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NEWSPAPER

**ING**  
**ND RADIO**

AUGUST 20, 1962

Network tv profits down \$7.1 million in 1961,  
FCC financial report shows . . . . . 31

ANA, AAAA form public relations committee  
to tell public about advertising . . . . . 44

Agencies can tell sheep from goats with list  
of NAB radio code subscribers . . . . . 38

Sears, Roebuck is wooed over to network tv  
with three-week schedule . . . . . 42

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# NEWS

## AWARD WINNING

### 3 AP AWARDS

KPRC and KPRC-TV won three awards recently at the 1962 meeting of the Texas Associated Press Broadcasters Association.

KPRC was judged first in the state in five-minute news shows and first also in 15 minute news shows in cities of 200,000 or more population.

KPRC-TV's coverage of Hurricane Carla last year earned the television station an award in the spot news film category of the competition.

### 4 N.P.P.A. AWARDS

KPRC-TV and its personnel garnered four awards at a similar meeting of the National Press Photographers Association. Tom Jarriel took first place for his Galveston coverage of Hurricane Carla. Chuck Pharris won a second place in the feature news division with his picture story "Photo Day at Rice University," and a third place in the general news category with his coverage of the Ashley-Lima murder verdict. In addition, KPRC-TV was adjudged a runner-up as The News-film Station of The Year. KPRC-TV was the only station in the nation to win 4 awards.



REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

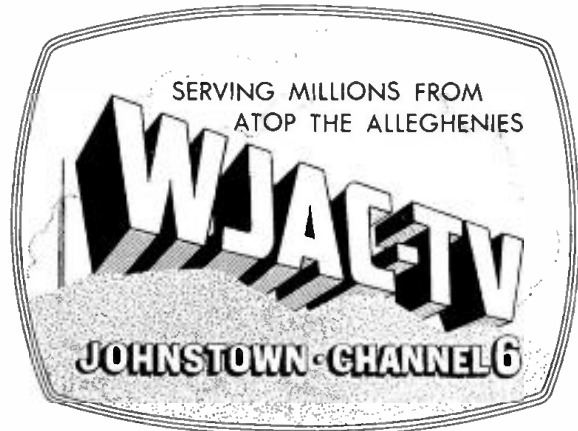
*things are looking-up*  
**IN THE JOHNSTOWN-ALTOONA MARKET**

**UTILITIES  
EXPANSION**

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

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

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







*the  
NEW  
Spirit  
of  
St. Louis*

**family reunion across the miles**

KTVI went to Toul-Rosieres Air Base, France, to film an intimate report of the 131st Tactical Fighter Wing. It was the first time a St. Louis National Guard unit served overseas in peacetime, and "Over There '62", produced on location by KTVI's staff, brought this unique cold war incident into the homes of St. Louis area viewers, including families of 650 guardsmen serving overseas.

**IN ST. LOUIS THE  
QUALITY BUY IS KTVI**

Represented  
nationally by



**KTVI**

CHANNEL

**2a**  
abc



## HEFTY LEAD...

The June, 1962, ARB Market Report for Dallas-Fort Worth shows KRLD-TV enjoying a hefty lead over all other stations in the Metro Share of Audience Summary, 9 a.m. to midnight, Monday through Sunday.

Why not take advantage of this dynamic difference? See your Advertising Time Sales representative for a Channel 4 schedule tailored specifically to your requirements.



represented nationally by  
Advertising Time Sales, Inc.



**THE DALLAS TIMES HERALD STATIONS**

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, President



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

## 'Commercials' on etv's

Can non-commercial educational television stations give air credit to companies which contribute to their upkeep without running counter to non-commercial regulations? That question arises because of current procedures on some etv stations. In one Midwestern major market, etv station is carrying "paid advertising" to help pay freight through device of soliciting gifts from firms who are then given air credits.

*FCC rules governing educational stations (3.621) specify "an educational station may not broadcast programs for which a consideration is received, except programs produced by or at the expense of or furnished by others than the licensee for which no other consideration than the furnishing of the program is received by the licensee." Another subsection specifies that "no announcements (visual or aural) promoting the sale of a product or service shall be transmitted in connection with any program: provided, however, that where a sponsor's name or product appears on the visual image during the course of a simultaneous or rebroadcast program either on the backdrop or in similar form, the portions of the program showing such information need not be deleted."*

## Interest soars in U.S. tv

Although U. S.-to-Europe live programming relayed through Telstar has been limited to few short bursts, it has evoked unprecedented interest in American television among European broadcast specialists. Since Telstar first went up, European requests for information about U. S. tv have turned into flood. U. S. network executives who fall heir to such requests say never before have so many European special publications been clamoring for information about American tv technology, production and economics.

## Shields to Steinman

Dan W. Shields, NAB television chief, leaves Sept. 17 after eight years with trade association to join executive staff of Steinman stations, headquartered in Lancaster. Mr. Shields, who has been special assistant for television since resignation of Tv Vice President Thad Brown in 1960, will work under Steinman President Clair McCollough, who is also chairman of joint NAB board. Steinman is in process of expanding its tv operations (see story page 64). Mr. Shields, 36, is native of Orange, N. J., and has

# CLOSED CIRCUIT

been with WFMY-TV Greensboro, N. C., was program director of WEEU Reading, Pa. and was with former Biow Agency in New York.

## Bernard to head KFWB

J. J. (Joe) Bernard, former general manager of ch. 2 KTVI St. Louis, shortly will be appointed general manager of KFWB Los Angeles. His selection will be announced by Joseph C. Drilling, recently named president of Crowell-Collier stations (KFWB Los Angeles; KEWB San Francisco; KDWB St. Paul). Mr. Bernard resigned from KTVI last year to associate with one of applicants for Syracuse ch. 9, which this fall begins interim operation pending decision following comparative hearing.

## No tv from Mercury shot

Russian television broadcasts from cosmonauts in space last week prompted U. S. newsmen to ask American space agency if similar transmissions would be available from Mercury six-orbit shot scheduled for next month from Cape Canaveral. Answer from National Aeronautics and Space Administration: No. Reasons given by NASA: Capsule for next flight is already constructed without tv transmitting gear; NASA doesn't consider tv necessary for success of mission; tv camera and associated equipment would add weight, take up valuable space, use up power and—point of major concern, according to NASA spokesman—create danger of triggering other electronic devices in capsule. Last phenomenon is known as "glitch" in space circles.

*In some newsmen's view, there's still another reason why NASA hasn't put tv transmitting gear in any of its Mercury manned capsules so far. Agency decided some time ago—as matter of public relations policy—to keep tv's prying eye out of the U. S. astronauts' capsules while in flight. Whether this policy will eventually be changed, now that Russia has originated tv remotes from cosmonauts, isn't known. But it definitely will stand until after September shot.*

## Political insurance

In its first use of network television, Institute of Life Insurance, on behalf of agents of its member companies, is reported to have signed with CBS-TV for one-half of package covering four special programs on fall elections and full coverage on election night. Net-

work also is close to signing another advertiser for remaining half of package. Cost for full package is about \$700,000. Agency for Institute of Life Insurance is J. Walter Thompson, New York.

## PKL stock issue

It's expected Securities & Exchange Commission will register stock of Papert, Koenig, Lois Inc., New York advertising agency, in about two weeks. Stock will be placed on market at price to be pegged according to prevailing market conditions. It will be issued several weeks after SEC approval. Understood 80% of stock will be held by four agency principals: Frederic Papert, Julian Koenig, George Lois and Norman Grulich. Other 20% will be issued over-the-counter. Stock of PKL, first agency to "go public" in recent years, will be underwritten by Andresen & Co. and Oppenheimer & Co., both New York.

## Parson joins USIA

David Parson, Chicago, attorney, on Aug. 27 becomes deputy general counsel of USIA, headquartered in Washington. Mr. Parson is 10% stockholder in Moline Television Corp., which holds construction permit for ch. 8, currently on appeal.

## Sears tests radio too

Sears, Roebuck & Co. is testing radio in four markets through Ogilvy, Benson & Mather, New York. It's reported that radio drive might open up pattern of medium's usage by individual stores. Sears' stores in past have received little assistance from parent company in this area. Sears in current broadcast awakening already is on network tv for first time (see story, page 42).

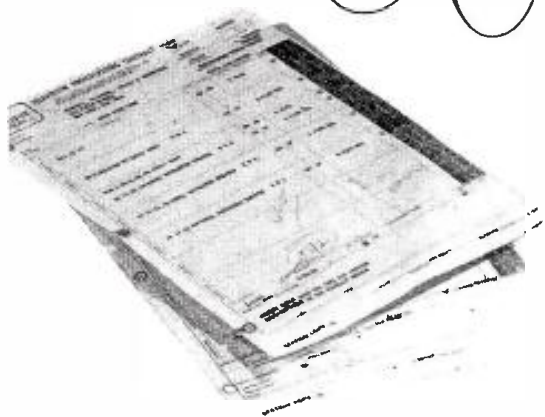
## Case (and minds) closed?

Do lawyers studying Canon 35 have minds made up and have they no interest in considering possible changes? Item: special ABA committee said it wanted more time to study cases where radio and tv are permitted in courtrooms; belief is it already has all documentation. Item: conference of trial judges in San Francisco two weeks ago was given stack of photographs showing how inobtrusive radio-tv gear was in Colorado courtrooms; it is reported not one judge looked at photos. General impression is that lawyers and judges won't budge from microphone and tv camera ban.





# Paper Anniversary



## STS, We Love You!

We're proudly celebrating the first anniversary of what has proved to be the very happy marriage of Storer Television Sales and WJBK-TV Detroit.

In our book, STS rates as America's No. 1 rep, a most appropriate partner for the station that rates No. 1 in all the books for share of audience, adult and women viewers.

STS has the facts to prove it. Give them a call and find out why Detroit's Channel 2 is your No. 1 buy for action-packed results in the rich Southeastern Michigan market.



**WJBK-TV  
DETROIT**

# 2

|                      |                     |                     |                    |                   |                      |                                                                                                        |
|----------------------|---------------------|---------------------|--------------------|-------------------|----------------------|--------------------------------------------------------------------------------------------------------|
| MILWAUKEE<br>WITI-TV | CLEVELAND<br>WJW-TV | ATLANTA<br>WAGA-TV  | DETROIT<br>WJBK-TV | TOLEDO<br>WSPD-TV | NEW YORK<br>WHN      | <b>IMPORTANT STATIONS<br/>IN IMPORTANT MARKETS</b><br><br><b>STORER</b><br><b>BROADCASTING COMPANY</b> |
| MIAMI<br>WGBS        | CLEVELAND<br>WJW    | LOS ANGELES<br>KGBS | DETROIT<br>WJBK    | TOLEDO<br>WSPD    | PHILADELPHIA<br>WIBG |                                                                                                        |

STORER TELEVISION SALES, INC., representatives for all Storer television stations

# WEEK IN BRIEF

Television revenues continue to climb but profits from network operations sag. Network and national spot time sales move up; there's some softening in local advertising, according to FCC's report on 1961 income-outgo. See . . .

## TV REVENUES HIT NEW HIGH . . . 31

Does Code membership help radio stations get business? Timebuyers generally doubt that it does, but agree Code membership gives stations prestige which on occasions may tip scales in their favor. See . . .

## AGENCIES & STATIONS . . . 38

Sears plunges into three-week "Back to School" promotion on CBS-TV and ABC-TV networks; one-minute spots scattered during morning hours on both networks foretelling possible increase in use of tv. See . . .

## SEARS IN NETWORK TV . . . 42

Advertisers and agencies unite in mission to combat public's errors about advertising. Joint committee established to increase knowledge of role of advertising, with Max Banzhaf as first chairman. See . . .

## ANA, AAAA NAME PR UNIT . . . 44

Talk, talk, talk goes on as Senate considers communications satellite bill. Rare cloture move cuts off filibuster, but liberals still opposing acceptance of administration-sponsored private corporation. Passage seen near. See . . .

## SATELLITE BILL READY TO MOVE . . . 56

Broadcasters must take their fight to attain rights as journalists to the public, says NAB's Howard Bell, who doesn't see much hope of convincing lawyers or judges that mikes and cameras belong in courtrooms. See . . .

## PLEA TO FIGHT NEWS CURBS . . . 67

Steinmans reach out across continent to buy tv stations in Albuquerque and Tucson. Purchase of KOAT-TV and KVOA-TV for \$3¼ million is first major vhf expansion for Pennsylvania-based broadcast group. See . . .

## STEINMANS BUY MORE VHFS . . . 64

Westinghouse planning to put its viewers front-row, center by taping new shows in advance and presenting them on same night as opening on Broadway. Negotiations underway with Theatre Guild, others. See . . .

## BROADWAY TO MAIN STREET . . . 73

Is the broadcasting ratings scramble a havoc akin to the Biblical Tower of Babel? Detroit Adman Charles F. Rosen thinks it is, and he suggests a two-step remedy: ground rules and their implementation. See . . .

## RATINGS PLAN OFFERED . . . 28

Myth of huge profits in tv film production should be punctured, says film maker Fred Niles. Reports of 50% profits are harmful, he says; a 2% net profit is considered excellent; a 1.5% return quite good. See . . .

## NILES ON TV FILM PRODUCTION . . . 40

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## BROADCASTING

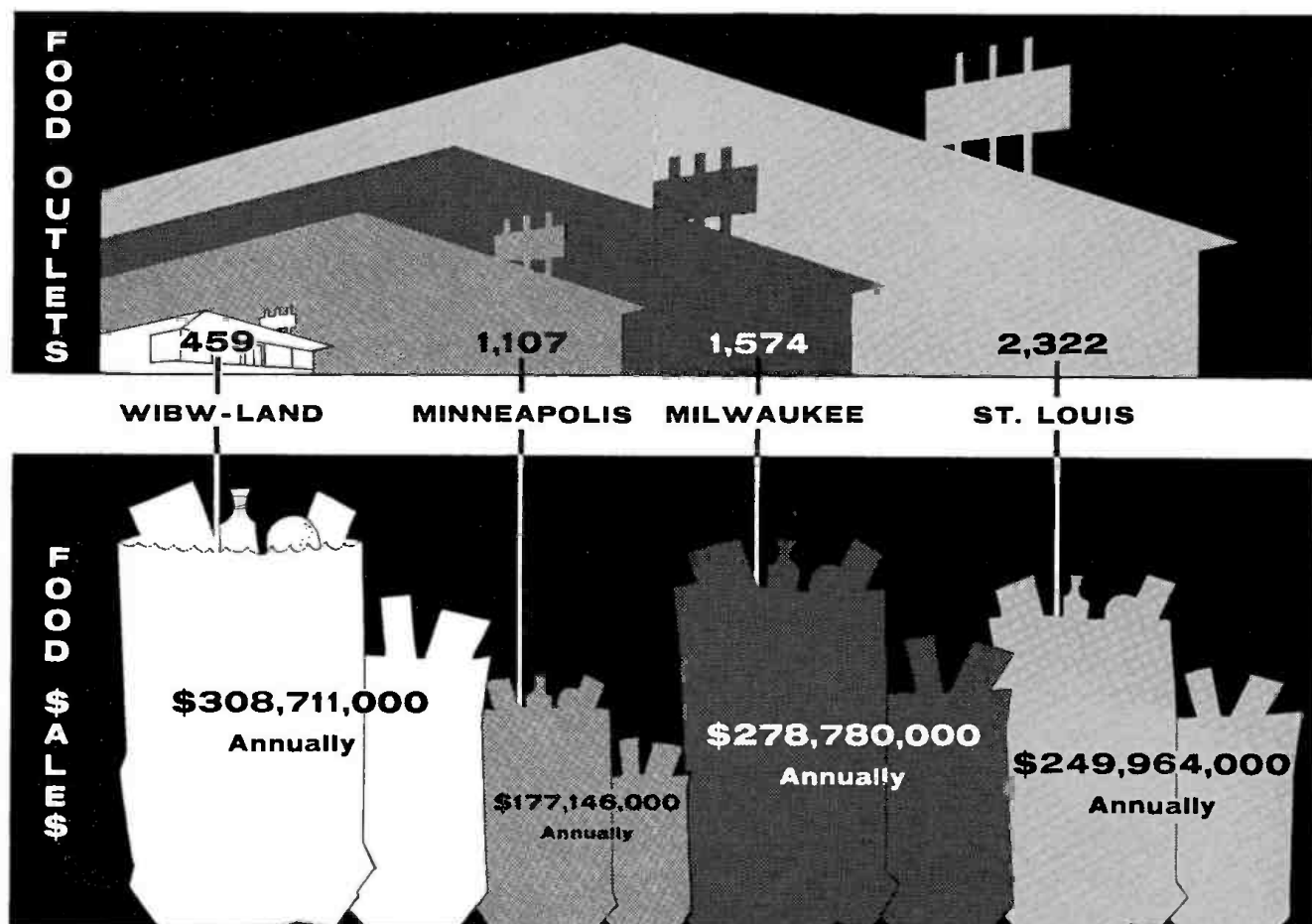
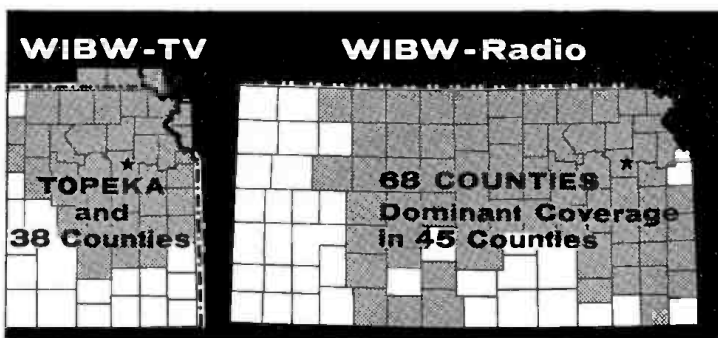
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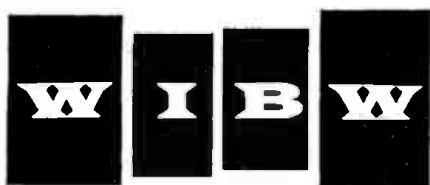
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# SO, GENERAL FOODS ASKED ABOUT TOPEKA



\*Figures from SALES MANAGEMENT Survey of Buying Power, June 10, 1965

## ...AND DISCOVERED



TOPEKA, KANSAS

**RADIO 5000 Watts at 580**  
**CBS RADIO NETWORK**

**TV—Channel 13**  
**CBS—NBC—ABC**

**FM RADIO 97.3 Megacycles**

Actually, General Foods didn't ask *us* anything. But, obviously the company knows the answers. It has long been a consistent user of WIBW air media for many of its products. We appreciate this and hope General Foods will pardon our presumption in citing it as an example. The points we want to make to all food and grocery manufacturers are these:

- WIBW-LAND is a closely-knit, integrated area for big ticket food sales.
  - Bigger in population and in Retail Food Sales than many cities that are recognized as major markets.
  - Fewer outlets to cover; higher per-store volume.
  - A potent media mix. WIBW-TV covers Topeka and 38 counties. WIBW-RADIO covers Topeka and 68 rich Kansas counties, dominates in 45 of them. WIBW-FM, with selective programming, adds its own high-level audience to intensify your local coverage.
  - A complete, merchandisable advertising package.
- Like to know more? Ask Avery-Knodel or the Stauffer office in your city for more detailed sales figures and case histories.

Division of Stauffer Publications

Represented Nationally by





## Senate approves satellite bill

Controversial communications satellite bill passed Senate Friday by 66-11 vote (see story, page 56).

Bill (HR 11040), providing for private corporation to own and operate U. S. space communications system, now goes back to House, which passed similar bill May 3 (BROADCASTING, May 7).

Senate leaders hope House will accept Senate version and send it to President instead of requesting conference to reconcile differences.

Senate passage followed rejection of some 50 amendments submitted by liberals who had conducted filibuster against bill. Their proposals, some offered in blocs of 15 or more, were tabled by overwhelming margins.

Only senators voting against administration-backed bill were Democrats, most of whom favor government ownership of space communications system. Voting for bill were 37 Democrats and 29 Republicans.

Sen. John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee and floor manager for bill, made final plea for bill's passage in speech denying liberals' charge measure amounts to "giveaway."

During debate on bill Thursday, Sen. Quentin Burdick (D-N.D.), who opposed bill, read telegram from John W. Boler, president of North Dakota Broadcasting Co., opposing any important role for AT&T in proposed space communications corporation. Mr. Boler's telegram said company is "monstrous monopoly" and "its tariffs for landlines and service by microwave systems is 400% greater than . . . private systems can be operated for."

