with production he assumed ownership.)

To Mr. Gallu and other producers this new plan in television programming offers promise of new clients. To broadcasters in the market for first-run syndications it may offer a new choice. To distributors it may offer new possibilities of doing business where they could not afford to before. To local and regional advertisers it may offer the opportunity to sponsor new tv programs. To the viewer it may offer new entertainment. It could be contagious.

The Ray Bolger Show, formerly on ABC-TV from 1953-1955.

Gadabout-Gaddis ■ A half-hour film series in color or black and white, *Gadabout Gaddis—The Flying Fisherman*, was placed into distribution at the NAB convention in Chicago by Gaddabout-Gaddis Productions Inc., a new company headquartered in the Statler Bldg., Boston. N. W. Russo, executive vice president, resigned from his post as northeastern sales manager, NTA, to head the new firm.

Robber series ■ The *Four Star Cops and Robbers* series which ran on CBS-TV as *Richard Diamond, Private Detective*, has been put into syndication by CBS Films, which reports first sale to Metropolitan Broadcasting Co., Stations WNEW-TV New York and WTTG (TV) Washington.

Desilu's first ■ WPIX (TV) New York has appointed Desilu Sales Inc. for sale and syndication of its documentary programs. Richard W. Dinsmore, vice president of sales, Desilu, said WPIX is the first tv station to place programming with Desilu. A total of six shows, all documentaries, will be handled by Desilu for WPIX.

Hopalong resyndicated ■ NBC Films is resyndicating *Hopalong Cassidy*. Available are 47 one hour episodes and 52 half-hour episodes.

Golf lessons ■ Featuring aspects of how the game is played, Leonard Anderson Assoc., New York, will produce the first of a new half-hour series of golf programs, *The Golf Clinic*. Pros such as Jay Herbert and Harry

Cooper will demonstrate skills and talents in the program, which will be screened about May 1st.

15-minute tv series ■ Universal Entertainment Corp., New York, has announced plans to syndicate a new 15-minute tv film series, *Beauty Tips for Teens*, featuring Ern Westmore.

Will stay home ■ *The Ed Sullivan Show* (CBS-TV, Sun., 8-9 p.m. EST) is withdrawing from its planned April 22 appearance at the Seattle World's Fair, according to producer Bob Precht, because of difficulties in the show's programming schedule.

Tape supplier ■ WBT Charlotte is supplying tapes used in its English language broadcasts in answer to Radio Moscow to Maxwell Air Force Base, Ala. They will be used to help students there develop counter themes to specific elements of Soviet propaganda. The tapes had been requested by the base.

New golf show ■ Despite unsuitable weather conditions in Omaha during winter, WOW-TV, that city, presented the "world premiere" of a new golf game, *Putt for Dough*. The game is played in the station's large studio. Two contestants will make two nine-hole rounds of the specially built indoor golf course. Winner receives a cash prize (\$25) and returns the following week to meet a new contestant. The title is taken from an old proverb of the sport: "You drive for show; putt for dough."

Page One ■ The "Walk in My Shoes" episode of the Bell & Howell *Close-Up* series of tv documentaries (ABC-TV) has been named winner of the 1962

Newspaper Guild of New York "Page One" award for radio-tv. The guild's citation called the program "a sensitive documentary of Negro life in America presented by a courageous sponsor, Bell & Howell, which has been unafraid to tackle controversial subjects."

New color cartoon series ■ National Telefilm Assoc., New York, has introduced *Tintin*, a new all-color cartoon series, last week at the NAB convention. *Tintin* may be integrated in existing children's shows or programmed as an individual series.

Bowling show ■ WTVW (TV) Evansville, Ind., following the successful results of various bowling shows it carried in 1961, has announced it is building two Brunswick bowling alleys in its studios in conjunction with a campaign to promote live daytime audience participation programs.

Sebring classic ■ Radio and tv coverage of the annual Sebring Sports Car Endurance Race, held in Sebring, Fla., on March 24, is available to stations by Triangle Publications Inc., Philadelphia. Radio coverage consists of ten direct reports from Sebring and a wrap-up. A half-hour film, in color and black-and-white, includes highlights of the race to viewers.

Coast to coast ■ Man-and-wife team of George and Betty Skinner has joined the talent roster of KABC Los Angeles under an unusual arrangement whereby they will tape a daily show in New York City and at their home in Fairfield County, Conn., especially for KABC, which broadcasts the new program at 3:15-4 p.m., Mon.-Fri., having begun March 26. East Coast news of special interest to Southern Californians, interviews with visitors to New York from Los Angeles and similar special interest material will be featured in the new series.

Puppet show ■ Jamel Productions Inc., New York, and Morey Bunin, originator of the Bunin Puppets, have entered into an agreement for the co-production of a series of five-minute filmed puppet programs for syndication to tv stations by Jamel, starting in September. Producer-director Gil Cates heads Jamel and will supervise production of the series. The Bunin Puppets were spotlighted on a CBS-TV program in the early 1950's.

Oil field series ■ Steve Allen's Meadowlane Enterprises Inc., Hollywood, plans a one-hour filmed adventure series entitled *The Boomers*. Set against the background of the oilfields, the series was created by Jack Donahue, former managing editor of the *Los Angeles Mirror*. Casting is slated to start shortly and Mr. Allen will meet with network offi-

cials in New York soon to discuss possible sales.

Charity record ■ Bing Crosby and Bob Hope have completed a half-hour recording, *The Road to Help*, written for the religious overseas aid campaign, sponsored by Catholic Relief Services, Church World Service and United Jewish Appeal. On the same disk, Lawrence Welk and Fred McMurray are heard in a 25-minute program, *A Time To Remember*. The record is available to stations free from Empire Broadcasting Corp., 480 Lexington Ave., New York.

Tv awards ■ National Academy of Television Arts & Sciences' trustees have voted to present a bronze medallion to President John F. Kennedy, citing his distinguished service "for restoring to the American people the spirit of the Lincoln-Douglas debates." The "Emmy" award organization will present a similar citation to Richard M. Nixon for his participation in the pre-election "Great Debates" in 1960.

Fm listeners ■ WDHA (FM) Dover, N. J., decided to have an open house to celebrate its first anniversary. The station invited listeners to tour its facilities by means of five spots aired daily during the week preceeding the event. On the big day, 3,500 listeners showed up, including some from New York and Pennsylvania.

College Capers ■ WWIL Ft. Lauderdale, Fla., is joining forces with city officials to provide diversion for thousands of college students gathered on the beach there. The station is offering a program called *College Capers* in which it gives home town news, temperatures, and in-

terviews of the students and personalities in the area.

Accepted ■ W. W. Warren, executive vice president of KOMO-TV Seattle, has announced that two programs produced by the station have been accepted for inclusion in the Television Affiliates Corp. (TAC) Library. The programs, *Smoke Jumpers* and *Crop Duster*, will be available with over 60 other TAC films for showing on subscriber stations.

Series of three ■ A series of three half-hour programs on contemporary problems, based on studies conducted by the Twentieth Century Fund, will be produced for the National Educational Television Network. The programs will deal with the rapid economic change in Europe, the need for arms control, and the definition and enjoyment of leisure. Writer and producer of the series is Ralph Tangney of KETC (TV) St. Louis.

Science interviews ■ Argonne National Lab., Argonne, Ill., is offering radio stations a taped series, titled *Background*, of 13 five-minute interviews with top scientists there. Ed Ronne of Argonne is producer.

Jazz series ■ A new half hour series, *Jazz Scene U.S.A.*, produced by Steve Allen's Meadowland Productions Inc., will go into production in mid-April in Hollywood and New York. The series, consisting of 39 musical films featuring top jazz musicians, is planned for syndication in the U. S. and abroad.

Passing years ■ Wolper Productions will produce a new series of 30 half-hour documentaries, *The Passing Years*, for Ziv-United Artists, which is currently syndicating Wolper's *The Story Of* programs. The new series will depict highlights of a particular year, backed by the popular music of the time. The pilot, covering 1927, went into production last week.

Program award ■ The "People Need People" program on the *Alcoa Premiere* series on ABC-TV and "They Walked in Darkness," one hour documentary produced and broadcast by KTLA (TV) Los Angeles, received 1962 Mental Health Awards as best national and local tv programs "having made an outstanding contribution to the citizens of California."

Adds television ■ Jule Styne, the producer-composer, has reactivated Jule Styne Productions and has set up a tv department to develop ideas for new tv series. The company was previously engaged in theatrical production only. It is located at 237 West 51st St., New York.

Columbia up ■ Screen Gems' parent

company, Columbia Pictures Corp., reports six-month earnings of \$2,050,000 or \$1.30 per share for the period ended Dec. 30, 1961. These figures compare with \$1,095,000 or 66 cents per share for the like period of fiscal 1960, based on 1,497,650 shares of common stock outstanding.

Syndicator joins TvB ■ The tv syndication division of Buena Vista Distribution Co., New York, has become a member of the Television Bureau of Advertising. The organization is the first syndication firm to join TvB. Buena Vista recently placed Walt Disney's *Mickey Mouse Club* in tv syndication.

Free to stations ■ A 13-minute color documentary "Brewer's Heritage," produced for the U. S. Brewers' Assn. by Peter Elgar, has been made available free to tv stations. Address: Brewers' Assn., 535 Fifth Ave., New York.

Color animation method cuts costs, says firm

A new process of color animation which is shot directly on film without the use of cells through the use of costumed actors, puppets or models to produce the drawings of cartoon characters has been introduced by Westworld Artists Productions, Inc., New York.

The technique, called Colormation, supplements Westworld's Animascope process which eliminated hand animators and inkers but required cells and opoquers for color after the initial shooting.

Leon H. Maurer, president of Westworld, said the new process can produce color cartoons for about one-tenth the cost required by conventional techniques because of the elimination of hundreds of hand animators, inkers and painters.

He estimated that production costs for an Animascope cartoon feature ranges from about \$1,800 to \$3,600 a minute and that the new Colormation technique is expected to cut these costs in half. Westworld is currently planning the production of several Colormation cartoon tv features using comic strip characters, Mr. Maurer said.

TAC signs new members

Television Affiliates Corp. signed WDBJ-TV Roanoke, WESH-TV Daytona Beach, Fla., and KOTA-TV Rapid City, S. D., as TAC subscribers during the NAB convention, Robert Weisberg, president, announced last week. Membership in TAC, which distributes documentary-educational programs produced by local stations to subscribers, now totals 44 stations, according to Mr. Weisberg.

Radio homework

Something new has been added to the study of history at Pasadena (Calif.) City College: a standing assignment for students to listen to 76 *Party Time* sponsored by Union Oil Co. through Young & Rubicam, Los Angeles, on KFI Los Angeles, Saturdays from 8:30 p.m. to midnight.

The program is made up of half-hour remote live pickups of dance bands, alternated with half hours of recorded music of the big bands of the early 30's. In assigning the program as required listening, history professor Jack Anderson asked his students to compare today's bands with those of the depression era on the theory that the kind of music popular in any period of history reflects the mood of the public at that time.

Seven series receive 'Saturday Review' awards

The *Saturday Review of Literature* last Friday (April 6) announced its tenth annual awards to seven tv and radio programs for "distinguished achievement in the public interest."

Television programs honored were *The Huntley-Brinkley Report* (Texaco Inc. and R. J. Reynolds), NBC-TV; *CBS Reports* (AT&T), CBS-TV (with special commendation for episode "Biography of a Bookie Joint"); *Leonard Bernstein and the New York Philharmonic* (Ford Motor Co.), CBS-TV; *NBC White Paper—"Angola: Journey to a War,"* (Mead Johnson & Co. and Timex Corp.), NBC-TV; *Hallmark Hall of Fame* (Hallmark Cards Inc.), NBC-TV, and *New York Philharmonic Young People's Concerts*, (Shell Oil Co.), CBS-TV.

Radio series honored were *The Metropolitan Opera*, (Texaco Inc.), on a special radio network.

In addition, 30 print advertisers were cited for "distinguished advertising in the public interest."

First run among series released by CBS Films

CBS Films Inc. is releasing for syndication five series totaling 173 half hours and including a first-run production, James T. Victory, general sales manager, has announced. The programs are scheduled for a fall start on stations.

The first-run program is titled *Aba of the Jungle*. It consists of 39 half hours being filmed in color on location in various locales of South and Central America. The series is being produced by Colorvision Corp., Hollywood, for distribution by CBS Films. The producer is Albert Gannaway, who has been responsible for *The Big Picture* and *Grand Ole Opry*. The new series is about the adventures of a youngster called Aba.

The other programming consists of four off-network series: 51 half hours of *Call Mr. "D"* (carried on CBS-TV as *Richard Diamond, Private Detective*), and 41 one-hour episodes from *The Lineup*, *Gunslinger* and *The Investigators*.

ASCAP sues six stations

A series of suits alleging infringement of copyrights has been instituted by members of the American Society of Composers, Authors & Publishers against six radio stations in the state of Washington. The actions were filed in various U.S. District Courts in the state against KGA Spokane, KGMI Bellingham, KGY Olympia, KLOQ Yakima, KLYK Spokane and KPQ Wenatchee.

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LOEVINGER WARNS OF AT&T POWER

Firm would be reluctant to invest, antitrust chief says

An administration spokesman warned last week that domination of the proposed communications satellite corporation by AT&T could delay the day when satellites are used to relay television "throughout the country and the world."

Assistant Attorney Gen. Lee Loevinger, the Justice Department's antitrust chief, told the Senate Antitrust Subcommittee he feels AT&T would be reluctant to hasten the obsolescence of its existing tv transmission equipment by pushing the development of communications satellites.

Arguing for the administration's satellite bill (S 2814), he said the widely owned corporation proposed would not be susceptible to single-company domination and would achieve the early establishment of a communications satellite system. The bill provides for ownership divided equally between the public and the carriers.

Other witnesses agreed AT&T domination might have the effect described by Mr. Loevinger. But they argued that company can dominate any private corporation, and called for government ownership as the only way to protect the public interest.

Several witnesses charged the FCC has never been able to regulate AT&T. Dr. Dallas Smythe, a former FCC chief economist, said that "using FCC regulation of the proposed corporation as a selling point" for private ownership is "a fraud" on the public and Congress.

Government Ownership ■ The subcommittee is headed by Sen. Estes Kefauver (D-Tenn.), who with five other senators has proposed legislation (S 2890) to create a government-owned corporation to operate the satellite system. Sen. Kefauver said the hearings were to investigate the antitrust aspects of the satellite bills. But the proceedings have also provided a congenial forum for those who support government ownership of the space system.

Mr. Loevinger's warning about AT&T control was directed against such proposals as those introduced by Sen. Robert S. Kerr (D-Okla.), chairman of the Senate Space Committee, and Rep. George Miller (D-Calif.), chairman of the House Science Committee. These bills would limit ownership to the common carriers.

AT&T, he noted has "extensive investment in facilities used for transmission of network television programs to stations throughout the country. . . . It is my understanding that, with suffi-

cient capacity, television programs can be transmitted from the satellite system to stations throughout the country and the world."

But a company dominated by AT&T, he said, would carefully consider what effect such satellite use would have on existing investments in cable facilities. He said this is an example of the conflict of interest that could arise in an AT&T-dominated satellite corporation.

Although the Kerr bill (S 2860) has been virtually bypassed in the Senate as a result of the compromise between the administration and the Space Committee on the ownership principle (BROADCASTING, April 2), the idea of limiting the corporation to common-carrier ownership is still very much alive in the House.

Harris Bill ■ The House Commerce Committee, in hearings on the various space communications proposals, appeared almost unanimously in favor of giving the corporation to the common carriers exclusively (BROADCASTING, March 26). Rep. Oren Harris (D-Ark.), committee chairman, however, has since introduced a bill (HR 11040) similar to the compromise measure. He said he felt his committee should have all proposals before it when it considers the matter in closed session.

In supporting private ownership—provided is widely distributed—Mr. Loevinger said a government monopoly would "eliminate the advantages of competition and diversity" just as private monopoly or limited private ownership would.

He said the value in permitting the carriers to participate in ownership is that they would bring to the system many needed skills and thus help achieve a space communications system "at the earliest possible date." But he said other companies, including those manufacturing communications equipment, should not be excluded.

Fisher eyes Congress

Carlton Fisher, owner of KUGN Eugene, Ore., has announced his candidacy for the Republican nomination for the House from Oregon's 4th district. He will seek the seat to be vacated by Rep. Edwin R. Durno (R) who has announced his candidacy for the Senate, running against the incumbent Democrat, Wayne Morse, this fall. Mr. Fisher has served in the state legislature.

But Dr. Smythe, who is currently professor of communications at the U. of Illinois, said that "tinkering with the mechanics of regulation" will not prevent AT&T domination. The idea that private monopoly can be regulated, he said, already "has seriously eroded the integrity of private enterprise and government in the communications field."

Dr. Smythe, who said government ownership is preferable to any private monopoly plan, was particularly harsh in his assessment of the FCC. He said the commission, rather than regulating the common carriers, has been helping them—particularly AT&T—in their effort "to obtain a private monopoly of communications satellites." The commission has supported the principle of a corporation limited to the carriers.

Rep. Emanuel Celler (D-N.Y.), another witness, also criticized the FCC and AT&T. But he advocated private ownership of the system, as proposed in a bill (HR 10772) he has introduced.

Rep. Celler, chairman of the House Judiciary Committee and its Antitrust Subcommittee, said the administration bill does not contain "sufficient safeguards to protect the public interest."

Wants Full Compliance ■ Rep. Celler's bill would give the President discretionary authority to veto acts by both the corporation and federal agencies to "assure full compliance" with national space communications policy.

More testimony on the space communications issue begins tomorrow (Tuesday), when the Senate Commerce Committee starts a four-day hearing. Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, will preside.

The hearing will be on the Administration bill and on an amended version of the proposal offered by Sen. Kefauver. The amendment is identical to the government-ownership bill originally sponsored by Sens. Kefauver, Ralph Yarborough (D-Tex.), Wayne Morse (D-Ore.), Maurine Neuberger (D-Ore.), and Quentin N. Burdick (D-N.D.).

D.C. law firm offering briefings on FCC rules

A series of conferences explaining FCC rules and telling broadcasters what to do to comply with them is planned by the Washington, D. C., law firm of Daly & Ehrig. Emphasis is placed on engineering rules and FCC inspection procedures, Harry J. Daly said.

The first two conferences were held in Puerto Rico and New York for some 40 broadcasters. The next is planned for Pittsburgh at the Pick-Roosevelt on April 13. The law firm intends to hold

others throughout the country later this year. There is no charge for the conferences, Mr. Daly said.

A series of examinations are given the participants for use at intervals with their own station personnel. "Station personnel should never have to worry about station inspections," Mr. Daly said. "Every station manager should know exactly the manner in which the rules are being kept and his own inspections should show any areas which should be strengthened."

The FCC last week...

■ Dismissed a request by WBOY-TV Clarksburg, W. Va., for a cease-and-desist order to keep Fortnightly Corp. from operating its community antenna tv system until it complies with common-carrier provisions. The commission said the catv system does not constitute a common carrier and reaffirmed earlier conclusions that it has no jurisdiction over such systems. Fortnightly transmits programs of WSTV-TV Steubenville, Ohio, to Clarksburg. WBOY-TV and WSTV-TV are both Friendly Stations.

■ Decided to allow KERO-TV Bakersfield, Calif. to remain on ch. 10 until Dec. 1. Ch. 10 is to be replaced by ch. 23 on that date, making Bakersfield all-uhf (BROADCASTING, Feb. 26).

DEINTERMIXTURE DELAY

AMST wants Hill to require lengthy moratorium period

The Assn. of Maximum Service Telecasters, meeting in conjunction with the NAB convention last week, urged that Congress write a strong legislative history on the all-channel legislation which would clearly define the terms and restrictions of any moratorium on deintermixture (BROADCASTING, April 2).

It should be specified that such a moratorium would be binding on both present and future FCCs, AMST said. At its 7th annual meeting, the association said that any moratorium should be of sufficient length to permit a "vast majority of Americans" to equip their homes with all-channel receivers.

Lester W. Lindow, AMST executive director, said the association would have preferred that any all-channel bill passed by Congress also prohibit the FCC from shifting vhf stations to uhf. "However, AMST . . . believes that an all-channel bill, coupled with the FCC's representations to Congress and strong congressional committee reports, is an acceptable way to bring about a nationwide tv system which would make use of both the 12-vhf-channel and the

70-uhf-channel systems on an intermixed basis," he said.

The AMST membership (160 stations operating with maximum permissible power) also went on record as opposing simultaneous operation by a tv station on vhf and uhf. Such a plan, as proposed by Electronics Industries Assn., is inconsistent with future development and expansion of tv and would lead the way to an all-uhf system, AMST said.

On proposals to drop in vhf channels at reduced mileage separations, the association said that such a method of allocation would undermine the growth and expansion of an 82-channel tv system. AMST said it is making field measurements of the FCC's uhf test in New York (WUHF-TV) at distances 25 to 65 miles from the transmitter. Such is the normal coverage area of a vhf station and the FCC is measuring signals no farther than 25 miles from the transmitter, AMST said.

Record Attendance ■ Over 220 broadcasters were in Chicago for the AMST meeting, a record attendance for the association's seven years. The present membership of 180 stations represents a growth from 40 charter members in 1956.

Jack Harris, KPRC-TV Houston, was re-elected president. Other officers



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** Variety January 24, 1962 — quoting ARB for October 29, 1961 — November 25, 1961

WCSH-TV

6 NBC for
PORTLAND

**MAINE
BROADCASTING
SYSTEM**

WCSH-TV—(6), Portland
WLBS-TV—(2), Bangor
WCSH-Radio, Portland
WLBS-Radio, Bangor
WRDO-Radio, Augusta

elected were Charles H. Crutchfield, WBTV (TV) Charlotte, N.C., first vice president; Lawrence H. Rogers II, WKRC-TV Cincinnati, second vice president, and Harold Essex, WSJS-TV Winston-Salem, N. C., secretary-treasurer.

Also elected to the board of directors:

Roger W. Clipp, WFIL-TV Philadelphia; John H. DeWitt Jr., WSM-TV Nashville; John B. Epperson, WEWS (TV) Cleveland; Harold Grams, KSD-TV St. Louis; John S. Hayes, Post-Newsweek Stations, Washington; Harold Hough, WBAP-TV Ft. Worth; C. Howard Lane, KOIN-TV Portland, Ore.; Mr. Lindow; David C. Moore, WGR-TV Buffalo, N. Y.; James W. Moroney Jr., WFAA-TV Dallas; Carter M. Parham, WDEF-TV Chattanooga, Tenn.; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; D. L. Provost, WBAL-TV Baltimore; Ward L. Quaal, WGN-TV Chicago; Edgar B. Stern Jr., WDSU-TV New Orleans; Harold C. Stuart, KVOO-TV Tulsa and W. W. Warren, KOMO-TV Seattle.

Named to the AMST executive committee were Messrs. Harris, Crutchfield, DeWitt, Essex, Hayes, Petersmeyer and Rogers.

Sprague hints Japanese plan cheap color tv

An electronics industries spokesman told the House Ways & Means Committee last week that he understood a Japanese color television set had been designed and would be sold in the United States for one-third less than the selling price of an American color tv set within the next three or four years.

Robert C. Sprague, of Sprague Electronics, representing the Electronic Industries Assn., did not amplify this statement. Mr. Sprague was testifying on the administration's trade bill (HR-9900).

The statement came as Mr. Sprague was discussing Japanese electronic imports. Half of the home and portable radio sets sold in the U. S. last year were imported, he pointed out; 70% of all transistor radios sold to Americans were of Japanese manufacture. Japanese electronic shipments of all types to the U. S., Mr. Sprague said, rose from \$250,000 in 1955 to \$94 million in 1960 and to an estimated \$120 million in 1961. He noted that Japanese salaries and wages are one-fifth those of U. S. workers.

Right of review upheld by legal conference

The right of a federal agency to review or not to review an examiner's initial decision at its discretion was defended last week by top lawyers en-

Takes fight to highest court

A New York City broadcaster whose radio station has a long and honored record of editorializing has carried to the U. S. Supreme Court a legal battle to get the state to recognize urban areas in apportioning state districts for the legislature.

Moving within a week of the Supreme Court's momentous Tennessee apportionment decision, R. Peter Straus, president of WMCA New York, filed last week with the high tribunal an appeal against the dismissal of his suit by a lower federal court.

Mr. Straus' suit was dismissed Jan. 11 by a three-judge federal court in New York. This court ruled that the 14th Amendment does not restrict the power of a state to discriminate among voters on a geographical basis. The suit was instituted May 1, 1961 by WMCA Inc., Mr. Straus and employees of WMCA.

Last week's move was taken following the Supreme Court's ruling March 26 in the Tennessee case. In this action the Supreme Court majority held that a federal court does have jurisdiction to try a complaint against the apportionment practices of a state.

Why has WMCA gotten into a legal battle over representation in the

New York state legislature? Mr. Straus answered last week that this was the logical extension of a broadcaster's editorial responsibilities.

"If a broadcaster is going to editorialize," Mr. Straus said, "then he must be prepared to take personal action to carry out the objective he is seeking."



WMCA President R. Peter Straus reviews the station's filing on the steps of the Supreme Court.

gaged in the practice of administrative law.

The action, recommending the right of discretionary review by government units, was taken by the Administrative Conference of the U.S., meeting in Washington.

The meeting adopted the resolution offered by its committee on organization and procedure after all references to items which might be subject to judicial review were deleted and referred to a committee on judicial review.

The conference's recommendation will go to the President and to Congress. It will not become law unless legislation is adopted putting it into effect. Pending in Congress is a bill introduced by Sen. John A. Carroll (D-Colo.) which would in large measure provide discretionary review power to all agencies (S-1734). The FCC at present has this authority in its statute.

The conference, over which Circuit Judge E. Barrett Prettyman presided, will meet again June 29. Its final meeting of the year will take place Oct. 16. FCC General Counsel Max D. Paglin is vice chairman of the conference; FCC Commissioner Rosel H. Hyde is chairman of the committee on enforcement and compliance procedures.

NAB moves to prevent federal subsidy to catv

Fears have arisen that an innocuous bill approved by House Agricultural Committee revising the Rural Electrification Act (HR-10708) might lead indirectly to the federal government lending money for the establishment of community antenna systems. The matter is considered significant enough for both the NAB and the National Community Tv Assn. to write the committee.

NAB's Hollis Seavey objected to language in the bill which might be interpreted as authorizing financing through REA of catv systems (AT DEADLINE, April 2).

NCTA's William Dalton wrote the committee opposing any inference that REA-financed telephone companies could use government finances to establish catv systems. This appeared, Mr. Dalton pointed out, in a colloquy between Rep. W. R. Poage (D-Tex.), author of the bill, and Frank Renshaw, assistant REA administrator. NCTA recommended that the bill be amended to prohibit this.

The bill was initiated to permit private, independent telephone companies

to supply closed circuit tv facilities for educational tv systems. The REA statute permits loans only for voice communications. The committee ordered the bill reported to the full House.

KBOM revocation proposed by examiner

Deliberate efforts to deceive the commission about stock ownership in KBOM Bismarck-Mandan, N. D., by its officers were the basis for a recommendation last week by hearing Examiner Charles J. Frederick that the FCC revoke the station's license. (BROADCASTING, July 24, 1961).

That certain stockholders who had no knowledge of the transactions may suffer financially from the revocation is regrettable, the initial decision said, but "the only conclusion possible from the facts is that the license should be revoked."

Mr. Fredericks found that officers and directors of KBOM knowingly and willfully misrepresented the ownership of the license; that major transfers of control took place without the FCC's being informed and that they lied about them under commission inquiry. The examiner said the commission must be particularly strict in cases involving ownership because the public has a right to know who controls the station they listen to. "It isn't a question of 'forgiveness,' it is a question of maintaining standards so high that no one essentially associated with a licensee will dare deviate from them," he said.