Mr. Boler's company controls KXGO-AM-FM-TV Fargo, KXMC (TV) Minot, KXJB-TV Valley City, KXMB-TV Bismarck, all North Dakota, and KXAB-TV Aberdeen, S. D.

## Godfrey, CBS-TV sign for one-hour specials

Arthur Godfrey will be featured in three one-hour specials on CBS-TV next season, Hubbell Robinson, senior vice president at CBS-TV, announces today (Aug. 20). Armstrong Cork (BBDO, New York), Menley-James (Foote, Cone & Belding, Chicago-New York), and Quaker State Oil Refining Co. (Kenyon & Eckhardt) will sponsor first special, *Arthur Godfrey and*

### Short circuit

Telstar-relayed broadcast in seven languages to be aired to Russia by Radio Liberty did not get through to its target last Thursday (Aug. 16).

Radio Liberty announced Friday that satellite transmitted program to receiving station in France, where breakdown in land equipment prevented radio program from reaching its transmitters. Radio Liberty has broadcast in 17 languages to countries behind Iron Curtain since 1953 and hopes to reschedule broadcast for later this week.

*Hollywood*, on Nov. 10 at 8:30-9:30 p.m. Details will be announced later on other two shows.

## MCA court appearance postponed to Oct. 1

MCA's appearance in federal court in Los Angeles to answer government antitrust suit charging conspiracy to monopolize talent agency business (BROADCASTING, July 30, 23, 16) has been put off until Oct. 1.

Postponed to Oct. 15 was hearing set Aug. 27 on preliminary injunction to block merger of MCA and Decca Records. Decca's subsidiary, Universal Pictures, allegedly was to provide MCA access to theatrical motion picture field. MCA has withdrawn from talent representation since government initiated action July 13 (BROADCASTING, July 30).

## Rosencrans group buys Washington state catv

Columbia Television Co., community antenna company in Pasco-Kennewick, Wash., has been bought by group headed by Robert M. Rosencrans, formerly director of closed-circuit tv division, TelePrompter Corp., New York. Purchase price was not disclosed. Columbia Television serves more than 3,400 homes in Pasco and Kennewick.

## Mogen David continues on 'Tonight' this fall

Mogen David Wine Corp., Chicago (wines), will continue its association with NBC-TV's *Tonight Show* and personality Jack Paar in its fall advertising

program, according to Edward H. Weiss & Co., Chicago, firm's advertising agency.

Four Mogen David wines will be featured on *Tonight* with Johnny Carson, and on new *Jack Paar Show*, Fridays. In addition, firm will use "heavy saturation spot tv schedule in many markets."

CBS Radio newscasts will be used as well.

Another aspect of wine company's advertising campaign will be screening of new color film to its distributors and to retailer groups showing how Mogen David wines are produced.

## Tv networks cautious on GOP capsules plan

Republican National Committee's proposal to buy five-minute segments from tv networks for cutaways by local candidates is in uncertain status.

Not one of tv networks would admit any commitment to plan Friday.

CBS-TV rejected purchase order offered by Papert, Koenig, Lois, New York. NBC-TV said only that it has matter "under study." ABC-TV, said to have indicated interest at first, reserved comment other than to note that it hasn't accepted purchase order. But William Sprague, GOP publicity director, said in Washington late Friday agency told him ABC-TV had said "yes."

Plan calls for bobtailing 30- and 60-minute shows by five minutes for GOP use in last three week of campaign. Party would expect to buy more than 75% of network lists, said Mr. Sprague.

CBS-TV turned GOP down chiefly on two counts: (1) awkwardness in furnishing shortened shows to stations not included on GOP-ordered list, and (2) difficulties in complying with Sec. 315 of Communications Act.

Mr. Sprague said Friday GOP National Committee would be guarantor of payment to networks and try to collect from local candidates. He said plan offers opportunity for state candidates to obtain choice five-minute segments at reasonable cost.

Periods were recommended by GOP to be used by candidates for senator, governor and local offices. Recommended periods: three to fall within ABC-TV's *Lawrence Welk Show* and CBS-TV's *Red Skelton Show*, new *Jackie Gleason Show* and *Ed Sullivan*; and same number within NBC-TV's *Mitch Miller* program, *Perry Como* and *The Price Is Right*.

## WEEK'S HEADLINERS



Mr. Streibert

**Theodore C. Streibert**, vp and general manager of Time Inc. owned WTCN-AM-TV Minneapolis-St. Paul, resigns to establish international business consulting service based in New York. He will be consultant

to International Division of Time-Life Broadcast. Mr. Streibert was first director of U. S. Information Agency, 1953-57. Direction of Minneapolis stations will continue under **Arthur M. Swift Jr.**, station manager for tv, and **Gordon Ritz**, radio station manager. Supervising operation will be under **Willard Schroeder**, vp of Time-Life Broadcast and general manager of WOOD-AM-FM-TV Grand Rapids, Mich.



Mr. Scheuer

**John D. Scheuer Jr.**, director of pr and programming for Triangle Stations for past seven years, appointed administrative executive for those stations, newly created post.

From 1942 to 1954 Mr. Scheuer

was with Triangle's WFIL-AM-FM-TV Philadelphia in variety of executive capacities, including director of operations and executive assistant to general manager. In new post he will be responsible for coordinating activities between Radio & Tv Division of Triangle Publications and Triangle stations. He will report to Roger Clipp, division vp.

Triangle Stations are WFIL-AM-FM-TV, WNBC-AM-FM-TV Binghamton, N. Y., WLYH-TV Lebanon-Lancaster, Pa., WFBG - AM - FM - TV Altoona-Johnstown, Pa., WNHC-AM-FM-TV New Haven, Conn., and KFRE-AM-TV, KRFM (FM) Fresno, Calif.



Mr. Leeds

**Martin N. Leeds**, onetime executive vp, Desilu Productions Inc., Hollywood, and more recently president of Home Entertainment Co., west coast pay tv firm, elected executive vp and member of board

of directors of Talent Assoc.-Paramount Ltd. He will be in charge of company's west coast operations with headquarters at studios of Paramount Pictures Corp., Hollywood.

Before joining Desilu seven years ago, Mr. Leeds was director of business affairs for CBS-TV Hollywood for over six years. He left Desilu when he assumed presidency of Home Entertainment in early 1961, resigning from latter firm Aug. 9.



Mr. Cummings

**Sanford C. Cummings**, ABC vp and director of programs for ABC-TV's western division, resigns, effective in mid-September, to assume a new post which he'll announce at that time. "I'm too desk-bound and I

want to return to production," he said last week, adding that his affiliation would not take him out of television. An actor-director-producer, Mr. Cummings left an associate producer's job at Paramount in the late 1930's to become head of Hollywood office of Benton & Bowles. A combat officer during World War II, he was operations head of Armed Forces Network in Germany for post-war period before returning to Hollywood. He joined ABC-TV as network coordinator at Disney Productions, became western program head of the network in 1958 and a vp that same year.

feels "some question" remains.

He said he wouldn't seek to expand the interpretation to include deductions for advertising dealing with specific legislation.

Sen. Carlson will attempt to provide basis for interpretation he favors through questioning of Finance Committee colleagues when bill reaches Senate floor.

Sen. Carlson decided on this course after committee rejected his effort to have clarifying language written into report accompanying bill to Senate.

### NBC-TV makes changes in program department

New appointments in NBC-TV's program department were announced today (Aug. 20) by Mort Werner, vice president for programs. Giraud Chester, vice president in charge of daytime programming and member of plans board at ABC-TV and who had been at NBC 1953-57, returns to network in charge of program administration. Grant Tinker, vice president, general program executive, is promoted to vice president for operations on West Coast. Edward S. Friendly Jr., is named vice president for special programs.

### L&M purchases half of NBC-TV news show

Liggett & Myers Tobacco Co., through J. Walter Thompson Co., New York, has purchased one-half sponsorship of *The River Nile*, one-hour NBC News presentation scheduled for Sunday, Oct. 28 (10-11 p.m. EST).

### Bureau approves sale of half of WTVW (TV)

FCC's Broadcast Bureau has approved sale of ch. 7 WTVW (TV) Evansville, Ind., by Ferris E. Traylor, Rex Schepp and Miklos Sperling to Producers Inc. for total consideration of \$514,800.

Producers Inc. is owned 50% by Mr. Traylor and his family, and 50% by Polaris Corp., company engaged in real estate and equipment leasing. For past five years WTVW has opposed FCC proposal to move ch. 7 to Louisville, Ky., and to assign ch. 31 to WTVW.

### Laos Reds release NBC News cameraman

Grant Wolfkill, NBC news cameraman, was released Friday (Aug. 17) along with four other Americans from prison in communist sector of Laos. Mr. Wolfkill had been imprisoned 15 months.

He departed on plane from Hong Kong for New York and is scheduled to appear today (Aug. 20) on NBC-TV's *Today* program (8:30-9 a.m.) and later, tonight, on special program scheduled for 8-8:30 p.m.

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

### Sen. Carlson to seek liberal ad tax view

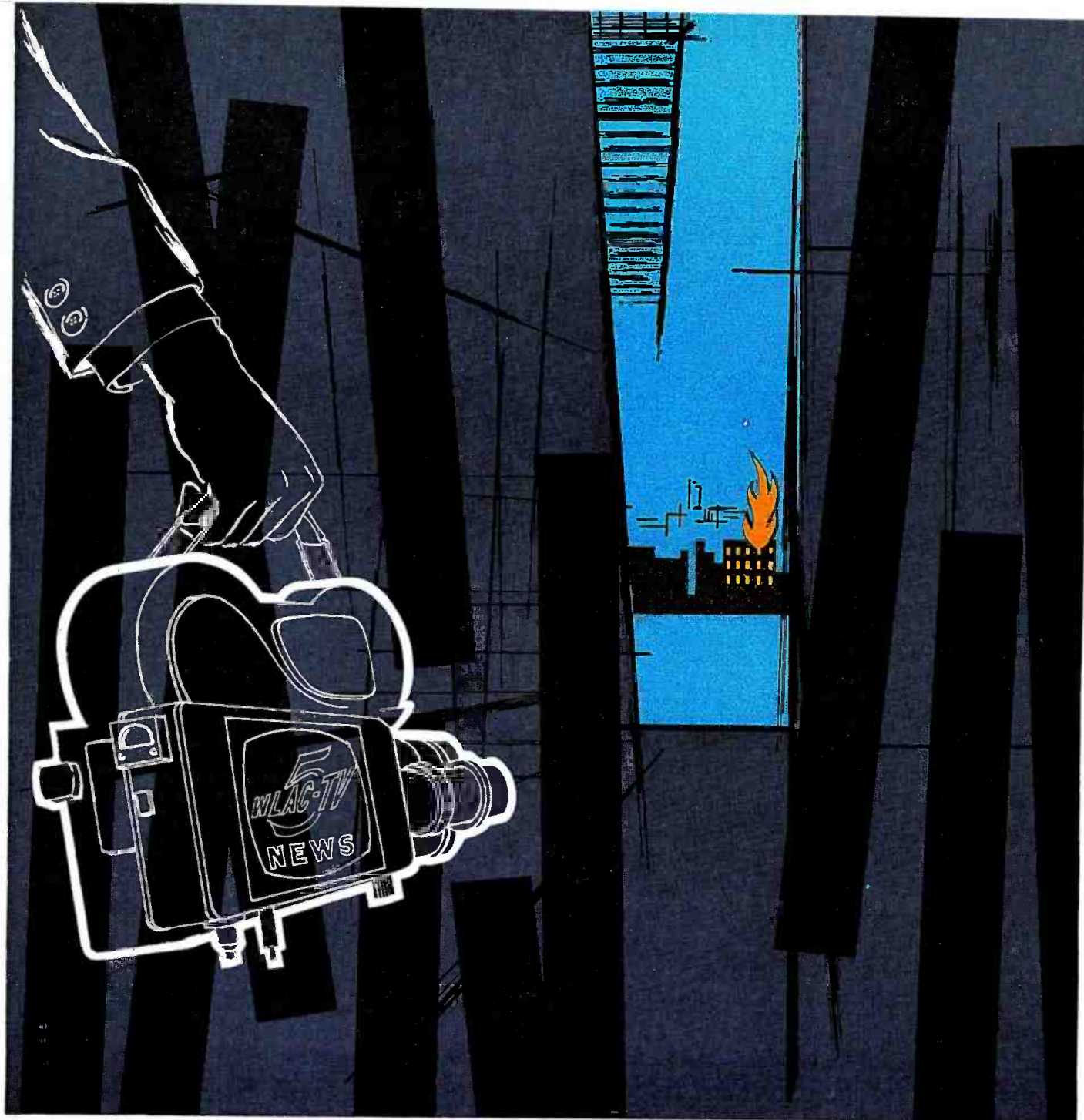
Attempt to provide basis for more liberal interpretation of section in pending tax bill dealing with advertising expenses will be made on Senate floor by Sen. Frank Carlson (R-Kan.).

Sen. Carlson, member of Senate Fi-

nance Committee, said Friday he wants to be sure bill is interpreted as permitting tax deductions for institutional advertising that affects advertiser's business. One example he cited was of road-construction firm publicizing need for highway improvements.

He said some authorities feel such expenditures are deductible now, but he

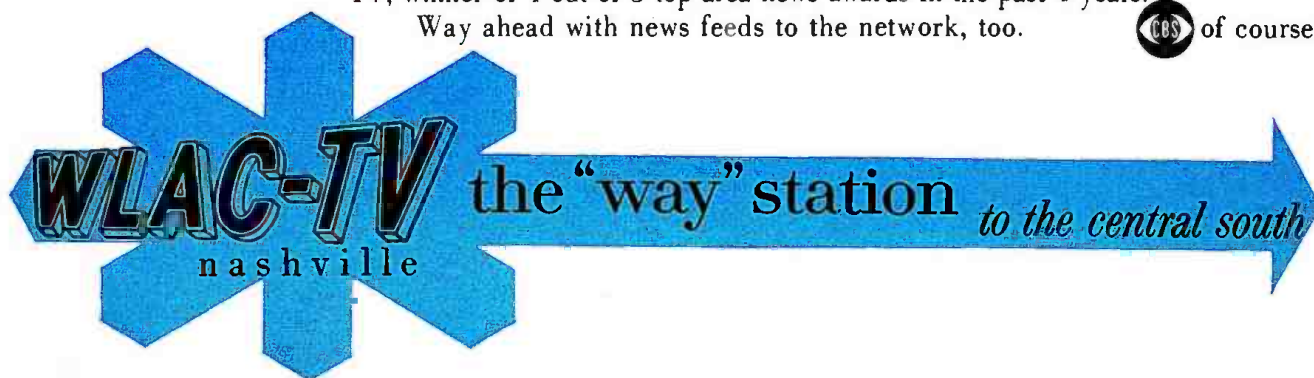




News with *emphasis* on local and regional events . . . in the nation's 38th T.V. market. News in *depth* where news occurs. News with *reach* across 36 Kentucky and a full 50 Tennessee counties, plus the northern rim of Alabama. *Way ahead with all the news that's fit to see.* That's WLAC-TV, winner of 4 out of 5 top area news awards in the past 4 years.

Way ahead with news feeds to the network, too.

 of course.





**MM**

**METROPOLITAN  
BROADCASTING TELEVISION**

WNEW-TV New York  
WTTG Washington, D.C.  
KMBC-TV Kansas City, Mo.  
KOVR Sac.-Stockton, Calif.  
WTVH Peoria, Illinois  
WTVP Decatur, Illinois

**METROPOLITAN  
BROADCASTING RADIO**

WNEW New York  
WIP Philadelphia, Pa.  
WHK Cleveland, Ohio  
KMBC Kansas City, Mo.

**FOSTER AND KLEISER  
OUTDOOR ADVERTISING**

Offices in California,  
Washington and Oregon

**METRO BROADCAST SALES  
Station Representatives**

WORLDWIDE BROADCASTING  
WRUL Radio, New York

**"An hour  
of growing and  
enriching  
artistry..."**

**NEW YORK TIMES,  
JACK GOULD**

**"The three great  
media of communication—  
oral, written and  
electronic—stunningly  
combined."**

**THE WASHINGTON POST,  
LAWRENCE LAURENT**

**"For its continuing  
service to television's  
small army of  
quiet-minded viewers, a  
quiet 'thank you' to  
Standard Oil, Humble  
and Esso."**

**THE SATURDAY REVIEW,  
ROBERT LEWIS SHAYON**

**"Now why can't  
the networks  
give us programs  
of this sort?"**

**N.Y. WORLD-TELEGRAM  
AND SUN,  
HARRIET VAN HORNE**

**"...the most  
distinguished  
series to hit  
television in ages."**

**NEWSDAY,  
B. DELATINER**

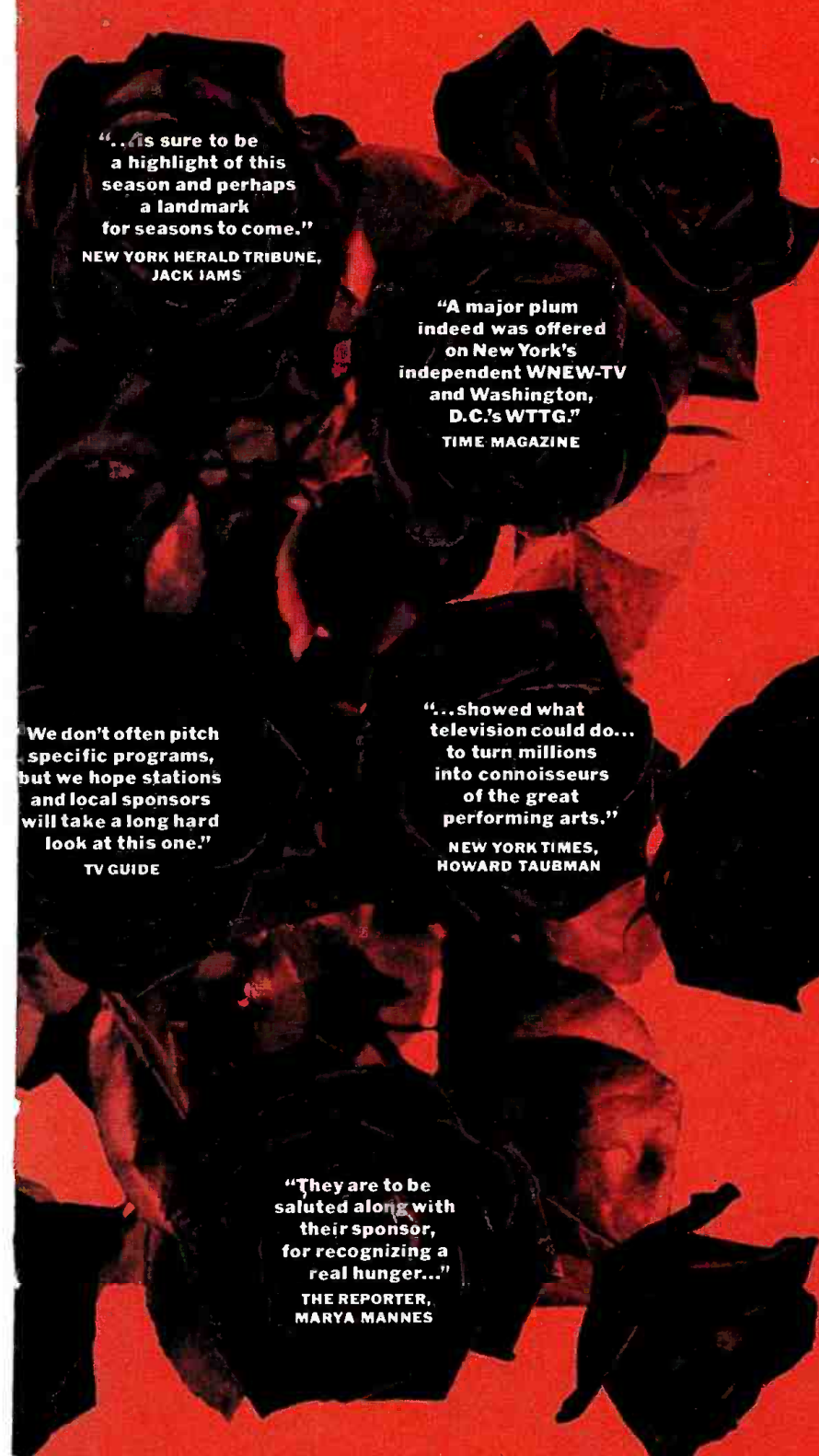
**"The ten-week  
Festival of  
Performing Arts...  
has gotten  
off to a brilliant  
start."**

**WASHINGTON STAR,  
B. HARRISON**

**"Pablo Casals...  
marked the high  
point of that  
program's rather  
remarkable series."**

**NEW YORK TIMES,  
PETER BART**





**"...is sure to be  
a highlight of this  
season and perhaps  
a landmark  
for seasons to come."**

**NEW YORK HERALD TRIBUNE,  
JACK IAMS**

**"A major plum  
indeed was offered  
on New York's  
independent WNEW-TV  
and Washington,  
D.C.'s WTTG."  
TIME MAGAZINE**

**"We don't often pitch  
specific programs,  
but we hope stations  
and local sponsors  
will take a long hard  
look at this one."**

**TV GUIDE**

**"...showed what  
television could do...  
to turn millions  
into connoisseurs  
of the great  
performing arts."**

**NEW YORK TIMES,  
HOWARD TAUBMAN**

**"They are to be  
saluted along with  
their sponsor,  
for recognizing a  
real hunger..."**

**THE REPORTER,  
MARYA MANNES**

"Festival of Performing Arts," a most distinguished series of dramatic, literary and musical television programs, recently completed a ten-week exclusive run on WNEW-TV, New York and WTTG, Washington, D.C., flagship stations of Metropolitan Broadcasting Television, a division of Metromedia. "Festival of Performing Arts" is typical of the "quality operations" philosophy of Metromedia, a diversified communications company, dedicated to the presentation of the finest in entertainment, information and educational programming. Sponsored by the Standard Oil Company of New Jersey, this program was rated as the outstanding cultural event of the television season. Response from public and press was unprecedented.

"Festival of Performing Arts" received lavish praise not only from television critics, but from drama, poetry and music reviewers as well.

This same "quality operations" philosophy in our Metropolitan Broadcasting Radio Division means

"Live" Music Spectaculars and

special hour-long documentaries on heart disease, civil defense and mental health.

In our Outdoor Advertising Division, Foster and Kleiser makes extensive use of community service campaigns on both our poster panels and painted bulletins.

In our Worldwide Broadcasting Division, this means the scheduling of the complete United Nations' 16th General Assembly proceedings, beamed by Short Wave to two-thirds of the world!

**METROMEDIA**



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# image

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

---

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

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

WJXT, CHANNEL 4, JACKSONVILLE, FLORIDA ●

WTOP RADIO, WASHINGTON, D.C.

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## DATEBOOK

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

\*Indicates first or revised listing.

### AUGUST

Aug. 20—ABC Radio affiliates, regional conference. Dallas.

Aug. 20-21—Television Affiliates Corp. Program directors meeting on public affairs shows. Lake Tower Motel, Chicago.

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

Aug. 22—ABC Radio affiliates, regional conference. Atlanta.

Aug. 22—Western Electronic Mfrs Assn. annual luncheon, Statler-Hilton, Los Angeles. John H. Rubel, assistant secretary of defense, will speak on research and development in defense work.

\*Aug. 24-25—Arkansas Broadcasters Assn., annual convention. Aug. 25 speakers include Douglas A. Anello, NAB. Hotel Sam Peck, Little Rock.

Aug. 26-29—First annual community antenna Management Institute, sponsored by National Community Television Assn. U. of Wisconsin, Madison.

\*Aug. 24-25—Arkansas Broadcasters Assn., annual convention. Aug. 25 speakers include Douglas A. Anello, NAB. Hotel Sam Peck, Little Rock.

\*Aug. 27-30—American Society of Association Executives, 43rd annual meeting. Eight segments of nation's economy will be discussed. Among panelists will be Harold E. Hill, administrative vice president, National Assn. of Educational Broadcasters, discussing education and communications. Mayflower Hotel, Washington, D. C.

\*Aug. 27-30—American Society of Association Executives, 43rd annual meeting. Eight major segments of nation's economy will be discussed. Among panelists will be Harold E. Hill, administrative vice president, National Assn. of Educational Broadcasters, discussing education and communications. Mayflower Hotel, Washington, D. C.

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

### SEPTEMBER

Sept. 4-6—Atlantic Assn. of Broadcasters annual convention at the Nova Scotia Hotel, Halifax, N.S. The meeting was to have been held in mid-June but postponed because of Canadian federal elections on June 18. Jack Fenety, CFNB Fredericton, N.B., will preside.

Sept. 6-8—New York State Broadcasters Assn.'s first annual executive conference. Gideon Putnam Hotel, Saratoga Springs, N. Y. Reservations are to be submitted to the NYSBA executive office in Albany.

Sept. 7-10—American Statistical Assn. and related groups, Leamington and Curtis Hotels, Minneapolis.

Sept. 10-19—First International Television Programs & Equipment Fair at Lyons, France. Tv program producers, distributors,

#### RAB management conferences

Sept. 10-11 — Hyatt House, Burlingame, Calif.

Sept. 13-14—O'Hare Inn, Des Plaines, Ill.

Sept. 17-18—The Lodge, Williamsburg, Va.

Sept. 20-21—Cherry Hill Inn, Haddonfield, N. J.

Sept. 24-25—Hilton Inn, Atlanta, Ga.

Sept. 27-28—Dearborn Inn, Dearborn, Mich.

Oct. 1-2—Glenwood Manor, Overland Park, Kan.

Oct. 4-5—Western Hills Hotel, Fort Worth, Tex.



# WAVE-TV gives you

## 28.8% more WOMEN

### —28.8% more viewers, minimum!

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

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

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

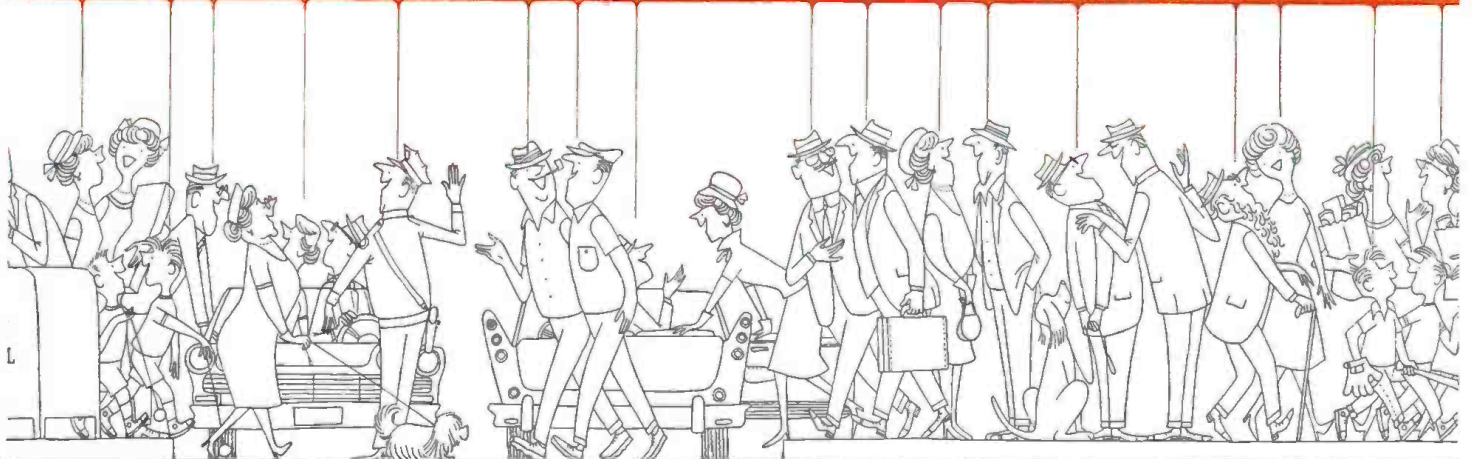
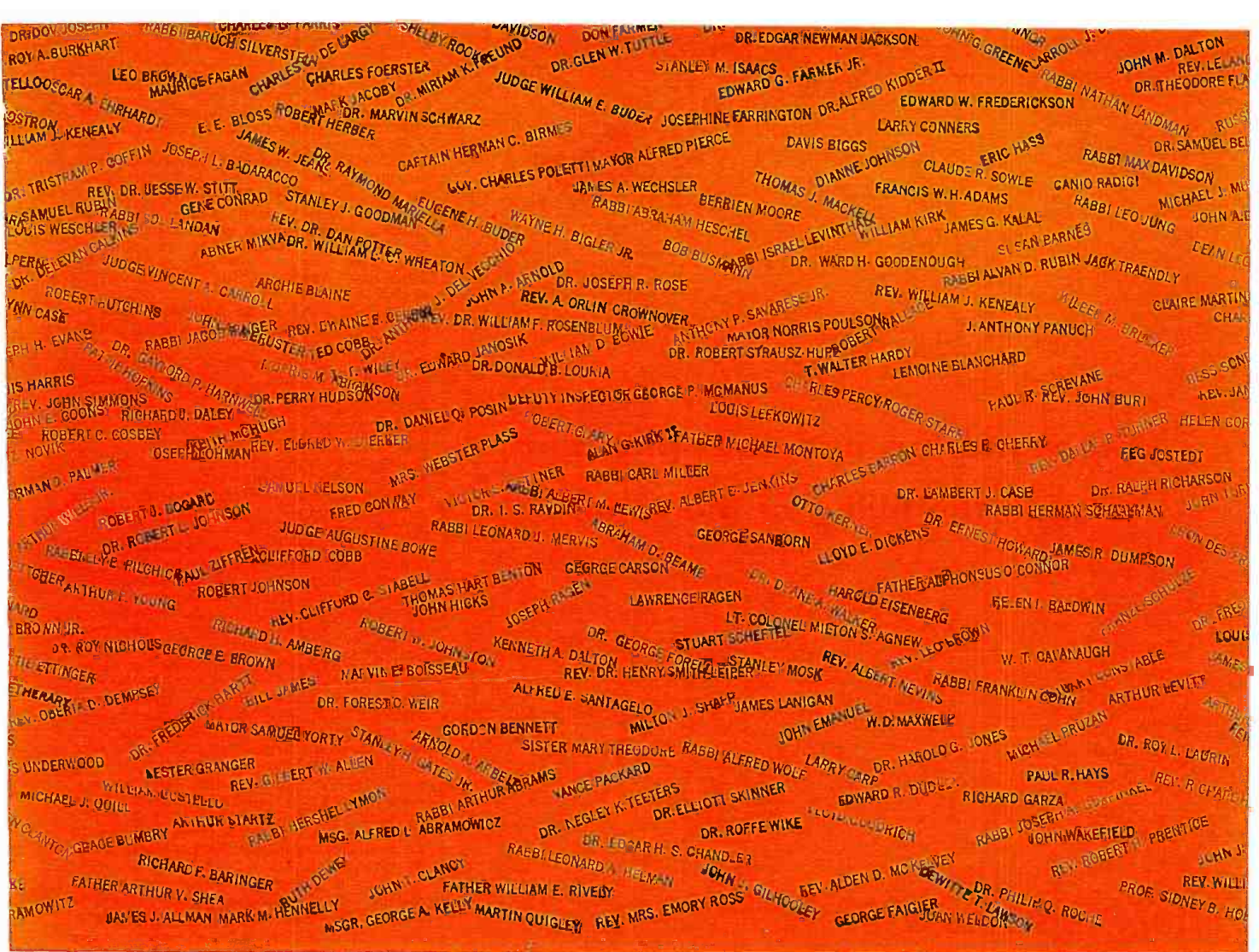
**CHANNEL 3 • MAXIMUM POWER**  
**NBC • LOUISVILLE**

The Katz Agency, National Representatives









**PARDON US FOR NAME DROPPING**, but names make news. And these are some (but only a few) of the local citizens who made news on the CBS Owned television stations in the past couple of years. Clergymen, physicists, politicians, teachers—people with something important to say to their community—said it frequently, freely on programs originated by our local production staffs. This unfailing sense of what interests audiences is one reason why locally-produced programming on the five stations has been honored by more than 100 awards and citations in the past two years alone. It also helps explain the stature and the popularity of the stations themselves. For audiences (advertisers too!) have long known who broadcasts local programs that are uniquely compelling... uniquely newsworthy. Namely the CBS Owned television stations. **CBS TELEVISION STATIONS**

A Division of Columbia Broadcasting System, Inc.  
Operating WCBS-TV New York, KNXT Los Angeles, WBBM-TV  
Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.



## The wondrous bee does plan and plan the filling of the comb

Your advertising planning can be greatly simplified by using BEE-LINE RADIO. You reach all of Inland California and Western Nevada with the five McClatchy stations. In fact, the McClatchy stations reach more radio homes than any other combination of stations at the lowest c/M. (Nielsen Coverage Service Report #2, SR&D)

### McClatchy Broadcasting Company

delivers more for the money in Inland California-Western Nevada

PAUL H. RAYMER CO. — NATIONAL REPRESENTATIVE

KOH RENO • KFBK SACRAMENTO • KBEE MODESTO • KMJ FRESNO • KERN BAKERSFIELD



and equipment manufacturers are invited. New York contact: Henri Goldgran, 543 Fifth Ave.

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

Sept. 12—Direct Mail Advertising Assn. Opening luncheon of 45th annual DMAA convention at Sherman House, Chicago. Edward R. Murrow, director of U. S. Information Agency, will deliver keynote speech at noon.

Sept. 12-13—CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, New York.

Sept. 12-14—Michigan Assn. of Broadcasters, fall convention and business meeting. Kenneth Cox, chief of Federal Communications Commission's Broadcast Bureau, to speak. Hidden Valley, Gaylord, Mich.

Sept. 13-14—Fifth annual conference of the European Market Assn. of Advertising Agencies. 5 Chesterfield Gardens, London, England. (EMA board member for North America: Edwin Van Brunt, Van Brunt & Co., New York.)

Sept. 13-14—Sixth national Symposium on Engineering Writing & Speech, sponsored by Professional Group on Engineering Writing & Speech, IRE. Banquet speaker to be Henry Loomis, director, Voice of America. Mayflower Hotel, Washington, D. C.

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

Sept. 14-16—West Virginia Broadcasters Assn. fall meeting at The Greenbrier. Speakers include: Mike Layman, WSFC Somerset, Ky.; Leonard Marks, Washington attorney, and Gene Katz, The Katz Agency.

Sept. 15—UPI Broadcasters of Pennsylvania annual meeting at Nittany Lion Inn at State College, Pa. Part of this year's session will be held in conjunction with the first meeting of the Pennsylvania News Broadcasters Assn.

Sept. 16-18—Louisiana Assn. of Broadcasters, annual convention and business meeting. Royal Orleans Hotel, New Orleans.

Sept. 16-18—Louisiana AP Broadcasters meeting in New Orleans.

Sept. 17—Deadline for comments on FCC proposal for a new class of service to promote educational tv by using channels in the 1990-2110 mc or 2500-2690 mc bands to transmit to schools.

Sept. 19-22—Radio-Television News Directors Assn. international convention, Sheraton Palace Hotel, San Francisco. Opens Sept. 19 with "news-maker" cruise aboard Navy carrier Yorktown for anti-submarine maneuvers.

Sept. 20—Comments due on FCC proposal to amend its rules to permit the use of automatic logging devices.

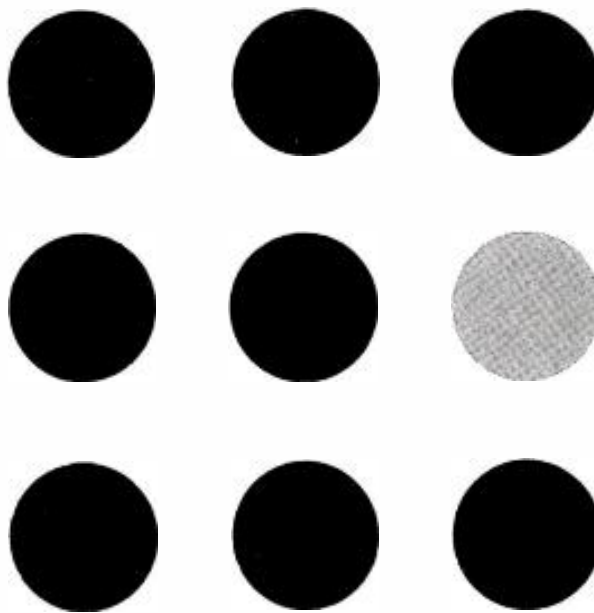
Sept. 20—Deadline for comments on FCC proposals to permit public inspection of network affiliation contracts and to amend rules relating to multiple ownership of broadcast properties postponed from Aug. 20).

Sept. 21—Tennessee Assn. of Broadcasters convention, Nashville. Guest speakers include: Betty Furness, CBS Radio; Gov. LeRoy Collins, NAB; Commissioner Frederick W. Ford, FCC; William Kaland, vpprograms. Westinghouse Broadcasting Co., and Gov. Buford Ellington of Tennessee.

#### NAB Fall Conferences

Oct. 15-16—Dinkler-Plaza, Atlanta  
Oct. 18-19—Biltmore, New York  
Oct. 22-23—Edgewater Beach, Chicago  
Oct. 25-26—Statler-Hilton, Washington  
Nov. 8-9 —Sheraton-Dallas, Dallas  
Nov. 12-13—Muehlebach, Kansas City  
Nov. 15-16—Brown Palace, Denver  
Nov. 19-20—Sheraton-Portland, Ore.





## HOW TO SPOT AN EXPERT

Two management experts are called in to streamline a large, over-organized firm. Their efforts to save steps, however, bog down in a disagreement over where to relocate the men's rest room.

Disturbed, the firm's "Committee for the Preservation of Peaceful Personnel" resolves the deadlock with a contest. The expert who solves a certain problem first, shall have his rest room plan installed.

The experts were simply asked to join the nine spots shown above with four straight connecting lines.\* However, it took them both so long to solve this problem that the firm's "Committee for Evaluating the Efficiency of Management Experts" fired them on the spot.

If you can find the solution, send it in and win an exciting new prize. We're offering several, so tell us what you've already won.

Puzzle adapted by permission of Dover Publications, Inc., N. Y.

*\*To make sure your spots connect place them on one of WMAL-TV's new late-night, audience-tested programs: Thriller, Surfside 6, Checkmate, Adventures in Paradise, (Monday thru Saturday) MGM first-run features (Friday and Saturday). Check H-R Television for avails.*

# wmal-tv

Washington, D. C.

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

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



## AD MANAGER KNIGHTED!

DISCOVERS

# WHLI<sup>island</sup>\*

—4TH LARGEST MARKET IN  
U.S.—A SEPARATE, INDEPEND-  
ENT AND DISTINCT MARKET

\*Nassau-Suffolk (Long Island)  
accounts for more Automoti-  
tive Sales than 24 states and  
its \$3¼ Billion Retail Sales  
out-ranks the following major  
metro markets:

|                  |             |
|------------------|-------------|
| Philadelphia     | Dallas      |
| Detroit          | St. Louis   |
| Cleveland        | Milwaukee   |
| Washington, D.C. | Seattle     |
| Boston           | Minneapolis |
| Houston          | Pittsburgh  |
| San Francisco    | Kansas City |
| Baltimore        | Atlanta     |

Long Islanders listen, and are  
loyal to WHLI because WHLI pro-  
vides exclusive programs and  
services that are vital to resi-  
dents of Long Island.

→ 10,000 WATTS

**WHLI** AM 1100  
FM 98.3

HEMPSTEAD  
LONG ISLAND, N.Y.

*the voice of  
Long Island*

PAUL GODOFSKY, Pres. Gen. Mgr.  
JOSEPH A. LENN, Exec. Vice-Pres. Sales

REPRESENTED by Gill-Perna

## OPEN MIKE ®

### Unmentioned

EDITOR: In your excellent article, "Tailored spots boost radio sales" [LEAD STORY, Aug. 6], you did not mention that Radio Concepts Inc. is a division of Franklin Broadcasting Corp., owner of five key-market radio stations. . . —*Al King, chairman of the board, Franklin Broadcasting Corp., New York.*

EDITOR: Thank you for the very excellent feature—a splendid reporting job, indeed. Our regret is that Ad-image Inc., one of the oldest, most reputable firms selling and servicing local radio this time sales/jingle concept, was left out of the story. . . —*Adele M. Purcell, president, Ad-image Inc., New York.*

### Old southern custom

EDITOR: I read with interest your item [CLOSED CIRCUIT, Aug. 6] that WTOP-TV Washington is the first major tv station in the East to schedule a daily one-hour news program.