Stockholders in Mandan Radio Assn., KBOM licensee, whose complicated transactions brought about the examiner's decision included Charles Kempel, Richard C. Johnson, John K. Harris, Cliff Nygard and Merrill T. Elberg.

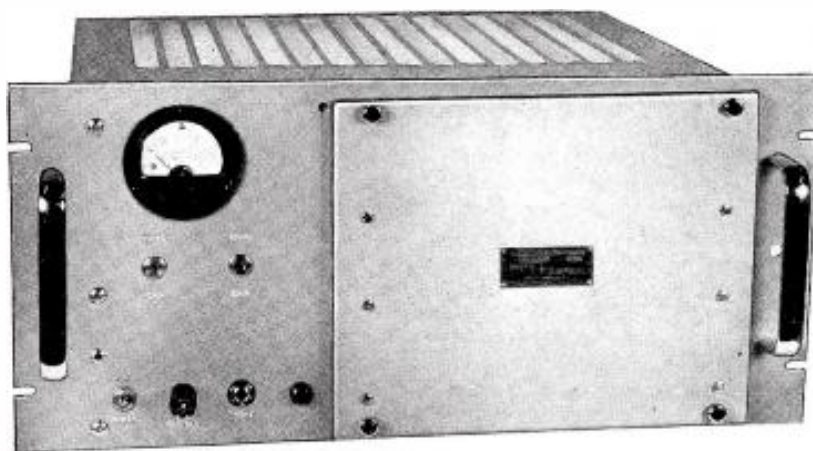
ABC backed by court on fm interference

The FCC erred by not giving ABC a hearing before revising the grant of an Aurora, Ill., fm station to a lower frequency and causing interference to the ABC's Chicago fm outlet, the U. S. Court of Appeals in Washington said last week in reversing an FCC grant.

The unanimous three-judge court, in an opinion written by Circuit Judge Charles A. Danaher, said ABC was correct in arguing that its WENR-FM license was modified without a hearing. The FCC in July 1960 granted WMRO (FM) Aurora, Ill., 107.9 mc, then in November changed it to 95.1 mc. This caused interference to WENR-FM on 94.7 mc, involving 30 square miles and 5,361 people. The commission said that this is an insignificant number of people and denied ABC's objection.

BROADCASTING, April 9, 1962

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DAYTIMERS OPPOSE PRE-DAWN PLAN

They're urged to take case to listeners, congressmen

Pre-sunrise operation and upcoming congressional hearings on minimum daily hours of operation highlighted the annual meeting of the Daytime Broadcasters Assn. in Chicago April 1.

Comments from the floor ranged from the suggestion that the industry campaign to get practical broadcasters appointed to the FCC to a possible resolution seeking NAB support against FCC rulemaking that would restrict the pre-sunrise operation of daytime am stations.

Rep. George Shipley (D-Ill.) told the 140 daytime operators present how to get action from Congress through making the people in their areas aware of service that would be lost if pre-sunrise operation is restricted. He said that the FCC was forced to back down on deintermixture because the public raised such an outcry to their congressmen.

The congressman, author of one of eight bills now pending in the House to permit daytime stations to operate from 6 a.m. to 6 p.m. (local time), praised the daytime-only stations for the public service they provide in pre-sunrise hours.

Hearings ■ The House Commerce Committee announced just two days before the DBA meeting that a hearing on the 6-6 minimum operation bills would be held April 16-17.

Pre-sunrise service was stressed throughout the 2½-hour meeting. It began with a factual analysis of the FCC rulemaking by Ralph J. Bitzer, St. Louis consulting engineer. Also discussing the rulemaking were Washington consulting engineer Everett Dillard and DBA attorney Ben Cottone. Comments are due at the FCC May 15, having been postponed from an original deadline of Feb. 8 at the request of DBA.

Ray Livesay, DBA board chairman of WLBH Mattoon, Ill., said stations are performing a public service when they tell of the possible consequences of the pre-sunrise rulemaking. This comes about, he said, because the public stands to lose a service which it now has.

Case History ■ Bob Thomas, manager of WJAG Norfolk, Neb., detailed the steps his station has taken to get public support in the pre-sunrise fight. As a result of the campaign by Nebraska stations, he said, each member of the state's congressional delegation has received over 1,000 pieces of mail. If a listener can write only one letter "we advise him to write to [FCC Chairman Newton] Minow," Mr. Thomas said.

WJAG took out a full-page ad in the Norfolk paper (which owns the sta-

tion) to explain that its service may be curtailed, Mr. Thomas said. Sixteen Nebraska daytime stations have formed a committee to coordinate their publicity efforts, he said.

William W. Allen, of the Farm Bureau, told the daytimers that they provide an important service for farm population that no other media can duplicate. Mr. Allen and George Volger, president of KWPC Muscatine, Iowa, urged the stations to stress the commercial loss they would sustain if pre-sunrise operations are substantially curtailed. Mr. Volger said 20-25% of KWPC's revenue comes from winter pre-sunrise operation and said other services to listeners would have to be curtailed if this revenue is lost.

Richard Adams, DBA president from WKOX Framingham, Mass., stressed that DBA supports the same goal as that of the new pre-sunrise committee (which met later in the day, see below) and that the two organizations complement each other. He and Mr. Livesay urged daytime stations to join the association at \$25 per year and contribute financially in the fight against restrictive FCC rules.

Newly-elected DBA directors introduced at the meeting included Israel Cohen, WCAP Lowell, Mass.; Jack Hankins, WGOL Goldsboro, N. C.; Al Evans, KOKA Shreveport, La.; Thomas Rogers, WCLT Newark, Ohio; Bob Neathery, KALM Thayer, Mo., and Joe Leonard, KGAF Gainesville, Tex., who also is DBA secretary-treasurer.

Pre-sunrise group condemns FCC plan

Bitter denunciations of the FCC's proposed rules restricting pre-sunrise operation by most radio stations dominated the organizational meeting of the Pre-Sunrise Broadcasters Committee in Chicago last week.

Some 200 daytime and fulltime station executives heard Sen. Carl Curtis (R-Neb.) hit the FCC proposal as "arbitrary, unreasonable" and an example of "centralized power control in Washington . . ." being used against the best interests of the public.

The meeting was called by Sherwood J. Tarlow, chairman of the Pre-Sunrise Committee and president of the Tarlow Assoc. stations. "We need one unified voice . . . to defeat this unprovoked attack" on 705 U. S. radio stations, Mr. Tarlow said, asking for support by fulltime as well as daytime stations.

All speakers, including Washington attorney Marcus Cohn and consulting engineer Everett Dillard, stressed that

all stations which operate with different daytime and nighttime facilities—as well as daytime only outlets—will be adversely affected if the new rule is adopted. The rulemaking was issued last December and comments now are due May 15.

Mr. Tarlow asked that stations join the committee and pledge \$100 each for legal and engineering fees for preparation of comments. The committee also plans to appear before the House Commerce Committee hearings April 17-18 on daytime broadcasting (see story, this page). Regional chairmen are being named in geographical areas to solicit station subscribers to the committee.

Well-Justified ■ Sen. Curtis said his office and others on Capitol Hill have been flooded with "well-justified complaints" against the FCC rulemaking. He said that stations have a "property right which should not be destroyed by an arbitrary action of the federal government."

The FCC proposal is a rule against the public interest because it would deprive people of local radio service they now have and should have, the senator said. Only small, local stations can provide the type of radio service needed, and now furnished, in Nebraska, he maintained.

Sen. Curtis said he introduced S-2198, which provides that all stations may operate with daytime facilities from 6 a.m. to 6 p.m. daily and prohibits the FCC from restricting the current operating hours of any station without a hearing.

Mr. Cohn charged that the FCC has abdicated its responsibility in the present case "by the simple stroke of a pen." He also said the commission has been "arbitrary and less than candid" in making public statements that the proposed rule would have no great effect on the industry. The function of the FCC is to judge each case on its merits and the agency did not do this in issuing the pre-sunrise rulemaking, Mr. Cohn said.

Mr. Dillard said that if the rule is adopted, all stations except those which now operate on unlimited time with the same antenna and power will lose something they now have "one by one." Complaints by dominant stations will snowball, he said, and no burden of proof of destructive interference will be placed on the complainant. The speakers noted that pre-sunrise operation with daytime facilities has been standard since 1941.

Also stressed was the revenue losses anticipated if stations are forced to forgo their pre-sunrise operation. This would cause a decline in program quality and in service to the public, the speakers maintained.

TV FOR CHILDREN

HEW sponsors conference on television, delinquency

The Dept. of Health, Education & Welfare will bring social scientists and broadcast industry officials together in a conference next month on the effects of "crime and violence" on television on children. The conference will also consider children's programming and how to improve it.

HEW agreed to sponsor the conference at the request of Sen. Thomas J. Dodd (D-Conn.), whose Senate Juvenile Delinquency Subcommittee has been investigating television sex and violence.

The conference, to be held in two stages about a month apart, will plan research projects. The first stage is tentatively scheduled about May 1, the second about June 1.

Sen. Dodd said that many of the witnesses before his subcommittee reported that research is needed. These included NAB President LeRoy Collins, FCC chairman Newton N. Minow and HEW Secretary Abraham A. Ribicoff.

Ribicoff Interested ■ The HEW head, in agreeing to sponsor the conference, said the subject is an important one that requires "careful, professional scrutiny." He assigned Bernard Russell, his special deputy assistant for juvenile delinquency, to work with Sen. Dodd's aides.

The ideas for the conference originated with Dr. Ralph Gary of Boston U., a special consultant to the Juvenile Delinquency Subcommittee. It is expected that participants will be broadcasters and experts on children.

Mr. Russell said the conference will explore "the constructive as well as the bad."

The first stage will consist of a small group of specialists who will suggest research projects and ways of accomplishing them.

Children's Programming ■ At the same time, representatives of television, publishing and the creative arts will consider children's programming, the kinds that would be both beneficial and satisfying to children.

The second stage will include industry leaders, representatives of advertisers, advertising agencies, government agencies and foundations.

Examiner favors AFTRA in decision on KXTV

A National Labor Relations Board hearing examiner last week recommended that KXTV (TV) Sacramento, Calif., be required to bargain in good faith with the American Federation of Tv & Radio Artists. The intermediate report and recommended order by Trial Examiner Maurice M. Miller was issued

April 3 and followed hearings held between Dec. 20, 1960, and Jan. 27, 1961. AFTRA employees went on strike against the station Sept. 26, 1960.

KXTV Vice President-General Manager Robert S. Wilson said the station has always been willing and ready to bargain with AFTRA but that "the union has not been willing to sit down in good faith negotiations. Thus far the NLRB has sustained KXTV on every other charge filed by the unions against the station." He pointed out that the NLRB earlier in the week threw out the final appeal by the National Assn. of Broadcast Employees and Technicians on a decertification election held last February.

The trial examiner's recommendation goes to the full NLRB for final action.

FCC moves two channels, asks comments on others

Two rulemakings involving tv channel allocations have been made final by FCC and comments are invited on two other proposals.

■ Ch. 14 was shifted from Modesto to San Mateo, both California, and reserved for noncommercial educational use. Ch. 17 was dropped in at Modesto "in view of indicated interest in a low uhf channel replacement." The rulemaking had been requested by the Na-

tional Educational Television & Radio Commission, which stated the College of San Mateo would apply for the etv channel.

■ Ch. 19 was shifted from Palm Springs to Indio, both California, with ch. 27 deleted from San Diego and shifted to Palm Springs. The arrangement solves the adjacent channel mileage separation problem of the permittee of ch. 18 San Bernardino, Calif.

■ Comments were invited on a proposal by the Canadian Dept. of Transport to assign ch. 24 to East Lansing, Mich., for educational use by deleting that commercial channel from Coldwater, Mich. This counterproposal stemmed from the Canadian agency's disapproval of a plan to assign ch. 18 to East Lansing.

■ A plan to shift ch. 2 Henderson to Las Vegas, both Nevada, by KLRJ-TV, licensee on that channel, was opened for comments. If adopted, the FCC will consider further action on KLRJ-TV's request to modify its license accordingly.

NLRB backs WWTV ruling

National Labor Relations Board upheld a ruling by an examiner that WWTV (TV) Cadillac, Mich. (Fetzer Tv Inc.), engaged in unfair labor practices during bargaining negotiations. NLRB took the action March 29.

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BRIGHT SPOTS IN COURT ACCESS FIGHT

ABA asks about test plan; Collins urges demonstration

A long drive by broadcasters to show lawyers and the judiciary how radio and tv can cover court trials is showing definite signs of results.

Two key developments last week inspired hope that the American Bar Assn. will approach the matter from a judicial standpoint.

■ The ABA's special Canon 35 Committee (courtroom coverage ban) has asked Radio Television News Directors Assn. to submit details of its plan to run a series of courtroom coverage tests in all parts of the country.

■ NAB President LeRoy Collins proposed at the NAB convention that some of the U. S. Supreme Court's proceedings be broadcast to demonstrate the public benefits of coverage.

These two bright spots revived coverage hopes that had been darkened recently by a resolution of the U. S. Judicial Conference condemning broadcast reporting of the courts.

Richard Cheverton, WOOD-AM-TV Grand Rapids, Mich., is author of the nationwide test proposal. He offered

it at the ABA's Feb. 18 committee hearing on Canon 35 (BROADCASTING, Feb. 19, *et seq.*). Last week John Yauch Sr., Newark, N. J., chairman of the ABA's Canon 35 group, asked RTNDA to submit complete speculations for his project. This is not a commitment but to those who have fought in the Canon 35 wars it represents ABA interest in demonstrations of coverage.

The Cheverton plan calls for film or video tape coverage of trials in selected cities, ABA deciding whether the coverage should be broadcast or merely reviewed on closed circuits. ABA will study the results.

FCC Chairman Newton N. Minow last week informed the ABA committee he is in favor of the RTNDA tests idea. He said the time has come to amend the canon, though he agreed broadcast coverage should not disturb legal proceedings.

Gov. Collins' Supreme Court idea drew applause at the NAB convention's April 1 luncheon. He noted ABA's concern over the public image of the

A new satchel

New York Herald Tribune salesmen made successful use of a competitive medium in their calls on advertisers and agencies. The salesmen carried transistor radios and distributed printed statements by John Hay Whitney, editor-in-chief and publisher, who explained that today's big stories are reported almost at once to millions of people by radio and tv. Recognition of this forces a newspaper to dig "harder than ever" and to be "more selective and livelier in its reporting and to sharpen its analysis of causes and implications."

courts, saying lawyers should help broadcasters "make it possible for the people to hear and see the courts as they actually function."

"I propose that we start at the top and ask the U. S. Supreme Court on a trial basis to select some cases involving issues of great interest and importance to the American public, as for example the recent one dealing with legislative apportionment, and allow the broadcasting profession to show the people what this court, which is of such great importance in our democratic system, is really like."

"Let the people hear the brilliant arguments of the advocates, see the judges at work. What an exciting experience for the people—what a meaningful aid this would prove in developing understanding of our government here and all over the world!"

NAB has already contacted some of the Supreme Court members on the subject but there's no indication of any progress at this point.

Broadcasters earn 8 Headliner awards

The Headliners Club of Atlantic City, N. J., last week named WTVJ (TV) Miami, KTLA (TV) Los Angeles and KHOU-TV Houston as recipients of annual Headliners Awards.

WTVJ's editorials were cited for their consistently good quality while KTLA's coverage of the Hollywood Hills fire and KHOU-TV's coverage of Hurricane Carla reaped individual honors. A network news award was presented to Douglas Edwards of CBS-TV for his "consistently outstanding" nightly show, *Douglas Edwards and the News*.

In radio, NBC took network honors for its news coverage, which were exemplified, the committee said, by Martin Agronsky's coverage of the Eich-



KALL, Intermountain pick Petry

George Hatch, president of KUTV (TV) KALL Salt Lake City and chairman of the Intermountain Network, signs a contract in Chicago last week making Edward Petry & Co. their representative. The KUTV-Petry affiliation becomes effective

May 1, while the date Petry will take over representation for the 63-station Intermountain Network has not been announced. Looking on are (l to r, standing) Brent Kirk, KUTV general manager; Lynn Meyer, IMN president, and Edward Petry.

mann trial. Mr. Agronsky just one week before received a duPont award for that coverage (BROADCASTING, April 2). Other radio awards went to WIOB Winston-Salem, N. C. (consistently outstanding news coverage); WNOE New Orleans (consistently outstanding editorials exemplified by its series "A City's Shame"); and KNUZ Houston (public service for its "exceptional" coverage of hurricane Carla).

The radio-tv awards, as well as other awards in all fields of news media, will officially be presented at the 28th annual Headliners dinner in Atlantic City on May 5.

LEADING THE LEADERS

Boosting special shows first builds tv's image, says TIO

The results of a study pointing up the importance of special program bulletins in improving so-called opinion leaders' opinions of television programming were released last week by the Television Information Office.

A review of TIO's activities, presented to the NAB convention's television assembly Monday afternoon by TIO Director Louis Hausman, noted that people who received monthly reports on news, public affairs and other special-interest programming have detected more improvement in programming than people who did not receive these reports.

The study, Mr. Hausman said, was made by the Psychological Corp., independent research firm, among 900 opinion leaders who have been receiving the monthly bulletins sent out in many communities as a cooperative project of the local stations. Their answers were compared with those given by people who had not been receiving the bulletins.

In the "bulletin group," Mr. Hausman reported, 33.5% said they thought tv programming was better than a year ago—as against 26% of the "non-bulletin group" who noted improvement. The two groups were about the same in seeing no change—51% of the bulletin group, 53% of the others—but those who had been receiving bulletins were less inclined to think programming had worsened: On this question 21% of the non-bulletin group answered "worse" as against 15.5% of those on the mailing lists.

These advance program listings, singling out special-interest programs scheduled by local stations, are currently distributed by 87 tv stations in 28 markets. They total 140,000 bulletins a month, according to the TIO report.

Mr. Hausman's review also called attention to the recent TIO-financed study by Elmo Roper & Assoc. showing

tv's progress in public acceptance and public trust; TIO's four-part "Television in the USA" color-slide presentation for showing to both local and national groups; the TIO library's service in answering an average of 850 requests per month seeking information about television, TIO's background services for its sponsors, and its work in developing textbooks and other materials promoting the use of commercial television in teaching.

Among projects now in the works are "Television for Children," a local programming report similar to TIO's earlier "Interaction" report on public affairs programs, and a social studies resources book for teachers which is patterned after "Television and the Teaching of English," already distributed to almost 60,000 teachers.

Mr. Hausman also noted that TIO had developed a new color-slide presentation explaining the NAB Television Code. This presentation was previewed at Tuesday's television assembly.

TIO's members (sponsors) now total 160 stations plus the three tv networks and NAB, Mr. Hausman reported.

KCOP starts regular color

KCOP (TV) Los Angeles this Friday (April 13) will begin colorcasting on a regular basis with a premiere eve-

ning of five-and-one-half hours of color programming.

Included in the initial programming will be MGM-TV's *Northwest Passage* series, *Cameo Theater* (formerly *Matinée Theater*) and the 1949 film, "The Inspector General," starring Danny Kaye, which will be seen twice—at 8:30 p.m. and at 10:45 p.m.

The station plans to announce its full color schedule later this month.

McGavren study finds weekend listening up

A study by the Daren F. McGavren Co. of average radio tune-in levels in 1960 and 1961 reveals that while there was little change in weekday levels, weekend and evening hours tune-ins showed some increases last year over 1960.

Data for the study were on stations in 58 Pulse markets and 46 Hooper markets of 100,000 and over radio homes. The computations were made by Claire R. Horn, McGavren's director of research, from data supplied by The Pulse and Hooper. According to Daren F. McGavren, president, the gains in average weekend and evening set usage levels are "especially significant since weekend and evening audiences make important contributions to total circulation."

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ABC-TV GIVES UP HALF HOUR

Friday period surrendered for local programming;

Goldenson, Moore fill in affiliates on fall plans

ABC-TV surprised its affiliates by announcing at their annual convention March 31 that the Friday 10:30-11 p.m. (EST) period will be returned to them for local programming in the 1962-63 season.

The announcement, at a session in Chicago preceding the NAB convention, brought a burst of applause from the estimated 500 ABC-TV affiliate executives on hand. The period is currently occupied by the last half-hour of *Target: the Corruptors*, not scheduled to return next season.

New Management ■ ABC-TV's decision not to program the Friday-night half-hour shared the spotlight with introduction of the network's new top management team; announcement of a change in programming philosophy and a new fall lineup reflecting the network's plans to "get back into show business"; an offer to make some concessions to get wider clearance of news and public affairs programs, and the disclosure that ABC-TV will start feeding color programs next fall (BROADCASTING, April 2).

Leonard H. Goldenson, president of ABC's parent American Broadcasting-Paramount Theatres, introduced Thomas W. Moore, who became vice president in charge of the network when President Oliver Treyz was dismissed two weeks ago (BROADCASTING, March 26), and pledged him support to "take us to the very top" in the race with CBS-TV and NBC-TV.

Fast Rise ■ Mr. Goldenson told the affiliates that ABC-TV had risen from "almost nothing" to the center of con-

tention in the past five years but during the past year had seemed to reach a "plateau." The decision to make changes, he said, was made "several weeks ago and included a revision of program philosophy: "Never forgetting that we are a mass medium" but also seeking more diversity and vitality.

"We are going back into show business," he asserted.

Mr. Moore assured the affiliates that the new management team intends to "make every effort to achieve the greatest success possible." He said ABC-TV's new fall lineup is "the best we've ever had" and that sales progress is good.

He said he is searching for the best possible programming chief—the job he held before his elevation to the top operating job—and indicated that some of the candidates under consideration are already in the network's program department.

Barnathan Tribute ■ Mr. Moore paid tribute to "the genius, the mind and the support" of Julius Barnathan, former president of the ABC owned television stations division and before that ABC-TV vice president for affiliate relations, who has been named Mr. Moore's No. 1 executive as vice president and general manager of the network. Mr. Barnathan stressed his intention to coordinate the efforts of all ABC-TV departments into a concerted forward push.

James C. Hagerty, news, special events and public affairs vice president, pleaded for more general clearance of programs offered by his department.

He said he realizes stations have problems of their own on this score and offered to discuss compromises to solve them.

He said he would be willing, for instance, to cut the 11 p.m. news to 10 minutes so that affiliates could add a five-minute report and wrap up the entire newscast in a 15-minute package—if this would improve clearances.

Bigger News Staff ■ In a review of his department's expansion in the past year he said ABC's Washington news staff has been increased from 12 to 26 men and will move into its own building in the fall; that New York manpower has been increased 50%; that a new bureau has been opened in Buenos Aires and that one will be opened shortly in Mexico City. ABC-TV, he said, is building "the best news department in the business."

Giraud Chester, daytime programming vice president, said that in the fourth year of daytime programming ABC-TV is "getting into the home stretch" in competition with the other networks. He said ABC-TV's daytime homes-delivered average has risen from 1.2 million in 1959 to 2.3 million thus far in 1962—and should rise further with the addition of the new Ernie Ford show starting this week and other new entries including the *Discovery* public-affairs series for children starting in the fall.

Jules Powers, director of children's programming, described plans for *Discovery*, billed as the network's most expensive program.

Dille Renamed ■ John F. Dille Jr. of WSJV-TV South Bend-Elkhart, Ind., re-elected chairman of the ABC-TV Affiliates Assn. (see page 102), said that after two meetings with Mr. Moore and his new management team the affiliates' board had "real enthusiasm" and a feeling of rapport with network officials in their cooperative approach toward solving mutual problems and advancing ABC-TV.

ABC-TV color plans (BROADCASTING, April 2) were disclosed by Mr. Goldenson in a second appearance before the affiliates. He said ABC-TV's owned stations have decided it's time to start carrying color and that ABC-TV's feeds to those stations could be picked up and retransmitted in color by any affiliate which has the necessary equipment. Afterward, officials estimated this equipment would cost a station "less than \$10,000."

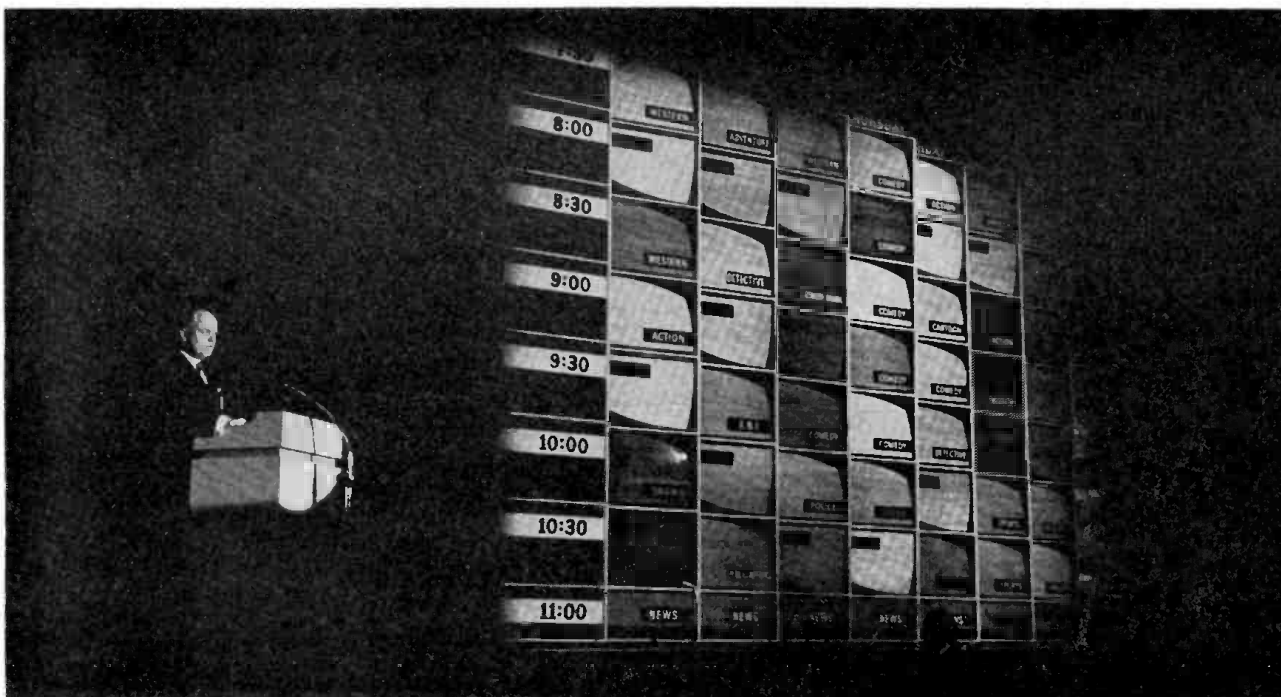
Starting this fall ABC-TV will transmit in color its *Flintstones* and *Matty's Funnies* series and such movies in its *Hollywood Special* series (Sun., 8-10 p.m. EST) as are available in color. In 1963-64 the list will be expanded, Mr. Goldenson said.

Moore Presents Programs ■ A program-by-program rundown on 1962-63



Government, tv management and entertainment converge at ABC-TV's dinner for affiliates after their annual meeting in Chicago March 31 preceding NAB convention: (l to r) Newton

Minow, FCC chairman; Thomas Moore, vp in charge of ABC-TV; Tennessee Ernie Ford, star of new ABC-TV daytime series, and Leonard Goldenson, president of AB-PT.



ABC-TV's President Moore tells affiliates of network's fall schedule

program plans was presented by Mr. Moore, with excerpts or stars from the most of new shows, including *Going My Way*, *Stanley Burke*, *Our Man Higgins*, *Mr. Smith Goes to Washington*, *Combat*, *Gallant Men*, *Dickens & Fin-*

ster—Men at Work and *McHale's Men*.