On Dec. 21, WTVJ (TV) premiered its *Channel 4 News Hour*, a Monday through Friday, one-hour program.

The hour begins with 15 minutes of news summaries and reports from upper South Florida countries and the Florida Keys. After sports and weather news, *Ralph Renick Reporting* highlights local and state news and concludes with a three-minute editorial. The Walter Cronkite CBS-TV News program rounds out the hour. . . —*Lee Ruwitch, executive vice president & general manager, WTVJ Miami.*

EDITOR: . . . This major (and only) station in this secondary market has long found a one-hour nightly newscast to be an excellent idea. Ours at WMAZ-TV runs 6-7 p.m., with national news 10 minutes; almanac newsreel 5 minutes, state report 5 minutes, sports 10 minutes, local news 10 minutes, weather 5 minutes, Walter Cronkite 15 minutes. We also use a half-hour final report at 11 p.m.

However, it's no new idea in the South; many stations use the hour and half-hour formats. . . —*Wilton E. Cobb, general manager, WMAZ-AM-TV Macon, Ga.*

[In a field where superlatives are frequent, BROADCASTING tries to be cautious about accepting them without reservation. This time our guard was down.]

### Population problem?

EDITOR: MobilSound Tv AudioMonitor [EQUIPMENT & ENGINEERING, July 23] sounds perfect for tv executives. Who else would operate a television set with a defunct picture tube?

Test it. Spend a night at home with the sound on and the picture off. Then run your radio dial for the sound you

like. Somebody likes the sound you dislike . . . but your kind of sound is somewhere on the dial.

If the good wife says, "There's nothing on television I want to see tonight," do you think she'd want to *listen* to it? —*Ted Rand, general manager, KDKS Paragould, Ark.*

### A cure for radio

EDITOR: We hear much weeping and wailing about the sad plight of radio. May I suggest that there is nothing wrong that couldn't be cured by a return to the principles that made radio great. A few: (1) a return to "programming," not lazy format; (2) maintenance and replacement of worn-out equipment; (3) departmentalization; (4) employment of competent, experienced staff people.

I believe radio has hurt itself in its fear of tv. Format stations stink; too many owners forget morale is closely tied to equipment; too many owners in the business ten years or more haven't the faintest notion of radio's proper function.

I suggest that these people, for the good of their pocketbooks, hire as general managers those old line radio men who will departmentalize and establish a chain of command.

It is amazing that am and fm stations which broadcast excellent programs defeat themselves by hiring incompetent or inexperienced staff employees. Setting the polished diamond of good programming in tarnished, cheap brass highlights not the programming, but the inexperienced announcer. I haven't noticed the established, old line stations in financial trouble . . . getting short term renewals or license deletions.

No, I am not unemployed and asking for a job. I've been in the business long enough that a job is the easiest thing I know of to get. . . —*Blake Tabor, Leesburg, Fla.*

### On relaxing rules

EDITOR: It would appear that the commission is again listening to the bleating of the loud-mouthed minority in considering relaxation of the operator requirement rules at certain classes of broadcast stations [GOVERNMENT, Aug. 6].

Back in the '40s the commission listened to the plea of financial hardship from smaller stations, mainly Class IVs, and relaxed the rules to allow operation with one fulltime first phone man plus restricted ticket holders. . .

Now, obviously, the multiple station ownerships have joined the pressure group and they probably ultimately visualize one first phone man taking care



A TELEVISION FIRST  
AUTHENTIC REVELATIONS  
OF LIFE BEHIND THE IRON CURTAIN  
PICTURE AND TEXT FACTUALLY  
COMBINED TO CLARIFY  
THE FUNDAMENTAL  
DIFFERENCES  
BETWEEN  
COMMUNISM  
AND THE  
FREE WORLD.



# COMMUNISM: R. M. E.

"A PEOPLE, WRAPPED IN A MYSTERY, INSIDE AN ENIGMA"

— SIR WINSTON CHURCHILL



HOST & NARRATOR  
ART  
LINKLETTER

**TWENTY SIX, 30-MINUTE PROGRAMS FORCEFULLY REVEAL  
GENERALLY UNKNOWN FACTS ALL AMERICA WANTS TO KNOW**

**FILMED BY:** FOX MOVIE TONE NEWS... Over 250 experienced staffers in 36  
bureaus... throughout the world... **RESEARCH AND BACKGROUND:** UNITED  
PRESS INTERNATIONAL... more than 10,000 editors, correspondents,  
technicians. Many behind the Iron Curtain... **PRODUCTION AND  
SCRIPTS:** SHERMAN H. DRYER... Winner of 55 national awards  
and two-time winner of Peabody Award.

Offices in: CHICAGO, LOS ANGELES, HOUSTON, ATLANTA

**Storer  
Programs**  
INCORPORATED

500 PARK AVENUE, NEW YORK









## How to give a party (for 30,000 people)

The host was (secretly) *glad* it rained! For every inch of parking space was bumper-jammed when 30,000 people came, despite the weather, to this week-end affair. They were sure of fun for all the family, because WOWO was giving the party.

Crowds at the station's famous "Beach Ball" at Lake James (52 miles from Fort Wayne) reflect a literally unique fact about WOWO, Fort Wayne. It is a *radio* station which delivers bigger audiences than any *television* station in its area! Indeed, so many people tune-in WOWO, it now delivers the 15th largest U.S. Radio Market.

It takes many things, of course, to give a good party; not the least, a genuine affection and concern between host and guests... both ways.

Such affection and concern are the key to all WOWO operations—as they are for all the WBC Radio Stations. You see this at work, in each area, in their influence as *prime-movers* of ideas, goods... and people.

**WESTINGHOUSE BROADCASTING COMPANY, INC.**



WBZ · WBZA · WBZ-TV, Boston; KDKA, KDKA-TV, Pittsburgh; WJZ-TV, Baltimore; KYW, KYW-TV, Cleveland;  
WOWO, Fort Wayne; WIND, Chicago; KPIX, San Francisco and WINS, New York



## FARM Re-

porter Of The Year Wally

Ausley. Outstanding staff

personalities help make

WPTF the respected leader

in a vital segment of the

Southeastern market.



# WPTF

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

Dick Mason, General Manager  
Gus Youngsteadt, Sales Manager

HENRY I. CRISTAL CO. National Rep.

of their entire string of stations. In my opinion this relaxation . . . will ultimately destroy everything the Commission has been trying to do the past two or three years. . . .

The relaxation of the '40s . . . has resulted in many of the engineering fraternity leaving the broadcast field for something more stable than the operation of an electric range. Further case-ment would only hasten the process.

As for the ease of operation and stability of the modern broadcast trans-mitter, these facts are true . . . . I'm sure that the modern airplane is in many ways easier to fly than the old spit and bailing wire jobs . . . . But I'm also sure that the Federal Aviation Agency is too level-headed to permit airlines to remove the co-pilot to save money.—Ben Smith, Paducah, Ky.

### Pledge of indulgence

EDITOR: The following is for that little department that gets it when you do and gets it when you don't:

"I pledge indulgence to the traffic department and to the commercials for which it stands; One station, ineluctable, with pre-emptions and makegoods for all."

—Roy Romo, traffic manager, KENS-TV San Antonio.

### San Diego story

EDITOR: I wish to take this opportunity to thank you for the excellent job of writing on the City of San Diego [SPECIAL REPORT, June 11]. . . . —Charles C. Dail, mayor, City of San Diego.

### Split

EDITOR: The position of Mr. Minow and, I presume, the U. S. government, on the overpopulation of radio stations has become even *more* confusing, considering the current antitrust action against Brunswick-Balke-Collender Co. and American Machine & Foundry Co. for attempting to regulate the overpop-ulation of bowling alleys.

As it now appears that our govern-ment agencies are all pulling together in opposite directions, I suggest that it would be in the public interest, con-venience and necessity if someone would introduce Mr. Newton Minow to Mr. Bobby Kennedy.—Jeff Lapping, Phoenix, Ariz.

[The Justice Dept. filed an antitrust com-plaint July 30 in U. S. District Court in New York against Bowling Lane Proprietors Assn., Brunswick and AMF, charging that the bowling proprietors group studied the U. S. and developed a ratio of bowling lanes to population it considered to be desirable, identified some cities the group felt to be overpopulated with bowling lanes, and asked and obtained agreement from Brunswick and AMF not to sell additional equipment (automatic pin setters) in these areas. Mr. Lapping has been an applicant since 1959 for radio stations at Glendale, Ariz., and Blythe, Calif.]

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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\*Reg. U. S. Patent Office

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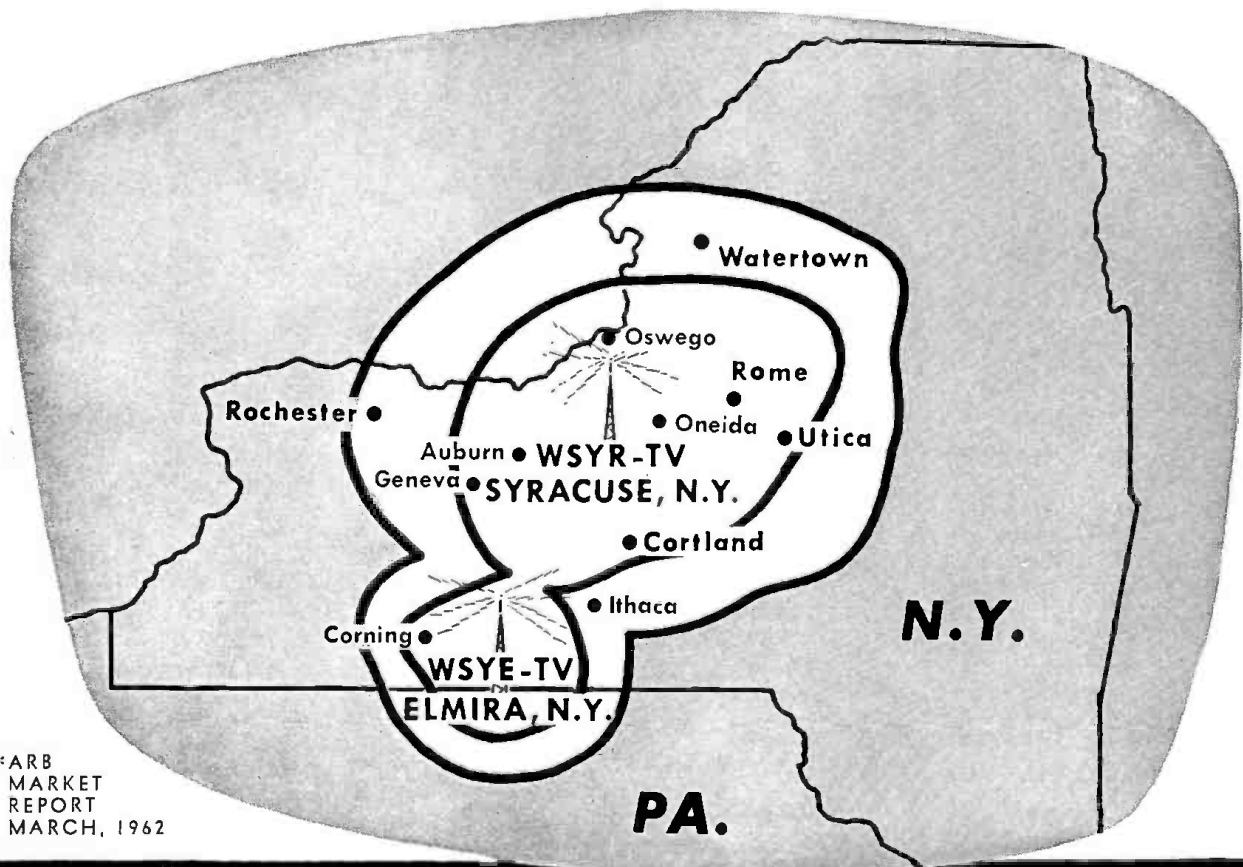


# OVERWHELMINGLY

## THE LEADER\* IN THE SYRACUSE MARKET!

### WSYR • TV

## DELIVERS 50%\* MORE HOMES THAN ITS COMPETITOR!



\*ARB  
MARKET  
REPORT  
MARCH, 1962

# WSYR • TV

NBC  
Affiliate



**SYRACUSE, N. Y.**

*Channel 3 • 100 K W*

Plus WSYE-TV channel 18  
ELMIRA, N. Y.

*Get the Full Story from* HARRINGTON, RIGHTER & PARSONS

TELEVISION'S MOST DISTINGUISHED AND ACCLAIMED NEW SERIES

# FESTIVAL

STARRING THE WORLD'S GREATEST

STANDARD OIL CO. OF NEW JERSEY  
SPONSORED IT IN N.Y.C. AND  
WASH., D.C....THESE FABULOUS  
REVIEWS TELL THE STORY!

"Glowing like a match in the TV mid-  
night"

—*Time Magazine*, April 13, 1962

"Sure to be a highlight of this season  
and perhaps a landmark for seasons to  
come"

—*N.Y. Herald Tribune*, April 4, 1962

"Producers David Susskind and James  
Fleming merit the thanks of us all for  
the recognition of the potential riches  
that can be at television's disposal"

—*N.Y. Times*, April 8, 1962

"Television's vast wasteland was cul-  
tivated last night by a brilliant hour of  
poetry readings conducted by two gifted  
performers, Paul Scofield and his wife  
Joy Parker"

—*N.Y. Daily News*, April 4, 1962

"Viewers in the New York area had an  
hour of pure delight last night...they  
gave television a much needed lift.  
Long live the Festival!"

—*N.Y. World Telegram*, April 4, 1962

"Producers David Susskind and James  
Fleming, the sponsoring Standard Oil  
Co. of New Jersey and Channel 5 de-  
serve applause"

—*N.Y. Post*, April 4, 1962

"The three great media of communica-  
tion—oral, written and electronic—  
were stunningly combined this week for  
the premier telecast of Festival of the  
Performing Arts"

—*Washington Post*, April 6, 1962

"At the end of the fourth show Stand-  
ard Oil (New Jersey) had received  
some 25,000 letters of appreciation  
from viewers. We don't often use this  
space to pitch specific programs, but  
we hope stations and local sponsors will  
take a long hard look at this one when  
the salesmen come around"

—*TV Guide*, June 23, 1962



PAUL SCOFIELD  
AND JOY PARKER

in "A Duet of Poetry and Drama"



MARGARET LEIGHTON

in "Dramatic Readings from  
Dorothy Parker"



RUDOLF SERKIN AND  
THE BUDAPEST STRING  
QUARTET



ANDRES SEGOVIA

with String Quartet



# OF PERFORMING ARTS

10 PRESTIGE HOUR-LONG PROGRAMS

Produced by  
DAVID SUSSKIND and JAMES FLEMING

ARTISTS OF THE DRAMATIC AND CONCERT STAGES



DOROTHY STICKNEY  
in *"A Lovely Light"*



GEORGE LONDON  
with  
*The Festival Concert Orchestra*



ISAAC STERN  
with  
*The Festival Concert Orchestra*



MICHAEL FLANDERS AND  
DONALD SWANN  
in *"At the Drop of a Hat"*



PABLO CASALS  
with *Alexander Schneider,*  
*violinist, and Mieczyslaw*  
*Horszowski, pianist*



CYRIL RITCHARD AND  
HERMIONE BADDELEY

We can't recall any television series that has ever met with this unanimity of glowing critical acclaim. In the two cities it has thus far premiered under the sponsorship of the Standard Oil Company (of New Jersey) the "Festival of Performing Arts" produced an unprecedented

shower of mail congratulating everyone concerned with bringing this bold artistic endeavor to television.

These 10 thrilling, one hour-long masterpieces are now being made available for first-run in other local markets. We suggest you inquire without delay.

Distributed exclusively through

**SCREEN**  **GEMS, INC.**

## 'E pluribus unum', or how to resolve the rating rat race

The eleventh chapter of the book of Genesis concerns itself with the construction of a tower which would have invaded the privacy of heaven. Accordingly, the Lord disrupted the communication among the builders with a Berlitz blitz, and the structure became known as the Tower of Babel because the people's speech was confounded.

A similar situation exists today in the field of broadcast measurement. There is a variety of languages and services which confuse advertisers, agencies and media. Each ratings service probably feels that it is performing a service to both the advertising business and the media involved. This is true. My question concerns the *kind* of service and the *cost*.

We do not indict these various services or cast aspersions on their competence. The object is to offer a blueprint for eliminating much needless expense and establish some uniformity of measurement nomenclature.

**The Numbers** ■ Anyone concerned with the measurement of broadcast media has at one time or another become slightly confused when a specific program in a specified market carries three or more rating numerals.

We assume that many have been skeptical when a station offers a rating figure from American Research Bureau that differs from the Nielsen rating and also from Trendex. While all three ratings may have been tabulated in accordance with scientific research techniques, the fact remains that the figures vary. Sometimes the variation is relatively slight; sometimes there is a wide gap in ratings.

Most of us are all too familiar with the ingenious methods employed by some stations to secure higher ratings. One example is the station which indulges in special promotions that coincidentally run full blast during regular "rating weeks." Equally familiar is the sudden shift in ratings which may occur when one station cancels a rating service and another station in the same market becomes the new customer for it.

It is difficult to estimate the combined expenditures of the network, individual stations, advertisers and agencies in what now passes for accurate broadcast measurements. Several millions of dollars would not be too far from the truth. Because the stakes are high in terms of client investment in both time and programming—as well as production of commercials—the fees apparently are justifiable.

**Maturity a Need** ■ Our position is that the time has come for broadcasting

to proclaim its maturity and sophistication with respect to measurement.

There are two phases to the activity we recommend. The first phase is to establish the "ground rules" for broadcast measurement. The second step is to implement the program.

It seems most reasonable that the organizations most concerned with the effective expenditure of advertising appropriations take the first steps. This means that a study committee should be organized consisting of representatives of the Television Bureau of Advertising, the Radio Advertising Bureau, Advertising Federation of America, Assn. of National Advertisers, American Assn. of Advertising Agencies, the Bureau of Advertising Research, the Advertising Research Foundation and other such groups.

Such a committee could concern itself with the elements each wants in more accurate broadcast measurement. It would also define the goals and limitations. Finally, it should advocate the creation of an independent body, tentatively named the Broadcast Advertising Measurement Bureau.

This entity would be financed from the original committee and would actually set up the regulations, procedures, fees and physical requirements. It might recommend the outright purchase of some existing commercial facilities or an entirely new one.

It is certain that objections will be raised on many counts. The first major area involves the criteria for measurement. Any number may be selected, but the committee will be empowered to designate specifically what will be measured.

**Technique Differences** ■ Another area involves the technique or methodology. Will it be diaries, interviews, telephone contacts or mechanical de-

vices? Or a combination? Again the how will be spelled out in detail.

Also the method of reporting and distribution of results may cause some consternation among the various schools of research. The point is that when decisions are made in these three broad areas, all interested parties will ultimately be speaking the same language.

Financing is another factor. This would be covered in a schedule of fees from networks, stations and agencies. There should be enough astute businessmen on the committee to make the necessary and most equitable decisions.

What about the voluntary organizations which now exist? Will they like such a plan? Probably not, because they may appear to relinquish some of their prerogatives. The creation of such a bureau may seem to dilute their identity or graze their autonomy. Nothing could be further from the truth. In fact, the stature of the existing bureaus would be enhanced as unity evolves from the current chaos.

What happens, for example, when the ratings (the new BAMB ratings) show a station has lost ground in the market, or a show has slipped in number of viewers? Will the station "drop out" of the bureau? Probably not any more frequently than newspapers resign from the Audit Bureau of Circulation.

**Action Platform** ■ We should point out that much of this proposal may be oversimplified. This is true. Our purpose is merely to present an "idea" to stimulate further action.

Too idealistic? Not when you consider the many benefits to the entire broadcast industry and the service to the manufacturing and marketing businesses. Here may be the way to invest those billions with more confidence and accuracy.



Charles F. Rosen, 26-year advertising veteran, is executive vice president of W. B. Doner & Co., Detroit, where tv is his special interest. He was born in Cleveland, received degrees from Western Reserve U. and Ohio State U., and entered teaching. He turned adman when he accepted a summer job as librarian for a Detroit agency. He was recently appointed a member of American Assn. of Advertising Agencies' committee of board on improving advertising.