Stars of both new and established shows were on hand for the presentation. They included Ernie Ford, the Lennen Sisters from the *Lawrence Welk Show*, Vince Edwards (*Ben Casey*),

Gene Kelly, Connie Stevens, Fess Parker, Clint Walker, and Sterling Holloway, as well as newsmen Ron Cochran, Howard K. Smith, Bill Lawrence, Bill Shields, Jules Bergman, Lisa Howard, Alex Dreier and Roger Sharp.

TRAINING OF POTENTIAL BROADCASTERS

More technical background needed, educators are told

Broadcast educators met in panel sessions with professional broadcasters during the NAB convention and learned there are widely divergent ideas on how to train the new radio-tv generation. But they did feel more technical experience might be desirable at the school level, plus more adequate on-the-job training of new personnel by stations.

Their discussions took place at the meeting of the Assn. for Professional Broadcasting Education March 31-April 1. The APBE session also was the forum for an announcement of the results of an extensive personnel survey of radio-tv by James H. Hulbert, NAB manager of economics and personnel. The 96-page study, a joint NAB-APBE project, disclosed that the typical tv manager or employe fares much better economically than his radio counterpart and that the educational level of all in broadcasting is high (BROADCASTING, April 2).

Need Tougher Training ■ At the March 31 session on how to educate the potential broadcaster, panelist P. A. Sugg, executive vice president of NBC-owned stations and NBC Spot Sales, held that the present college broadcast-

ing courses are not "tough enough." He felt both standards and grading are "too low" and said educators have allowed

students to specialize too much in one particular field. Mr. Sugg suggested stations also are partly to blame for accepting employes with training that is too narrow.

Eldon Campbell, vice president and general manager of WFBM-AM-FM-



Board members of the APBE elected at the NAB Chicago convention (front row, l to r): W. C. Swartley, WBZ Boston, re-elected vice president; Dr. Harold Niven, U. of Washington, new president; W. Earl Dougherty, KXEO Mexico, Mo., re-elected

secretary-treasurer. Back row: Richard M. Brown, KPOJ Portland, Ore.; Dr. Bruce Linton, U. of Kansas, outgoing president; William Holm, WLPO LaSalle, Ill.; Howard Bell, NAB executive secretary; Leo Martin, Michigan State U.

TV Indianapolis, urged APBE to contact college-trained broadcasters now in the industry to see how they are getting along. "We should try to find out what the professional school did for him," he said, "and where courses fell down when he needed them." Mr. Campbell believes background courses in political science are most important.

Louis Hausman, director of the Television Information Office, said the potential broadcaster should have a broad, four-year liberal arts course with emphasis on political sciences and humanities. He said a "broad overview" of the Communications Act is basic, too.

College students in radio-tv want to start actual broadcasting as soon as possible, Dr. D. Hugh Gillis, Boston U., observed. Thus "it is up to the educators to let them get their feet wet as soon as possible, but without neglecting the arts and sciences," he said. Dr. Stanley Donner, Stanford U., said broadcasters should understand that experience is not a major trait of the average new employee. He urged educators to instill in students a desire to uphold the highest traditions of broadcasting, something comparable to the Hippocratic oath of the physician.

Internship ■ Dr. Glenn Starlin, tv consultant to the U. of the State of New York, proposed a period of internship in broadcasting after completion of college work. He hoped stations would encourage new graduates to work to learn the "nuts and bolts" of their operations, but he felt a student "must be an educated man before he becomes a professional."

Joe M. Baisch, vice president and general manager of WREX-TV Rockford, Ill., told the March 31 luncheon session that the educator must mingle more with the professional broadcaster to get a better understanding of the training required to graduate "more knowledgeable" students. But he felt station executives also could help the educator in his work by bringing "reality into the arena with theory."

Mr. Baisch did not agree with the

theory that profit is "synonymous with sin." He said only a representative of a profitable station "could relay the principles which could establish the proper perspective for students." One example he cited is the need for station salesmen who are not "idolators of the dollar," men who can "keep the dollar sign in focus" but at the same time develop good public service ideas that enhance the value of the station, client and community.

The April 1 panel discussion focused on the problems of inadequate on-the-job training of new personnel. Better station indoctrination programs are a necessity, the panel concluded, because college training in radio-tv techniques is not qualification enough for a top-level position at networks or stations. Participants included Ted McDowell, WMAL-TV Washington; Prof. Worth McDougal, U. of Georgia; Dr. Edgar E. Willis, U. of Michigan; Prof. Robert B. Lacy, Oklahoma State U., and Prof. Buren C. Robbins, Southern

Illinois U.

Dr. Harold Niven, U. of Seattle, was elected president of APBE, succeeding Dr. Bruce Linton, U. of Kansas. W. C. Swartley, WBZ Boston, and W. Earl Dougherty, KKXO Mexico, Mo., were re-elected vice president and secretary-treasurer, respectively. Howard H. Bell, NAB vice president, continues as executive secretary of APBE, membership of which includes some 70 universities offering a major program in radio-television.

President Niven last Monday announced the first recipients of the annual Harold E. Fellows Memorial Scholarship Awards, \$1,100 stipends for a year's study by juniors, seniors or graduate students. First year winners: James L. Crum, senior at U. of Missouri and staff member at KOMU-TV Columbia, Mo., and Lt. Ernest Eugene Pell, AFRS, who will enter graduate school at Northwestern next fall. Lt. Pell is the son of Ernest Pell Sr., WPSD-TV Paducah, Ky.

319 broadcasters get safety awards

NSC HONORS 243 RADIO, 69 TV STATIONS, 7 NETWORKS

The National Safety Council's 1960 public interest awards for "exceptional service to safety" were announced last week in Chicago. The noncompetitive honors went to 243 radio and 69 tv stations and one tv and six radio networks. Awards also went to other mass media and advertisers.

Network winners included ABC Radio, CBS Radio, NBC Radio, CBC Radio, California Farm Network (regional), Dixie Productions Public Service Network (regional) and CBC-TV. The broadcaster and advertiser winners also will be considered for the Alfred P. Sloan Awards for Highway Safety to be made early next month.

The winners geographically:

Alabama—Florence: WOWL.
Arizona—Phoenix: KPHO-AM-TV, KRIZ, KRUX; Tempe: KYND.
Arkansas—Crossett: KAGH; Hot Springs: KBHS; Pocahontas: KPOC.

California—Fresno: KFRE and KRFM (FM); Hollywood: KFWB; King City: KRKC; Long Beach: KLON-FM; Los Angeles: KABC, KLAC; Pasadena: KRLA; San Diego: KGB, KSDS-FM; San Francisco: KCBM, KGO, KRON-TV; Santa Barbara: KIST; Stockton: KJOY, KSTN.

Colorado—Colorado Springs: KYSN; Denver: KLZ-TV; Greeley: KFKA; Littleton: KMOR.

Connecticut—Fairfield: WICC; Hartford: WCCC, WTIC-AM-TV; New Haven: WAVZ, WNHC-AM-TV; Waterbury: WATR; West Hartford: WHNB-TV.

Delaware—Wilmington: WAMS, WDEL, WILM.

District of Columbia—Washington: WRC-TV, WWDC.

Florida—Clearwater: WTAN; Coral Gables: WVCB; Jacksonville: WPDQ; Miami: WQAM, Mount Dora: WMDF; Orlando: WDBO-AM-TV; Pensacola: WCOA; St. Petersburg: WSUN; Sanford: WTRR; Tallahassee: WCTV-TV, WRFB; Tampa: WALT, WFLA-AM-TV.

Georgia—Athens: WGTW-TV; Atlanta: WAGA-TV, WLWA-TV, WQXI, WSB-AM-TV; Valdosta: WGOV; West Point: WBMK, WRDL.

Hawaii—Honolulu: KNND.

Illinois—Chicago: WBBM, WGN-AM-TV, WMAQ, WNBQ-TV, WTTW-TV; Decatur: WDLN East Moline: WJZ; Quincy: KHQA-TV, WTAD; Springfield: WTAX.

Indiana—Fort Wayne: WKJG-AM-TV; Gary: WGVE-FM; Indianapolis: WFBM, WIBC, WLWI-TV; South Bend: WSBT-TV.

Iowa—Des Moines: KDPS-FM; Ottumwa: KLEE, KTVO-TV; Waterloo: KXEL.

Kansas—Coffeyville: KGGF; El Dorado: KBTO; Emporia: KSTE-FM, KVOE; Great Bend: KVGB; Hutchinson: KWHK; Marysville: KNDY; Phillipsburg: KKAN; Topeka: WIBW-AM-TV; Wichita: KLEO, KTVH (TV), KWBB.

Kentucky—Bowling Green: WKCT; Irvine: WIRV; Leitchfield: WMTL; Louisville: WAVE, WKLO.

Louisiana—Lake Charles: KPAC-AM-TV; New Orleans: WDSU-AM-TV, WNOE, WTTX, WVUE-TV, WWL-AM-TV, WWOM, WYES-TV; Shreveport: KTAL-TV.

Maryland—Baltimore: WCAO; Havre De Grace: WASA.

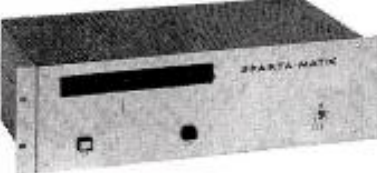
Massachusetts—Boston: WBZ, WMEX, WORL; Springfield: WSPR; Taunton: WPEP.

Michigan—Dearborn: WKMH; Detroit: CKLW, WJR, WWJ-AM-TV; Flint: WJRT-TV; Houghton Lake: WHGR; Kalamazoo: WKLZ, WKMI, WKZO-AM-TV; Saginaw: WSGW; Tawas City: WIOS.

Minnesota—Benson: KBMO; Faribault: KDHL; Minneapolis: KEVE, WCCO; North Mankato: KEYC-TV; Rochester: KROC-TV;

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 New Hampshire—Dover: WTSN; Manchester: WGIR.
 New York—Buffalo: WEBR; Hempstead, L. I.: WHLI; New York: WABC, WCBS, WMCA, WNBC-AM-TV, WNEW-AM-TV; Rochester: WHEC, WSAY; Syracuse: WSYR-TV; Wellsville: WLSV.
 North Carolina—Albemarle: WABZ; Asheville: WISE, WLOS-TV; Charlotte: WBT-AM-TV; Kinston: WELS.
 North Dakota—Williston: KEYZ.
 Ohio—Akron: WAKR; Bellefontaine: WOHP; Cincinnati: WCKY, WCPO-TV, WLW, WLWT(TV), WZLP; Cleveland: KYW-TV, WBOE, WCRF-FM, WERE, WGAR, WHK; Columbus: WCBE-FM; Dayton: WTVN(TV); Dayton: WAVI, WHIO-AM-TV, WING, WLWD(TV); East Liverpool: WOHI; Hamilton: WMOH; Marietta: WCMO-FM; Marion: WMRN; Middleport: WMPO; Middletown: WPFM; Sandusky: WLEC; Toledo: WOHO, WSPD; Youngstown: WKST-TV.
 Oklahoma—Oklahoma City: KWTW(TV), WKY.
 Oregon—Corvallis: KLOO; Eugene: KERB; Portland: KGW, KISN, KJR, KNEW, KOIN, KPOJ, KXL.
 Pennsylvania—Beaver Falls: WBVP; Bloomsburg: WHLM; Bradford: WESB; Lewisburg: WITT; Philadelphia: WRCV; Pittsburgh: KDKA-TV, KQV, WPIT, WTAE(TV); Scranton: WARM, WDAU-TV, WEJL, WGBI; Stroudsburg: WVPO.
 Rhode Island—Providence: WEAN, WLKW, WPRO-TV.
 South Carolina—Barnwell: WBAW; Cheraw: WCRE; Clemson: WSBF-FM; Florence: WBTW, WJMX; Greenville: WFBC-TV; Spartanburg: WSPA; Sumter: WSSC.
 South Dakota—Sioux Falls: KELO-AM-TV, KSOO-AM-TV.
 Tennessee—Chattanooga: WRIP; Columbia: WKRM; Memphis: KWAM, WHER, WKNO-TV, WMCT-TV; Nashville: WLAC.
 Texas—El Paso: KRQD; Fort Worth: KXOL; Gainesville: KGAF; Houston: KTRK-TV; Laredo: KVOZ; Lufkin: KTRE-TV; Midland: KCRS; San Antonio: KONO; Waco: KEFC-FM, WACO.
 Virginia—Charlottesville: WINA; Farmville: WFLO; Richmond: WRVA.
 Washington—Longview: KBAM; Seattle: KOMO-AM-TV, KTNT-TV, KVI.
 West Virginia—Huntington: WSAZ-TV; Wheeling: WWVA.
 Wisconsin—Eau Claire: WEAQ; Milwaukee: WMIL, WTMJ.
 Wyoming—Cheyenne: KVWO.
 CANADA—Alberta—Calgary: CFAC; Edmonton: CHED; Lethbridge: CJLH-TV.
 British Columbia—Trail: CJAT.
 Manitoba—Brandon: CKX-TV.
 Ontario—Brampton: CHIC; Brantford: CKPC; Fort William: CJLX; Hamilton: CHML; Leamington: CJSP; London: CFPL, CKSL; Ottawa: CJOH-TV; Peterborough: CHEX; Sault Ste. Marie: CJIC-TV; Sudbury: CKSO-AM-TV; Toronto: CFRE, CHUM, CKEY, CKFH; Woodstock: CKOX.
 Quebec—Point Claire: CFOX; Quebec: CFWH.
 Yukon Territory—Whitehorse: CFWH.

NBC Radio's gains reported to affiliates

More than half the sponsored time on network radio is on NBC Radio, William McDaniel, executive vice president in charge of the network, told its affiliates' executive committee last week. NBC Radio's gross billings last year, he added, were the highest since 1951.

Mr. McDaniel spoke at a breakfast meeting of top NBC officials with the radio affiliates' executive group in Chicago last Tuesday, during the NAB convention. He also reported that since January NBC Radio has carried 52 hours of special news and public affairs programming, most of it sponsored.

Through committee chairman Wil-

BROADCASTING, April 9, 1962

Floating tv station

KTNT-TV Seattle-Tacoma intends to bill itself as "the world's first tv station afloat." The British luxury liner, *Dominion Monarch*, will move into Seattle harbor in early June to establish itself as a floating hotel for visitors to the Seattle World's Fair. KTNT-TV's general manager, Max Bice, completed arrangements last week to move the station's Seattle studios and office aboard the 700-foot liner. The ch. 11 station has agreed to lease 11,000 square feet of the ship.

liam Grant of KOA Denver the affiliates commended NBC Radio for "maintaining its dominant position in programming and sales" and especially for its news-public affairs programming.

Committeemen on hand were Mr. Grant; Gus Brandberg, KVOO Tulsa; Bob Eich, WDSM Duluth; Tom Barnes, WDAY Fargo; Tom Carr, WBAL Baltimore; George Harvey, WFLA Tampa, and Lyell Bremser, KFAB Omaha.

Heading the network delegation with Mr. McDaniel were NBC Board Chairman Robert W. Sarnoff, President Robert E. Kintner, Senior Executive Vice President David C. Adams and Station Relations Vice President Tom Knode.

AP tells how reporters get news from tv set

Associated Press reporters in the Washington bureau watch tv for their first bulletins and leads when covering President John Kennedy's news conferences that are broadcast live.

The live broadcasts drain the bureau's physical resources, Frank J. Starzel, AP general manager, said in his annual report last week to members of the news cooperative. He said the broadcasts require the bureau to mobilize as many as 35 persons to cover all angles at the speed demanded. Bulletins and leads are written from tv while the reporters are locked up in the presidential conference room. Besides additional newsmen, more monitors, deskmen, dictationists, photographers and motorcycle couriers are needed, he said.

Mr. Starzel's report also noted other effects of radio and tv on the news service organization. Broadcasting members in the U. S. increased 141 during 1961, boosting the total of radio-tv stations taking the service to 2,263. Foreign radio-tv memberships rose by 75%. These membership gains were contrasted by a slight over-all decline among domestic publications. He said 19 new leased-wire newspaper members were added as against 22 withdrawals.

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New York—Chicago—Hollywood

Capital Cities sales, earnings up in 1961

Capital Cities Broadcasting Corp., New York, last week reported increased sales and earnings during 1961, and announces the purchase of a substantial interest in a major transit advertising company.

Frank M. Smith, Capital Cities president, announced earnings of \$1,088,197 in 1961 compared to \$800,285 in 1960. Sales increased from \$8,421,321 in 1960 to \$11,803,781 last year. Earnings per share increased from 70 cents to 93 cents, cash flow increasing from \$1.33 to \$1.61 per share.

Mr. Smith said the acquisition of a substantial interest in New York Subways Advertising Co. from Walter O'Malley, former owner of the Brooklyn Dodgers, was approved last week by the New York Transit Authority. The company will be operated by Capital Cities' associates in the venture, O'Ryan & Batchelder Inc., the nation's largest transit advertising organization, Mr. Smith said.

During 1961, Capital Cities acquired WPAT-AM-FM Paterson, N. J., which serves the New York metropolitan area, and WKBW-AM-TV Buffalo, N. Y. Other stations in the group: WROW-

AM-FM and WTEN (TV), all Albany, N. Y.; WCDC (TV) Adams, Mass.; WTVD (TV) Durham, N. C., and WPRO-AM-FM-TV Providence, R. I.

Muzak award to Fetzer

John E. Fetzer, president of the Fetzer Stations, last week was presented with the Muzak Corp.'s Golden Ear Award for 1961 in Chicago. Mr. Fetzer was honored for his contributions to public service in communications on national and international levels. Fetzer Stations: WKZO-AM-TV Kalamazoo, WWTW-AM (TV) Cadillac, WJEF-AM-FM Grand Rapids, all Michigan; KOLN-TV Lincoln and KGIN Grand Island, both Nebraska.

Media reports...

Expanding ■ WWRL New York has bought a building adjoining its present quarters and is now in the process of constructing new offices, studios and recording rooms.

ABC in Louisiana ■ KTAC-TV (ch. 3) Lafayette, La., now under construction by Acadian Television Corp. with Sept. 1 target date, was signed as an ABC-TV affiliate during last week's NAB convention. KTAC-TV manager is James Pollack.

EQUIPMENT & ENGINEERING

Monocle tv receiver developed by Hughes

Tv directors and stage managers soon may sprout monocle-like tv receivers on their heads for monitoring purposes. This would be one of a multitude of applications for a lightweight electronic-optical viewing device developed by Hughes Aircraft Corp., Fullerton, Calif.

Demonstrated with a closed circuit tv camera at a news conference last week in New York, the device, called an Electrocular, resembles a small L-shaped flashlight with a monocle at one end. The monocle is a transparent mirror positioned 1½ inches in front of one eye by the bubular L-shaped housing which contains a miniature cathode ray tube in the long leg of the L and a mirror in the short leg to reflect the tube's image onto the viewing eyepiece. The headset also is designed to support an earphone and microphone. Hughes designed the Electrocular for use in five major areas: military, space exploration, aviation, industry and medicine.

The image seen by the wearer is superimposed on whatever background is in his immediate line of sight, thus making it possible for a person work-



The Featherweight electrocular headset (see above) provides a picture up to eight feet in diameter. The unit also is designed to support an earphone and microphone for communicating with the camera source.

ing at a particular task to view directions fed into the device from cameras located in another area. The visual information, which appears circular and green-tinted, may come from a number of sources simultaneously while permitting the wearer to move about freely in performing other necessary work.

Roto-Log device

A new method for saving time and money in radio-tv traffic departments—a device called Roto-Log—is being offered by Rotolite Sales Corp., Stirling, N. J., which is making the claim.

According to the company, the daily typing of hectograph or mimeograph masters can be done away with by use of the Diazo method of reproduction.

The complete program log for each day is typed once on the Roto-Log, from which any number of copies can be made on the Rotolite Diazo Whiteprinter. For example, a Monday log can be reused the following Monday merely by changing the date and making any program changes necessary, the company says. The Whiteprinter permits erasing and retyping. It also can be used as a general office copying machine, according to Rotolite. Cost: \$129.50 with tube developer.

AT&T says 'Telstar' is ready, willing and able

AT&T reported all systems "Go" last week in the first simulated test of the company's communications satellite transmitter ground station at Andover, Me. The tracking antenna transmitted a signal to a dummy satellite five miles away and worked "perfectly," according to AT&T engineers.

The \$10-million Andover station has been established to conduct experiments with Bell's "Telstar" communications satellite, scheduled to be launched from Cape Canaveral sometime this spring. AT&T will pay for the launching facilities. Later the National Aeronautics & Space Administration will launch its own "Relay" satellite. Both are active relays, and will circle the earth in low-level orbits. The satellites will be used to relay voice, telegraph and television transmissions over great distances.

Better year for Ampex seen

Ampex Corp. will have a net income of between \$2.4 and \$2.5 million for the fiscal year ending April 30, according to William E. Roberts, president.

For the nine months ended Jan. 31, Mr. Roberts pointed out, Ampex had a net income of \$1,311,000 (17 cents per share). Sales for the current fiscal year are expected to reach over \$80 million, Mr. Roberts said. The gross for fiscal 1961 was \$70,105,000.

Ampex ended its 1961 fiscal year with a net loss of \$3,930,000.

Ring and Kershner form new electronics firm

Delta Electronics Inc., a new Washington-based research and development company, has been established with Andrew D. Ring as chairman and Stephen W. Kershner as president.

The firm, which was incorporated March 13 with a capitalization of \$100,000, will also engage in light manufacturing. It is located at 4206 Wheeler Ave., Alexandria, Va.

Other officers: Charles S. Wright, vice president in charge of engineering; Kenneth Owen, vice president and general manager; Marvin Blumberg, secretary and treasurer; Howard T. Head, consultant on advanced engineering projects, and Ralph E. Cannon Jr., senior project engineer. All are associated with Mr. Ring in various capacities in A. D. Ring & Co., consulting engineers. The company says it is prepared to carry on work in (1) high quality industrial audio equipment; (2) antennas for hf, vhf and uhf; (3) special instrumentation; (4) radio frequency transmitting and receiving equipment.

Prodelin completes move

Prodelin Inc. has opened its new 70,000-square-foot one level plant in Millstone Township, N. J., and has completed its move from Kearny, N. J.

The new facility contains the plant, general offices and laboratory on a 150-acre site.

Prodelin, a pioneer in microwave antenna and transmission line systems, designs and manufactures antenna systems combining high-power rigid and semi-flexible aluminum and copper sheathed air-dielectric coaxial cables and associated connectors.

Technical topics...

Imported recorder ■ Martel Electronics Sales Inc., Los Angeles, has been named agent and importer of a new transistorized portable tape recorder manufactured by Uher, Munich, West Germany. The "4,000 Report" is designed for professional use. Its price is \$369, including power supply, directional microphone and leather case. It operates on a six volt battery or four dry cells. Retailers include Harvey Radio, New York, and Allied Radio, Chicago.

NBS split ■ The National Bureau of Standards' Radio Standards Lab. at Boulder, Colo., has been divided into two divisions. Dr. Yardley Beers will be chief of the radio standards division and Dr. George E. Schaffer, of the circuits standards division. The laboratory continues to be headed by Dr. John M. Richardson.

new...
exciting...
wonderful...

RAHALL RADIO

1st...in Community Life
1st...in Overall Ratings
1st...in Sell
1st...in Adult Listening

WKAP
RADIO 132

Allentown - Bethlehem - Easton

5000 WATTS. No. 1 latest Hooper and Pulse. Lowest cost per thousand-audience in vast Lehigh Valley growth market. First with Blue Chip advertisers.

WLCY
RADIO 138

Tampa - St. Petersburg, Fla.

5000 WATTS. No. 1 January-February 1962 Hooper ... double of all other area stations. Lowest cost per thousand audience ... in fast growing Tampa-St. Petersburg market.

WWNR
RADIO 62

Beckley - W. Virginia.

1000 WATTS. No. 1 Hooper and Pulse surveys, serving 9 big counties in heart of West Virginia. Lowest cost per thousand audience ... featuring great personalities.

WNAR
RADIO 111

Philadelphia Area

500 WATTS. No. 1 latest Hooper survey report, covering large Philadelphia and Norristown market ... where bulk of consumers live and buy. Lowest cost per thousand audience.

WQTY
RADIO 122

Jacksonville - Florida

1000 WATTS. Rahall Radio's newest baby, with new eye-catching radio format. Climbing daily in ratings. Get the facts on low-cost coverage in greater Jacksonville market.

RAHALL RADIO GROUP

N. Joe Rahall, President
Represented nationally by:
ADAM YOUNG, New York
Philadelphia Representative:
Paul O'Brien,
1713 Spruce St., Phila., Pa.

CAB BUCKS BBG PROPOSAL

Private broadcasters say Canadian content plan is unfair to small-market, non-network tv outlets

The Canadian Assn. of Broadcasters opposed proposals by the Board of Broadcast Governors to require television stations to average 55% Canadian program content from 6 p.m. to midnight during any four-week period after Sept. 30, 1963. Public hearings on changes in Canadian broadcasting regulations were heard by BBG at Winnipeg starting Tuesday, April 3.

The CAB opposition said stations throughout Canada require different treatment and fixed percentages of Canadian program content would not be fair to supplementary network or non-network stations in smaller markets. The CAB said the best earning time for most television stations is between 6 and 8 p.m.

BBG's plan to increase the hourly advertising allowance for Canadian advertisers on programs with Canadian content would work a hardship on smaller stations, CAB said in opposing that plan. BBG proposes to permit 12 minutes of advertising per hour for Canadian advertisers using Canadian-content programs, instead of the 7 minutes allowed advertisers using non-Canadian-content programs.

Canadian Broadcasting Corp. also opposed an increase in hourly advertising content, but upheld BBG's proposal to require 55% Canadian program content in the evening.

CAB suggested a one-minute increase in advertising time in half-hour Canadian-content programs instead of 4-1/4 minutes for non-Canadian programs.

Private broadcasters backed BBG's proposal to allow British commonwealth programs up to 28 hours per 4-week period to be substituted for Canadian content, and programs in excess of this time for half Canadian content. They

suggested that similar privileges be accorded French language stations for films imported from French language countries.

Independent Television organization, presenting the stations of Canada's second television network, told the BBG that the proposed program regulations would result in inferior Canadian television productions and drive viewers to tune in American border stations.

BBG intimated that a proposal for CFTO-TV Toronto to carry educational programs of the Metropolitan Educational Television Assn. (New York City) during certain hours each week is likely to be approved. The programs would count towards the station's Canadian program content percentage.

Britain sets probe into tv violence

Television violence has become a national issue in Britain. The government has initiated a large-scale sociological probe into the impact of tv on young people, with particular reference to juvenile delinquency.

The Independent Television Authority, which has regulatory power over Britain's commercial network, and the British Broadcasting Corp. have agreed to cooperate.

The ITA has promised to finance the inquiry, which was first suggested several months ago by Chairman Sir Ivone Kirkpatrick. At that time Sir Ivone emphasized that the probe should not merely be negative but that it should also consider how tv could reduce delinquency.

The government minister announcing the probe said, "I do not think we are

Japanese ad spending

Japanese broadcasters were less than \$30 million short of surpassing newspapers in their share of their country's total advertising expenditures of \$586,111,000 last year. The unofficial breakdown of media expenditures, as reported by Dentsu Adv. Ltd., Tokyo: Television, \$149,722,000; radio, \$49,444,000; newspapers, \$228,889,000; magazines, \$34,722,000; direct mail, \$25 million; others, \$89,167,000, and export advertising, \$9,167,000.

looking for a form of censorship. We are looking for a form of self-restraint."

Despite much concern over the impact of tv advertisements, the probe, as presently conceived, will examine only programs. No date has been set for its start. The first move will be a conference of experts to decide on the inquiry's framework.

Two recent events have brought the question of tv violence to a boiling point.

The first is the death by hanging of a boy shortly after he had watched the *Cheyenne* episode "The Bad Penny" in which there is a hanging scene. This was shown on March 17. Criticism has been levelled not only at the episode itself but also at the tv company concerned, which showed it at 6:30 p.m. on Saturday, a peak children's viewing time.

A Member of Parliament has pointed out to the Postmaster General that during the past 18 months three boys have been found dead from hanging after watching crime programs. He asked him to use his powers to ban hanging scenes. The Postmaster General refused, saying that since these deaths both the ITA and BBC-TV had been careful about such programs. The most recent death brings the number to four.

The other event was a scene from a BBC-TV adaptation of Charles Dickens' novel "Oliver Twist" in which a man kills his girl friend.

U. K. considers banning cigarette commercials

Following a recent report by the Royal College of Physicians suggesting a close link between smoking and lung cancer, the government is considering a ban against tv cigarette advertising.

The Independent Television Authority is collecting full information about such advertising. The facts and figures will be considered at the next meeting of the ITA Advertising Advisory Committee.

Members of this group include rep-

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to Broadcasters and the Broadcasting Industry*

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representatives of the Ministry of Health, the British Medical Assn., the British Dental Assn., and the Pharmaceutical Society as well as advertisers.

The tobacco companies spend an estimated \$14,000,000 a year on the medium.

Cigarette commercials are already banned during the children's program period, which runs from about 4:40 to 6 p.m.

ITA strike settled; Equity wins boosts

The five-month-old British actors' strike against the commercial network (ITA) was settled last week (April 3) when Equity, the actor's union, accepted a boost in minimum fees that would double and in some cases triple the current scale.

Involved, too, was Equity's victory in gaining payment—which it has sought for some time—for the number of stations using a particular program. The cost of the settlement to the commercial network: An estimated \$5.6 million annually.

Aside from Equity getting what it wanted, the strike produced other results. BBC-TV programs appeared in the top 20 listings for the first time as a result of the blackouts of some of Britain's top shows. Production of *Man of the World*, a new series starring Craig (Peter Gunn) Stevens, was abandoned. The series was to have been offered for syndication in the U. S. Several hundred technicians also were laid off their jobs.

Halifax production house

Dansil Assoc. Ltd., Halifax, Nova Scotia, has established what it says is the first radio and tv program packaging and commercial production house in the Maritime Provinces. The company address: Suite 111, Brentwood Park, Olivet St.

Dansil is piloting a syndicated children's program and is running a children's program five days a week on the local Halifax CTV outlet.

Rand Martin, former commercial production director for CJCH-TV Halifax, is in charge of the operation.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Howard



Mr. Foster

William K. Foster and **John S. Howard**, account supervisors, Ted Bates & Co., New York, elected vps. Mr. Foster joined Bates in 1958 as account executive and was named assistant vp in December 1960. Mr. Howard joined agency in 1960. **Paul Reardon**, **Conant Sawyer** and **Frank Thompson**, media supervisors, were elected assistant vps.

Robert E. Field, **Donald F. Mahlmeister** and **Richard P. Monley** elected vps of MacManus, John & Adams, Bloomfield Hills, Mich. They are account executives—Mr. Field on Cadillac autos, Mr. Mahlmeister in retail field and Mr. Monley on American Oil Co.-Standard Oil (Indiana).

Jack W. Smock, vp in charge of Young & Rubicam's Los Angeles office, resigns to become president of Smock, Debnam & Waddell, newly formed Los Angeles advertising agency (see story page 38). **Robert C. Debnam**, Union Oil account supervisor, and **Paul R. Waddell**, copy director, both of Y&R's Los Angeles office, become vps and principals of new agency. Other SD&W

personnel: **Robert Sowell**, head of merchandising; **Ray Pedersen**, art director; **Tom Connolly**, head of production; **Reg Spurr**, copywriter; **James King**, tv producer; **David Van deWalker**, office manager and **Maxine Greeness**, assistant; **Julie Herrell**, media buyer; **Marylinda Miller**, media; **Norman Blackburn**, traffic; **Mary Kostoff**, copy.

Philip R. Warner, who recently joined BBDO, New York, as management supervisor, elected vp. Before joining BBDO, Mr. Warner was vp and account supervisor with Benton & Bowles, that city.

Edmund R. Dewing Jr., group supervisor, Harold Cabot & Co., Boston advertising agency, elected vp.

Channing M. Hadlock elected vp and director of radio and tv for Chirurg & Cairns, New York and Boston advertising agency. He joined James Thomas Chirurg Inc. in 1959 prior to its merger with Anderson & Cairns Inc.

David McCullough, account supervisor, Compton Adv., New York, elected vp.

Richard V. Lombardi, radio-tv director, Hoag & Provandie, Boston advertising agency, elected vp. Mr. Lombardi will continue as agency's radio-tv director, post he has held since 1959.

Barbara Bender and **Samuel Abelow**, copy group heads, Grey Adv., New York, elected vps.

Frank M. Baker, vp, Grant, Schwenck & Baker, Chicago, elected

NEW ORLEANS' ONLY STATION WITH MOVIES EVERY NITE!

BUY IT!

Represented nationally by Katz

WWL-TV

NEW ORLEANS



Greater power, with beautiful music round the clock, news on the hour and headlines on the half hour, attract a large listening audience.

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50,000
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100,000
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Get the facts today. Call Fred Custer. Webster 8-2345 or write 4628 Wilshire Blvd., Los Angeles 5.

REPRESENTED BY PAUL H. RAYMER CO.

governor of sixth district of Advertising Federation of America. He succeeds **Wendell D. Moore**, vp, MacManus, John & Adams, Bloomfield Hills, Mich.

Robert M. Gamble Jr., president, Robert M. Gamble Inc., Washington advertising agency, elected chairman of Chesapeake Council, American Assn. of Advertising Agencies.

Les Rossi, former vp, Asher B. Etkes Assoc., advertising and pr agency, appointed advertising manager, S. A. Schonbrunn & Co., Palisades Park, N. J. Schonbrunn makes Savarin, Medaglia d'Oro, Brown Gold and Old Dutch coffees. Previously, Mr. Rossi was account executive with J. Walter Thompson Co., New York.

Bern Kanner, vp and associate media director, Benton & Bowles, New York, promoted to manager of media department.

Allen A. Arthur, former advertising director, Crowell-Collier Broadcasting Corp., Los Angeles, forms Allen A. Arthur & Assoc., advertising and pr firm, San Francisco, at 112 Market St.

Sid Marshall appointed director of Young & Rubicam's Hollywood commercial production center, succeeding **John Frøese**, who will retire in June after 14 years with agency. Mr. Mar-

ABC-TV Affiliates meet

John F. Dille Jr., WSJV-TV South Bend-Elkhart, Ind., re-elected chairman of ABC-TV Affiliates Assn. at meeting in Chicago preceeding NAB convention, that city, last week. **Thomas P. Chisman**, WVEC-TV Hampton-Norfolk, Va., re-elected to affiliates board. New board members: **W. W. Warren**, KOMO-TV Seattle; **Martin Umansky**, KAKE-TV Wichita; **Lawrence H. Rogers II**, Taft Stations. Mr. Chisman was elected vice chairman of affiliates group; Mr. Warren, secretary, and Mr. Umansky, treasurer.

shall, who joined Y&R in 1954, will supervise all tv commercial production in agency's Los Angeles and San Francisco offices as well as supervise west coast production of commercials for New York headquarters.

John Shima, media director, Kenyon & Eckhardt, Los Angeles, and **Paul Roth**, Benton & Bowles, New York, named media group heads at Kenyon & Eckhardt, New York.

Robert J. Heckenkamp, formerly with MacManus, John & Adams, Bloomfield Hills, joins Page, Winchester & Connelly, Birmingham, both Michigan, as media director.

Douglass L. Alligood, merchandising director, WCHB Inkster, Mich., joins BBDO, Detroit, as marketing account representative and media specialist.

Fred N. Dittmar, Dayton Power & Light Co., Dayton, Ohio, elected governor of fifth district of Advertising Federation of America, succeeding **Gordon Brunn** who becomes board chairman. Other officers elected: **Wilbur J. Janszen**, first lt. governor; **George Andrick**, second lt. governor; **Bradford W. Smith**, third lt. governor; **George M. Martindale**, fourth lt. governor; **Rod Covey**, secretary, and **Walter Hoy**, treasurer.

James G. Sherman, vp and executive art director, McCann-Erickson, Chicago, and **Daniel E. Kelly**, formerly with Foote, Cone & Belding, join Needham, Louis & Brorby, Chicago, as executive art director and tv writer, respectively. **Joseph Creaturo**, with NL&B for eight years, appointed executive tv art director.

Edward P. Ockenden, creative director, M. W. Hartung & Assoc., New Holland, advertising agency, appointed to newly created post of advertising and sales promotion manager, Schick Inc., Lancaster, both Pennsylvania.

John J. P. Odell, vp in charge of marketing, Keyes, Madden & Jones, Chicago, joins Leo Burnett Co., that city, in an account supervisory capacity on April 16.

Bill Stejskal, sales service coordinator, KABC-TV Los Angeles, appointed tv commercial production manager, Carl Falkenhainer Adv., that city. **Claire Moses**, Goodman Adv., and **Margaret McDermott**, Compton Adv., join Falkenhainer as associate media director and media assistant, respectively.

J. Edwin Chapman, vp, Earle Ludgin & Co., Chicago-based advertising agency, appointed copy chief.

Charles A. Gardner and **William Ballard**, both formerly with J. Walter Thompson Co., New York, join Lennen & Newell, that city, as senior copywriters.

Edward J. Smotzer, copywriter, BBDO, Pittsburgh, joins Fuller & Smith & Ross, that city, in similar capacity.

Edward Wilson elected vp of Foote, Cone & Belding, Los Angeles. Mr. Wilson, who has been with agency's Los Angeles office for 11 years, is currently account supervisor, directing advertising for Seaboard Finance Co. and Forest Fire Prevention (Smokey Bear) campaign. Previously he worked on Purex, Sunkist, and other agency accounts.

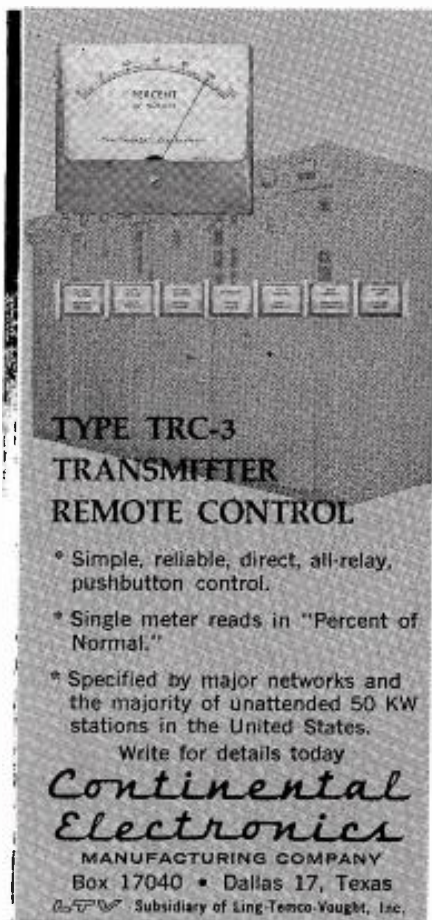
Paul Dictor, traffic manager, Erwin Wasey, Ruthrauff & Ryan, named traffic manager at Fuller & Smith & Ross, New York.

Andrew J. Lazarus, pr director, Gulton Industries, and **DeWolfe Hotchkiss**, tv art director, Benton & Bowles, join Muller, Jordan & Herrick, New York advertising agency, as pr director and art director for audio-visual programs, respectively.

THE MEDIA

William Whitsett, general manager, KCOP (TV) Los Angeles, relinquishes that post having fulfilled an arrangement with Nafi Corp. under which he agreed to manage station for six-month interim period following resignation of **Alvin G. Flanagan** last October (FATES & FORTUNES, Oct. 23, 1961). Mr. Whitsett, former administrative vp of Nafi's broadcast division, will announce future plans after taking brief vacation. Before joining Nafi, he had served for ten years as general counsel of Don Lee Div. of RKO General.

Howard N. Johansen, general manager, WENE Endicott, N. Y., appointed national sales manager, WHIM-AM-FM Providence, R. I.



**TYPE TRC-3
TRANSMITTER
REMOTE CONTROL**

- * Simple, reliable, direct, all-relay, pushbutton control.
- * Single meter reads in "Percent of Normal."
- * Specified by major networks and the majority of unattended 50 KW stations in the United States.

Write for details today

**Continental
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MANUFACTURING COMPANY
Box 17040 • Dallas 17, Texas
Subsidiary of Ling-Temco-Vought, Inc.

Ves R. Box, assistant general manager, KRLD-TV Dallas, elected vp. Mr. Box joined KRLD radio in 1940 as sports announcer and became chief announcer in 1947. He was appointed assistant program director for KRLD-TV in 1950, and two years later was promoted to program director. Mr. Box has served as assistant general manager since 1959.



Mr. Box

Geno Cioe, national sales manager, Knorr Broadcasting Corp., appointed director of Detroit office of H-R Television Inc. and H-R Representatives Inc. Before joining Knorr, Mr. Cioe was senior account man with Headley-Reed in Chicago.

Frank Breslin, vp and general manager, WEOK-AM-FM Poughkeepsie, N. Y., joins WJRZ-AM-FM Newark, N. J., as commercial sales manager. **Herman (Sonny) Fields**, WJRZ sales executive, appointed local sales manager. **Richard J. Jennings**, assistant managing editor, NBC Radio's *Monitor*, joins WJRZ as director of news and public affairs.

Sam Worsham, account executive, KTVH (TV) Hutchinson - Wichita, Kan., promoted to assistant general sales manager. Mr. Worsham joined station in September 1959 in present capacity.

Walter Kay, formerly with Metropolitan Broadcasting Co., appointed local sales manager and executive producer, WOOK-TV Washington, which has scheduled target date of mid-summer.

Bernie Souers, account executive, WTTV (TV) Bloomington-Indianap-

olis, promoted to local sales manager.

Thomas Coe, sales department, International Latex Corp., joins sales staff, WOOD-TV Grand Rapids.

James J. Chetwood, announcer-engineer, WCTW-AM-FM New Castle, Ind., joins engineering staff, WLBG-AM-FM Laurens, S. C.

Phil Stout, announcer, WNPV Lansdale, Pa., and **Paul Gordon**, news editor, WBUD Trenton, N. J., join WTOA (FM) Trenton as operations manager and news director, respectively.

John E. Miller, account executive, WIAR-AM-FM Winston-Salem, N. C., promoted to commercial manager.

M. H. (Doc) Yager, president of Yager Pontiac Inc. and Yager Leasing Corp., Albany, N. Y., named general chairman of development fund campaign of Mohawk-Hudson Council on Educational Television, which will attempt to raise \$348,000 to activate WMHT (TV) Albany (ch. 17).

Paul Downs, account executive, WAVY-AM-FM Portsmouth, Va., joins WAMS Wilmington, Del., as general manager. Mr. Downs' appointment was incorrectly reported in BROADCASTING, April 2, as joining WMAS Springfield. **Robert Donahue** continues as manager of WMAS-AM-FM Springfield, Mass.

Keith Glatzer, program and news director, WFOR Hattiesburg, Miss., named program director, KTVE (TV) El Dorado, Ark. **W. R. Eason**, KTVE's assistant treasurer, appointed business manager.

John Dean, announcer, WCAU-TV Philadelphia, and **Tom Stanwood**, program director, WAQE-AM-FM Baltimore, join WIBF (FM) Jenkintown, Pa., as production directors and host, respectively.

Michael J. Sciosia, production supervisor, WXEX-TV Richmond-Petersburg, joins WTOL-TV Toledo as director of *11th Hour News Final*.

Bill Biery, cartoon program host, WWL-TV New Orleans, resigns to join KCOP (TV) Los Angeles as host of *Felix the Cat Cartoon* program.

Rouen J. Westcott, account executive, H-R Representatives, joins The Katz Agency, on tv sales staff of Los Angeles office. **Michael J. Lutomski**, formerly on sales staff of WWJ Detroit, joins tv staff of Katz' Detroit office, replacing **Robert Cook** who transferred to Los Angeles.

Anne Snyder, former director of NBC traffic department in New York and recently with traffic department of KHJ Los Angeles, joins KABC Los Angeles as sales coordinator.



How To Sell South Bend In The Daytime

To reach youngsters and parents use participating spots on Mike May's Pop-eye Theater. With puppets and cartoons, Mike has built the top-rated daily show in the 4:00-5:00 time slot. Write for all the details.



WSBT-TV
SOUTH BEND, INDIANA
Channel 22

Paul H. Raymer, National Representative

1

LITTLE ROCK'S
#1 RADIO STATION

KLRA
10,000 WATTS 1010 KC

announcing the
appointment of

Radio TV Representatives, Inc.

as national radio
representative

Offices in:

NEW YORK
CHICAGO
LOS ANGELES
SAN FRANCISCO
BOSTON
ATLANTA
SEATTLE

CCBS re-elects chairman

Edwin W. Craig, WSM Nashville, was re-elected chairman of the Clear Channel Broadcasting Service at its annual meeting April 1 in Chicago. The radio group also re-elected **Harold Hough**, WBAP-AM-FM Fort Worth, as treasurer and **Victor A. Sholis**, WHAS Louisville; **James D. Shouse**, Crosley Broadcasting Co., and **Ward L. Quaal**, WGN Chicago, to serve with Messrs. Craig and Hough as the executive committee. A total of 58 executives of the 12 CCBS member-stations and guest stations were present for the meeting, held in conjunction with the NAB convention.



NAFMB elects new complement of officers

A new slate of officers and directors was elected March 31 at the opening session in Chicago of the National Assn. of Fm Broadcasters. Seated (l to r): **Lynn Christian**, KODA-FM Houston; **Bill Baird Jr.**, WFMB (FM) Nashville, Tenn., secretary; **T. Mitchell Hastings Jr.**, Concert Network, president; **Arthur K. Crawford Jr.**, KCBH (FM) Los Angeles, vice president; **Abe Voron**,

WQAL (FM) Philadelphia, treasurer. Standing: **Hugh Trotter**, WSEV-FM Sevierville, Tenn.; **Fred Beard**, WJDX-FM Jackson, Miss.; **Stan Hamilton**, WMAL-FM Washington; **Ted Leitzell**, WEFM (FM) Chicago; **David Polinger**, WTFM (FM) Lake Success, N. Y.; **Paul F. Braden**, WPFM-FM Middletown, Ohio; **Jack R. Kennedy**, CFRB-FM Toronto, Ontario.

Chaz Barrington, account executive, KBOI-AM-FM-TV Boise, Idaho, resigns to form own advertising employment agency, ADS/Associated Personnel Services, Salt Lake City. Mr. Barrington, 23-year veteran of broadcasting and advertising, will specialize in personnel placement in radio and television industries.

Mort Nusbaum, Rochester, N. Y., radio personality, resigns all radio affiliations to concentrate on his daily *How's Business?* tv financial series on WROC-TV, that city.

Eric Bose, account executive, WCKY Cincinnati, assumes additional duties as assistant sports director.

Alexander Cabot, news director,

WAVA-AM-FM Arlington, Va., appointed chief news correspondent.

Howard Cosell, veteran sports commentator, appointed manager of sports for ABC Radio Network. **Tom Harmon**, CBS sportscaster for past 12 years, joins ABC Radio for daily sports program (6:40-6:50 p.m. EDT, Monday-Friday) and for eight 5-minute programs on weekends starting Sept. 1.

Ted Street, formerly with WPOP Hartford, Conn., joins night news department, WHB Kansas City.

Hendrik J. Berns, editorial staff, *Miami News*, joins news department, WGBS-AM-FM Miami.

Bob Penrod, newsman and air personality, WGVA Geneva, joins WIBX

Utica, both New York, as night news editor and announcer.

William H. Brubaker, news staff, KXLY - AM - FM - TV Spokane, joins KPOJ-AM-FM Portland, Ore., as news director.

Charles Aldinger, UPI, Atlanta, transfers to news agency's Miami office.

William B. Hartsfield named editorial consultant to WSB-AM-FM-TV Atlanta.

Bill Delzell, former program director and announcer, KMMJ Grand Island, Neb., joins KMEQ Omaha.

Richard Fennel, operations manager, WRDW-TV Augusta, joins announcing staff, WLOS-TV Asheville, N. C.

Milton Klein, former sales manager, KFWB Los Angeles, joins sales department, KHJ-TV, that city. **Larry Hays**, KHJ's production manager, promoted to special events director and assistant to director of programming.

Kenneth Lyons, comptroller, WGMS-AM-FM Washington, named comptroller of RKO General National Sales Div., New York.

Steve Fentress, newsman, KMOX-TV St. Louis, appointed manager of news and public affairs departments.

Quentin Kelly, former publicist and feature writer, MGM Studios, joins KTVU (TV) Oakland-San Francisco as publicity director.

John Hurlbutt, **Charles Bartling** and **Dave Durrett** join WPDQ Jacksonville, Fla., as air personality, newsman and salesman, respectively.

Bill Dane, former program director, KFDA Amarillo, joins KLPR Oklahoma City as air personality.

Roger Ferrier joins KISN Vancouver, Wash.-Portland, Ore., as air personality.

PROGRAMMING

Charles Barclay and **Robert F. Briody** elected vps of Raymond Scott Enterprises, New York producers of musical and electronic commercials. Mr. Barclay will serve as general manager; Mr. Briody as office manager.

Charles Schnee resigns as president of Writers Guild of America, West, due to pressure of personal affairs. **James Webb**, president of union's screen branch, succeeds Mr. Schnee as WGAW president. **Allen Rivkin**, screen branch vp, becomes president of that section of guild. Arrangement will hold until WGAW elections in May 1963, as officers are elected for two-year terms.





Mr. Jaffe



Mr. Hyams

Leo Jaffe, first vp and treasurer, Screen Gems Inc., New York and first vp and treasurer of parent Columbia Pictures Corp., elected first vp and chairman of finance committee of Screen Gems and executive vp of Columbia Pictures. **Jerome Hyams**, vp and general manager of Screen Gems, elected executive vp and general manager of SG and has been elected to Columbia's board of directors. **Bert Schneider**, director of business affairs for SG, elected treasurer. **Milton Rogin** and **Thomas Howell** elected vps of Cellomatic Div. of Screen Gems. Mr. Rogin was president of Cellomatic Corp. and Mr. Howell was vp before its purchase by Screen Gems last January.

Henry Ushijima, vp and executive producer, John Colburn Assoc., Chicago, resigns to devote more time to active production in tv and films. He will continue to serve Colburn as contract producer-director, but will also produce independently through his own firm, Henry Ushijima Films Inc. **Fred Jochum**, formerly with Atlas Film Corp., joins Colburn as account executive and production manager.

Lewis W. Shollenberger, director of special events and news, ABC, Washington, elected member of board of trustees of National Academy of Television Arts & Sciences. **Weston Harris**, program manager, WRC-TV Washington, elected member of NATAS's Washington chapter's board of governors. He fills vacancy created by **Rob Diefenbach**, who recently resigned as WRC's publicity coordinator.

George M. Benson, treasurer, Selective Communications Corp., New York, appointed general manager. **Bruce Eells** and **Carl Eastman** named SCC's sales consultant and production consultant, respectively. Mr. Benson has also been serving Educational Television for the Metropolitan Area Inc. as business and financial consultant.

Robert Blackmore, NBC Films representative in San Francisco, named sales executive for Central States. **Con Hartsock** joins NBC films as sales executive for Southwest.

Robert P. Chenault, for past five years producer in charge of commercials at Warner Bros. and Four-Star Productions, joins Don Feddersen Com-

mercial Productions, Hollywood, as production manager of new organization. While at Warner Bros., Mr. Chenault also produced *Bell Science Series* for Bell Telephone Co.

Joseph Calvelli, free-lance writer who recently completed work on screen play for "My Six Loves" at Paramount Pictures, signed by Metro-Goldwyn-Mayer as associate producer in charge of stories for new full-hour dramatic series, *Sam Benedict*, starring Edmond O'Brien. Series will debut on NBC in September.

Robert Sulliver, assistant financial editor, *Los Angeles Times*, is now handling twice-daily market and business news reports on KABC Los Angeles at 8:45 a.m. and 5:05 p.m. each business day.

Elliott Arnold, novelist and tv writer, appointed story consultant for *Rawhide*, CBS-TV series, for which he wrote two original teleplays used this season and two more for 1962-63 season.

Joseph Gallagher, CBS sports department, joins Sports Network Inc., New York, on production staff.



Mr. Kayle

Milton P. Kayle, vp in charge of business and legal affairs, Independent Television Corp., New York, resigns to become executive vp of VIP Radio Inc., subsidiary of Whitney Communications Corp., which owns and operates Herald-Tribune Radio Network (WVIP Mount Kisco, WGHQ Kingston, WVOX - AM - FM New Rochelle, and WFYI Garden City, all New York). He will assume new duties at VIP Radio in mid-April. Mr. Kayle became associated with ITC in March 1957 when production company acquired Television Programs of America, where he was general counsel. Subsequently, he was elected ITC's secretary in 1959 and vp in charge of business and legal affairs in February 1960.

Judy Adkins, casting director, *My Three Sons*, appointed casting director in charge of talent placement for all incoming productions at Don Feddersen Productions, Hollywood.

EQUIPMENT & ENGINEERING

Gerhard E. Kadisch, vp and director, General Ceramics Corp., Keasbey, joins Bogen-Presto Div., The Siegler Corp., Paramus, both New Jersey, as vp for marketing.

Robert H. Sommer, coordinator of manufacturing costs control, Sylvania Electric Products, New York, elected

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controller of General Telephone & Electronics Labs, that city. Both companies are subsidiaries of General Telephone & Electronics Corp. Mr. Sommer joined Sylvania in 1952 as junior cost accountant in Newton, Mass., and was appointed to his present post in 1959.

William F. E. Long, manager of Philco Corp.'s microelectronics department, returns to Electronic Industries Assn., Washington, as director of marketing services. Mr. Long was first manager of EIA's marketing data department. He succeeds **George W. Westfall** who has resigned.

C. Arthur Foy, marketing manager, Vega Electronics Corp., Cupertino, Calif., appointed director of Vega Microphone Sales Co., Los Altos, newly formed sales company to market firm's Vega-Mike wireless microphone systems. In addition, Mr. Foy will serve as marketing consultant to Vega Electronics.

Donald C. Bright, vp, instrument-industrial division, Hoffman Electronics Corp., Los Angeles, joins Zenith Radio Corp., Chicago, as director of government and special products division.



Mr. Shaw

John Shaw, for past six years president of Western Lithograph Co., Los Angeles, elected president of Mobile Video Tapes Inc., Beverly Hills, succeeding **Lester E. Hutson**, board chairman. Mr. Shaw joined Western Lithograph, subsidiary of Standard Packaging Corp., in 1954 as vp and general sales manager. Mobile Video Tapes, organized in 1959 to develop and operate mobile tv recording studios, recently has diversified into graphic arts field through acquisition of three companies: Econolist, Kerr Printers Inc. and Kerr Lithographers.

Wellington F. Scott, corporate counsel, Raytheon Co., Lexington, Mass., assumes added duties as secretary of company, succeeding **Richard P. Axten**, who becomes director of Raytheon's financial relations. Mr. Scott joined electronics firm as an attorney in 1956 and was appointed corporate counsel in July 1961.

Harold R. Mumma, midwest industrial sales manager, CBS Electronics Sales Corp., Chicago, joins semiconductor division, Motorola Corp., that city, as regional distributor manager.

Raymond J. Klemmer, associate head of planning, GPL Div., General Precision Inc., Pleasantville, N. Y., promoted to divisional planning manager.