## YOU CAN QUOTE ME...

"WLW stations for Squibb Vigran Vitamins provide the perfect package, strong coverage and important cooperation at the local level that gives added impact before and after the selling messages are presented to consumers."

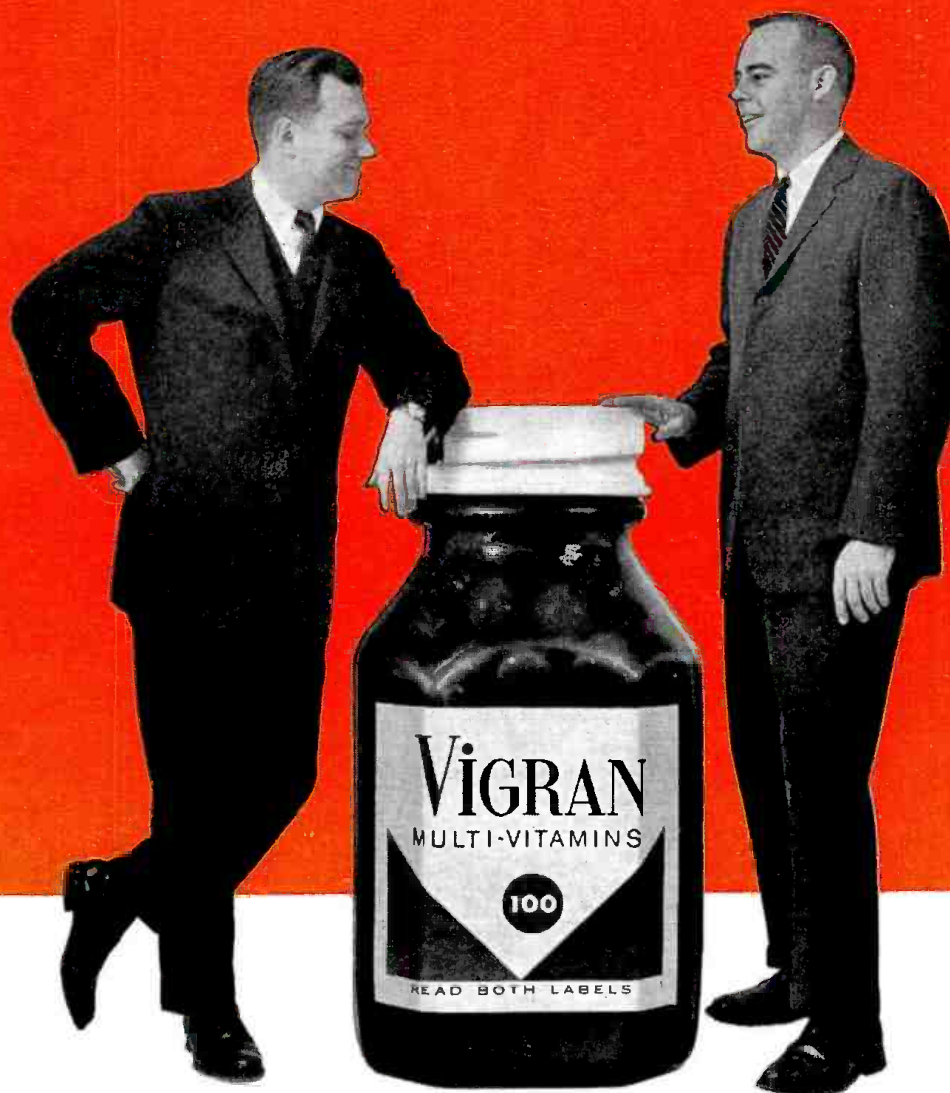
Gerald T. Arthur  
Vice President & Media Director  
Donahue & Coe, Inc.  
New York



## I'LL SAY THIS...

"In buying Broadcast today the 3 necessary ingredients are: coverage, having an important selling background in terms of the programming and extra mileage for merchandising at the point of sale. In all 3 areas WLW stations fit the bill."

Peter Dalton  
Associate Media Director  
Donahue & Coe, Inc.  
New York



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

**WLW-I**  
Television  
Indianapolis

**WLW-D**  
Television  
Dayton

**WLW-C**  
Television  
Columbus

**WLW-T**  
Television  
Cincinnati

**WLW-A**  
Television  
Atlanta



Crosley Broadcasting Corporation



# BECAUSE NEW YORK IS DIFFERENT



## AMERICA'S GREAT RADIO TEAM BOB & RAY NOW ADD THEIR BRILLIANCE TO WHN



Bob



Ray

Talent is never left "untuned" in any Storer market because each station endeavors to bring its listeners the programming they like best. That's why there's no such thing as a format formula at Storer. Each station is individually created for the community it serves. Small wonder Storer is your best buy in 9 key markets. **IMPORTANT STATIONS IN IMPORTANT MARKETS**

*Represented by Katz*

|                     |                      |                     |                    |                   |                    |
|---------------------|----------------------|---------------------|--------------------|-------------------|--------------------|
| LOS ANGELES<br>KGBS | PHILADELPHIA<br>W1BG | CLEVELAND<br>WJW    | NEW YORK<br>WHN    | TOLEDO<br>WSPD    | DETROIT<br>WJBK    |
| MIAMI<br>WGBS       | MILWAUKEE<br>WITI-TV | CLEVELAND<br>WJW-TV | ATLANTA<br>WAGA-TV | TOLEDO<br>WSPD-TV | DETROIT<br>WJBK-TV |

**STORER**  
BROADCASTING COMPANY



# TV REVENUES HIT NEW HIGH IN '61

But profits sag slightly as expenses outspend income for year; networks account for drop with nearly \$9 million less in profit

Television revenues moved up to a new level in 1961—\$1.3 billion—and profits before taxes in all categories except one also maintained an upward climb, the FCC reported last week. The one exception was in profits from network operations; this decline was large enough, however, to bring television's overall profits—\$237 million—below those of 1960—\$244.1 million. This is the second time this situation has occurred in television's eleven-year financial history.

The first slide in profits occurred in

1957. In that year income before taxes was \$160 million, down almost \$30 million from 1956's \$189.6 million.

Prior to 1957, television profits climbed each year. Actually, profits rebounded in 1958 to \$171.9 million.

Revenues and expenses, however, have continued to climb in the 11-year period. Total broadcast revenues for television in 1961 reached a new high of \$1,318.3 million, an increase of \$49.7 million (3.9%) over 1960's revenues of \$1,268.6 million. Total expenses in 1961 increased by \$56.8 mil-

lion, from \$1,024.5 million in 1960 to \$1,081.3 million in 1961.

**Networking Slips** ■ Actually the \$7.1 million decline in industry profits was due solely to a decline in network profits. Network income (not counting o&o stations and before federal taxes) slipped from \$33.6 million in 1960 to \$24.7 million in 1961—a decline of \$8.9 million. Income by the networks' o&o stations and by 525 other tv stations moved up \$1.8 million in 1961 compared with the previous year, thus leaving the industry with the \$7.1

## What happened to television's dollars in 1961

| Tv Networks               |       |  | 15 Network-Owned Stations |       |  | 525 Other Stations        |       |  |
|---------------------------|-------|--|---------------------------|-------|--|---------------------------|-------|--|
| INCOME                    |       |  | INCOME                    |       |  | INCOME                    |       |  |
| \$778,900,000             | 100%  |  | \$174,200,000             | 100%  |  | \$744,100,000             | 100%  |  |
| Network time sales        |       |  | Network time sales        |       |  | Network time sales        |       |  |
| \$476,800,000             | 61.2% |  | \$32,800,000              | 18.8% |  | \$151,600,000             | 20.4% |  |
| Program & talent sales    |       |  | National-regional spot    |       |  | National-regional spot    |       |  |
| \$273,000,000             | 35.1% |  | \$102,800,000             | 59.0% |  | \$365,700,000             | 49.1% |  |
| Sundry other sources      |       |  | Local advertising         |       |  | Local advertising         |       |  |
| \$29,100,000              | 3.7%  |  | \$30,600,000              | 17.6% |  | \$180,600,000             | 24.3% |  |
|                           |       |  | Program & talent sales    |       |  | Program & talent sales    |       |  |
|                           |       |  | \$3,400,000               | 2.0%  |  | \$10,300,000              | 1.4%  |  |
|                           |       |  | Sundry other sources      |       |  | Sundry other services     |       |  |
|                           |       |  | \$4,600,000               | 2.6%  |  | \$35,900,000              | 4.8%  |  |
| OUTGO & PROFIT            |       |  | OUTGO & PROFIT            |       |  | OUTGO & PROFIT            |       |  |
| \$778,900,000             | 100%  |  | \$174,200,000             | 100%  |  | \$744,100,000             | 100%  |  |
| Paid to owned stations    |       |  | Agency & rep commissions  |       |  | Agency & rep commissions  |       |  |
| \$32,800,000              | 4.2%  |  | \$25,400,000              | 14.6% |  | \$101,000,000             | 13.6% |  |
| Paid to affiliates        |       |  | Technical expense         |       |  | Technical expense         |       |  |
| \$148,100,000             | 19.0% |  | \$14,800,000              | 8.5%  |  | \$81,400,000              | 10.9% |  |
| Agency commissions        |       |  | Program expense           |       |  | Program expense           |       |  |
| \$71,500,000              | 9.2%  |  | \$43,900,000              | 25.2% |  | \$201,300,000             | 27.1% |  |
| Technical expense         |       |  | Selling expense           |       |  | Selling expense           |       |  |
| \$25,400,000              | 3.3%  |  | \$9,500,000               | 5.5%  |  | \$59,500,000              | 8.0%  |  |
| Program expense           |       |  | General & administrative  |       |  | General & administrative  |       |  |
| \$423,800,000             | 54.3% |  | \$18,300,000              | 10.5% |  | \$150,800,000             | 20.3% |  |
| Selling expense           |       |  | Profit before federal tax |       |  | Profit before federal tax |       |  |
| \$21,500,000              | 2.8%  |  | \$62,300,000              | 35.7% |  | \$150,000,000             | 20.1% |  |
| General & administrative  |       |  |                           |       |  |                           |       |  |
| \$31,100,000              | 4.0%  |  |                           |       |  |                           |       |  |
| Profit before federal tax |       |  |                           |       |  |                           |       |  |
| \$24,700,000              | 3.2%  |  |                           |       |  |                           |       |  |

Source for all figures—FCC financial reports for 1961.

lion slippage.

The three networks and their 15 o&o stations continued to move ahead in 1961. Total revenues reached \$675.3 million; profits before taxes, \$87 million.

Overall, network operations brought in total revenues of \$526.5 million; the 15 o&o stations had total revenues of \$148.8 million, and 525 other tv stations had total revenues of \$643 million.

Income before taxes from network operations was \$24.7 million; from the 15 o&o stations, \$62.3 million, from 525 other tv stations, \$150 million.

Although network and national spot time sales were up in 1961, local sales declined by \$4.5 million.

**Totals Higher** - Total time sales, before commissions to agencies, representatives, etc., reached \$1,160 million, up \$13.4 million over the 1960 totals. Both network and national spot time sales each surged ahead by over \$9 million.

Local time sales in 1961, however, amounted to \$211.2 million, compared with \$215.8 million in 1960. Some major slumps in local advertising sales were apparent in 1961 in such major cities as—

Los Angeles, \$896,000 below year before; Boston, \$336,000 down; Houston-Galveston, \$531,000 down; New Orleans, \$378,000 down; Minneapolis-St. Paul, \$329,000 down; Tampa-St. Petersburg, \$246,000 down; Mobile-Pensacola, \$202,000 down; San Antonio, \$198,000 down.

Even in total revenues some cities failed to reach 1960's figures: Los Angeles, Detroit and St. Louis, among the top 20 markets fell below their previous year's total revenues; all the others in 1961 topped or equalled their 1960 revenues.

There were other changes in the city-by-city financial lineup. These changes in listings are apparent when the 1960 tables (BROADCASTING, Sept. 4, 1961) are compared with the 1961 tables:

San Francisco-Oakland, with total revenues of \$18,063,000, moved up two places, jumping over Detroit and Cleveland to No. 6 position. Washington, D. C., with \$12,892,000 total

# BROADCAST FINANCIAL DATA OF 3 NATIONAL TELEVISION NETWORKS AND 540 TV STATIONS 1961 (In Millions of Dollars)

| Item<br>(1)                                                                                      | Networks<br>(2) | 15 Network<br>Owned and<br>Operated<br>TV Stations<br>(3) | 525<br>Other<br>TV<br>Stations<br>(4) | Totals 3<br>Networks<br>and 540<br>TV<br>Stations<br>(5) |
|--------------------------------------------------------------------------------------------------|-----------------|-----------------------------------------------------------|---------------------------------------|----------------------------------------------------------|
| <b>A. Revenues from the sale of time:</b>                                                        |                 |                                                           |                                       |                                                          |
| 1. Network time sales:                                                                           |                 |                                                           |                                       |                                                          |
| a. Sale of network time to advertisers .....                                                     | \$476.8         | \$ .....                                                  | \$ .....                              | \$ .....                                                 |
| Total network time sales .....                                                                   | 476.8           | .....                                                     | .....                                 | .....                                                    |
| 2. Deductions from network's revenue from sale of time to advertisers:                           |                 |                                                           |                                       |                                                          |
| a. Paid to owned and operated stations .....                                                     | 32.8            | .....                                                     | .....                                 | .....                                                    |
| b. Paid to affiliated stations .....                                                             | 148.1           | .....                                                     | .....                                 | .....                                                    |
| Total participation by others (excluding commissions) in revenue from sale of network time ..... | 180.9           | .....                                                     | .....                                 | .....                                                    |
| 3. Total retentions from sale of network time .....                                              | \$295.9         | \$ 32.8                                                   | \$151.6 <sup>1</sup>                  | \$480.3                                                  |
| 4. Non-network time sales:                                                                       |                 |                                                           |                                       |                                                          |
| a. National and regional advertisers .....                                                       | .....           | 102.8                                                     | 365.7                                 | 468.5                                                    |
| b. Local advertisers .....                                                                       | .....           | 30.6                                                      | 180.6                                 | 211.2                                                    |
| Total non-network time sales .....                                                               | .....           | 133.4                                                     | 546.3                                 | 679.7                                                    |
| 5. Total time sales .....                                                                        | 295.9           | 166.2                                                     | 697.9                                 | 1,160.0                                                  |
| 6. Deduct—Commissions to agencies, representatives, etc. ....                                    | 71.5            | 25.4                                                      | 101.1                                 | 198.0                                                    |
| 7. Net time sales .....                                                                          | \$224.4         | \$140.8                                                   | \$596.8                               | \$962.0                                                  |
| <b>B. Revenues from incidental broadcast activities:</b>                                         |                 |                                                           |                                       |                                                          |
| a. Talent .....                                                                                  | 273.0           | 3.4                                                       | 10.3                                  | 286.7                                                    |
| b. Sundry broadcast revenues .....                                                               | 29.1            | 4.6                                                       | 35.9                                  | 69.6                                                     |
| Total incidental broadcast activities .....                                                      | 302.1           | 8.0                                                       | 46.2                                  | 356.3                                                    |
| Total broadcast revenues .....                                                                   | 526.5           | 148.8                                                     | 643.0                                 | 1,318.3                                                  |
| <b>C. Total broadcast expenses .....</b>                                                         | <b>\$501.8</b>  | <b>\$ 86.5</b>                                            | <b>\$493.0</b>                        | <b>\$1,081.3</b>                                         |
| <b>D. Broadcast income (before Federal income tax) .....</b>                                     | <b>\$ 24.7</b>  | <b>\$ 62.3</b>                                            | <b>\$150.0</b>                        | <b>\$237.0</b>                                           |

<sup>1</sup> Total retentions from sale of network time of \$151.6 million by 525 other TV stations includes revenues received from miscellaneous TV networks in addition to receipts from the 3 national TV networks.

## PRINCIPAL EXPENSE ITEMS OF TV STATIONS WITH TIME SALES OF \$25,000 OR MORE CLASSIFIED BY VOLUME OF REVENUES

(Stations Operating Full Year 1961 Only)

| Broadcast Revenues    | No. of<br>Stations | AVERAGE PER STATION REPORTING |                       |                                   |             | Deprecia-<br>tion |
|-----------------------|--------------------|-------------------------------|-----------------------|-----------------------------------|-------------|-------------------|
|                       |                    | Total<br>Expenses             | Salaries<br>and Wages | Film<br>as proportion of expenses | Talent      |                   |
| \$7,500,000 and over  | 14                 | \$6,660,395                   | 26.3%                 | 26.3%                             | 5.7%        | 3.1%              |
| 5,000,000 - 7,500,000 | 15                 | 3,981,553                     | 32.4                  | 21.5                              | 6.8         | 3.7               |
| 4,000,000 - 5,000,000 | 12                 | 2,895,044                     | 39.8                  | 16.4                              | 5.2         | 6.1               |
| 3,000,000 - 4,000,000 | 31                 | 2,196,611                     | 37.9                  | 17.9                              | 3.4         | 7.7               |
| 2,000,000 - 3,000,000 | 43                 | 1,710,437                     | 36.7                  | 15.6                              | 3.0         | 8.6               |
| 1,500,000 - 2,000,000 | 32                 | 1,382,988                     | 36.6                  | 15.7                              | 2.4         | 8.2               |
| 1,000,000 - 1,500,000 | 66                 | 1,024,609                     | 37.3                  | 12.0                              | 1.9         | 12.2              |
| 800,000 - 1,000,000   | 36                 | 811,206                       | 40.5                  | 12.4                              | 1.8         | 11.7              |
| 700,000 - 800,000     | 31                 | 666,797                       | 41.0                  | 9.7                               | 1.8         | 12.0              |
| 600,000 - 700,000     | 32                 | 620,501                       | 39.1                  | 9.4                               | 1.8         | 13.0              |
| 500,000 - 600,000     | 41                 | 528,538                       | 42.5                  | 7.5                               | 1.8         | 11.0              |
| 400,000 - 500,000     | 33                 | 432,103                       | 39.1                  | 9.9                               | 2.4         | 12.2              |
| 300,000 - 400,000     | 30                 | 324,364                       | 39.9                  | 7.7                               | 1.9         | 12.4              |
| 200,000 - 300,000     | 34                 | 259,593                       | 41.8                  | 7.0                               | 1.9         | 11.9              |
| 100,000 - 200,000     | 32                 | 206,946                       | 39.3                  | 9.0                               | 1.7         | 10.4              |
| Under - 100,000       | 23                 | 98,862                        | 38.8                  | 8.8                               | 1.8         | 12.9              |
| <b>Total</b>          | <b>505</b>         | <b>\$1,137,318</b>            | <b>35.8%</b>          | <b>16.4%</b>                      | <b>3.6%</b> | <b>8.1%</b>       |
| <b>VHF</b>            | <b>437</b>         | <b>1,242,434</b>              | <b>35.4</b>           | <b>16.8</b>                       | <b>3.7</b>  | <b>8.0</b>        |
| <b>UHF</b>            | <b>68</b>          | <b>461,796</b>                | <b>42.8</b>           | <b>10.4</b>                       | <b>2.0</b>  | <b>10.1</b>       |

NOTE: Not all stations reported all expense items.

## NUMBER OF UHF TELEVISION STATIONS REPORTING PROFIT OR LOSS BY VOLUME OF TOTAL BROADCAST REVENUES, 1961

(Stations Operating Full Year Only)

| Revenues of:            | Total<br>Number of<br>Stations<br>Reporting | Number of<br>Stations<br>Reporting<br>Profits | Number of Stations Reporting Profits of: |                      |                     |                       | Number of<br>Stations<br>Reporting<br>Losses | Number of Stations Reporting Losses of: |                      |                      |   |
|-------------------------|---------------------------------------------|-----------------------------------------------|------------------------------------------|----------------------|---------------------|-----------------------|----------------------------------------------|-----------------------------------------|----------------------|----------------------|---|
|                         |                                             |                                               | \$200,000<br>-<br>300,000                | \$100,000<br>200,000 | \$50,000<br>100,000 | Less than<br>\$50,000 |                                              | \$50,000<br>-<br>100,000                | \$100,000<br>200,000 | \$200,000<br>400,000 |   |
| \$1,000,000 - 1,500,000 | 5                                           | 5                                             | —                                        | 2                    | 1                   | 2                     | —                                            | —                                       | —                    | —                    | — |
| 800,000 - 1,000,000     | 9                                           | 5                                             | 2                                        | 1                    | 2                   | —                     | 4                                            | 2                                       | —                    | 1                    | — |
| 600,000 - 800,000       | 8                                           | 6                                             | —                                        | 4                    | —                   | 2                     | 2                                            | 2                                       | —                    | —                    | — |
| 400,000 - 600,000       | 10                                          | 5                                             | —                                        | 2                    | —                   | 3                     | 5                                            | 2                                       | 1                    | —                    | — |
| 200,000 - 400,000       | 18                                          | 4                                             | —                                        | 1                    | 1                   | 2                     | 14                                           | 9                                       | 4                    | 1                    | — |
| 100,000 - 200,000       | 10                                          | 2                                             | —                                        | —                    | —                   | 2                     | 8                                            | 5                                       | —                    | 1                    | 2 |
| Less than - 100,000     | 11                                          | 1                                             | —                                        | —                    | —                   | 1                     | 10                                           | 7                                       | 2                    | 1                    | — |



**CLASS OF SERVICE**

This is a fast message unless its deferred character is indicated by the proper symbol.

# WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

1201

**SYMBOLS**

DL=Day Letter

NL=Night Letter

LT=International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

RA 113 BB 125

B RIA027 PD=RI NEW YORK NY 19 1134A EST=

FRED FLETCHER=

1962 JAN 19 AM 11 46

STATION WRAL-TV= RALEIGH NCAR=

RALEIGH-DURHAM NOW 50TH TV MARKET WITH 343,800 TV HOMES=  
TELEVISION MAGAZINE

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE



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ABC TELEVISION

**WRAL-TV**

CHANNEL 5

Raleigh-Durham, N. C.

Represented Nationally by H-R

# Individual market revenue for 1961 compared with that in 1960

| Market                                               | No. Stations Reporting | Total 1961 Revenues (000) | Total 1961 Expenses (000) | Total 1961 Income (000) | Network    |            | Gain or Loss (000) | Spot       |            | Gain or Loss (000) | Local      |            | Gain or Loss (000) |
|------------------------------------------------------|------------------------|---------------------------|---------------------------|-------------------------|------------|------------|--------------------|------------|------------|--------------------|------------|------------|--------------------|
|                                                      |                        |                           |                           |                         | 1961 (000) | 1960 (000) |                    | 1961 (000) | 1960 (000) |                    | 1961 (000) | 1960 (000) |                    |
| New York                                             | 7                      | 76,912                    | 44,311                    | 32,601                  | 11,826     | 10,656     | 1,170              | 59,421     | 59,629     | (208)              | 12,566     | 12,037     | 529                |
| Los Angeles                                          | 7                      | 45,232                    | 37,181                    | 8,051                   | 6,278      | 5,683      | 595                | 28,274     | 28,013     | 261                | 16,605     | 17,501     | (896)              |
| Chicago                                              | 4                      | 43,335                    | 27,564                    | 15,771                  | 6,501      | 6,007      | 494                | 30,582     | 27,933     | 2,649              | 8,293      | 8,363      | (70)               |
| Philadelphia                                         | 4                      | 25,839                    | 16,371                    | 9,468                   | 5,555      | 5,165      | 390                | 19,068     | 18,520     | 548                | 4,902      | 4,759      | 143                |
| Boston                                               | 3                      | 21,027                    | 11,371                    | 9,655                   | 4,115      | 3,627      | 488                | 15,008     | 13,869     | 1,139              | 5,163      | 5,499      | (336)              |
| San Francisco-Oakland                                | 4                      | 18,063                    | 11,663                    | 6,400                   | 3,761      | 3,499      | 262                | 10,663     | 9,791      | 872                | 5,903      | 5,477      | 426                |
| Detroit                                              | 3                      | 17,987                    | 10,138                    | 7,849                   | 4,578      | 4,443      | 135                | 11,240     | 10,798     | 442                | 4,180      | 4,239      | (59)               |
| Cleveland                                            | 3                      | 17,251                    | 9,359                     | 7,893                   | 3,774      | 3,444      | 330                | 11,031     | 10,391     | 640                | 3,724      | 3,649      | 75                 |
| Pittsburgh                                           | 3                      | 16,014                    | 9,671                     | 6,343                   | 3,333      | 3,057      | 276                | 11,133     | 10,727     | 406                | 3,736      | 3,700      | 36                 |
| Washington, D. C.                                    | 4                      | 12,892                    | 9,406                     | 3,486                   | 2,552      | 2,343      | 209                | 7,863      | 7,579      | 284                | 2,740      | 2,485      | 255                |
| St. Louis                                            | 4                      | 12,245                    | 9,253                     | 2,992                   | 2,763      | 2,595      | 168                | 8,248      | 8,137      | 111                | 2,960      | 3,129      | (169)              |
| Minneapolis-St. Paul                                 | 4                      | 11,490                    | 9,164                     | 2,326                   | 2,492      | 2,432      | 60                 | 5,716      | 5,414      | 302                | 3,810      | 4,139      | (329)              |
| Dallas-Ft. Worth                                     | 4                      | 10,956                    | 8,186                     | 2,770                   | 2,162      | 2,074      | 88                 | 5,706      | 5,234      | 472                | 3,751      | 3,615      | 136                |
| Buffalo-Niagara Falls                                | 3                      | 10,735                    | 6,866                     | 3,869                   | 2,363      | 2,213      | 150                | 7,447      | 6,909      | 538                | 2,791      | 2,868      | (77)               |
| Cincinnati                                           | 3                      | 10,093                    | 6,333                     | 3,760                   | 2,528      | 1,967      | 561                | 5,428      | 5,656      | (228)              | 2,268      | 2,281      | (13)               |
| Baltimore                                            | 3                      | 9,938                     | 7,008                     | 2,930                   | 2,310      | 2,115      | 195                | 6,346      | 6,205      | 141                | 2,615      | 2,622      | (7)                |
| Indianapolis-Bloomington                             | 4                      | 9,895                     | 6,984                     | 2,910                   | 2,064      | 1,860      | 204                | 6,100      | 5,406      | 694                | 2,343      | 2,504      | (161)              |
| Miami                                                | 3                      | 9,319                     | 6,780                     | 2,540                   | 1,634      | 1,469      | 165                | 5,278      | 4,950      | 328                | 2,804      | 3,005      | (201)              |
| Milwaukee                                            | 4                      | 9,100                     | 6,529                     | 2,570                   | 2,262      | 2,141      | 121                | 5,844      | 5,878      | (34)               | 2,267      | 2,199      | 68                 |
| Hartford-New Haven-New Britain-Waterbury, Conn.      | 5                      | 9,016                     | 6,412                     | 2,604                   | 1,889      | 1,815      | 74                 | 7,059      | 7,017      | 42                 | 1,304      | 1,377      | (73)               |
| Kansas City                                          | 3                      | 8,976                     | 5,667                     | 3,309                   | 2,162      | 2,062      | 100                | 5,846      | 5,606      | 240                | 2,083      | 1,940      | 143                |
| Houston-Galveston                                    | 3                      | 8,293                     | 5,644                     | 2,649                   | 1,858      | 1,765      | 93                 | 5,837      | 5,288      | 549                | 1,775      | 2,306      | (531)              |
| Seattle-Tacoma                                       | 5                      | 8,263                     | 7,728                     | 535                     | 2,003      | 1,830      | 173                | 5,361      | 5,488      | (127)              | 1,795      | 1,800      | (5)                |
| Columbus (Ohio)                                      | 3                      | 8,184                     | 5,790                     | 2,394                   | 1,850      | 1,694      | 156                | 4,611      | 4,597      | 14                 | 2,121      | 2,102      | 19                 |
| Atlanta                                              | 3                      | 7,326                     | 5,329                     | 1,996                   | 1,783      | 1,706      | 77                 | 4,194      | 4,399      | (205)              | 2,176      | 1,921      | 255                |
| Denver                                               | 4                      | 6,987                     | 4,922                     | 2,065                   | 1,731      | 1,198      | 71                 | 3,719      | 3,634      | 85                 | 2,269      | 2,459      | (190)              |
| Portland (Ore.)                                      | 3                      | 6,488                     | 5,089                     | 1,399                   | 1,731      | 1,560      | 171                | 4,008      | 4,554      | (546)              | 1,671      | 1,556      | 115                |
| New Orleans                                          | 3                      | 6,177                     | 5,497                     | 681                     | 1,549      | 1,418      | 131                | 3,565      | 3,472      | 93                 | 1,852      | 2,230      | (378)              |
| Albany-Schenectady-Troy (N.Y.)                       | 3                      | 5,898                     | 4,284                     | 1,613                   | 1,750      | 1,545      | 205                | 3,702      | 3,504      | 198                | 1,139      | 1,142      | (3)                |
| Oklahoma City-Enid                                   | 3                      | 5,493                     | 3,946                     | 1,547                   | 1,513      | 1,372      | 141                | 2,901      | 2,833      | 68                 | 1,378      | 1,548      | (170)              |
| Tampa-St. Petersburg                                 | 3                      | 5,354                     | 4,051                     | 1,303                   | 1,195      | 1,065      | 130                | 3,277      | 2,983      | 294                | 1,493      | 1,739      | (246)              |
| Memphis                                              | 3                      | 5,251                     | 3,534                     | 1,717                   | 1,705      | 1,688      | 17                 | 3,066      | 3,139      | (73)               | 1,031      | 1,136      | (105)              |
| Sacramento-Stockton                                  | 3                      | 5,054                     | 4,824                     | 230                     | 1,176      | 1,065      | 111                | 2,739      | 3,545      | (806)              | 1,972      | 1,456      | 516                |
| Omaha                                                | 3                      | 4,806                     | 3,572                     | 1,233                   | 1,436      | 1,365      | 71                 | 2,420      | 2,361      | 59                 | 1,032      | 1,013      | 19                 |
| Nashville                                            | 3                      | 4,586                     | 3,764                     | 822                     | 1,374      | 1,288      | 86                 | 1,798      | 1,939      | (141)              | 1,896      | 1,865      | 31                 |
| Harrisburg-Lancaster-York-Lebanon (Pa.)              | 5                      | 4,528                     | 3,372                     | 1,156                   | 1,458      | 1,216      | 242                | 2,759      | 2,791      | (32)               | 1,149      | 1,149      | None               |
| Phoenix-Mesa (Ariz.)                                 | 4                      | 4,489                     | 4,371                     | 118                     | 858        | 782        | 76                 | 1,758      | 1,705      | 53                 | 2,239      | 2,159      | 80                 |
| Norfolk-Portsmouth-Newport News-Hampton (Va.)        | 3                      | 4,476                     | 4,030                     | 446                     | 1,344      | 1,278      | 66                 | 1,953      | 2,156      | (203)              | 1,454      | 1,604      | (150)              |
| Rochester (N.Y.)                                     | 3                      | 4,282                     | 3,157                     | 1,125                   | 1,109      | 1,051      | 58                 | 2,654      | 2,591      | 63                 | 1,067      | 1,002      | 65                 |
| Charleston-Oak Hill-Huntington (W.Va.)-Ashland (Ky.) | 4                      | 4,106                     | 3,654                     | 452                     | 1,362      | 1,207      | 155                | 1,917      | 1,896      | 21                 | 1,032      | 1,146      | (114)              |

revenues, moved into 10th place right after Pittsburgh and leapfrogging St. Louis. Dallas-Fort Worth, with \$10,956,000 in total revenues, jumped Buffalo-Niagara Falls into 13th place.

Other top market changes: Houston-Galveston passed Seattle-Tacoma; Albany-Troy-Schenectady jumped over Oklahoma City-Enid; Tampa-St. Petersburg moved ahead of Memphis. The first five tv markets remained the same

in both years (New York, Los Angeles, Chicago, Philadelphia, Boston).

**Below Par** — In two of the major markets the total income reported by all tv stations varied downward, with similar markets reporting comparable total revenue figures.

Seattle-Tacoma, with total revenues of \$8,263,000, had an income before taxes of only \$535,000. Others in the same revenue bracket had incomes

ranging from \$2.5 to over \$3 million.

New Orleans, with total revenues of \$6,177,000 had a lump income of \$681,000. Other cities in the same revenue classification had incomes between \$1.5 and \$2 million.

One of the most valuable of the FCC's charts is that outlining the median profitability of tv stations. This breaks down the tv industry into three major categories (markets with 3 or more stations, with two stations, with a single station) and divides each category by market rank (1st-25th, 26-50th, 51st-84th).

Median figures indicate that the same number of stations reported more than the indicated amount for revenues and profits (or losses) as did those reporting less.

In the 84 markets with three or more stations, the median revenue of 215 profitable stations was \$1,639,986 and the median income was \$431,429.

## BROADCASTING EXPENSES OF 3 NETWORKS AND 540 TV STATIONS IN 1961 (In Thousands of Dollars)

| Type of Expenses (1)             | Networks (2) | 15 Network Owned and Operated TV Stations (3) | 525 Other TV Stations (4) | Total 3 Networks and 540 TV Stations (5) |
|----------------------------------|--------------|-----------------------------------------------|---------------------------|------------------------------------------|
| Technical .....                  | \$ 25,433    | \$14,760                                      | \$ 81,390                 | \$ 121,583                               |
| Program .....                    | 423,783      | 43,908                                        | 201,301                   | 668,992                                  |
| Selling .....                    | 21,478       | 9,533                                         | 59,523                    | 90,534                                   |
| General and Administrative ..... | 31,121       | 18,273                                        | 150,835                   | 200,229                                  |
| Total Broadcast Expenses .....   | \$501,815    | \$86,474                                      | \$493,049                 | \$1,081,338                              |



| Market                                                       | No.<br>Sta-<br>tions<br>Re-<br>port-<br>ing | Total<br>1961<br>Rev-<br>enues<br>(000) | Total<br>1961<br>Ex-<br>penses<br>(000) | Total<br>1961<br>In-<br>come<br>(000) | Network       |               | Gain<br>or<br>Loss | Spot          |               | Gain<br>or<br>Loss | Local         |               | Gain<br>or<br>Loss |
|--------------------------------------------------------------|---------------------------------------------|-----------------------------------------|-----------------------------------------|---------------------------------------|---------------|---------------|--------------------|---------------|---------------|--------------------|---------------|---------------|--------------------|
|                                                              |                                             |                                         |                                         |                                       | 1961<br>(000) | 1960<br>(000) | (000)              | 1961<br>(000) | 1960<br>(000) | (000)              | 1961<br>(000) | 1960<br>(000) | (000)              |
| San Antonio                                                  | 4                                           | 3,995                                   | 3,413                                   | 582                                   | 1,154         | 1,088         | 66                 | 2,113         | 2,304         | (191)              | 1,151         | 1,349         | (198)              |
| Salt Lake City-Ogden-Provo                                   | 4                                           | 3,909                                   | 3,664                                   | 245                                   | 1,031         | 969           | 62                 | 1,353         | 1,426         | (73)               | 1,572         | 1,593         | (21)               |
| Tulsa                                                        | 3                                           | 3,894                                   | 3,108                                   | 787                                   | 1,165         | 1,153         | 12                 | 2,047         | 2,095         | (48)               | 966           | 1,049         | (83)               |
| Des Moines-Ames                                              | 3                                           | 3,706                                   | 3,007                                   | 699                                   | 1,218         | 1,059         | 159                | 2,272         | 2,388         | (116)              | 696           | 686           | 10                 |
| Johnstown-Altoona                                            | 3                                           | 3,567                                   | 2,129                                   | 1,438                                 | 1,052         | 928           | 124                | 2,319         | 2,193         | 126                | 526           | 700           | (174)              |
| Springfield-Decatur-<br>Champaign-Urbana-<br>Danville (Ill.) | 5                                           | 3,565                                   | 2,646                                   | 920                                   | 877           | 752           | 125                | 1,673         | 1,639         | 34                 | 1,341         | 1,261         | 80                 |
| Richmond-Petersburg (Va.)                                    | 3                                           | 3,283                                   | 2,661                                   | 622                                   | 1,072         | 973           | 99                 | 1,315         | 1,321         | (6)                | 777           | 820           | (43)               |
| Shreveport-Texarkana <sup>1</sup>                            | 3                                           | 3,198                                   | 2,958                                   | 240                                   | 853           | —             | —                  | 1,779         | —             | —                  | 922           | —             | —                  |
| San Juan-Caguas (P.R.) <sup>1</sup>                          | 3                                           | 3,183                                   | 2,744                                   | 439                                   | 606           | —             | —                  | 2,855         | —             | —                  | 185           | —             | —                  |
| Wichita-Hutchison                                            | 3                                           | 3,145                                   | 2,924                                   | 220                                   | 989           | 919           | 70                 | 1,581         | 1,736         | (155)              | 847           | 961           | (114)              |
| Spokane                                                      | 3                                           | 3,089                                   | 2,705                                   | 384                                   | 803           | 710           | 93                 | 1,943         | 2,067         | (124)              | 792           | 822           | (30)               |
| Greenville-Spartanburg (S.C.)-<br>Asheville (N.C.)           | 4                                           | 3,070                                   | 2,526                                   | 543                                   | 906           | 795           | 111                | 1,451         | 1,545         | (94)               | 864           | 800           | 64                 |
| Wilkes-Barre-Scranton                                        | 3                                           | 3,040                                   | 2,778                                   | 262                                   | 944           | 897           | 47                 | 1,346         | 1,310         | 36                 | 919           | 990           | (71)               |
| Honolulu                                                     | 3                                           | 3,020                                   | 2,896                                   | 124                                   | 403           | 304           | 99                 | 1,015         | 1,096         | (81)               | 1,729         | 1,598         | 131                |
| Flint-Saginaw-Bay City                                       | 3                                           | 3,004                                   | 2,723                                   | 281                                   | 1,043         | 860           | 183                | 1,633         | 1,580         | 53                 | 689           | 624           | 65                 |
| Fresno-Hanford-Visalia (Calif.)                              | 5                                           | 2,879                                   | 3,237                                   | 359                                   | 869           | 834           | 35                 | 1,521         | 1,658         | (137)              | 904           | 870           | 34                 |
| Portland-Poland Spring (Me.)                                 | 3                                           | 2,833                                   | 2,684                                   | 149                                   | 916           | 820           | 96                 | 1,594         | 1,659         | (65)               | 600           | 586           | 14                 |
| Roanoke-Lynchburg                                            | 3                                           | 2,755                                   | 2,204                                   | 551                                   | 971           | 871           | 100                | 1,152         | 1,195         | (43)               | 873           | 814           | 59                 |
| Mobile (Ala.)-Pensacola (Fla.)                               | 3                                           | 2,672                                   | 2,363                                   | 309                                   | 698           | 587           | 111                | 1,363         | 1,258         | 105                | 801           | 1,003         | (202)              |
| Cedar Rapids-Waterloo                                        | 3                                           | 2,613                                   | 2,282                                   | 332                                   | 859           | 818           | 41                 | 1,349         | 1,496         | (147)              | 508           | 486           | 22                 |
| Knoxville                                                    | 3                                           | 2,574                                   | 1,992                                   | 582                                   | 812           | 713           | 99                 | 1,212         | 1,190         | 22                 | 892           | 793           | 99                 |
| Green Bay                                                    | 3                                           | 2,517                                   | 2,460                                   | 57                                    | 980           | 908           | 72                 | 1,000         | 913           | 87                 | 697           | 844           | (147)              |
| Orlando-Daytona Beach                                        | 3                                           | 2,447                                   | 2,132                                   | 315                                   | 703           | 543           | 160                | 975           | 956           | 19                 | 932           | 1,040         | (108)              |
| Little Rock                                                  | 3                                           | 2,432                                   | 2,069                                   | 364                                   | 768           | 687           | 81                 | 1,113         | 1,010         | 103                | 710           | 808           | (98)               |
| Fort Wayne                                                   | 3                                           | 2,428                                   | 1,971                                   | 457                                   | 833           | 763           | 70                 | 1,130         | 953           | 177                | 644           | 831           | (187)              |
| Madison                                                      | 3                                           | 2,088                                   | 1,615                                   | 473                                   | 567           | 543           | 24                 | 1,082         | 1,066         | 16                 | 564           | 559           | 5                  |
| Peoria                                                       | 3                                           | 2,360                                   | 2,370                                   | (10)                                  | 777           | 710           | 67                 | 817           | 1,011         | (194)              | 970           | 852           | 118                |
| Amarillo                                                     | 3                                           | 2,011                                   | 1,933                                   | 78                                    | 525           | 430           | 95                 | 597           | 588           | 9                  | 1,020         | 1,014         | 6                  |
| Evansville                                                   | 3                                           | 2,003                                   | 1,732                                   | 271                                   | 697           | 635           | 62                 | 667           | 686           | (19)               | 789           | 806           | (17)               |
| Albuquerque                                                  | 3                                           | 1,952                                   | 1,904                                   | 48                                    | 536           | 431           | 105                | 518           | 508           | 10                 | 1,019         | 1,059         | (40)               |
| Chattanooga                                                  | 3                                           | 1,938                                   | 2,069                                   | (131)                                 | 689           | 642           | 47                 | 796           | 922           | (126)              | 591           | 657           | (66)               |
| South Bend-Elkhart                                           | 3                                           | 1,907                                   | 1,852                                   | 55                                    | 614           | 547           | 67                 | 714           | 677           | 37                 | 614           | 701           | (87)               |
| Tucson                                                       | 3                                           | 1,877                                   | 1,965                                   | (88)                                  | 413           | 358           | 55                 | 446           | 504           | (58)               | 1,131         | 1,206         | (75)               |
| Youngstown                                                   | 4                                           | 1,891                                   | 1,716                                   | 175                                   | 564           | 525           | 39                 | 950           | 850           | 100                | 484           | 523           | (39)               |
| El Paso                                                      | 3                                           | 1,819                                   | 1,903                                   | (84)                                  | 375           | 380           | (5)                | 609           | 638           | (29)               | 885           | 883           | 2                  |
| Columbia (S.C.) <sup>2</sup>                                 | 3                                           | 1,813                                   | 1,349                                   | 464                                   | 478           | —             | —                  | 824           | —             | —                  | 481           | —             | —                  |
| Paducah (Ky.)-Cape<br>Girardeau (Mo.)-<br>Harrisburg (Ill.)  | 3                                           | 1,796                                   | 1,449                                   | 347                                   | 692           | 601           | 91                 | 960           | 1,049         | (89)               | 271           | 328           | (57)               |
| Bakersfield                                                  | 3                                           | 1,705                                   | 2,023                                   | (319)                                 | 383           | 336           | 47                 | 595           | 721           | (126)              | 843           | 884           | (41)               |
| Rochester-Austin (Minn.)-<br>Mason City (Iowa)               | 3                                           | 1,619                                   | 1,348                                   | 272                                   | 461           | 393           | 68                 | 587           | 595           | (8)                | 582           | 674           | (92)               |
| Beaumont-Port Arthur <sup>2</sup>                            | 3                                           | 1,529                                   | 1,659                                   | (130)                                 | 474           | —             | —                  | 706           | —             | —                  | 524           | —             | —                  |
| Colorado Springs-Pueblo                                      | 3                                           | 1,416                                   | 1,445                                   | (29)                                  | 358           | 301           | 57                 | 478           | 445           | 33                 | 608           | 766           | (158)              |
| Las Vegas-Henderson                                          | 3                                           | 1,249                                   | 1,125                                   | 124                                   | 129           | 113           | 16                 | 192           | 199           | (7)                | 860           | 788           | 72                 |

<sup>1</sup>Combined as single markets for first time; individual 1960 city figures not shown as there were less than 3 stations reporting in that year. ( ) Denotes loss.