Richard L. Young Jr., managing editor, the *Charlotte* (N. C.) *News*, and former pr manager for Ford Motor Co.'s southern pr office, joins Philco Corp., Philadelphia, as assistant director of pr. He is succeeded by **Perry Morgan**, associate editor.

GOVERNMENT

Romney Wheeler, former tv director, U. S. Information Agency, resigns to join pr department, RCA, New York. Mr. Wheeler, who had served as director of USIA's tv service since it was organized in November 1958, was succeeded by **Charles H. Hill** (WEEK's HEADLINERS, Feb. 19). Previously, Mr. Wheeler was director of NBC's European operations and president of NBC International Ltd. He had remained at agency until now at request of USIA Director **Edward R. Murrow**, as advisor to tv service.



Mr. Wheeler

ALLIED FIELDS

H. Reid Strieby, senior research analyst, MarPlan Div., McCann-Erickson, Chicago, joins Market Facts Inc., that city, as associate study director.

Josiah (Jock) A. Flournoy, formerly with U. S. Trust Co., New York, joins Broadcast Clearing House, that city, as administrative assistant.

Beverly A. Simmons, formerly with WSB-AM-FM-TV Atlanta, and **Mrs. Elspeth Simmons Corley**, formerly with WIIN and John E. Pearson Co., both Atlanta, form Sim-Cor & Co., supplementary office service for radio-tv stations and advertising agencies, that city.

INTERNATIONAL

Julian Roffman named general manager of CKKW Kitchener, Ont.

Joseph Pyne, host and air personality, CKGM Montreal, Canada, joins KABC-AM-FM Los Angeles in similar capacity.

DEATHS

John W. Beck, 35, chief engineer, KTAR-TV Phoenix, died of heart attack March 31 at his home in that city, where he had been making plans to leave following morning for NAB convention in Chicago. Before moving to Arizona in 1953 to assist in construction of ch. 12 (then KTYL-TV Mesa), Mr. Beck had been associated with WTOP-TV Washington.

FCC STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 28 through April 4.

Abbreviations: DA—directional antenna, cp—construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, ant.—antenna, aur.—aural, vis.—visual, kw—kilowatts, w—watts, mc—megacycles, D—day, N—night, LS—local sunset, mod.—modification, trans.—transmitter, unl.—unlimited hours, kc—kilocycles, SCA—subsidiary communications authorization, SSA—special service authorization, STA—special temporary authorization, SH—specified hours, CH—critical hours, E—educational, Ann.—Announced.

New tv stations

ACTION BY BROADCAST BUREAU

Marion, Ind.—Geneco Bcstg. Inc. Granted uhf ch. 31 (572-578 mc), ERP 21.9 kw vis., 11.8 kw aur. Ant. height above average terrain 185 ft., above ground 235 ft. Estimated construction cost \$70,000; first year operating cost \$70,000; revenue \$75,000. P.O. address 708 S. Branson St., Marion. Studio and trans. location Marion. Geographic coordinates 40° 33' 26" N. Lat., 85° 39' 52" W. Long. Trans. RCA TTU-1B, ant. RCA TFU-24DM. Legal counsel Spearman & Roberson, Washington, D. C.; consulting engineer Ralph J. Bitzer, St. Louis, Mo. Eugene C. Thompson, sole owner, is in real estate rental business. Geneco is applicant for am station in Marion.

APPLICATIONS

Tuscumbia, Ala.—Elton H. Darby. Uhf ch. 47 (668-674 mc), ERP 220 kw vis., 110 kw aur. Ant. height above average terrain 345 ft., above ground 368 ft. Estimated construction cost \$263,003; first year operating cost \$100,000; revenue \$100,000. P.O. address 509 N. Main St., Tuscumbia. Studio location Tuscumbia, trans. location Sheffield, Ala. Geographic coordinates 36° 46' 37" N. Lat., 87° 40' 34" W. Long. Trans. RCA TTU-12A, ant. RCA TFU-24DM. Consulting engineers Kear & Kennedy, Washington, D. C. Mr. Darby is licensee of WVNA Tuscumbia and permittee of WVNA-FM. Ann. April 4.

Hartford, Conn.—Connecticut Educational Tv Corp. Uhf ch. 24 (530-536 mc), ERP 204.2 kw vis., 98 kw aur. Ant. height above average terrain 902 ft., above ground 503 ft. Estimated construction cost \$253,269; first year operating cost \$150,000. P.O. address c/o Ben. A. Hudelson, Trinity College, Hartford. Studio location to be determined, trans. location Avon, Conn. Geographic coordinates 41° 46' 29" N. Lat., 72° 48' 20" W. Long. Trans. GE TT-25-A, ant. GE TT-25-B. Legal counsel Gow, Lohnes & Albertson, Washington, D. C.; consulting engineers A. D. Ring & Assoc., Washington, D. C. Ann. April 3.

New am stations

ACTIONS BY FCC

Albany, Ga.—Lynne-Yvette Bcstg. Co. Granted 1250 kc, 1 kw D. P. O. address Albany. Estimated construction cost \$23,180; first year operating cost \$36,000; revenue \$48,000. Principals: David E. and Madeleine O. Fleagle (each 50%). Mr. and Mrs. Fleagle own WDMF Buford, Ga. Ann. March 28.

Elkton, Md.—Suburban Bcstg. Corp. Granted 1550 kc, 250 w D, DA, P. O. address 2901 Philadelphia Savings Fund Bldg., 12 S. 12th St., Philadelphia 7. Estimated construction cost \$25,160; first year operating cost \$36,000; revenue \$45,000. Principals: Leon Edward Pamphilon (52.6%), Glenn L. Musser and Howard S. Frazier Inc. (each 23.4%) and others. Mr. Pamphilon is government employee; Howard S. Frazier Inc. is business consulting firm; Mr. Musser is vice president of research engineering firm. Action April 3.

Lancaster, S. C.—Palmetto Bcstg. System Inc. Granted 1560 kc, 1 kw (500 w-CH). P. O. address 351 Yorkmont Rd., Charlotte, N. C. Estimated construction cost \$13,530; first year operating cost \$30,000; revenue \$36,000. Principals: B. L. Phillips Jr., Michael C. Turner and John D. Martin (each one-third). Mr. Phillips has been announcer and engineer for WSOC-TV Charlotte, N. C., and is announcer and engineer for WIST Charlotte; Mr. Turner is announcer for WIST; Mr. Martin is sales manager for WLCM Lancaster.

Granted with engineering condition; pre-sunrise operation with daytime facilities precluded pending decision in doc. 14419, and program tests not to be authorized until permittee has submitted evidence to prove that Messrs. Phillips and Turner have severed their connections with WSOC and WIST. Action March 28.

APPLICATIONS

Centre, Ala.—Radio Centre. 1590 kc, 1 kw D. P. O. address Sturdivant St., Centre. Estimated construction cost \$24,714; first year operating cost \$28,000; revenue \$34,000. Fleeman H. Boney, sole owner, is attorney and has been judge of city court for past two years. Ann. March 30.

Cottonwood, Ariz.—Peter Viotti. 1600 kc, 1 kw D. P. O. address 1 S. Sitgreaves, Flagstaff. Estimated construction cost \$27,160; first year operating cost \$32,400; revenue \$48,000. Mr. Viotti owns furniture business. Ann. March 30.

Marietta, Ga.—Cobb County Bcstg. Co. 1090 kc, 1 kw D. P. O. address box 38, Punxsutawney, Pa. Estimated construction cost \$22,590; first year operating cost \$42,750; revenue \$49,000. Principals: Sheridan W. Pruett and Charles M. Erhard Jr. (each 50%). Mr. Pruett owns 51% of WPME Punxsutawney, Mr. Erhard 21%. Messrs. Pruett and Erhard each own 33.3% of WWCH Clarion, Pa. and 50% of applicant for new station in Sutton, W. Va. Ann. March 30.

Geneseo, Ill.—Geneseo Bcstg. Co. 1500 kc, 250 w D. P. O. address 116½ S. State St., Geneseo. Estimated construction cost \$34,533; first year operating cost \$36,000; revenue \$40,000. Principals: Ernest G. Swint and Dale R. Swanson (each 50%). Mr. Swint has been engineer for WBBQ and WJBF (now WBIA), both Augusta, Ga., and owns two-way radio service; Mr. Swanson owns retail drug store. Ann. April 2.

Corinth, Miss.—The Progressive Bcstg. Co. 1350 kc, 1 kw D. P. O. address box 1078, Corinth. Estimated construction cost \$27,852; first year operating cost \$24,000; revenue \$34,525. Principals: James D. Anderson and Frank F. Hinton (each 50%). Mr. Anderson is chief engineer of WCMA Corinth; Mr. Hinton owns wholesale oil business. Ann. March 29.

Rapid City, S. D.—Midcontinent Bcstg. Co. 880 kc, 50 kw unl., DA-N. P. O. address Phillips at Thirteenth, Sioux Falls, S. D. Estimated construction cost \$230,319; first year operating cost \$225,000; revenue \$275,000. Principals: Joseph L. Floyd, N. L. Benson and Edmond E. Ruben (each one-third). Midcontinent owns KEO-AM-TV Sioux Falls, KPLO-TV Reliance, KDLO-TV Florence, all South Dakota, and 37% of KSO Des Moines, Iowa. Messrs. Floyd, Benson and Ruben own WLOR-AM-FM Minneapolis, and each 21% of KSO. Ann. March 30.

Renton, Wash.—Washington Bcstg. Co. 1420 kc, 500 w DA-D. P. O. address box 216, Renton. Estimated construction cost \$6,700; first year operating cost \$60,300; revenue \$78,000. Principals: M. L. Williams, Stephen C. Wray and Raymond H. Pounder (each one-third). Messrs. Pounder and Williams are salesmen for KIXI Seattle, Wash.; Mr. Wray is announcer for KIXI.

Ann. April 3.

Green River, Wyo.—Daniel E. Breece. 1400 kc, 250 w, unl. P. O. address box 436, Lander, Wyo. Estimated construction cost \$16,000; first year operating cost \$45,000; revenue \$45,000. Mr. Breece owns 32% of KOVE Lander. Ann. March 30.

Existing am stations

ACTIONS BY FCC

WIVY Jacksonville, Fla.—Designated for hearing application for change of facilities from 1050 kc, 1 kw, D, to 1080 kc, 1 kw, DA-1, unl.; dismissed as moot Sept. 2, 1960 petition by WIVY for waiver of sec. 1.351 of rules. Action March 28.

WROK Rockford, Ill.—Waived sec. 3.24 (g) of rules and granted increased daytime power on 1440 kc from 1 kw to 5 kw, with DA, D, continued nighttime operation with 500 w; engineering conditions and pre-sunrise operation with daytime facilities precluded pending decision in doc. 14419. Action March 28.

WBBY Wood River, Ill.—Designated for hearing application for mod. of cp to change station designation to Wood River-Alton. Comr. Craven dissented. Action March 28.

WANS Anderson, S. C.—Granted increased daytime power from 1 kw to 5 kw, continued operation on 1280 kc, 1 kw-N, DA-N; engineering condition and pre-sunrise operation with daytime facilities precluded pending decision in doc. 14419. Action March 28.

APPLICATIONS

KBAR Burley, Idaho—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 2.

KORK Las Vegas, Nev.—Amendment to application for cp (which requested an increase in daytime power from 250 w to 1 kw) to change frequency from 1340 kc to 780 kc, increase power to 50 kw, unl., change ant.-trans. location and install DA-D-N (DA-1) (3 tower array). Ann. March 29.

New fm stations

ACTION BY FCC

Miami, Fla.—Harvey Sheldon. Granted 104.3 mc, 3.88 kw. Ant. height above average terrain 296 ft. P. O. address 23 Central Ave., Lynn, Mass. Estimated construction cost \$16,792; first year operating cost \$23,457; revenue \$55,000. Mr. Sheldon is permittee of WUPY(FM) Lynn, Mass. Action March 29.

ACTION BY BROADCAST BUREAU

McKenzie, Tenn.—McKenzie Bcstg. Co. Granted 101.6 mc, 2.8 kw. Ant. height above average terrain 165 ft. P. O. address 421 Paris St., McKenzie. Estimated construction cost \$15,200; first year operating cost \$12,000; revenue \$6,000. Principals: Michael R. and Florence Ellen Freeland (each 50%). Mr. Freeland owns license of WFWL Camden, Tenn.; Mrs. Freeland is secretary-treasurer of licensee of WFWL. Action March 28.

APPLICATIONS

Terre Haute, Ind.—Paul Dean Ford. 102.7 mc, 1.08 kw. Ant. height above average

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terrain 26.4 ft. P. O. address 4341 S. 8th St., Terre Haute. Estimated construction cost \$2,330; first year operating cost \$15,000; revenue \$20,000. Mr. Ford is broadcast engineering consultant, applicant for new am station in Casey, Ill., and has minor interest in applicant for new am station in Blytheville, Ark. Ann. March 30.

Garden City, Kan.—Ark-Valley Bestg. Inc. 97.3 mc, 10.9 kw. Ant. height above average terrain 230 ft. P. O. address box 247, Garden City. Estimated construction cost \$7,900; first year operating cost \$6,300; revenue \$12,000. Applicant is licensee of KNCO Garden City. Ann. March 30.

Las Vegas, Nev.—Mrs. E. W. Cragin. 101.9 mc, 20 kw. Ant. height below average terrain 20.6 ft. P. O. address 2820 W. Charleston Blvd., Las Vegas. Estimated construction cost \$21,100; first year operating cost \$24,000; revenue \$24,000. Mrs. Cragin owns motion picture theatre and is co-partner in hi-fi components retail store. Ann. April 4.

Ownership changes

APPLICATIONS

KIQS Willows, Calif.—Seeks assignment of cp from Vern C. Hatfield, Walter D. Stewart and William F. Ward (each one-third), d/b as Glenn County Bestrs. to new corporation made up of same principals, d/b as Glenn County Bestrs. Inc.; no consideration involved. Ann. March 29.

WMDF Mount Dora, Fla.—Seeks assignment of license from WMDF Inc. to Robert A. Lewis, trustee. Ann. April 3.

WBIW Bedford, Ind.—Seeks assignment of license from Central Bestg. Corp. to Bedford Bestg. Corp., newly formed wholly owned subsidiary of Central Bestg. Corp.; no consideration involved. Central owns WKBV-AM-FM Richmond, and WBAT Marion, both Indiana. Ann. March 29.

WINN Louisville, Ky.—Seeks assignment of license and cp from Winn Bestg. Corp. to Kentucky Central Bestg. Inc.; consideration \$500,000. Kentucky Central is owned by Bluegrass Bestg. Inc., licensee of WVLR-AM-FM Lexington. WFKY Frankfort, WCMJ-AM-FM Ashland, all Kentucky, and WHOO-AM-FM Orlando, Fla. Ann. March 30.

KFBB-AM-TV Great Falls, Mont.—Seeks transfer of all stock in KFBB Bestg. Corp. from David E. Bright (55%), Ernest L. Scanlon (25%) and Daniel T. O'Shea (20%), to Lawrence S. Berger (30%), Irving B. Harris (30%), Donald B. Nathanson and Burt I. Harris (each 20%), d/b as Harri-Scope Bestg. Corp.; consideration \$350,000. Messrs. Berger, Irving and Burt Harris and Nathanson have interest in KTWO-AM-TV Casper, Wyo.; Messrs. Irving and Burt Harris and Mr. Nathanson have interest in KKAR Pomona and KLFM(FM) Long Beach, both California. Ann. March 27.

WRNW Mt. Kisco, N. Y.—Seeks transfer of 42.5% of stock in Incorporated Meliphon from Gordon W. and Bertha H. Edwards (15%), Richard W. Burden, Julius Frank Geilenkirchen (each 12.5%) and H. Dean Corse (2.5%) to Carleton Campbell (present owner of 11.2%); consideration \$8,500. Ann. March 28.

WDOD-AM-FM Chattanooga, Tenn.—Seeks assignment of license from WDOD Bestg. Corp. to Bowling Green Bestrs. Inc.;

consideration \$225,000. Bowling Green is owned by Cy N. Bahakel, d/b as Greenwood Bestg. Inc. Mr. Bahakel owns WABG-AM-TV Greenwood, WKOZ Kosciusko, both Mississippi; WKIN Kingsport, Tenn.; WWOD-AM-FM Lynchburg, WRIS Roanoke, both Virginia; WLBJ Bowling Green, Ky., and KXEL-AM-FM Waterloo, Iowa. Mr. Bahakel is applicant for sale of WKOZ. Ann. March 26.

KBLE-FM Bellingham, Wash.—Seeks assignment of cp from L. N. Ostrander and G. A. Wilson (each one-half), d/b as East-side Bestg. Co. to L. N. Ostrander, G. A. Wilson and Don J. Bevilacqua (each one-third), d/b as Birch Bay Bestg. Inc.; consideration \$937.50. Assignee is licensee of KARI Blaine, Wash. Ann. March 30.

KLOQ Yakima, Wash.—Seeks transfer of 50% of all stock in Yakima Bestg. Corp. from William E. Shela to Virginia S. Richardson; consideration \$20,517. Mrs. Richardson and her husband own crop dusting and flying businesses. Ann. April 4.

Hearing cases

FINAL DECISIONS

Commission gives notice that Feb. 7 initial decision which looked toward granting application of Suburban Bestg. Corp., for new am station to operate on 1550 kc, 250 w, DA, D, in Elkton, Md., and denying application of Lancaster County Bestrs. for similar facilities with 1 kw in Lancaster, Pa., became effective March 29 pursuant to sec. 1.153 of rules. Ann. April 3.

Commission gives notice that Feb. 7 initial decision which looked toward denying application of Plains Radio Bestg. Co. for (1) additional time to construct fm stations KRKY Denver, Colo., WFFM Cincinnati, Ohio, KFMV Minneapolis, Minn., KFMC Portland, Ore., and KPRN Seattle, Wash., and (2) assignment of cps for those stations to United Communications Inc., became effective March 29 pursuant to sec. 1.153 of rules. Plains Radio showed lack of diligence in constructing stations, trafficking in cps, and United made no survey of programming needs of communities. Ann. April 3.

STAFF INSTRUCTIONS

Commission on March 29 directed preparation of document looking toward affirming Dec. 6, 1961 initial decision which would grant application of John Coleman, William R. Brown and Donald R. Williams, d/b as Regional Radio Service, for new am station to operate on 1460 kc, 500 w, DA, D, in Rantoul, Ill., conditioned that program tests will not be authorized until permittee has submitted evidence to prove that Messrs. Brown and Williams have severed their connections with WDWs Champaign, Ill.

Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

Hearing Examiner Millard F. French issued initial decision looking toward granting application of Stafford Bestg. Corp. to

increase hours of operation of WWNH Rochester, N. H., from daytime only to unil., with DA night, continued operation on 930 kc, 5 kw. Action April 4.

Hearing Examiner Charles J. Frederick issued initial decision looking toward revoking license of Mandan Radio Assoc. for KBOM (1270 kc, 1 kw-LS, 250 w-N) Bismarck-Mandan, N. D., for unauthorized transfer of control and other violations. Ann. April 30.

Routine roundup

Commission notified Lake Area Broadcasting Co., that it has incurred an apparent liability of \$1,000 because KOLS Pryor, Okla., operated prior to sunrise and engaged in other technical violations. KOLS has opportunity to, within 30 days, contend by statement whether it should not be held liable or why the forfeiture should be reduced. Action March 28.

Commission notified WNOE, Inc., that it has incurred an apparent liability of \$10,000 on evidence that WNOE New Orleans, La., conducted a "rigged" contest. WNOE is further advised that it can, within 30 days, file a statement why it should not be held liable or why the forfeiture should be reduced to a lesser amount. Action March 28.

By letter, commission denied petition by North Shore Bestg. Inc., for waiver of sec. 3.265 of rules to permit operation of trans. of WEAU-FM Evanston, Ill., by restricted operator permit holder. Action March 28.

By letter, commission granted request by Shenval Bestg. Co. (WHPL), Winchester, Va., and accepted for filing as of Jan. 31 its application tendered Jan. 12 to change from daytime to unil., with DA-2, continued operation on 610 kc with 500 w. Comr. Ford not participating. Action March 28.

By memorandum opinion & order, commission (1) denied request by Storer Bestg. Co. for waiver of previous sec. 1.351(b) of rules; (2) returned as unacceptable its tendered application to increase daytime power of WJW Cleveland, Ohio, from 10 kw to 25 kw, continued operation on 850 kc, 5 kw-N, DA-2, without prejudice to Storer resubmitting its application, accompanied by required engineering showing, in event it believes its proposal is acceptable for filing under Jan. 31, 1962 "clear channel" criteria; and (3) dismissed as moot opposition of WHAS Louisville, Ky. Action March 28.

By letter, commission denied request by Western Bestg. Corp. for reinstatement of its application for new daytime am station to operate on 1530 kc, 1 kw (250 w-CH) in Pikesville, Md., which was dismissed Oct. 19, 1960 pursuant to request of applicant. Action March 28.

By separate memorandum opinions & orders, commission denied petitions for stay by Wometco Enterprises Inc. (WTVJ, ch. 4), Miami, Fla., pending commission action on its petitions for rehearing or pending an appeal of (1) Feb. 14 grant to Scripps-Howard Radio Inc., to relocate trans. site of WPTV (ch. 5) West Palm Beach, from point about 2 miles north of West Palm Beach to about 12 miles southwest of that city, increase ant. height to 990 ft., with vis. ERP 100 kw and aur. ERP 50 kw, and (2) Feb. 21 grant to WEAT-TV Inc., to relocate trans. site of WEAT-TV (ch. 12) West Palm Beach, from about one mile southwest of West Palm Beach to about 12 miles southwest of that city, increase ant. height from 310 ft. to 990 ft., and vis. ERP from 100 kw to 306 kw (maximum lobe 316 kw), with aur. ERP 153 kw. Action March 28.

By memorandum opinion & order, commission (1) denied request by A. H. Belo Corp. for waiver of sec. 1.356 concerning interim fm application processing and (2) retained in files its application to increase ERP of WFAA-FM Dallas, Tex., from 47 kw to 57 kw, pending finalization of fm rulemaking in doc. 14185. Comr. Cross dissented. Action March 28.

Commission revised secs. 4.15 and 1.328 (a) of its rules relating to tv translator stations to extend license period of such stations from one to three years, on staggered basis according to 18 geographic areas, and to require filing of renewal applications 90 days prior to expiration of license instead of 60 days as now. By report & order, commission is making new requirements effective as of May 4. By separate order to get new staggered system going, it is extending present licenses of translator stations in certain states as follows: Virginia, North and South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Arkansas, Missouri, Kentucky, Tennessee, Indiana, Illinois, Michigan, Wisconsin, Puerto Rico, and Virgin Islands—to Aug. 1, 1962. Oklahoma and Texas—to Oct. 1, 1962. Kansas and Nebraska—to

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ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted in part petition by Jefferson Standard Bcstg. Co. to correct transcript of oral argument in Greensboro-High Point, N. C., tv ch. 8 proceeding, but denied request to strike lines 24 and 25 on page 4249 and lines 1 through 14 on page 4250 of transcript. Action March 29.

By Chief Hearing Examiner James D. Cunningham

■ Granted joint petition by Voice of Cape Henlopen Inc. (applicant for new daytime am station to operate on 1520 kc, 250 w, in Rehoboth Beach, Del.), Bi-States Bcstrs. (applicant for new daytime am station to operate on 1520 kc, 1 kw, DA, in Ocean City-Somers Pt., N. J.), and VIP Bcstg. Corp. (to increase power of WFYI Mineola, N. Y., from 10 kw to 50 kw, continued operation on 1520 kc, DA)—(1) approved agreement for withdrawal filed March 12; (2) approved March 2 agreement between Voice of Cape Henlopen and Bi-States Bcstrs. whereby Voice application would be dismissed on immediate payment of \$750 and additional payment of \$750 contingent upon ultimate grant of Bi-States application or any application with which it may in future be merged and (3) approved March 6 agreement whereby VIP would reimburse Bi-States for 50% of any sums it may pay to Voice pursuant to March 2 agreement; dismissed Voice application with prejudice. Applications were consolidated for hearing with Saul M. Miller, Kutztown, Pa. Action April 3.

■ Granted petition by Waterland Bcstg. Corp., to extent that it seeks dismissal of its application for new am station in Fenton, Mich., which is consolidated for hearing in docs. 14085 et al. (Community Service Bcstrs. Inc., Ypsilanti, Mich.), but dismissed Waterland's application with prejudice. Action April 3.

■ Granted joint petition by Lord Berkeley Bcstg. Inc., and Grand Strand Bcstg. Co., applicants for new am stations to operate on 950 kw, 500 w, D, in Moncks Corner and Myrtle Beach, S. C., respectively, approved agreement whereby Lord Berkeley would pay Grand Strand \$1,000 for expenses incurred in connection with its application, in return for its withdrawal; dismissed Grand Strand application with prejudice; and referred Lord Berkeley application to presiding hearing examiner for appropriate disposition. Action April 3.

■ Granted petition by Pennland Bcstg. Inc. and dismissed its application for new am station in McSherrystown, Pa., which is consolidated for hearing in docs. 14425 et al.—Saul M. Miller, Kutztown, Pa., et al., but application dismissed with prejudice; dismissed as moot petition by Bel Air Bcstg. Co. for dismissal of Pennland. Action April 2.

■ Granted petition by Broadcast Bureau and extended from March 30 to April 6 time for filing response pleadings to petition of Frontier Bcstg. Co. to intervene in proceeding on applications of Laramie Community Tv Co., division of Collier Community Tv Inc., Laramie, Wyo., for cps for vhf translator stations, et al. Action April 2.

■ Granted petition by WDYL Radio Inc. (WDYL), Ashland, Va., and dismissed its am application which was consolidated in hearing in docs. 14488 et al. Action April 2.

■ Granted petition by BCD Bcstg. Co. to extent that it seeks dismissal of its application for new am station in Richmond, Va.; application dismissed with prejudice; and remaining applications in consolidation retained in hearing status. Action April 2.

■ Denied petitions by Rockland Radio Corp., Spring Valley, N. Y., to enlarge issues with respect to Rockland Bcstrs. Inc., Spring Valley, and to enlarge issues with respect to Rockland Bcstg. Co., Blauvelt, N. Y., in proceeding on their am applications, et al. Action March 30.

■ Granted petition by Radio Trumbull to extent that it seeks dismissal of its application for new am station in Niles, Ohio, but dismissed application with prejudice; retained in hearing status remaining applications in consolidation (Kent-Ravenna Bcstg. Co., Kent, Ohio, et al.) Action March 30.

■ Terminated and certified to commission for appropriate action proceedings in matter of revocation of license of Palms Bcstg.

Corp. for WGRC Green Cove Springs, Fla., and cease and desist order to restrain Frank Van Hobbs from further unauthorized operation of that station. Action March 29.

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: April 30 and May 28 on am application of Don H. Martin (WSLM), Salem, Ind.; April 30 and May 31 on applications of WIDU Bcstg. Inc. and Al-Or Bcstg. Co. for new am stations in Asheboro and Mebane, N. C.; May 4 and June 4 on am application of Fifth Market Bcstg. Inc. (WGSM), Huntington, N. Y.; May 7 and May 31 on applications of GROSSCO Inc. and The Valley Bcstg. Co. for new fm stations in West Hartford and Ansonia, Conn. Action March 28.

By Hearing Examiner Basil P. Cooper

■ Pursuant to ruling of examiner at April 2 hearing closed record with respect to application of Virginia Regional Bcstrs., Chester, Va.; granted motion by Virginia Regional and severed its application from consolidated proceeding in docs. 13624 et al.; and ordered that such proposed findings of fact and conclusions as any party may wish to file with respect to Virginia Regional shall be filed on or before April 30. Action April 2.

By Commissioner John S. Cross

■ Granted petition by Alkima Bcstg. Co., and Howard Wasserman, both West Chester, Pa., and extended to April 30 time to respond to petition for reconsideration filed by Herman Handloff, Newark, Del., in proceeding on their am applications. Action March 30.

■ Denied petition by Massillon Bcstg. Inc., for additional time to appeal from March 7 initial decision and to file exceptions insofar as it requests an extension of time until 30 days after action on Massillon's petition to enlarge issues, but granted to extent that time for filing exceptions is extended to May 7 in proceeding on its am application, et al. Action March 30.

■ Granted petition by Lawrence Ollason, receiver in Bankruptcy for Gila Bcstg. Co., to extent of extending time to May 25 to file exceptions to Feb. 23 initial decision which looked toward denying applications of Gila

for renewal of licenses KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, KZOW and KWJB-FM Globe, all Arizona; referred to commission *en banc* that portion of petition requesting that Mr. Ollason, as receiver in bankruptcy, be substituted for Gila Bcstg. Co. Action March 29.

By Hearing Examiner Charles J. Frederick

■ Rescheduled May 1 hearing for April 30, in San Francisco, Calif., in proceeding on application of KSAY Bcstg. Co., for renewal of license of KSAY San Francisco. Action March 28.

By Hearing Examiner Millard F. French

■ Upon request of applicant Elbert H. Dean and B. L. Golden, continued from April 10 to April 18 time to file proposed findings and from April 17 to April 25 for replies in proceeding on their application for new am station in Lemoore, Calif. Action April 2.

■ Granted request by Bi States Company (KHOL-TV), Kearney, Nebr., to the extent of continuing April 3 further prehearing conference to April 10 in proceeding on its application and Topeka Bcstg. Association Inc. (WIBW-TV), Topeka, Kan. Action March 28.

■ Granted motion by Stafford Bcstg. Corp. (WVNH), Rochester, N. H., reopened record in proceeding on its am application, received in evidence applicant's affidavit and closed record. Action March 28.

■ Denied "Motion for Evansville Issue" filed by Radio Haddonfield Inc. as to applicant Salem County Radio in proceeding on their applications for new am stations in Haddonfield and Salem, N. J., et al. Action March 27.

By Hearing Examiner Walther W. Guenther

■ Granted motions by Broadcast Bureau and by applicant and corrected transcript of record as indicated unless objection to corrections made on hearing examiner's own motion, as identified by asterisks, is filed within five days after release of order in proceeding on application of W. E. Baysden for new am station in Jacksonville, N. C. Action March 28.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 4

	ON AIR	CP	TOTAL APPLICATIONS
	Lic.	Cps.	For new stations
AM	3,646	62	638
FM	930	51	142
TV	484 ¹	76	108

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 4

	VHF	UHF	TOTAL TV
Commercial	469	91	560
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.

RADIO-TV SET COUNTS

VIRGINIA

1960 U.S. CENSUS OF HOUSING

Area	Popula- tion	Occupied Dwelling Units	Total Radio Homes	Radio Percent Satura- tion	2 or more sets	Total Tv Homes	Television Percent Satura- tion	2 or more sets
State totals	3,966,949	1,072,840	911,121	84.9	271,726	886,191	82.6	70,527
COUNTY TOTALS								
Accomack	30,635	9,589	8,047	83.9	1,578	6,295	65.6	73
Albemarle	30,969	7,991	6,663	83.4	1,715	5,614	70.3	231
Alleghany	12,128	3,164	2,683	84.8	600	2,453	77.5	118
Amelia	7,815	1,861	1,530	82.2	253	1,064	57.2	17
Amherst	22,953	5,223	4,226	80.9	812	3,849	73.7	139
Appomattox	9,148	2,424	1,839	75.9	321	1,907	78.7	57
Arlington	163,401	54,498	51,238	94.0	26,227	50,040	91.8	8,190
Augusta	37,363	9,789	8,373	85.5	2,047	7,945	81.2	259
Bath	5,335	1,469	946	64.4	227	1,114	75.8	—
Bedford	31,028	8,293	6,905	83.3	1,171	6,416	77.4	301
Bland	5,982	1,485	1,030	69.4	72	1,091	73.5	—
Botetourt	16,715	4,569	3,637	79.6	1,033	3,781	82.8	143
Brunswick	17,779	4,277	3,235	75.6	314	2,851	66.7	59
Buchanan	36,724	8,071	6,098	75.6	756	5,019	62.2	136
Buckingham	10,877	2,728	1,941	71.2	279	1,695	62.1	65
Campbell	32,958	8,737	7,184	82.2	1,412	7,312	83.7	326
Caroline	12,725	3,073	2,413	78.5	434	2,250	73.2	116
Carroll	23,178	6,356	5,386	84.7	618	4,374	68.8	20
Charles City	5,492	1,145	870	76.0	76	696	60.8	38
Charlotte	13,368	3,488	2,511	72.0	210	2,485	71.2	—
Chesterfield	71,197	18,907	16,588	87.7	6,238	17,089	90.4	1,772
Clarke	7,942	2,162	1,733	80.2	434	1,875	86.7	159
Craig	3,356	962	842	87.5	145	649	67.5	—
Culpeper	15,088	4,111	3,793	92.3	947	3,310	80.5	183
Cumberland	6,360	1,613	1,277	79.2	102	951	59.0	45
Dickenson	20,211	4,639	3,612	77.9	346	3,486	75.1	39
Dinwiddie	22,183	4,196	3,190	76.0	619	2,936	70.0	245
Essex	6,690	1,729	1,490	86.2	238	1,148	66.4	50
Fairfax	275,002	65,245	60,283	92.4	31,411	61,586	94.4	11,861
Fauquier	24,066	6,294	5,248	83.4	1,238	5,029	79.9	258
Floyd	10,462	2,921	2,398	82.1	272	2,174	74.4	22
Fluvanna	7,227	1,839	1,341	72.9	357	1,278	69.5	41
Franklin	25,925	6,672	5,495	82.4	914	5,120	76.7	90
Frederick	21,941	6,045	5,058	83.7	1,414	5,085	84.1	103
Giles	17,219	4,611	3,709	80.4	667	3,860	83.7	140
Gloucester	11,919	3,484	2,700	77.5	563	2,863	82.2	39
Goochland	9,206	2,051	1,705	83.1	342	1,456	71.0	100
Grayson	17,390	4,863	4,159	85.5	518	3,440	70.7	126
Greene	4,715	1,149	838	72.9	141	505	44.0	—
Greensville	16,155	3,991	3,186	79.8	410	2,868	71.9	107
Halifax	33,637	8,174	6,104	74.7	645	5,746	70.3	137
Hanover	27,550	7,170	6,021	84.0	1,330	5,492	76.6	290
Henrico	117,339	33,394	29,985	89.8	11,935	31,327	93.8	3,398
Henry	40,335	10,297	7,979	77.5	1,632	8,314	80.7	341
Highland	3,221	917	677	73.8	153	698	76.1	—
Isle of Wight	17,164	4,283	3,279	76.6	589	3,423	79.9	251
James City	11,539	2,683	1,884	70.2	539	2,173	81.0	78
King and Queen	5,889	1,514	1,036	68.4	116	958	63.3	—
King George	7,243	1,963	1,539	78.4	346	1,604	81.7	79
King William	7,563	1,981	1,545	78.0	353	1,594	80.5	72
Lancaster	9,174	2,679	2,170	81.0	433	2,006	74.9	24
Lee	25,824	6,658	5,218	78.4	697	4,117	61.8	136
Loudoun	24,549	6,445	5,066	78.6	1,377	5,231	81.2	290
Louisa	12,957	3,380	2,840	84.0	480	2,144	63.4	50
Lunenburg	12,523	3,383	2,817	83.3	419	2,503	74.0	61
Madison	8,187	2,198	1,755	79.8	248	1,414	64.3	20
Mathews	7,121	2,231	1,867	83.7	620	1,678	75.2	132
Mecklenburg	31,428	7,949	6,487	81.6	1,135	5,579	70.2	62
Middlesex	6,319	1,883	1,512	80.3	172	1,386	73.6	37
Montgomery	32,923	8,622	7,250	84.1	2,003	6,999	81.2	427
Nansemond	31,366	7,871	6,107	77.6	865	5,523	70.2	188
Nelson	12,752	3,369	2,671	79.3	243	2,169	64.4	—
New Kent	4,504	1,112	905	81.4	223	861	77.4	36
Norfolk	51,612	13,092	10,645	81.3	2,837	11,131	85.0	974
Northampton	16,966	4,939	3,895	78.9	752	3,529	71.5	100
Northumberland	10,185	2,855	2,434	85.3	404	2,206	77.3	21
Nottoway	15,141	4,096	3,161	77.2	699	3,166	77.3	144
Orange	12,900	3,588	2,922	81.4	597	2,370	66.1	109
Page	15,572	4,473	3,563	79.7	748	3,462	77.4	75
Patrick	15,282	4,068	3,372	82.9	315	2,817	69.2	106

Continued on page 112

By Hearing Examiner Isadore A. Honig
 ■ Granted petition by Victoria Bcstg. System, applicant for new am station in Redfield, S. D., for leave to amend its application so as to change trans. site and to effect other changes as reflected by amendment; application removed from hearing, and returned to processing line. Action March 30.

■ Granted *nunc pro tunc* petition by Broadcast Bureau and further extended to April 6 date for filing proposed findings and conclusions in proceeding on am applications of WEXC Inc., DePew, N. Y., et al. Action March 30.

■ On own motion, struck as unacceptable, reply by Mrs. Evelyn R. Chauvin Schoonfield (WXFM [FM]), Elmwood Park, Ill., in fm proceeding in docs. 12604 et al. Action March 30.

By Hearing Examiner Annie Neal Hunting
 ■ Granted petitions by Airon Inc., for leave to amend its application for new am station in Decatur, Ind., to reduce ant. height from 145 ft. to 95 ft. for purpose of eliminating hazard to air travel due to proximity of two airports, and to top-load ant. system proposed in amendment tendered March 15. Action April 2.

■ Granted petition by Radio One Five Hundred Inc., Indianapolis, Ind., and extended to April 13 time for exchange of its engineering exhibit relating to possible 2 and 25 mv/m overlap with existing and proposed operations of WSVL Shelbyville, Ind., in consolidated proceeding in docs. 14085 et al. Action April 2.

■ Granted petition by Broadcast Bureau and extended from April 2 to April 23 to file proposed findings and from May 1 to May 22 for replies in proceeding on am applications of Catskills Bcstg. Co., Ellenville, N. Y., et al. Action March 29.

By Hearing Examiner David I. Kraushaar
 ■ Granted petition by KEAP Bcstg. Inc. (KEAP), Fresno, Calif., party respondent, and accepted late request for appearance in proceeding on am applications of John E. Grant and Allen C. Bigham Jr., both Salinas, Calif. Action April 2.

■ Denied petition by Six Nations Tv Corp. for reconsideration of examiner's Feb. 19 order granting petition by Syracuse Civic Tv Assn. Inc. for leave to amend its application in Syracuse, N. Y., tv ch. 9 proceeding. Action April 2.

By Hearing Examiner Jay A. Kyle
 ■ Granted petition by Clay Service Corp. for leave to amend its application for new am station in Ashland, Ala., to delete requested frequency of 910 kc with 1 kw power and add frequency of 1500 kc with 500 w power, and delete secs. V-A and V-G and accompanying exhibits and substitute revised secs. V-A and V-G and exhibits tendered with the petition; application removed from hearing status and returned to processing line. Action April 2.

By Hearing Examiner Forest L. McClenning
 ■ Granted petition by Tropical Telecasting Corp. and extended time from March 29 to April 12 for filing proposed findings, from April 30 to May 14 for filing reply findings and from May 17 to May 31 for filing replies to conclusions in Corpus Christi, Tex., tv ch. 3 proceeding. Action March 28.

By Hearing Examiner Chester F. Naumowicz Jr.
 ■ On own motion, continued April 3 prehearing conference to April 20 in proceeding on application of Bill S. Lahm for additional time to construct WRNE Wisconsin Rapids, Wis. Action March 30.

■ Granted petition by Lorain Journal Co., and continued April 5 prehearing conference to April 10 in proceeding on applications of WWIZ Inc., for renewal of license of WWIZ Lorain, Ohio, et al. Action March 29.

By Hearing Examiner Hebert Sharfman
 ■ Granted joint petition by Rockland Bcstg. Co., Blauvelt, and Rockland Bcstrs., Inc., Spring Valley, both New York, to extent that time for exchange of proposed non-engineering exhibits is continued from April 11 to April 30, and hearing on non-engineering part of proceeding is continued from April 18 to May 7 in proceeding on their am applications, et al. Action April 2.

■ On request of Delaware Valley Bcstg. Co. (WAAT), Trenton, N. J., scheduled oral argument for April 6 on its petition for leave to amend its am application. Action March 29.

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RADIO-TV SET COUNTS continued

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
Pittsylvania	58,296	14,350	11,084	77.2	1,542	10,822	75.4	278
Powhatan	6,747	1,442	1,254	87.0	302	1,096	76.0	55
Prince Edward	14,121	3,700	3,042	82.2	746	2,635	71.2	62
Prince George	20,270	4,030	3,464	86.0	1,223	3,427	85.0	230
Prince William	50,164	11,893	9,945	83.6	2,794	10,768	90.5	735
Princess Anne	76,124	18,473	16,490	89.3	6,482	16,658	90.2	1,829
Pulaski	27,258	7,378	6,167	83.6	1,188	6,016	81.5	273
Rappahannock	5,368	1,418	1,147	80.9	202	1,030	72.6	—
Richmond	6,375	1,750	1,313	75.0	144	1,297	74.1	21
Roanoke	61,693	16,589	14,495	87.4	5,582	14,932	90.0	1,388
Rockbridge	24,039	6,322	5,077	80.3	999	4,734	74.9	95
Rockingham	40,485	10,792	9,486	87.9	2,967	7,896	73.2	327
Russell	26,290	6,436	5,101	79.3	531	4,479	69.6	142
Scott	25,813	6,672	5,390	80.8	732	4,199	62.9	98
Shenandoah	21,825	6,507	5,624	86.4	1,359	5,468	84.0	21
Smyth	31,066	7,821	6,513	83.3	1,385	6,295	80.5	147
Southampton	27,195	6,670	5,056	75.8	872	4,857	72.8	141
Spotsylvania	13,819	3,663	3,164	86.4	259	2,923	79.8	—
Stafford	16,876	4,540	3,560	78.4	703	3,791	83.5	206
Surry	6,220	1,552	1,196	77.1	187	1,093	70.4	—
Sussex	12,411	2,932	2,115	72.1	298	1,772	60.4	79
Tazewell	44,791	11,409	9,446	82.8	1,983	9,291	81.4	398
Warren	14,655	4,258	3,783	88.8	1,207	3,176	74.6	64
Washington	38,076	10,044	8,555	85.2	1,307	7,709	76.8	204
Westmoreland	11,042	2,932	2,210	75.4	326	1,915	65.3	87
Wise	43,579	10,927	8,953	81.9	1,161	7,657	70.1	159
Wythe	21,975	5,900	5,246	88.9	965	4,227	71.6	147
York	21,583	5,724	4,622	80.7	1,037	4,901	85.6	373

Independent Cities

Alexandria	91,023	28,572	25,768	90.2	11,015	25,896	90.6	3,475
Bristol	17,144	4,843	4,129	85.3	1,166	4,333	89.5	433
Buena Vista	6,300	1,664	1,334	80.2	375	1,413	84.9	79
Charlottesville	29,427	9,389	7,932	84.5	2,605	6,583	70.1	354
Clifton Forge	5,268	1,689	1,537	91.0	613	1,393	82.5	93
Colonial Heights	9,587	2,946	2,558	86.8	827	2,815	95.6	218
Covington	11,062	3,311	3,169	95.7	975	2,942	88.9	37
Danville	46,577	14,120	12,385	87.7	3,931	11,595	82.1	562
Falls Church	10,192	2,812	2,666	94.8	1,379	2,650	94.2	393
Fredericksburg	13,639	3,887	3,384	87.1	1,038	3,163	81.4	340
Galax	5,254	1,587	1,344	84.7	257	1,367	86.1	81
Hampton	89,258	23,917	20,976	87.7	7,901	21,949	91.8	2,192
Harrisonburg	11,916	3,500	3,185	91.0	1,245	2,978	85.1	231
Hopewell	17,895	5,053	4,378	86.6	1,343	4,326	85.6	460
Lynchburg	54,790	16,144	14,109	87.4	4,132	13,389	82.9	1,273
Martinsville	18,798	5,219	4,708	90.2	1,377	4,519	86.6	446
Newport News	113,662	29,969	25,167	84.0	7,017	26,157	87.3	2,306
Norfolk	305,872	81,831	69,813	85.3	21,398	71,181	87.0	5,630
Norton	4,996	1,388	1,309	94.3	285	1,043	75.1	22
Petersburg	36,750	10,803	7,692	71.2	2,039	8,470	78.4	455
Portsmouth	114,773	30,619	25,163	82.2	6,321	26,816	87.6	1,617
Radford	9,371	2,535	2,155	85.0	768	2,215	87.4	365
Richmond	219,958	66,595	56,720	85.2	16,129	55,130	82.8	4,349
Roanoke	97,110	30,179	26,799	88.8	9,928	26,121	86.6	2,315
South Boston	5,974	1,770	1,463	82.7	421	1,332	75.3	89
South Norfolk	22,035	6,013	4,744	78.9	996	5,314	88.4	167
Staunton	22,232	5,973	5,469	91.6	2,002	4,905	82.1	318
Suffolk	12,609	3,843	3,298	85.8	943	3,192	83.1	241
Virginia Beach	8,091	2,780	2,435	87.6	834	2,454	88.3	237
Waynesboro	15,694	4,501	4,008	89.0	1,403	3,707	82.4	276
Williamsburg	6,832	1,449	1,242	85.7	359	1,162	80.2	119
Winchester	15,110	4,834	4,478	92.6	1,845	4,038	83.5	489

Metropolitan Areas

Lynchburg	110,701	30,104	25,519	84.8	6,356	24,550	81.6	1,738
Newport News-Hampton	224,503	59,610	50,765	85.2	15,955	53,007	88.9	4,871
Norfolk-Portsmouth	578,507	152,808	129,290	84.6	38,868	133,554	87.4	10,454
Richmond	408,494	118,896	103,293	86.9	34,302	103,546	87.1	9,519
Roanoke	158,803	46,768	41,294	88.3	15,510	41,053	87.8	3,703
Washington, D.C.	2,001,897	590,621	544,488	92.2	258,398	527,787	89.4	94,044

BROADCAST ACTIONS by Broadcast Bureau

Actions of April 3

KNND, Radio Station KOMB, Cottage Grove, Ore.—Granted mod. of license to change name to Radio Station KNND.
WRLB(FM) Long Branch, N. J.—Granted cp to install new ant. system and increase ERP to 1 kw.

Actions of April 2

WMLO Beverly, Mass.—Granted mod. of cp to change ant.-trans. and main studio locations to north of Clinton St., south of Crane River, Danvers; change type trans. and make changes in ant. system (increase height).

KBMW Breckenridge, Minn.—Wahpeton, N. D.—Granted mod. of cp to change type trans.

WHLS Port Huron, Mich.—Granted request for cancellation of license for auxiliary broadcast trans.

KCKN Kansas City, Kan.—Granted request for cancellation of license for alternate main broadcast trans.

WETO Gadsden, Ala.—Granted extension of authority to May 15 to remain silent.

WMGA Moultrie, Ga.—Granted request for cancellation of cp which authorized installation of alternate main and auxiliary trans.

WHJD Hazlehurst, Ga.—Granted request for cancellation of cp; call letters deleted.

■ Following stations were granted extensions of completion dates as shown: WCIN Cincinnati, Ohio, to Sept. 14; WPGH (FM) Pittsburgh, Pa., to Aug. 1.

Actions of March 30

WPRP Ponce, P. R.—Granted license covering decrease in night power, change of ant.-trans. and studio location, installation of new trans. and change to non-DA.

WDBQ Dubuque, Iowa—Granted increased daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N; and install new trans.; conditions.

■ Following stations were granted SCA on multiplex basis: Plentywood Bcstg. Co., Plentywood, Mont.; WNNJ-FM Sussex County Bcstrs. Inc., Newton, N. J.; WTVN (FM) Taft Bcstg. Co., Cincinnati, Ohio; KNIX (FM), Aztec Radio Inc., Phoenix, Ariz.

■ Granted renewal of license for the following low power broadcast stations: Interstate Bcstg. Corp., Wahpeton, N. D., and Midwest Radio Tv Inc.

KNOE-TV Monroe, La.—Granted cp to change ERP vis. to 316 kw; aur. to 158 kw; type trans.; redescribe studio and trans. location (not a move); and make other equipment changes; without prejudice to any action which commission may take with respect to pending application for renewal of license.

KHFR(FM) Monterey, Calif.—Granted cp to install new ant.

WKLS(FM) Atlanta, Ga.—Granted cp to install new trans., increase ERP to 19 kw, and change type trans.

WSVS Crewe, Va.—Granted increased power on 800 kc, D, from 1 kw to 5 kw and install new trans.; remote control permitted; engineering conditions.

WEGA-TV Savannah, Ga.—Waived sec. 3.613 of rules and granted mod. of cp to make changes in ant. system, equipment, change trans. and studio location to 0.8 miles NNE of Pembroke, Ga.; ERP vis. 316 kw; aur. 158 kw; ant. height 1,040 ft.

WJET Erie, Pa.—Granted mod. of cp to change type trans. (1 main trans.).

K06AZ, K1LBZ Cody, Wyo.—Granted extension of completion date to Sept. 30.

■ Granted renewal of license for following stations: KTIS Minneapolis, Minn.; KUOM Minneapolis, Minn.; KYNT Yankton, S. D.; WTCN-TV Minneapolis, Minn.; KBFS Belle Fourche, S. D.; KDBM Dillon, Mont.; KDIO Ortonville, Minn.; KEVE Golden Valley, Minn.; KFML Denver, Colo.; KFSC Denver, Colo.; KGHs International Falls, Minn.; KGIW Alamosa, Colo.; KMOR Littleton, Colo.; KTOE Mankato, Minn.; KXRA Alexandria, Minn.; KZIX Fort Collins, Colo.; WKLK Cloquet, Minn.; WTCN Minneapolis, Minn.; KFML-FM Denver, Colo.; WAYL (FM) Minneapolis, Minn.; WL0L-FM and SCA Minneapolis, Minn.; KOA-TV Denver, Colo., and KSEN Shelby, Mont.

Actions of March 29

WKLW(FM) Grand Rapids, Mich. — Granted SCA on multiplex basis.
KUXL, Charles J. Lanphier, Golden Valley, Minn.—Granted assignment of cp to C. J. Lanphier Inc.

Continued on opposite page

WZYX, Guidon Bestg. Co., Cowan, Tenn.—Granted acquisition of positive control by Hughes H. Brewer through purchase of stock from James F. Spencer.

WOPI-AM-FM, Pioneer Bestg. Corp., Bristol, Tenn.—Granted acquisition of positive control by Donald W. Owen through purchase of stock from Bill B. Stone and William B. Rowland.

KOOD Honolulu, Hawaii—Granted change of remote control authority.

Carter Publications Inc., Fort Worth, Tex.—Granted cp and license for new low power station.

KFOV-TV Hot Springs, Ark.—Granted cp to change ERP to vis. 60.2 kw; aur. to 30.1 kw; redescribe studio and trans. location; install new trans. and change type trans., and make other equipment changes.

K78BB Granite Falls, Minn.—Granted cp to change frequency to ch. 78 and ERP of uhf tv translator station.

WEKZ-FM Monroe, Wis.—Granted cp to install new trans.

WGMM Millington, Tenn.—Granted mod. of cp to change type trans.

WKDE Altavista, Va.—Granted mod. of cp to change ant.-trans. location; studio location; type trans.; make changes in ground system; and delete remote control operation.

■ Following stations were granted extensions of completion dates as shown: KUSU-TV Logan, Utah, to Oct. 12; WEGA-TV Savannah, Ga., to Oct. 11; KHQ-TV (main trans. & ant.) Spokane, Wash., to Sept. 29; WMTW-TV (aux. trans.) Poland Spring, Maine, to Aug. 1, and WSTE (TV) Fajardo, P. R., to Sept. 27.

Actions of March 28

WINN Atlanta, Ga.—Granted change of remote control authority.

■ Granted cps for following vhf tv translator stations: Elk Mountain Tv Co. on chs. 11 and 13, Saratoga, Wyo., to translate programs of KFBC-TV (ch. 5) Cheyenne, Wyo., and KTWO-TV (ch. 2) Casper, Wyo., via intermediate translator; Hettinger Tv Assn. on ch. 7, Hettinger, N. D., KDDX-TV (ch. 2) Dickinson, N. D.; Rushville Rotary Club on ch. 2, Rushville, Neb., KSTF (ch. 10) Scottsbluff, Neb., condition; Television Viewers Assn. on ch. 11, San Mateo and Ambrosia Lake, N. M., KOAT-TV (ch. 7) Albuquerque, N. M.

Minnesota Valley Tv Improvement Corp., Granite Falls, Minn.—Granted cp for new uhf tv translator station on ch. 74 to translate programs of WCCO-TV (ch. 76) Minneapolis, Minn., via intermediate translator; condition.

KVOO, Southwestern Sales Corp., Tulsa, Okla.—Granted transfer of control from Gertrude Skelly and Joan Skelly Stuart, executrices of estate of W. G. Skelly, to Joan Skelly Stuart, individually and as executrix of estate of Gertrude Frank Skelly.

WDAE-FM Tampa, Fla.—Granted mod. of SCA to add sub-carrier frequency 41 kc.

K70BY Globe-Miami, Ariz.—Granted license covering changes in uhf tv translator station.

K71AM, K76AO Olivia, Minn.—Granted licenses covering change in trans.

K05AB, K12AE Powell, Wyo.—Granted cps to replace expired permits for vhf tv translator stations.

K07BY, K11BN Eureka, S. D.—Granted cps to replace expired permits for vhf tv translator stations and specify type trans.

WSB-FM Atlanta, Ga.—Granted cp to install a new ant. and change ant. height to 740 ft.

WGFA Watseka, Ill.—Granted cp to make changes in ant. pattern.

WIZE Springfield, Ohio—Granted cp to move ant.-trans. location; make changes in ant. system (changes in height); remote control permitted.

WBNR Beacon, N. Y.—Granted cp to install new trans. as auxiliary trans. at main trans. location using DA-D.

KTRH Houston, Tex.—Granted cp to install new trans. as auxiliary trans., DA-2.

WCPO Cincinnati, Ohio—Granted cp to install new alternate-main trans. (main & alt.-main).

WDRC Hartford, Conn.—Granted cp to install new trans. as auxiliary trans. at main trans. location, DA-1.

WCRV Washington, N. J.—Granted cp to install new trans. as auxiliary trans. at main trans. location; remote control permitted.

KFRD Rosenberg - Richmond, Tex. — Granted cp to install new trans.