<sup>2</sup>Not listed in 1960 as there were less than 3 stations reporting in that year.

Sixty-nine stations in this category reporting losses had a median revenue of \$518,730 and a median loss of \$28,299.

In the 69 markets with two tv stations, 106 profitable stations reported median revenue of \$726,069, with

median profit \$148,506. Thirty-four stations in the two-tv markets reported losses; the median revenue was \$259,971, the median loss was reported at \$23,241.

There were 105 markets with only

one tv station. Of the 58 profitable stations in this category, the median revenue was \$411,225, and the median income was \$31,527. Forty-seven stations in this classification reported losses; the median revenue was \$155,-

#### BROADCAST REVENUES, EXPENSES, AND INCOME OF TELEVISION NETWORKS AND STATIONS, 1960-61 (\$ Millions)

|                                                       | 1961      | 1960      | % Change<br>1960-1961 |
|-------------------------------------------------------|-----------|-----------|-----------------------|
| <b>Broadcast Revenues</b>                             |           |           |                       |
| 3 Networks (including 15 owned and operated stations) | \$ 675.3  | \$ 640.7  | +5.4%                 |
| 525 Other Stations:                                   |           |           |                       |
| 444 vhf                                               | 611.6     | 597.1     | +2.4                  |
| 81 uhf                                                | 31.4      | 30.8      | +1.9                  |
| Subtotal                                              | 643.0     | 627.9     | +2.4                  |
| Industry total                                        | \$1,318.3 | \$1,268.6 | +3.9%                 |
| <b>Broadcast Expenses</b>                             |           |           |                       |
| 3 Networks (including 15 owned and operated stations) | \$ 588.3  | \$ 545.5  | +7.8%                 |

|                                                       |           |           |        |
|-------------------------------------------------------|-----------|-----------|--------|
| <b>525 Other Stations:</b>                            |           |           |        |
| 444 vhf                                               | 461.0     | 448.5     | +2.8   |
| 81 uhf                                                | 32.0      | 30.5      | +4.9   |
| Subtotal                                              | 493.0     | 479.0     | +2.9   |
| Industry Total                                        | \$1,081.3 | \$1,024.5 | +5.5%  |
| <b>Broadcast Income (Before Federal Income Tax)</b>   |           |           |        |
| 3 Networks (including 15 owned and operated stations) | \$ 87.0   | \$ 95.2   | -8.6%  |
| 525 Other Stations:                                   |           |           |        |
| 444 vhf                                               | 150.6     | 148.6     | +1.3   |
| 81 uhf                                                | (.6)      | .3        | -300.0 |
| Subtotal                                              | 150.0     | 148.9     | +0.7   |
| Industry total                                        | \$ 237.0  | \$ 244.1  | -2.9%  |

( ) Denotes loss

NOTE: Data are for 3 networks and 530 stations in 1960, and 3 networks and 540 stations in 1961.

**Tv Markets Ranked by Volume of Revenues**  
Showing Median Revenues of Stations Reporting Profit or Loss

| Tv Markets<br>(Ranked by Descending<br>Volume of Revenues) | Total<br>Number<br>of<br>Stations<br>Reporting | Stations Reporting Profits |                   |                                             | Stations Reporting Losses |                   |                                           |
|------------------------------------------------------------|------------------------------------------------|----------------------------|-------------------|---------------------------------------------|---------------------------|-------------------|-------------------------------------------|
|                                                            |                                                | No. of<br>Stations         | Median<br>Revenue | Profit of<br>Station With<br>Median Revenue | No. of<br>Stations        | Median<br>Revenue | Loss of<br>Station With<br>Median Revenue |
| Markets With Three or More Tv Stations                     |                                                |                            |                   |                                             |                           |                   |                                           |
| 1st - 25th                                                 | 96                                             | 81                         | 3,877,659         | 1,470,906                                   | 15                        | 755,570           | 269,698                                   |
| 26th - 50th                                                | 84                                             | 66                         | 1,509,633         | 406,239                                     | 18                        | 307,854           | 98,840                                    |
| 51st - 84th                                                | 104                                            | 68                         | 782,203           | 17,321                                      | 36                        | 528,094           | 43,600                                    |
| Total 84 Markets                                           | 284                                            | 215                        | 1,639,986         | 431,429                                     | 69                        | 518,730           | 28,299                                    |
| Markets With Two Tv Stations                               |                                                |                            |                   |                                             |                           |                   |                                           |
| 1st - 25th                                                 | 50                                             | 44                         | 1,593,116         | 455,150                                     | 6                         | 651,132           | 89,763                                    |
| 26th - 50th                                                | 50                                             | 42                         | 608,078           | 80,866                                      | 8                         | 500,870           | 138,750                                   |
| 51st - 69th                                                | 40                                             | 20                         | 381,475           | 51,189                                      | 20                        | 137,986           | 10,569                                    |
| Total 69 Markets                                           | 140                                            | 106                        | 726,069           | 148,506                                     | 34                        | 259,971           | 23,241                                    |
| Markets With One Tv Station                                |                                                |                            |                   |                                             |                           |                   |                                           |
| 1st - 25th                                                 | 25                                             | 22                         | 704,850           | 150,648                                     | 3                         | 620,428           | 61,310                                    |
| 26th - 50th                                                | 25                                             | 17                         | 375,617           | 61,570                                      | 8                         | 355,133           | 5,136                                     |
| 51st - 75th                                                | 25                                             | 13                         | 234,911           | 24,893                                      | 12                        | 184,617           | 16,536                                    |
| 76th -105th                                                | 30                                             | 6                          | 80,648            | 4,982                                       | 24                        | 62,963            | 32,792                                    |
| Total 105 Markets                                          | 105                                            | 58                         | 411,225           | 31,527                                      | 47                        | 155,986           | 14,044                                    |

986, the median loss was \$14,044.

**Profit and Loss** - Of the 439 vhf stations operating for the full 1961 year, 346 reported profitable operations. Of the 71 uhf stations operating for the whole year, only 28 reported profits.

In the vhf area, 68 stations reported profits of over \$1 million. Thirty-eight vhf stations reported profits of less than \$25,000. Five vhf stations reported losses of \$400,000 or more.

In the uhf field, 12 stations reported profits of \$100,000 or more, but none over \$400,000. Most uhf stations losing money, 27, reported that their losses were not more than \$50,000.

The proportion of revenues from the

sale of talent and program material continued to increase. In 1959 this income was 23% of total revenues; in 1960 it moved up to 25% and last year it stood at 27%.

The total sale of time in 1961 amounted to \$1,160 million, 73% of all revenues. Sale of talent and programs brought in \$356.3 million.

The major expense for networks and tv stations was programming. A total of \$668,992,000 was spent in this field in 1961. The next highest expense was technical, \$121,583,000; then general and administrative, \$200,229,000, and last was selling, \$90,534,000.

Salaries and wages were the largest single expense, amounting to 35.8% of all expenses. Film accounted for 16.4% of expenses; depreciation, 8.1% and talent, 3.6%.

**Investment Totals** - Original investment in tangible property for 540 tv stations is given as \$631 million. The depreciated cost, \$317.4 million.

Total employment in television dropped for the first time in three years. The 1961 totals of 40,086 compares to 40,612 in 1960 and 40,270 in 1959. Of 1961's total employment, 35,440 were full time workers; 4,646 part time.

## COMMERCIAL PREVIEW: Julie will 'settle back' to Marlboro

The scene changes but the song goes on as before. Singer Julie London, whose association with Philip Morris' Marlboro cigarettes started nearly four years ago, will "settle back" on network tv late this month with another rendition of "The Marlboro Song" ("You get a lot to like . . ."). This sixth in her series of Marlboro tv commercials was recently filmed at Filmways Inc., New York (see pictures).

Miss London and escort Philip Terry (showing the familiar tattoo on his hand) are shown leaving the theatre and riding off in a limousine while they "settle back and light up" their Marlboros. The commercial is scheduled for exposure via a tv spot campaign and in a lineup of seven CBS-TV programs. *Route 66*, *Rawhide*, *Jackie Gleason Show*, *Walter Cronkite and the News*, *Red Skelton*, *Alfred Hitchcock* and *Perry Mason*.

Lee Burnett Co., Chicago, is Marlboro's agency. Credits for the com-

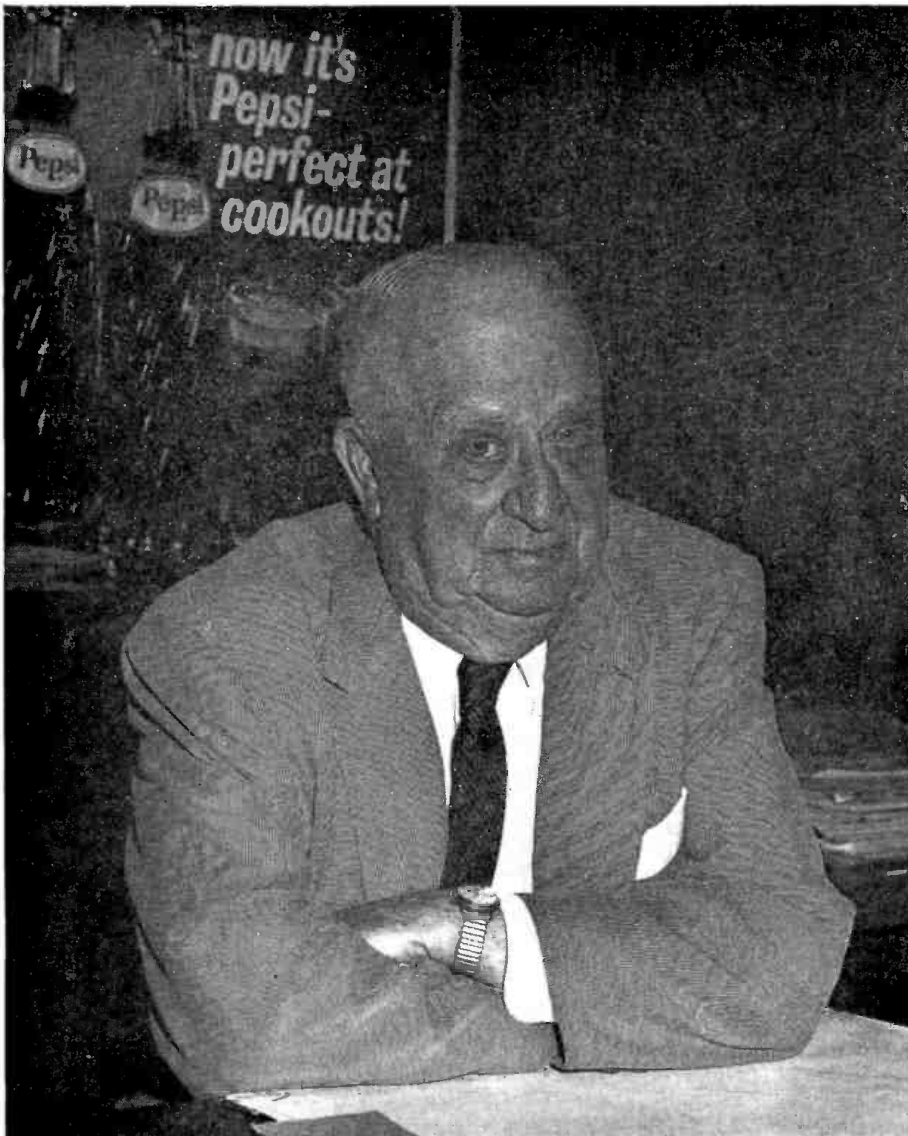


mercial include Gordon Minter, agency producer and director, and Will Cowan, Filmways producer and

director. Music is by Don Tennant, and arranged and recorded by David Rose.



**"Charlotte market one of nation's fastest growing...WSOC-TV paving way for increased sales"—Henry Fowler**



*"That the Charlotte market is one of the nation's fastest growing, most dynamic areas, we at Pepsi-Cola recognized years ago. In selling our big area, we have continuously used a daily spot program on WSOC-TV, effectively paving the way for increased sales and product leadership."*

**HENRY B. FOWLER**  
President, Pepsi-Cola Bottling  
Company of Charlotte, Inc.

The country's ranking Pepsi bottler (affiliated since 1905) knows the persuasive power of appeals to those who think young. That is why Charlotte's active, young-thinking television station is a natural partner for this veteran's successful sales efforts in the Carolinas. Get more action from your advertising dollars. Get on Charlotte's WSOC-TV—one of the great area stations of the nation.

# WSOC-TV

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

# WILL AGENCIES BUY CODE STATIONS?

- NAB sends list of 1,576 radio members to Four A list
- Many timebuyers think code clients may get schedule break
- Others doubt that code adherence will be deciding factor

Buyers of broadcasting time from this point forward will be well aware which stations subscribe to the radio code and which do not. For last week a list including the call letters of 1,576 radio station subscribers was sent by NAB to member agencies of the American Assn. of Advertising Agencies.

A canvass by BROADCASTING editors of knowledgeable media buyers at leading agencies in New York uncovered few people who actually had received the list as the mailing has yet to trickle down to most buyers.

But there was no dearth of opinion on the NAB action, or on the question of whether such information nor-

mally influences the buyer's selection of stations in a specific advertising campaign—radio or tv.

The polling of buyers uncovered sufficient evidence that some responsible media buyers see a possible influence, however subtle, arising from the NAB effort. On the other hand, a vocal segment considers the mailing broadside will create as little a stir in the agency as if someone had fired a popgun.

It appeared doubtful that NAB would follow up its radio code effort with one in tv as it's generally believed that agencies are more aware of stations which subscribe to the tv code. All agencies get tv code highlights in NAB newsletter mailings and periodic

mailings of the tv code station roster.

**Tighter Discipline** ■ NAB described the mailing (started Aug. 10) as another move that would tighten "self-discipline" in broadcast advertising and as one in a series of actions linking NAB and the 4As in a cooperative approach toward elevating commercial standards. NAB will send an addenda to the list each month.

Charles M. Stone, director of NAB's radio code affairs, asserted that the 4As already had recommended that its members "observe the spirit and the letter" of the radio code. (NAB also has endorsed the 4As creative code that recommends advertising abuses be eliminated and standards raised).

Member agencies of the 4As total about 340 and include every major agency with but few exceptions (one is N. W. Ayer among the top billers and a few in the medium-sized billing category). The association estimated that its member agencies together account for three-quarters of the total advertising placed in the U. S.

Typical of the split in agency reception to NAB's action was the cryptic remark by a senior media executive in charge of all buying (spot and network) that his agency doesn't pay any attention to such matters and hardly intends to do any such thing.

(He implied that station affidavits showing proof of performance for purchases made were good enough for his agency and his department.)

**Over Commercialization** ■ But a top media buyer in an agency that ranks in the fore in radio billings thought whether a station is a code subscriber is important in the area of possible over-commercialization. An "astute buyer," he contemplated, "would take notice" and place a temporary "red flag" next to the non-subscribing station.

As for NAB's mailing, this executive shrugged it off as not too important and difficult at this time to assess. Significantly, he asserted that "a list of stations and their infractions of the code would be very important to the buyer."

Still another media buyer saw both side of the coin tossed his way by NAB. Buyers, he reflected, might well use the station list in reverse—this is, use it as a check list in buying on behalf



## C-P signs with Petry for KLAC campaign

KLAC Los Angeles and its national representative, Edward Petry & Co., last week announced purchase of radio time on KLAC by Colgate-Palmolive Co., which in recent years has not been heavy in radio (except for some sponsorship on Spanish-language programs).

Although KLAC and the Petry firm marked the purchase with a party in New York for C-P and agencies Street & Finney and Norman, Craig & Kummel (see photo), there were few details released on the sale.

But other sources, including

Colgate-Palmolive, revealed the purchase will start on Aug. 27 and initially cover a 13-week period. It was estimated that about \$1,000 weekly is being spent on the station for each of two products (both new) in a package purchase that includes station-in-store merchandising.

Shown above (from l to r): Robert Forward, executive vice president and general manager of KLAC; E. E. Buckner, general sales manager, Household Products Division of Colgate-Palmolive, and Edward Petry, chairman of the board, Edward Petry Co.





## Traveling salesman

Compacts, standard models, sports cars, luxury automobiles roll off the assembly lines by the millions. Some 85% of them have one thing in common. A radio.

No one is more aware of this big, built-in salesman than the automobile manufacturers themselves. Which is probably why they advertise on network radio.

Chevrolet is in the *ninth* straight year of its sponsorship of 12-a-week news broadcasts on CBS Radio. Chrysler, Ford and Studebaker are frequent advertisers on several networks. American Motors, in sponsoring the two U.S. man-in-space shots on two and then

three networks, achieved tremendous coverage and excellent dealer reaction. Since 1954, the Lowell Thomas Monday-Friday news broadcasts on CBS Radio have been sponsored exclusively by a division of General Motors—for the last three years, Oldsmobile.

Car radios, according to recent Nielsen figures (NR1 Auto-Plus, May 1962), add a seven-day average of 31.8% to in-home, plug-in set listening in the daytime, and 46.3% in the evening. Auto listening can add as much as 84% to plug-in set listening at home.

Radio travels in other circles as well. For years advertisers were aware of the

mushroom growth of portable radios, especially since the development of transistors. But only recently has this listening been measured. Latest Nielsen figures show that it adds a whopping weekly average of 36% to the millions listening on plug-in sets.

As the size of the measured audience continues to go up, the already low cost-per-thousands continue to go down.