KXFM(FM) Fort Worth, Tex.—Granted mod. of cp to change ant.-trans. location;

Continued on page 119

Continued from opposite page

OHIO

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	9,706,397	2,852,557	2,665,989	93.5	1,195,319	2,632,163	92.3	386,026
COUNTY TOTALS								
Adams	19,982	6,055	5,290	87.4	1,042	4,428	73.1	206
Allen	103,691	30,442	28,602	94.0	13,183	27,299	89.7	1,984
Ashland	38,771	11,834	11,066	93.5	4,984	11,051	93.4	1,229
Ashtabula	93,067	27,173	25,425	93.6	11,001	24,690	90.9	2,358
Athens	46,998	12,543	11,231	89.5	3,696	10,317	82.3	605
Auglaize	36,147	10,526	9,881	93.9	3,678	9,453	89.8	566
Belmont	83,864	25,968	23,773	91.5	9,052	23,683	91.2	2,921
Brown	25,178	7,414	6,627	89.4	1,767	6,152	83.0	284
Butler	199,076	56,032	52,207	93.2	22,986	52,104	93.0	7,416
Carroll	20,857	5,818	5,296	91.0	1,958	5,335	91.7	238
Champaign	29,714	8,845	8,056	91.1	3,045	8,127	91.9	705
Clark	131,440	38,931	36,232	93.1	15,707	36,406	93.5	4,998
Clermont	80,530	21,286	19,714	92.6	7,699	19,784	92.9	2,696
Clinton	30,004	8,915	7,950	89.2	3,025	8,160	91.5	869
Columbiana	107,004	32,088	29,940	93.3	12,170	29,401	91.6	2,884
Coshocton	32,224	10,152	9,187	90.5	3,126	8,360	82.3	508
Crawford	46,775	14,410	13,229	91.8	5,441	12,987	90.1	1,114
Cuyahoga	1,647,895	496,926	468,656	94.3	226,914	463,906	93.4	85,212
Darke	45,612	13,804	12,754	92.4	5,233	12,537	90.8	1,286
Defiance	31,508	8,931	8,494	95.1	3,664	8,138	91.1	562
Delaware	36,107	10,143	9,092	89.6	3,715	9,552	94.2	1,330
Erie	68,000	20,046	19,002	94.8	9,058	18,660	93.1	2,264
Fairfield	63,912	19,041	17,713	93.0	7,718	17,901	94.0	19,041
Fayette	24,775	7,601	6,910	90.9	2,752	6,769	89.1	7,601
Franklin	682,962	200,763	187,925	93.6	92,457	187,423	93.4	200,763
Fulton	29,301	8,501	8,170	96.1	3,256	7,503	88.3	8,501
Gallia	26,120	6,913	5,858	84.7	1,395	5,718	82.7	6,913
Geauga	47,573	12,533	11,460	91.4	5,863	11,488	91.7	12,533
Greene	94,642	25,199	23,960	95.1	11,676	23,514	93.3	25,199
Guernsey	38,579	11,546	10,518	91.1	3,383	9,866	85.4	11,546

Continued on page 119

When your bank says "NO"

Because of the special nature of our industry, banks are often reluctant to offer needed financial services to broadcasters.

Communications Capital Corporation specializes in:

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RADIO

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Sales Manager. Somewhere there is a salesman ready to take over a new operation in a small market, along the Atlantic seaboard. This man is successful, experienced, has plenty of ideas and is ready to sink roots and grow into an expanding operation. \$5000 guarantee plus liberal incentives. Box 518K, BROADCASTING.

Sales

You'll find a real sales opportunity in a top rated station in a well established, progressive community in western Montana. There are plenty of prospects for advancement and a large volume of sales for the right man. For complete information, send a complete resume to Box 196K, BROADCASTING.

Florida East Coast fulltimer in metropolitan market needs experienced salesman with proven sales record. \$100 base plus 15%. Give complete resume first letter. Box 40K, BROADCASTING.

"Florida boom area major market fulltime regional number one ratings, number one community image. We need a self starter and strong closer with desire to make money. You get a guaranteed salary plus a percentage plus monthly incentive bonuses, hospitalization, insurance and paid vacations. Housing plentiful and reasonable. Prefer younger man, extensive local radio sales experience, 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.

Sales manager. Must be willing to invest in and direct sales for New England daytimer. Excellent opportunity for man not afraid to go out and sell a good product. Must have sales experience. Send all particulars, including photo in first letter. Write Box 499K, BROADCASTING.

Attention deejays . . . if you can sell your own show, let's put it on TV. First phone helps, but is not required, if you are strong on sales. New Fresno area indie with radio rates offers extremely rewarding commissions for personalities who can sell your own shows. Send photos, resume, and references to Harold Gann, KDAS-TV, Box 321, Hanford, California.

"Attention . . . Radio salesmen in southern states. If you're sharp and are now making less than \$300.00 per week, you're on the wrong boat. If you want to make this and more, contact John C. Greene, Jr., John Greene Enterprises, 107 E. Parrish Street, Durham, N. C. or phone 383-6641."

I-f you have Presperation, Inspiration, Enthusiasm, opportunity for \$6-8000. KFRO, Longview, Texas.

Executive calibre salesman 4th largest market in U. S. High commissions. FM Stereo WLIR, Garden City, N. Y.

Help Wanted—(Cont'd)

Sales

Salesman with proven ability needed by gulf coast leader. Send resume and full details first letter. Must be high type individual with steadfast reputation. Box 524K, BROADCASTING.

Southeastern—Top Rated Metro Station—needs experienced salesman with management potential for immediate opening. Must be 30-43, married—have excellent references. Guarantee—moving expenses—rapid advancement for creative producer. Send photo—complete resume. Box 527K, BROADCASTING.

Opportunity for a salesman in the fabulous Rocky Mountain empire. Salary and commission. Write Ellis Atteberry, Radio KCOL, P. O. Box 574, Fort Collins, Colorado.

Executive caliber salesman with proven sales and promotion background. Full time travel, protected territory. Send resume, pix, Bess Gilmore, Community Club Awards, Westport, Connecticut.

Madison, Wis.—excellent sales opportunity now for proved performer. Top rated music/news station. Good money, good future, good living. Contact sales manager, WISM, Madison, Wis.

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.

Salesman to call on radio stations, schools, and other businesses with old line tape recorders and other automatic equipment. You will have specified territories and liberal commission. Give complete details, references, and letter to P. O. Box 20627, Atlanta 20, Georgia. Letters kept confidential.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

Announcers

Experienced announcer—prefer first phone Michigan 5kw medium market. Send resume, photo, and tape. Box 209K, 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.

Top 40 station, Southwest, needs first phone men. Your chance to learn number 1 radio. Send tape and details. Box 363K, BROADCASTING.

Wanted: Experienced announcer with first ticket. No maintenance. Hottest small town station in Central Nebraska. Salary open! Box 405K, BROADCASTING.

Experienced announcer with 1st phone wanted by smooth sound New Hampshire station. This is a permanent opening with a secure future for the right man. Starting salary \$100 a week. Send tape and resume to Box 411K, BROADCASTING.

Wanted: Announcer with first class phone for 5000-10,000 watt Wisconsin station. Good music, top rated. Write Box 437K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

New FM—Eastern Pennsylvania: Announcer, single prefer first phone, but "not necessary." We have small apartment for you. Write Box 461K, BROADCASTING.

Experienced newscaster, reporter, writer. Mature voice, adult approach. Midwest 5 kw in top 20 market. Send resume, photo, tape. Box 489K, BROADCASTING.

Washington, D. C., immediate opening, experienced announcer to handle news and top 40 dj. Rush tape. Box 503K, BROADCASTING.

Annncr/Eng 1st phone. Take over chief's responsibility. Need good voice for top day time station in East Coast rural market. Maintenance experience or desire to learn necessary. Good hunting, fishing, bathing and boating. Send tape and resume to Box 516K, BROADCASTING.

Newsman daily,—gather, air local coverage thrice, experience necessary. Independent 250. Box 522K, BROADCASTING.

Have immediate opening for qualified announcer-engineer. Send tape and resume to Roy Faubion—KPAN Radio Station, Drawer 472, Hereford, Texas.

Announcer with 1st phone for evening board shift. Vacation, sick leave and insurance benefits. Send audition and particulars (including salary requirements) to: Paul D. Rahders, KSDN, Aberdeen, South Dakota.

Northern Maryland independent needs fully experienced announcer for immediate opening. Send audition tape, resume and photo. WASA, Havre de Grace, Maryland.

Staff announcers for 5000 watt full-time AM 40 miles from Philadelphia. Experienced mature voices. Fringe benefits. WCOJ, Coatesville, Pennsylvania.

Position available—experienced evening deejay—top 40 format. Mature voice, news ability essential. Send tape, resume WENY, Elmira, New York.

Experienced announcer-d.j. immediately, adult am-fm tape, resume to Ted Barker, WJOY, Burlington, Vermont.

1st phone announcer, experienced for small friendly town. WNJH, c/o Box 351, Coatesville, Pennsylvania.

Morning man. Tight format. Must be experienced. Good pay. WTKO, Ithaca, New York. Send tape and resume.

Experienced announcer with 1st phone wanted for Maryland—Eastern Shore station. No maintenance. Call Mr. Lee, TALBOT 2-3301, Easton, Maryland.

\$725 mo. Anchorage, Alaska 5 kw. Adult music. Board—news. No beginners. Immediate opening. Airmail tape and full qualifications to Bill Harpel, 605 W. Main, Santa Maria, Calif.

Wanted: Combination man and first class engineer. Study type only. Send references to WHPL, P. O. Box 486, Winchester, Virginia.

Announcer; D.J.; newsman. Some experience. Car. Adding to staff. WPAC, Pat-chogue, New York.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

Help Wanted—(Cont'd)

Technical

Wanted: A competent technical man with 1st ticket who likes creative, challenging work. 5000 watt full-time East Coast AM. \$100 per week. Box 519K, BROADCASTING.

By April 15th—1st phone combo for new daytimer within 75 miles Washington, D.C. Heavy on maintenance, some announcing, assume Chief's duties. Rush resume, photo, tape and salary desired to Box 376K, BROADCASTING.

Chief Engineer N.Y.S. Strong on maintenance—excellent salary. Box 384K 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 WAVI, Dayton, Ohio.

Engineer-Announcer: For new FM Good Music station in Eastern Pennsylvania. Prefer single man willing to start at reasonable salary with increases as we grow. We can offer living quarters. Write Box 460K, BROADCASTING.

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs Radio Transmitter and Receiver Operating and Maintenance Technicians for its new relay station at Greenville, North Carolina. These positions for the operation and maintenance of two high power transmitting plants and a receiving plant require a minimum of five years responsible technical operating and maintenance experience. Experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer is also qualifying. Salary determined by applicant's experience and ability; \$5,820 to \$8,960 per year; promotional opportunity. Positions are in the career civil service. Must be American Citizens; for further details write to: Mr. Horace R. Holmes, Employment Branch, Personnel Division, U. S. Information Agency, 1776 Pennsylvania Ave., N.W., Washington 25, D. C.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

Production-Programming, Others

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.

\$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 sportscast, play-by-play secondary. Include complete resume. Box 438K, BROADCASTING.

Large mid-west radio-tv operation considering hiring a Woman Newscaster. The person in mind is one with good news background, who can handle regular Radio-TV newscasts . . . not women's programs. Send resume, tape and photo. Box 462K, BROADCASTING.

Wanted . . . Top midwest Independent station looking for top news director . . . man who can take charge and gather local news. Two mobile units. Send tape, picture and resume to Box 481K, BROADCASTING.

Immediate opening experienced News Director full time station, mobile equipment, beepers, correspondents, single station market midwest. Submit resume and starting salary expected. Personal interview arranged. Box 491K, BROADCASTING.

Persuasive copywriter experienced, for network station—Texas resort city. Box 388K, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Wanted: Girl general office manager. Traffic, correspondence, billing and payroll. Some air work. Write Bob Michael, Manager, Radio WATS, Sayre, Pennsylvania.

Experienced production technician with first class license. Must be adept in recording special effects and production tapes, and have knowledge of music. Send resume and references to WRYT, Pittsburgh 30, Pa.

RADIO

Situations Wanted—Management

Need job soon! Top sales ability! Announcing—production—12 years radio/tv—College graduate—Prefer midwest. Box 316K, 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.

Twenty-years experience in leading metropolitan New York radio stations as Program Director, Production manager, programming expert. Creator of nationally accepted radio patterns and sales gimmicks. Presently employed (as head of creative department). Desires to relocate for managerial position with station or work in Southern California. Call Popular 2-6534—No. Hollywood, Calif. Month of April. Box 471K, BROADCASTING.

Experienced tv manager, 31, desiring small radio-management in Midwest or Southwest. Family man. Box 480K, BROADCASTING.

Can you use selling manager? Local, national, merchandising experience in multi-station market? Educated family man. Creative, versatile, cost-conscious. Box 497K, BROADCASTING.

You don't pay me till your station makes money. No "Ivory Tower" planner, but a sales-heavy, creative station manager. Gulf coast or south west preferred. Reply in strictest confidence to: Box 512K, BROADCASTING.

Manager. Fourteen years radio experience—programming, sales. Station being sold. Box 526K, BROADCASTING.

Announcers

College graduate B.A., experienced announcer-dj, sales background. East coast only. Box 382K, BROADCASTING.

NJ; 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.

Personality dj desires position with growing eastern station. RCA institutes trained, college, tight production, mature voice. Well rounded knowledge of good popular music—tape, pix, resume. Box 430K, BROADCASTING.

Experienced first phone morning deejay. Authoritative news. Forty hour week. Please state salary. Box 432K, BROADCASTING.

Exceptionally Great NJ—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-Newsmen 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.

D-J, news, production, copy. Tight board. Excellent voice, delivery. Now Florida employed. Box 463K, BROADCASTING.

Your choice for N.E. Top 40 personality or country dj—promoter personality. 8 years present location. Aggressive salesman—or invest to \$10,000 in N.E. situation. Box 464K, BROADCASTING.

Announcer dj. Tight format, combo trained in tv production. Box 472K, BROADCASTING.

10 years experience play-by-play sports. Thorough knowledge all phases announcing, copy, production. Single, vet, 28. Desire position including minor league baseball, college or scholastic football, basketball. Box 476K, BROADCASTING.

Personality dj—bright, swinging, with morning experience. Prefer medium market in West; consider all. 2½ years experience, 27, married. Box 477K, BROADCASTING.

NJ-Announcer—Young, cheerful, swinging, tight board. I'm an early bird. Hard worker. Loves radio and lives radio 25 hours per day and 8 days per week. Prefers Eastern market. Box 492K, BROADCASTING.

7 year pro, wants permanent spot. Married, family, versatile. Missouri or close by. Box 493K, BROADCASTING.

Announcer-newscaster. Tight board, authoritative, single, prefer west or midwest. Box 494K, BROADCASTING.

Change in ownership. Aggressive young man must relocate. Prefer medium sized market. Good references. Box 496K, BROADCASTING.

Announcer, 5 years experience, desires to "get out from under" owner-manager with no experience. New England only. Box 498K, BROADCASTING.

Announcer: Recent broadcasting school graduate—Presently working in the south—Wants job in midwest. Box 504K, BROADCASTING.

DJ-Newsman, 3 years experience. Bright, tight production. Personality or staff, any music. P.D. experience. College. Want permanence. Box 505K, BROADCASTING.

Colored announcer—dj, young, cheerful swinging sound. Experienced, tight production. Competent. Box 506K, BROADCASTING.

N.J.-announcer. Bright sound, tight board, 4 years experience, authoritative news, no floater. Degree, married. Box 508K, BROADCASTING.

Experienced, all around airman. First phone. Have been chief. Forty hours. Box 511K, BROADCASTING.

Swingin' jock—over 6 years. Top ratings—want major market. Box 513K, BROADCASTING.

Florida, California, Texas: Top forty dj—news—first phone 3 years experience. Not frantic, but alive. Box 517K, BROADCASTING.

1st phone, 7 years experience, top 40 to sweet music. Competent, dependable. Would consider sales sideline. Florida only, resident 5 years. Personal interview required. Top references, no maintenance. Box 500K, BROADCASTING.

1st phone announcer—5 years experience. Married. Presently employed in Florida and seeks employment in home state only. Box 525K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Stop right here! Extremely versatile—tops any style. Family. Talented, bright, ambitious—seeking challenge, and progress. Only majors or comparable pay, if less. Prefer general northeast area. Box 520K, BROADCASTING.

Deejay: Fun, frolic, first phone. Johnny Bowles, 778-5510, Louisville, Kentucky.

Staff announcer—Two years experience. Single—31—hard worker. Go anywhere. Bob Cohen, 234 Crescent St., New Haven, Connecticut. UN 5-3528.

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.

Twenty-two years experience. Radio-TV. Records. News. Public Relations. 38 yrs. old. Married, three children. Must locate by May 1st. Top References. Consider on the air, programming, or small station management. Reliable Joe Martin, 4326 Hickory, Omaha, Neb. Prefer Southwest, or middle-west.

N.Y. Girl announcer, experienced, young. College graduate, very attractive. Excellent diction. Jane Martini, 117 W. 48th St., N.Y.C. Room 46. AU 1-3915.

Idea Man top forty dj—News 3 years experienced, college degree, first phone available. Currently in top 100 market. Have metro market ability. 1402 Savoy, Dallas, Texas.

Young, cheerful sounding dj wants opportunity to prove himself. Midwestern Broadcasting School graduate. Offers enthusiastic play-by-play sportscasting. Will relocate. Write Tom Mirshak, 1235 Clover Avenue, Rockford, Illinois.

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.

Experienced, married, 34, prefer west, 2477 W. Fir, Merced, California—phone RA 2-3159.

Announcer, tight board, some experience, resonant voice, want to settle. Emmett Ramsey, Cardington, Ohio.

Have first phone, will travel—married, 28, limited dj experience, willing to work. Prefer country and western. Roland G. Roy, 400 W. Orangethorpe, Fullerton, California.

Technical

Chief engineer or staff with large station. Over 20 years experience AM-FM, directional, 50 kw. Box 479K, BROADCASTING.

Present chief desires to relocate in Wisconsin, Minnesota, or Omaha area. Box 529K, BROADCASTING.

Good combo, chief engineer-announcer, nine years in broadcast. Prefer south-east. Available now. Phone Hamp Clark, Harpersville, Mississippi—486-2546.

Engineer, 50, single, sober, life experience 250w to 50kw. Also public utility. Wants vacation transmitter operation or where some maintenance initiative is needed. W. V. Rockefeller, Wood River, Nebraska.

Production—Programming, Others

Experienced, energetic reporter-newscaster; authoritative delivery. Presently employed. Prefer metropolitan area, radio or tv. Box 431K, BROADCASTING.

Newsman employed at major station, top five market. Wish to relocate in midwest. Married, ten years experience, college degree, management background. No hurry. Box 478K, BROADCASTING.

Top sports announcer: Seeking sports minded station with play-by-play. Over 6 years experience radio-tv. Box 510K, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Program/Operations Director for quality station. 13 years experience, 10 programming. Presently P.D. 75,000 population. Midwest best offer by June. Learn my attributes, perhaps we can get together. Box 486K, BROADCASTING.

Pro . . . for metro, west coast preferred. College graduate, family. Currently Program Director million market. Deejay, interviews, production, sales background. Growth imperative. Box 490K, BROADCASTING.

Top flight P.D., Programming, production, promotion know how. Presently Asst. Manager at number 1 station in medium market. 1st phone, family man, prefer West Coast. Box 514K, BROADCASTING.

Desire creative, purposeful position. Commercial or educational. 32, family. Masters. 14 years experience. Newspaper: Editor. Radio: Announcer, news director, production manager. ETV: Producer-director, program director, operations manager. Public relations 2 years. Presently director of broadcasting state university, teaching, managing FM. Box 483K, BROADCASTING.

TELEVISION

Help Wanted—Sales

Broadcast equipment sales engineer midwest territory, continuity director, program — production manager, newscaster, radio announcer. Contact E. M. Sears, Box 62, Bloomington, Indiana.

Announcers

TV newsman for large Florida market. Experience or good potential as reporter-writer, on-camera performer, able to handle 16mm cameras. Send short VTR or SOF. Box 950J, BROADCASTING.

Announcer-switcher, experienced for South Texas station. Box 398K, BROADCASTING.

Southeastern, 3 station VHF market. Progressive network outlet needs one more professional account executive. Generous guaranteed salary plus commission from first dollar, other benefits. Send full resume to Box 474K, BROADCASTING.

Staff announcer—tv only. Must be strong on booth work and on-camera commercials. Prefer married man 25-30 with at least 2 years in minor market. Leading station in Northeast 7 channel market. No hot shots or lover boys need apply. Send full resume and salary requirements immediately to Box 502K, BROADCASTING.

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, KLTU-TV, P. O. Box 957, Tyler, Texas.

Immediate opening, experienced staff announcer. Send tape, picture, complete resume and references to: Ralph Webb, Program Manager, KWTX-TV, Box 7128, Waco, 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

Northeast tv station needs permanent man immediately with 1st phone for transmitter and some studio operation. Send details airmail. Box 501K, BROADCASTING.

Educational station in southeast metropolitan area expanding engineering staff, needs first phone. Write, send all details, experience, salary. Box 521K, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

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.

Theater-television post: young man to teach tv courses, plus acting and directing courses, direct one play a year and help develop educational tv programs; good university background required; at midwestern men's university beginning September. Box 484K, BROADCASTING.

Director-Switcher: Send resume, picture and salary requirements. Production director: KTVI, Sioux City, Iowa.

Male or female creative continuity writer. Immediate opening. Must be self starter. Emphasis on local writing. Full station benefits—Send pix—resume—references. Bob Smith, Program Director, WTVO-TV, Rockford, Illinois.

TELEVISION

Situations Wanted—Management

Operations manager. 10 years tv experience: 3½ years operations manager. 35 years old. M.S. degree in tv production. Want east coast location in large market. Box 488K, BROADCASTING.

Sales

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.

Television and Radio Announcer. An able performer with production know-how. Wants progressive station. Box 466K, BROADCASTING.

Announcer presently employed in major So. Western market seeks relocation with California station where earning potential depends upon ability. Midwest college speech graduate—27—family. For further information write: Box 470K, BROADCASTING.

Excellent tv announcer with deep experience on-camera and booth. Seeks staff work in big East or Midwest market. 11 years radio/tv. Box 495K, 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.

TV engineer—10 years experience, 34, presently employed Europe—return states May 31. VTR operation, maintenance, editing, video, projection, first phone, highest references. H. J. Hall, 7 Square De Versailles, Grandes Terres, Marly Le Roi, France.

14 years experience—Desires transmitter situation. Phone Portland, Oregon—228-0355.

Production-Programming, Others

Honest and dependable—10 years experience all phases of television.—26 years old, married. No drifter.—Versatile, willing to learn more.—Prefer switching and directing.—Desire to relocate. For more information, write Box 302K, BROADCASTING.

Film-Editor, 4 years experience CBS, NBC stations, college, tv school graduate. Knows projection, production, newsfilm, film packages. Will relocate. Box 509K, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

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.

Producer-Director with 8 years experience in all phases television desires opportunity as Production Manager or assistant Program Director. Resume available. Box 473K, BROADCASTING.

Producer/Director/Writer—8 years creative experience television production with major eastern station. Emphasis on live local and network shows. Married, college degree. Box 482K, BROADCASTING.

Program Manager. 10 years tv experience: 6½ years director, 2½ years production man; 1 year program man and film buyer. 35 years old; with present station 8 years. M.S. degree in tv production. Desire east coast location in commercial or educational station. Box 487K, BROADCASTING.

Film Editing: Position wanted, young man, over four years experience. South Florida or Mid-west preferred. Box 523K, BROADCASTING.

FOR SALE

Equipment

1 TD-3A TV camera pedestal, excellent condition. Box 344K, BROADCASTING.

16" Rek-O-Kut transcription arm, GE cartridge, 3 speed hysteresis turntable. All—\$45.00. Western Electric type limiter amplifier—\$95.00. Box 3095, Philadelphia 50.

1 KW Dumont Transmitter, including side band filters, spare tubes, misc. assortment of co-axial elbows. Complete and in excellent condition. First cash offer over \$12,000 takes. KCHU, Box 18, San Bernardino, California.

RCA 5kw tv transmitter. Low band, presently on Channel 5. Complete with transmitter console, harmonic filters, sideband filter, diplexer, dummy load, and demodulators. Available now. KCSJ-TV, Pueblo, Colorado.

Gates 250W AM transmitter, good condition, just removed from service. WANE—Fort Wayne, Indiana.

For Sale. W.E. 504B2 FM 3 k.w. transmitter. W.E. 5A FM monitor. 37M4 Collins 4-bay antenna 280 ft. 1½" Andrews Coax, elbows, hangers and miscellaneous fittings. All tuned ready to operate on 102.7 m.c. Contact Henry Fones, C.E., WDIA, Memphis.

Complete Schafer automation for broadcasters, complete with four tape recorders, two automatic turn tables, also have cartridge tape recorders and play back units, also regular reel recorders. Call: Warren G. Gilpin, 766-6077, or reply P. O. Box 20627, Atlanta 20, Georgia.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras, Electrofind, 440 Columbus Ave., N.Y.C.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, \$40.00 for 20' length; ¾" ditto, 90¢ foot; 6 feet. Dishes with hardware, \$150.00 each. Also Elbows, Reducers, Dehydrators, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

RCA equipment for complete 250-watt station, includes BTA-250L transmitter, 100' tower, tuning unit. Contact Russell Pope for equipment's serviceability. Complete \$3705 cash. Oroville (Calif.) Mercury.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Used TV equipment; Special effects amplifier system, studio Zoomar lens, Video tape recorder. No junk. State prices wanted. Box 229K, BROADCASTING.

Need everything for 1 KW 4-bay FM operation. Also 5-inch oscilloscope. Box 475K, BROADCASTING.

Wanted: B&W oscillator (#200) and distortion meter (#400) will pay to \$175.00 if good or fair condition. Have late model Hickock mutual conductance tube checker to sell or trade. KATI, Casper, Wyoming.

Vidicon Film Camera Chain—Projector—Multiplexer—wanted. Write Chief Engineer, KQED-TV, San Francisco, California.

Dumont camera focus coils, yokes, pulse transformers, C-cable plugs. Send list, prices to Crossland, KUHT, 3801 Cullen, Houston 4, Texas.

Used Micro-wave stl for church group. Write Box 691, Miami 47, Florida.

Ampex 351, 352 or 400 deck only. full track monaural. Fred Vogel, 142 W. 49 St., NYC. Circle 5-5886.

WANTED TO BUY

Stations

A.M. Station Buyer requests that you forward complete information regarding your station's market, etc. Box 335K, BROADCASTING.

Desire medium wattage daytimer in mid-west. Include all details first letter: power, station background, location, billing, etc. Justify price asked. Box 485K, BROADCASTING.

Experienced broadcasters seek profitable multiple market facility in midwest or southwest. Will pay cash or terms. Confidence assured. Box 326K, BROADCASTING.

Want interest in N.E. station. Invest to \$10,000. Top rated personality. Warm, sincere, humorous—p.d.—production. Strong local sales. Box 465K, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics. 3123 Gillham Road, Kansas City 9, Missouri.

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.

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.

MISCELLANEOUS

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Tape recording business opportunity—good money in your own community making tapes and records. Full or spare time business. \$1 brings idea-packed booklet explaining all you need to know to cash in on interesting unexploited career with small investment. Cook Laboratories, 101B Second St., Stamford, Conn.

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.

Need interviews? First person news filled with ideas. \$3.00 for 3 month trial. Montgomery Audio, Litchfield, Illinois.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

RADIO

Help Wanted—Management

OPPORTUNITY NOT CONNECTED WITH RADIO-TV

A new company with nation-wide growth plans looking for ambitious men with the following

QUALIFICATIONS: Successful radio-tv time salesman
Ability to record and produce programs
Ability to manage office and employees
Possess mature judgment and taste
Ten year resident of community with excellent contacts
Pass rigid qualification and reference inspection.

This is an above average opportunity! The men we are looking for must meet all of the above qualifications as they will be our representatives in their respective communities. Re-location not necessary, but some travel may be. Interviews will be conducted locally. Include picture and present salary with resume.

Box 469K, BROADCASTING

WANTED

Aggressive East Coast major market good music station needs top man for production, announcing and ideas. Send tape and full information to A. Roberts—Apt. 2Q—Charles River Pk.—1 Emerson Place—Boston, Mass. No tapes returned.

Help Wanted—(Cont'd)

Production—Programming, Others

METEOROLOGIST

A professional weather forecaster for the staff of radio and TV station. Must meet qualifications for professional membership in the American Meteorological Society. Here is an excellent opportunity to work in one of the best equipped weather stations in the broadcast industry. We are pioneers in the use of full weather facilities for broadcasting. Write for employment application to Personnel Office, Crosley Broadcasting Corporation, 140 W. 9th Street, Cincinnati, Ohio.

Announcers

SUMMER REPLACEMENT...

Possibility of permanent association with out-state Michigan's number one radio facility, WTAC, Flint-Saginaw-Bay City-Midland. Need experienced, bright sounding alive and alert personalities for well-balanced, tight radio production. Send tape and resume to Gene Milner, General Manager, WTAC, Flint, Michigan.

RADIO

Situations Wanted—Announcers

MIKE LAURENCE

Creative air/on camera personality formerly with WMGM, New York. 538 3/4 N. Sycamore, Los Angeles 36, Calif. WEbster 8-9536.

TELEVISION

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DJ WANTED FOR IN-PERSON TEEN SHOW

Leading national manufacturer requires services of talented, youthful, clean cut disc jockey as master of ceremonies for live, free admission show geared to teenagers. Tour in New England and Southeast July and August. Sobriety and outstanding references essential. Preference given to applicants with in-person experience teen shows. Tour transportation furnished. Send resume, tape, photo and salary requirements. Box 515K, BROADCASTING.

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Chaz Barrington, General Manager
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Train on beautiful Gulf Coast. Practical training on 5000 watt commercial station. Air Conditioned classrooms. American Academy of Electronics. 303 St. Francis St., Mobile, Alabama.

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A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, worksaving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,
Burnham Van Service,
1634 Second Avenue,
Columbus, Georgia

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

FULL TIME FACILITY

On Air Since 20's
Excellent South Central Market
—\$150,000, with terms—
Box 528K, BROADCASTING

Radio station W DAR, 1350 kc 1000 watts of power, Darlington, S. C. For quick SALE. \$75,000.00. Terms can be arranged. Gates equipment in good condition. Reason for selling—bad health.

For Sale—(Cont'd)

Stations

Ala	metro	daytimer	110M	terms
Ark	metro	daytimer	75M	\$40dn
Ca	metro	fulltimer	137M	29%
Ind	metro	fulltimer	410M	\$90dn
La	metro	daytimer	135M	29%
N. Y.	metro	fulltimer	235M	29%
Tenn	metro	fulltimer	400M	\$100dn
Va	metro	fulltimer	350M	29%
Wash	metro	daytimer	105M	terms

and others: also newspapers & trade journals
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RADIO and TV STATIONS
in the eastern states and Florida
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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 1/2% 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. \$850,000 about \$80,000 down—Fla. major power \$550,000—Ark. major regional fulltimer \$180,000—Fla. metro power fulltimer \$185,000 with \$40,000 down—La. single \$40,000—Miss. small single \$37,500—Tex. single regional \$70,000—N. M. medium regional \$150,000—Tex. medium fulltimer \$150,000—Tenn. major power fulltimer \$225,000—20 others!
PATT McDONALD CO.
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AUSTIN 17, TEXAS

STATIONS FOR SALE

SOUTHWEST. Exclusive. Full time. Absentee owned. Doing \$50,000. Asking \$80,000. Very excellent terms to qualified buyer.
ROCKY MOUNTAIN. Daytime. Absentee owned. Gross \$100,000 in 1961. Has done as high as \$150,000. Asking \$150,000. 29% down.
SOUTHWEST. Top market in state. Full time. #1 station in market. Valuable real estate. Asking \$435,000. 29% down.
CALIFORNIA. Full time. \$18,000 down.
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CLASSIFIED AD
in**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 113

remote control location (studio location); ERP to 20 kw; ant. height 280 ft.; make changes in ant. system, and change type trans.

■ Following stations were granted mod. of cp to change type trans.: KLIP Fowler, Calif.; KROS Clinton, Iowa; WJOI Florence, Ala.; WVJS Owensboro, Ky.

WRSA, Radio Station WRSA Inc., Saratoga Springs, N. Y.—Granted request for cancellation of license; call letters deleted.

KFNF Shenandoah, Iowa—Granted extension of authority to June 21 to sign-off at 7:15 p.m., Monday through Saturday, and sign-off at 7:30 p.m., on Sunday, except for special events.

KNEL Brady, Tex.—Granted extension of authority to June 30 to sign-off at 7:00 p.m.

KELE Phoenix, Ariz.—Granted extension of authority to June 19 to remain silent.

■ Following stations were granted change of remote control authority: WGBI Scranton, Pa.; WVOW Logan, W. Va., while using non-DA; KAVE Carlsbad, N. M.

WNAE Warren, Pa.—Remote control permitted.

KSFA Nacogdoches, Tex.—Remote control permitted.

KTER Terrell, Tex.—Remote control permitted.

■ Following stations were granted extensions of completion dates as shown: K13BR Two Dot Tv Repeater Assn., Big Elk Valley, Lebo Valley and Two Dot, Mont., to Sept. 28; KLIP Fowler, Calif., to May 30, and KANI Wharton, Tex., to May 15.

Action of March 26

Great Lakes Television Co. Titusville, Pa.—Granted cp for new uhf tv translator station on ch. 70 to translate programs of its proposed station on ch. 64, Oil City, Pa.

Rulemakings

■ Commission invites comments by April 30 to notice of proposed rulemaking looking toward shifting ch. 2 from Henderson to Las Vegas, Nev., as petitioned for by Southern Nevada Radio and Tv Co. (KLRJ-TV, ch. 2), Henderson. If rulemaking is adopted, commission will take further action as may be deemed appropriate with respect to Southern's request to modify its license accordingly. Action March 28.

■ By further notice of proposed rulemaking in doc. 14398, commission invites comments by April 30 to alternate proposal which would assign *ch. 24 to East Lansing, Mich., for educational use, by deleting that commercial channel from Coldwater. Canadian Department of Transport did not concur to previously proposed *ch. 18 assignment to East Lansing, but did concur to alternate plan. Action March 28.

■ By report & order, commission finalized rulemaking in doc. 14484, effective May 7, and shifted ch. 14 from Modesto to San Mateo, Calif., reserving it for noncommercial educational use in latter city, and "dropped-in" ch. 17 at Modesto in view of indicated interest in low uhf channel replacement. Proceeding stemmed from petition by National Educational Tv & Radio Center which stated that College of San Mateo would apply for reserved channel. Comr. Ford not participating. Action March 28.

■ By report & order, commission finalized rulemaking in doc. 14273 and amended tv table of assignments by shifting ch. 19 from Palm Springs, Calif., to Indio, substituting ch. 27 at Palm Springs and deleting latter channel from San Diego, effective May 7. Shifting ch. 19 from Palm Springs to Indio will resolve adjacent channel mileage separation problem of ch. 18 grantee in San Bernardino. Action March 28.

PETITIONS FILED

Sec. 3.1 and 3.67 Moseley Associates Inc., Santa Barbara, California (3-23-62)—Requests amendment of rules so as to permit use of intermittent subsonic tones (A9 emission) by standard broadcast stations when used for relaying information relative to operating parameters of broadcast trans. to suitably designated controlling point for remote control purposes in conjunction with authorized STL station, when deemed to be in best interests of station's operation. Ann. March 30.

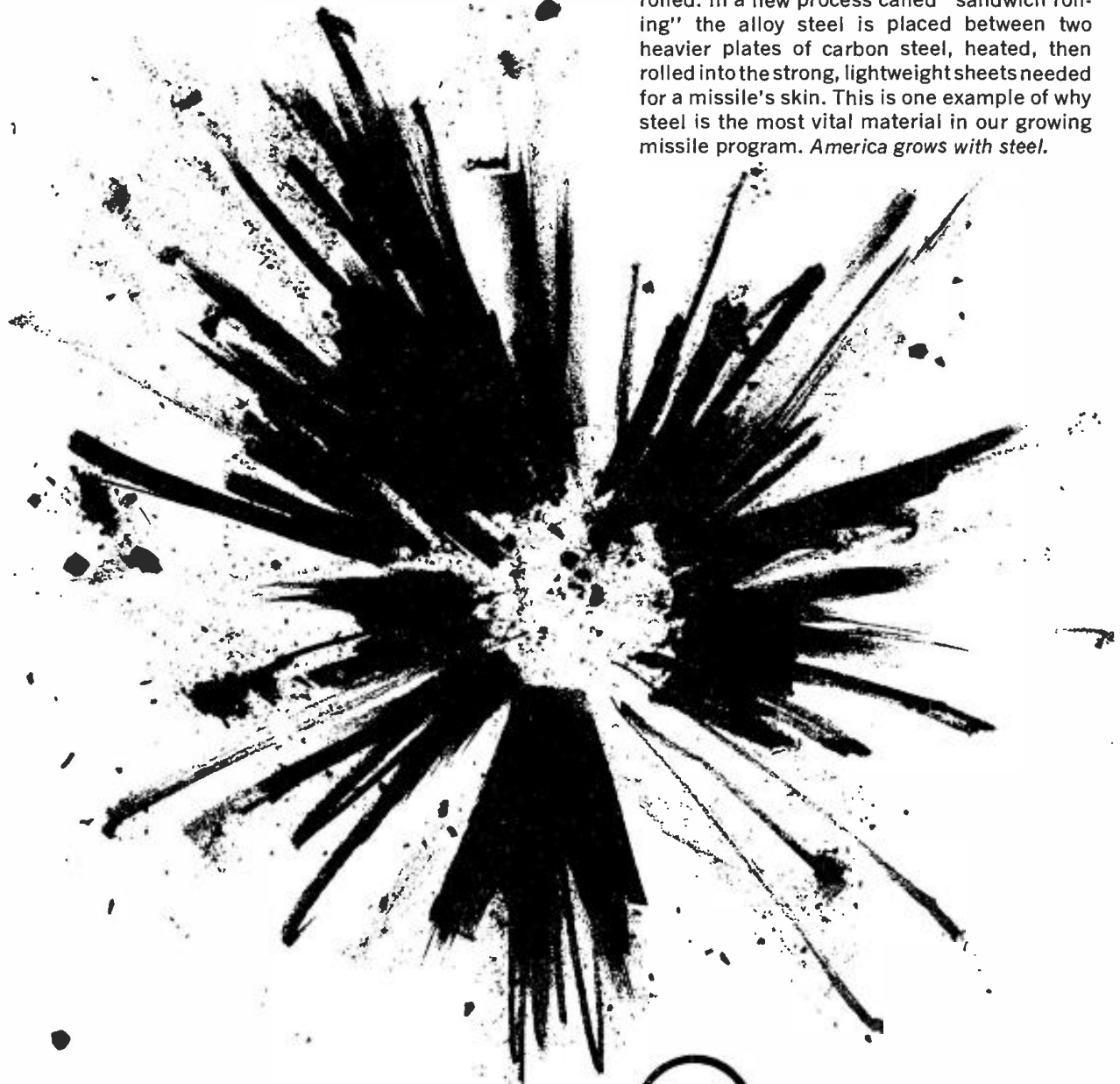
Sec. 3.606 Wisconsin Citizen's Committee for Educational Television Inc., Madison, Wis. (3-23-62)—Requests amendment of rules so as to reserve ch. 9 for educational tv use in Central Wisconsin. Ann. March 30.

RADIO-TV SET COUNTS continued

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
Hamilton	864,121	264,387	249,177	94.2	109,359	241,688	91.4	264,387
Hancock	53,686	16,583	16,010	96.5	7,798	15,377	92.7	16,583
Hardin	29,633	8,887	8,036	90.4	2,938	7,806	87.8	8,887
Harrison	17,995	5,453	4,991	91.5	1,621	4,825	88.5	5,453
Henry	25,392	7,486	7,139	95.4	2,730	7,054	94.2	7,486
Highland	29,716	9,428	8,665	91.9	2,729	8,027	85.1	9,428
Hocking	20,168	6,056	5,204	85.9	1,622	5,302	87.5	6,056
Holmes	21,591	5,434	3,896	71.7	1,398	3,550	65.3	5,434
Huron	47,326	13,614	12,617	92.7	5,505	12,411	91.2	13,614
Jackson	29,372	8,550	7,799	91.2	1,977	7,355	86.0	8,550
Jefferson	99,201	29,001	27,193	93.8	11,130	26,980	93.0	3,312
Knox	38,808	11,791	11,161	94.7	4,413	10,779	91.4	1,256
Lake	148,700	40,582	38,570	95.0	18,933	39,062	96.3	5,808
Lawrence	55,438	15,892	13,476	84.8	3,979	14,096	88.7	1,503
Licking	90,242	27,155	25,833	95.0	10,884	25,314	93.2	3,129
Logan	34,803	10,754	9,998	93.0	3,902	9,742	90.6	571
Lorain	217,500	59,489	55,239	92.9	24,600	56,087	94.3	7,946
Lucas	456,931	138,930	130,666	94.1	61,497	130,435	93.9	17,701
Madison	26,454	7,050	6,313	89.5	2,294	6,164	87.4	955
Mahoning	300,480	85,961	80,859	94.1	38,026	80,777	94.0	12,219
Marion	60,221	17,895	16,498	92.2	7,355	16,661	93.1	1,990
Medina	65,315	18,025	17,083	94.8	8,173	16,839	93.4	2,453
Meigs	22,159	6,608	5,617	85.0	1,642	5,579	84.4	508
Mercer	32,559	8,770	8,477	96.7	3,345	7,964	90.8	434
Miami	72,901	22,399	21,009	93.8	9,960	20,954	93.5	2,768
Monroe	15,268	4,604	3,970	86.2	1,149	3,793	82.4	257
Montgomery	527,080	154,899	145,839	94.2	72,067	146,396	94.5	28,736
Morgan	12,747	3,819	3,331	87.2	1,084	3,078	80.6	149
Morrow	19,405	5,575	5,176	92.8	1,724	5,117	91.8	329
Muskingum	79,159	23,853	21,756	91.2	7,930	21,224	89.0	1,969
Noble	10,982	3,373	3,065	90.9	754	2,526	74.9	192
Ottawa	35,323	10,476	9,886	94.4	4,339	9,826	93.8	971
Paulding	16,792	4,897	4,500	91.9	1,455	4,402	89.9	140
Perry	27,864	8,297	7,445	89.7	1,804	7,414	89.4	349
Pickaway	35,855	9,330	8,359	89.6	2,690	8,778	94.1	959
Pike	19,380	5,188	4,399	84.8	1,386	4,276	82.4	195
Portage	91,798	24,075	22,292	92.6	9,840	22,856	94.9	2,605
Preble	32,498	9,355	8,547	91.4	3,143	8,782	93.9	599
Putnam	28,331	7,494	7,150	95.4	2,579	6,666	89.0	247
Richland	117,761	34,420	31,730	92.2	14,369	31,494	91.5	3,259
Ross	61,215	16,894	15,237	90.2	5,340	14,802	87.6	1,442
Sandusky	56,486	16,572	15,929	96.1	7,400	15,619	94.2	1,321
Scioto	84,216	25,324	22,959	90.7	7,889	22,169	87.5	1,431
Seneca	59,326	16,677	15,768	94.5	7,065	15,319	91.9	1,248
Shelby	33,586	9,530	8,872	93.1	3,404	8,848	92.8	833
Stark	340,345	99,306	93,621	94.3	44,287	92,210	92.9	12,260
Summit	513,569	151,866	143,760	94.7	72,902	143,275	94.3	24,037
Thurbutt	208,526	59,166	55,556	93.9	23,973	55,599	94.0	7,157
Tuscarawas	76,789	23,429	21,402	91.3	8,177	20,551	87.7	1,431
Union	22,853	6,811	6,193	90.9	2,395	6,153	90.3	639
Van Wert	28,840	8,839	8,351	94.5	3,662	8,164	92.4	492
Vinton	10,274	2,894	2,487	85.9	547	2,442	84.4	138
Warren	65,711	17,447	15,942	91.4	6,075	16,206	92.9	1,978
Washington	51,689	15,285	13,793	90.2	4,294	12,754	83.4	671
Wayne	75,497	20,416	18,594	91.1	8,160	17,348	85.0	1,983
Williams	29,968	9,233	8,686	94.1	3,293	8,197	88.8	399
Wood	72,596	20,296	19,489	96.0	9,075	18,912	93.2	1,847
Wyandot	21,648	6,358	6,161	96.9	2,614	5,624	88.5	—
Metropolitan Areas								
Akron	513,569	151,866	143,760	94.7	72,902	143,275	94.3	24,037
Canton	340,345	99,306	93,621	94.3	44,287	92,210	92.9	12,260
Cincinnati	1,071,624	326,009	306,298	94.0	130,955	299,507	91.9	53,078
Cleveland	1,796,595	537,508	507,226	94.4	245,847	502,968	93.6	91,020
Columbus	682,962	200,763	187,925	93.6	92,457	187,423	93.4	41,106
Dayton	694,623	202,497	190,808	94.2	93,703	190,864	94.3	35,352
Hamilton-Middletown	199,076	56,032	52,207	93.2	22,986	52,104	93.0	7,416
Huntington	254,780	74,452	64,020	86.0	20,476	65,940	88.6	7,884
Ashland	103,691	30,442	28,602	94.0	13,183	27,299	89.7	1,984
Lima	217,500	59,489	55,239	92.9	24,600	56,087	94.3	7,946
Lorain-Elyria	131,440	38,931	36,232	93.1	15,707	36,406	93.5	4,998
Springfield-Steubenville	167,756	48,193	45,200	93.8	17,737	45,283	94.0	5,634
Weirton	456,931	138,930	130,666	94.1	61,497	130,435	93.9	17,701
Toledo	190,342	58,578	53,843	91.9	20,738	53,425	91.2	7,054
Wheeling	509,006	145,127	136,415	94.0	61,999	136,376	94.0	19,376
Youngstown-Warren								

a new American Ace

When the sky was first used for war, the job of aerial interception could be handled by dare-devil youths with 30 caliber machine guns and canvas-covered biplanes. Today, interception is a job that has to be handled by a different kind of Ace, a machine that is half electronic brain and half bomb—the Nike-Zeus. It's a supersonic Ace that can intercept an airplane or a missile traveling at thousands of miles an hour. To build it, American missile men needed a light but exceptionally strong metal for the motor case. United States Steel research scientists provided the material—an alloy steel rolled into wider, longer, *thinner* sheets than any ever rolled. In a new process called "sandwich rolling" the alloy steel is placed between two heavier plates of carbon steel, heated, then rolled into the strong, lightweight sheets needed for a missile's skin. This is one example of why steel is the most vital material in our growing missile program. *America grows with steel.*



United States Steel

TRADEMARK

OUR RESPECTS to Stanton Peter Kettler, executive vp, Storer Broadcasting Co.

The simple, straightforward approach works best

April in Wheeling is a time of change—a time when the hills turn greener, the Ohio River flows deeper and young men contemplate their futures. That's the way it was with Stanton P. Kettler—Pete to those who have known him very long—as he pondered the professional potential of mattress selling in West Virginia and Ohio back in the spring of 1937.

And that's why he will celebrate his 25th anniversary of service with Storer Broadcasting Co. this week. Pete entered radio in 1937 at WWVA as a salesman. Now he's executive vice president of what is often described as the nation's largest independently owned and operated broadcasting company. Storer stations are WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KGBS Los Angeles; WIBG-AM-FM Philadelphia; WITI-TV Milwaukee, and WHN New York. (WWVA was sold when Storer acquired WHN, formerly WMGM, last year.)

Looking across a desk at Pete Kettler, an interviewer wonders why Hollywood didn't grab him years ago to play big-executive roles. He's hefty, firm-jawed, deep-voiced and decisive in all his gestures. So he not only holds a big executive job, but looks the part as he does his daily duties.

Tough and Gentle ■ There's something of a paradox in the personality of this operating head of Storer. He looks tough and occasionally acts tough, but mostly he is as gentle as a kitten and as kind as a contented grandfather. The loyalty the Storer staff has for him is because of his keen perception and kind consideration. "Pete is one of the kindest men in the company, if not the entire broadcasting industry," a member of his staff says.

His approach to the executive vice presidency is straightforward and simple, lacking most of the big-shot trappings which are often characteristic of those holding important administrative positions. He tends toward thoughtful consideration of a problem rather than snap judgment.

After two years as a salesman at WWVA, Pete was transferred to Zanesville, Ohio, and promoted to managing director of WHIZ in that city. He served three years as head of that station and then returned to the West Virginia hills as managing director of WMMN Fairmont.

Four years of management of WMMN were followed by a transfer to Miami, Fla., as head of WGBS, the Storer radio station in that city. Two

years later, in 1948, he was elected to a vice presidency of the station.

The move to WGBS was the start of a 16-year tenure at Miami. In 1951, Pete rose to board membership in the Storer broadcast organization, and that same year he was moved up to its southern district vice presidency. He became vice president in charge of Storer operations in 1955 and finally rose to the executive vice presidency for operations in 1958. Last year he stepped up another notch and became executive vice president of the system.

New Departments ■ Pete is especially concerned with two new functions set up in the Storer system last year. The first is the Dept. of Broadcast Standards. When he announced the formation of this new department, he said its purpose was to "cope more efficiently with the multitude of standards and complex regulatory considerations facing the broadcast industry today." What he was saying was in effect that a group operator, confronted by assorted concepts of what is good public-service programming and what isn't, must be able to sort out the comments, criticisms, hopes and frustrations that arise in a complex industry in an era of economic evolution. This is another way of saying, "Let's be sure of what's to be done and then let's do it."

The second is Storer Television Sales, an organization representing the five Storer tv stations in national spot. Talking to Pete, it's impossible to determine how much of the idea was his own and how much of it came from his associates; he's not a credit grabber. If anything, he's a credit dodger and there

aren't too many of those around corporation front offices.

Anyhow, the sales arm has been an effective part of the Storer organization. Pete is happy to discuss what it does, if not where the idea arose. Storer Television Sales, Pete says, arose from "a desire to create an in-depth, quality sales organization whose members would have a personalized knowledge of the five stations they were representing, and give clients even more personalized service than has been possible in the past."

Activities and Avocations ■ Pete Kettler was born in Wheeling Nov. 18, 1907. He attended grade and high school there and received his B.S. degree from Washington & Jefferson College in Washington, Pa.

Pete has become incurably addicted to the tropical lures of Florida. He's what some of those who accompany him around 18 holes like to describe as "a self-taught golfer." But don't bet against him just because his swing may be a bit less symmetrical than the rhythmic arc of Ben Hogan. If he spent more time on the golf course and less at his desk his score would drop impressively.

In 1958, while fishing off the coast of Bimini in the Bahamas, a favorite spot of George B. Storer Sr., Pete hauled in a 465-pound blue marlin. The fight was rough for both Pete Kettler and the fish, but Pete won after a four-hour struggle. The marlin now graces a wall in the lobby of the Storer headquarters on Kane Concourse, in the northern part of Miami Beach.

Pete's wife is the former Virginia Pennington. They were married in 1935 and have two children. The Kettler home is in the Miami Shores area, where Pete derives much satisfaction from his activities at Miami Shores Community Church. He is president of its board of trustees and chairman of its executive and finance committee. He has also served as a director of the Miami Heart Institute since its formation and has held key posts in many local organizations. Memberships include Radio & Television Executives Society, Indian Creek and LaGorce Country Clubs, Elks and Kiwanis, Miami Club, Beach Colony Club, Emerald Bay Yacht Club, Miami Beach and Miami Shores Chamber of Commerce, Miami Masonic Temple Lodge and Kappa Sigma fraternity.

Any friendly chat is apt to become involved sooner or later with his first grandchild, born last Jan. 11. And any chat with Pete Kettler will be a friendly one. He's that sort of individual.



Stanton Peter Kettler
He looks the part

A year later . . . and wiser

WHAT a difference a year makes.

LeRoy Collins last week installed himself as the actual as well as the titular spokesman for the nation's broadcasters.

His ringing condemnation of the FCC's programming hearings in Chicago and his stout defense of the self-regulatory process resolved lingering doubts of the NAB membership about his capacity—and his stomach—for leadership. After a year in office he reached the conclusion that was inevitable—there's a limit to the extent of cooperation that can be maintained between the regulators and the regulated.

Gov. Collins won more than the respect of his membership. He saved the NAB from imminent defections. Many influential broadcasters came to Chicago to decide whether it would be prudent to withdraw from the trade association unless the kind of leadership they felt they had a right to expect was manifested. They liked what they heard.

If Gov. Collins does not veer from the course he charted last week he will have his membership solidly and enthusiastically behind him. More than that, he will attract into NAB membership stations which have been sitting it out, waiting to see what kind of trade association the NAB was going to turn out to be.

Profits and protection

THE machinery was started last week for government action to reduce competition in radio. It is a kind of action that a good many broadcasters eagerly seek, and we only hope their eagerness will not lead to an endorsement of procedures that could cause more troubles than they cure.

It is no secret that some influential radio broadcasters believe that the FCC ought to establish economic criteria to be applied with engineering standards in the consideration of radio station grants. Some even think a combination of economic and engineering judgments ought to be invoked to eliminate some stations that are now on the air. We suggest, as we have been suggesting for years, that a request for economic protection is also a request for FCC regulation of the business practices of the licensees to which it has accorded economic protection.

Historically, the government has demanded the right to supervise the rates and practices of businesses that it shelters from free markets. We do not think that broadcasters can reverse that history.

There is an acceptable way, however, for some of the underbrush in radio to be cut and kept under control without establishing reasons for government supervision of broadcasting economics. That is through the adoption—and observance—of realistic engineering standards for radio.

On technological grounds alone it can be said there are too many radio stations. During the past decade of explosive station growth, many stations have been squeezed in at the cost of signal interference. Reception in many of the densely populated areas of the country is degraded.

What is needed is a basic restudy of radio allocations and the setting of standards to bring some degree of order to a system that now contains a fair degree of disorder. In such a process it would inevitably be found that some stations now on the air did not meet the new standards. Those stations could be permitted to continue operation but encouraged to disappear—at the discretion of their owners—by one of several means.

A station marked as sub-standard could be merged with another that met standards, and the sub-standard facility withdrawn from use. Or sub-standard stations could be

sold to buyers willing to pay a price for the elimination of competition. Gradually, sub-standard stations would be weeded out and their assignments eliminated. Some might very well survive indefinitely.

If broadcasters confine their case to technology when they begin the FCC conferences on radio population that will now be held, they will be on sound ground. The minute they begin talking about economic methods of reducing competition they might as well also talk about the profit ceilings they are willing to accept.

'F' on report card

IT may be the understatement of last week's NAB convention to say that Broadcast Advertisers Reports won few friends there with its plan to "grade" stations on their compliance with the Television Code (BROADCASTING, April 2).

There are two reasons why, in our view, BAR is wrong in what it proposes to do.

Our objection, first, is that neither BAR nor any other organization acting independently of the Code Authority is in a position to do the job. Monitor, yes; evaluate the code significance of what it has monitored—no. Code interpretations frequently require delicate policy decisions which tax even those responsible for making them in the first place. No outsider can be expected to make such policy interpretations—nor should it if it could.

Our second objection is that any station wrongly reported to have committed a code violation would be hurt.

It is BAR's contention that agencies want this sort of "report card" because they would prefer to do business with code adherents. In passing, we might observe that agencies themselves often contribute to stations' delinquency in code matters by insisting on positions that are already fully sold.

Agencies have the right, of course, to buy according to whatever standards they wish and to keep score in any way they please. Agencies can hardly be criticized if they use the code as a guide. But the agencies themselves are the only ones who can interpret the code as it applies to their own buying practices, just as the code board is the only one capable of interpreting it as a general operational policy. These are policy determinations, and in making them there is no place for any outsider.



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