Radio, today, is the closest thing there is to a universal medium. Whether your customers are at home, in their cars or out-of-doors, one persuasive salesman can cover them for you....

**THE CBS RADIO NETWORK**

## A Niles-eye view of the tv film production business

Myths about the commercial and film production business should be exploded just as vocally as those being rebuffed today about the economics of advertising and agencies.

That's how one major national film maker feels about the false notions he thinks pop up all too often about his business. A case in point, according to Fred A. Niles, president of Fred Niles Communication Centers Inc., is the unidentified agency man's comment that producers aren't making as much money as they used to "but that doesn't mean they're losing money" (BROADCASTING, July 30). It's one of several myths that should be examined, he says.

Fred Niles Communication Centers Inc. has headquarters in Chicago and offices in New York and Hollywood. It is diversified in the visual communication arts, including tv commercials and programs. He has been in the business 20 years.

He feels film producers are businessmen who face the same risks and hazards of business as any other manufacturers and they are classified as manufacturers. The purpose of any business is to earn a profit; otherwise, "we might as well revert to a socialistic form of enterprise," Mr. Niles says.

**That Markup** ■ About the 50% markup an agency man said film makers are "still" using, Mr. Niles explains that this amount or any other such percentage "covers the same essentials as any other business" and businessmen normally do not dispute it. The list: facilities, equipment, amortization, research, sales expenses, studio maintenance, warehousing, general office staff, telephones, lights, soap, etc.

"Overhead markup is one thing, net profit is another," Mr. Niles says. "The net profit of a film producer is the same as an advertising agency.

We hear few people accuse agencies of making bundles of money on their fixed 15% commissions. We know that agencies are called upon to provide more and varied services, over and above the production and placement of print and broadcast advertising, on which they easily lose money or at best break even."

Net profit for the film producer is around 2%, Mr. Niles says, and if a producer nets 1.5% per year "he feels it's a good year; 2% is excellent."

Most of the more than 450 film producers in the U.S. today "are not in the big league, \$10 million volume class," Mr. Niles claims, and figuring on an average volume of \$3-5 million "after Uncle Sam is paid his tithe, a net profit of 1.5% can hardly be classified as a lush profit." With this profit, he argues, the producer then must buy new equipment, experiment with new techniques for clients, im-

of a product which is frowned upon by the code (certain personal products and possibly hard liquor, as examples).

A substantial number of buyers stressed the importance of the product for which the buy is being made: It might be of value for a buyer to run his finger down the code list if he's purchasing time for a quality product that would do best on these stations.

**Confusion** ■ Some buyers—even for heavy-billing agencies—admitted they were confused, and said that they took note of the NAB insignia that appears beside NAB-member stations listed in *Standard Rate & Data*. But not all member stations are code subscribers, nor are all code subscribers members.

Canvassed were buyers in a total of 22 advertising agencies. These agencies were contacted: BBDO, Benton & Bowles; William Esty; Ogilvy, Benson & Mather; Foote, Cone & Belding; Ted Bates; Dancer-Fitzgerald-Sample; Cunningham & Walsh; J. Walter Thompson; McCann-Erickson.

Also Kenyon & Eckhardt; Grey Adv.; Doyle Dane Bernbach; Papert, Koenig, Lois; Fuller & Smith & Ross; Doherty, Clifford, Steers & Shenfield; Leo Burnett; Warwick & Legler; Kastor, Hilton, Chesley, Clifford & Ather-ton; Donahue & Coe; Sullivan, Stauffer, Colwell & Bayles, and Young & Rubicam.

Here is sampling of comments solicited from top agency media buyers:

The broadcast supervisor at a large agency said code subscription is not a

significant factor in a buying decision. He noted that if two stations are equal in all respects, he probably would select the code station, but he acknowledged this is a rare circumstance. The buyer who is a "professional," he added, will buy on the basis of the station which conforms most closely to the media plan.

**No Directives** ■ A senior timebuyer at another top agency said the question of code membership "just doesn't come to the fore" in making a buying decision. She explained the agency, to her knowledge, never had issued any directives on the subject, and confessed she knew from memory the call letters of only a few stations that are code members. She said she attempts to buy on stations that she considers "the best" for a particular client.

The vice president and media director of an agency heavily involved in spot radio reported there is no formal agency policy on the subject. He observed that the agency "never has had a complete list of code subscribers." He believed personally that "some consideration" should be given to code stations and said that once he receives the list from NAB, he plans to discuss it with his staff.

It is the opinion of a media director at another agency that timebuyers generally do not know whether a station is a code subscriber or not. They buy on stations for their ratings or for other considerations that a client may require. An astute buyer, he observed,

conceivably would be interested in code membership if he is seeking time for a high-quality product that he would not want associated with a station that "carried a high proportion of spots relative to programming and advertised products that we often call 'questionable.'" Conversely, he added, it probably would be advantageous to select a non-code station if the product to be advertised is one that requires "high-pressure" copy.

**Audience is the Thing** ■ Another broadcast supervisor stated that a station's audience profile is much more important to buyers than its adherence to the code. He indicated that stations vary widely in their appeal, and buyers are inclined to choose the stations they believe will reach a specific audience for a particular product.

"In the past a buyer could not easily ascertain if a station was or was not a code subscriber," a senior timebuyer commented. "I am happy to hear such a list is forthcoming. But my feeling is that shrewd buyers will still purchase on this basis: Does the station have the programming, the community services, the kinds of audience I want to reach?"

One media director was surprised the question of code membership had come up. He said as far as he is concerned, code membership is an asset for stations, providing "protection" of "commercial treatment" for clients. A buyer, he thought, would be "foolhardy" not to consider a station's mem-



prove studio facilities, pay for talent on speculative ventures "and be prepared for slow periods."

Another myth Mr. Niles wants to end is that the "high costs" of tv spot production are "passed on to clients." He contends the amount of production value is a fixed cost factor which can be high or low depending on the client requirements. "If nine actors are indicated, if original music is a must, if location shooting at the Grand Canyon is required, obviously the costs are considerable."

"Certainly costs have risen," Mr. Niles admits. "Unions pressure producers. To be competitive, a producer cannot pass these costs on to his clients. Hence, these creeping-up costs are usually absorbed within the general overhead markup applied or reflected in reduced gross and net profits."

**A Few Hundred** ■ When clients send out story boards for bidding to producers of comparable standing, Mr. Niles observes, "they quickly see that the cost variance between these



Mr. Niles

producers is often a matter of a few hundred dollars." But if a producer with a staff of 500 bids against one with five, "the cost estimate may be

widely disparate." Timing and certain producer efficiencies also can be reflected in the pricing.

Still another myth, and perhaps the most controversial in Mr. Niles' mind, is that film producers tend to specialize in a certain type of product. "Any producer regardless of size, equipped with the basic essentials of film making, can handle any type of film production," Mr. Niles contends. "There is no such thing as specialization, especially with the vast technical talent pools of Hollywood and New York which can be interchanged via jet air travel."

The tendency is to "de-specialize," Mr. Niles says. His own firm, for example, produces and creates not only tv commercials and public relations films for tv and non-theatrical distribution but also sales and product training films and sound slide films. It handles closed circuit tv presentations and live sales meetings and produces materials to help merchandise entire business development programs, he said.

bership in the code as part of his analysis of the outlet. "Given the choice of stations with comparable circulation" he would most likely choose the code member because "when in doubt the code is a symbol" of quality.

The NAB code obviously conveys some aura of station responsibility, another buyer said, but in specific day-to-day operations stations are compared on the basis of their offerings.

Another media buyer said there's more confidence in buying on a code station because certain obligations will be fulfilled. Buying on code stations makes "everything easier"—such as not having to be concerned with competitive spots. But: "all things being equal we look for the proven selling job—not whether the stations are code members."

**Small Effect** ■ Another agency's reaction was that little consideration is given code membership because "there are too many ifs, ands and buts in the whole code idea."

A timebuyer at another agency heavy in both radio and tv spot buying said that NAB code membership is not "a basic consideration." In its spot campaign, the agency has purchased and will continue to buy time on stations which are not code subscribers, he indicated. The basic timebuying consideration, he said, is past selling jobs a station has done for the agency's clients.

Still another timebuyer said code subscription "definitely" is taken into ac-

count in buying procedures for certain clients. He explained the code presents an image of a "prestige" station. In the case of institutional commercials or where the agency wants to set apart its product as a "class" item, the buyer definitely goes to the code station. He added, however, where a product is a hard-sell item (soaps and headache remedies, for example) the non-subscriber station is equally acceptable.

Most stations are reputable and code membership does not necessarily separate the "good stations from the bad," another buyer stated.

"All codes are flexible in the best interests of both advertiser and public," another buyer, who said he does not consider code membership in his buying decisions, noted.

These same sentiments were echoed by another timebuyer who said that "I look at the station on its individual merits."

**Weight of Other Factors** ■ Another media department head does check to see if a station is a code member though there are other factors to be considered which carry more weight. He describes his check of code membership as a "subconscious" action coming to play when a decision must be made between two otherwise equal station candidates.

Other timebuyer comment: one thought he would lean toward a code station unless he got an "exceptionally good buy on a non-code station." It depends, however, more on the client's

needs. Another buyer at the same agency thought he "instinctively" notes if a station belongs to the code although he doesn't base buying decisions on that.

At another agency, a respondent said code membership doesn't affect her buying, unless the agency plans to use a commercial that is not acceptable to code stations. The code can be "sticky," she noted. As an example, she cited an award-winning commercial prepared by her agency that contains a segment she thinks perfectly acceptable to the public, but it is not acceptable under the code.

Code membership "usually shows up in the quality of the station," another timebuyer commented. She qualified her statement, however, by stating "in one sense it (the code) is nothing. There are so many ways to get around it," especially in the area of "triple spotting." She reported that code membership is not a factor in her station analyses.

**Reps' Comments** ■ Several station representatives contacted stated that timebuyers or other media personnel never ask if stations are code subscribers. One representative official volunteered that on a few occasions he has mentioned to agencies that a particular station he represents subscribes to the code, but he acknowledged, these occasions are rare. Another rep official said he considers it "undiplomatic" to point out a subscriber station to agencies as some of the stations

## A financial picture of the advertising agency, 1952-61

A 10-year report that indicates agencies in this country are in a high cost-low profit squeeze has been prepared by the American Assn. of Advertising Agencies. The table shown here represents in percentages the cost and profit picture of agencies over a decade. The reporting agencies handle almost two-thirds of all billings in this

country.

The figures—expressing the percentage of gross income—show expenses moving steadily upward and profits declining (exception was a decided improvement in the expense and profit picture in 1959 after a sharp profit dip in 1958—see table).

Ten-Year Record of Advertising Agencies' Costs and Profits  
(Per cent of gross income unless otherwise stated)

|                                                                                           | 1952  | 1953  | 1954  | 1955  | 1956  | 1957  | 1958  | 1959  | 1960  | 1961  |
|-------------------------------------------------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Number of agencies presented                                                              | 197   | 207   | 213   | 211   | 213   | 222   | 239   | 240   | 245   | 237   |
| Rent and depreciation                                                                     | 6.03% | 5.93% | 6.03% | 6.09% | 6.32% | 6.69% | 7.20% | 6.92% | 7.02% | 7.16% |
| Taxes (other than U. S. income)                                                           | 1.47  | 1.45  | 1.47  | 1.58  | 1.65  | 1.71  | 1.72  | 1.91  | 2.18  | 2.22  |
| Other operating expense                                                                   | 14.50 | 14.40 | 13.96 | 13.58 | 13.69 | 13.92 | 14.51 | 14.14 | 14.34 | 14.42 |
| Total payroll                                                                             | 68.62 | 68.63 | 69.87 | 69.10 | 68.58 | 69.86 | 70.30 | 69.18 | 68.94 | 69.35 |
| Payments into pension or profit-sharing plans                                             | 0.65  | 0.88  | 0.91  | 1.10  | 1.42  | 1.31  | 1.17  | 1.27  | 1.31  | 1.32  |
| Insurance for employee benefit                                                            | 0.19  | 0.21  | 0.24  | 0.34  | 0.41  | 0.42  | 0.45  | 0.52  | 0.56  | 0.62  |
| Total expenses                                                                            | 91.46 | 91.50 | 92.48 | 91.79 | 92.07 | 93.91 | 95.35 | 93.94 | 94.35 | 95.09 |
| Profit before U. S. income tax (as percentage of gross income)*                           | 8.54  | 8.50  | 7.52  | 8.21  | 7.93  | 6.09  | 4.65  | 6.06  | 5.65  | 4.91  |
| U. S. income taxes                                                                        | 2.29  | 2.40  | 2.11  | 2.70  | 2.74  | 1.98  | 1.42  | 1.79  | 1.79  | 1.45  |
| Net profit (as percentage of gross income)*                                               | 6.25  | 6.10  | 5.41  | 5.51  | 5.19  | 4.11  | 3.23  | 4.27  | 3.86  | 3.46  |
| Profit before U. S. income tax for incorporated agencies (as percentage of gross income)* | 8.40  | 8.80  | 8.17  | 8.63  | 8.57  | 6.09  | 4.28  | 5.94  | 5.56  | 4.41  |
| U. S. income tax for incorporated agencies                                                | 3.41  | 3.36  | 3.20  | 3.57  | 3.55  | 2.55  | 1.89  | 2.17  | 2.12  | 1.92  |
| Net profit for incorporated agencies (as percentage of gross income)*                     | 4.99  | 5.44  | 4.97  | 5.06  | 5.02  | 3.54  | 2.39  | 3.77  | 3.44  | 2.49  |
| Net profit for incorporated agencies (as percentage of sales—i.e. billing)                | 0.87  | 0.95  | 0.87  | 0.89  | 0.88  | 0.58  | 0.42  | 0.67  | 0.60  | 0.44  |

\*Gross income comprises commissions, agencies' service charges, and fees. Source: Annual studies of advertising agencies' costs and profits conducted by American Association of

Advertising Agencies. Figures are averages for agencies of all sizes. Agencies included handled close to two-thirds of the billing of the entire advertising agency business in the U. S.

his company represents are non-code. The rep, he stated, has to remain neutral on the question of code membership when this is the case.

Another representative called code membership "the frosting on the cake for fulfilling certain obligations but as far as getting business for stations is concerned the code is not worth one iota."

### Rep appointments...

■ WKDA Nashville, Tenn.: Robert E. Eastman & Co., New York, as national representative, effective Sept. 1.

■ KTVT (TV) Fort Worth-Dallas, Tex.: The Katz Agency, New York, as national representative.

■ WASK Lafayette, Ind.: Prestige Representation Organization, New York, as national representative.

■ WBRL Berlin, N. H.: Eckels & Co., Boston, as New England representatives.

■ WWHG-AM-FM Hornell, N. Y.: retains Burn-Smith Co. as national representatives.

■ WBNR Beacon, N. Y.: retains Burn-Smith Co. as national representatives.

## SEARS WETS FEET IN NETWORK TV

### Using medium in 'back-to-school' campaign on CBS, ABC

Sears, Roebuck & Co., in its first major network tv campaign, started a three-week promotion of "back-to-school" merchandise available in its 740-odd retail stores Monday, Aug. 13.

Based on the general theme of "First to Sears, Then to School," the one-minute spot will be carried 22 times on CBS-TV's morning shows during the weeks of Aug. 13 and 27, and 25 times in ABC-TV's daytime shows from Aug. 20-24 (BROADCASTING, July 23). The commercial is unique for its unusually high total of 35 different scenes.

Sears, which claims to be the first department store chain to use network tv, has used the medium once in the past. Several years ago, Sears co-sponsored an Arthur Godfrey special on CBS-TV. Its commercials were devoted to a line of mowers. A Sears spokesman said last week the current purchase "might lead to more use of the medium." On future use of network tv, he ventured a "soft yes."

David Adam, Sears' newly appointed radio-tv advertising director, is in charge of handling an expanded de-

partment set up to provide assistance to local Sears stores in the use of broadcast advertising. The parent company's efforts in this direction will be conducted in cooperation with Ogilvy, Benson & Mather Inc., New York, Sears' agency. Mr. Adam points out that the managers of Sears, Roebuck stores across the country "see the value in radio-tv, but their problem is knowing how to use broadcast properly in order to get a reasonable return from their investment."

**Big Locally** ■ Although Sears is still a relative stranger to network tv, many of its retail stores have been consistent local tv advertisers. (Allstate Insurance Co., a wholly-owned subsidiary, is a regular network buyer.) Stations such as WAFB-TV Baton Rouge, La., and WTRF-TV Wheeling, W. Va., have been getting local Sears store business since 1954. Last year alone, Sears, Roebuck department stores purchased everything from ID's to program sponsorship in a total of 86 tv markets, according to a Rorabaugh report on spot tv advertising expenditures. Their





## 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

combined gross billings: \$664,040.

The success these stores have had on local tv over the years must be measured on a store-by-store basis. To cite a few examples:

■ In Jacksonville, Fla., a store has been advertising on tv since it opened in 1959. For two years it sponsored a 15-minute segment of *Romper Room* three mornings a week. Now it uses saturation advertising for sales.

■ A Terre Haute, Ind., store started on WTHI-TV, that city, in 1955. It uses 20's and 60's, slides, film and live, in saturation to promote special sales events. It also sponsored a 10-minute Santa Claus show, Monday through Friday, Nov. 27-Dec. 19, 1961.

■ In Utica, N. Y., A Sears store started on WKTV (TV) that city in May 1961 with saturation schedules of 15 to 20 twenty-second spots and slides to promote special sales and such items as tires, white goods and remodeling products.

■ In Houston, Tex., Sears has a scheduled run of station spots, 60's and 20's, live, approximately 12 weekly. The store has sponsored *Amos 'N' Andy*, a 30-minute show, for almost three years.

Tv coverage of new store openings has been growing in popularity. In 1961, Sears opened 11 new stores, of which eight were replacements of older stores. Construction has started or is scheduled on 32 stores to be opened in the months to come. One of the major openings in 1961 was in Spokane, Wash., where the event was televised by KREM-TV that city. The station moved its remote equipment into the new multi-million dollar store on the outskirts of the city and spearheaded a campaign which drew 25,000 persons into the building the first day. The crowd spent four times more than Sears in Spokane had ever before taken in during a single business day, it's reported. Surprisingly, too, the opening was in mid-week.

The new store's campaign started several weeks before the opening date with 10- and 20-second announcements on KREM-TV and a schedule on KREM as well. The day before the opening, remote cameras were moved into the building and video tape interviews were held with each department head and many clerks.

The opening day's schedule featured live coverage of the ribbon-cutting

ceremony and spot cut-ins throughout the day from the store. In the evening, the recorded interviews and more live features were incorporated into a half-hour program. The Sears store also served as the point of origination for three of KREM-TV's regular local shows that day. The remote setup was utilized to tape a series of 20-second and one-minute commercials on location for later use.

Sears in Richmond, Va., launched its first major tv campaign in September 1960, and has become one of the heaviest users of the medium. The Richmond store began with a lucky address contest that was held in conjunction with a monthly special newspaper section (addresses were aired and names appeared in the newspaper). Last year the monthly "lucky address" promotion was extended to three local tv stations, and a schedule of approximately 30 announcements a week was placed on WRVA-TV Richmond. In addition, the store bought a once-a-week news program on the same station. The Richmond store reportedly likes tv because it "offers greater flexibility and timeliness than can be obtained from any other medium."

## ANA, AAAA name public relations unit

### BANZHAF, FRANK HEAD COMMITTEE TO EDUCATE PUBLIC ON ADVERTISING

A joint committee of the Assn. of National Advertisers and the American Assn. of Advertising Agencies has been formed to sharpen advertising's public "image."

The committee's arrival on the advertising scene represents a merged ef-

fort by the two associations in the area of providing information to the public on advertising's role in the U. S. economy. The new committee was described last week as an "'action' group [that] will develop specific projects designed to increase knowledge of the role of

advertising."

Max Banzhaf, director of advertising, promotion and public relations, Armstrong Cork Co. (Lancaster, Pa.), who also is vice chairman of the ANA, is serving as the joint committee's first chairman. Clinton E. Frank, president of the Chicago agency bearing his name and chairman of the AAAA's committee on government, public and educator relations, is vice chairman. The post of chairman will alternate each year between advertiser and agency members.

The joint committee held a first meeting on Aug. 13 and started on a series of projects which represent a combination of ANA plans as well as those outlined at last year's annual AAAA meeting.

An announcement last week said the committee would have "the benefit of the studies, analyses, plans and recommendations completed by Hill & Knowlton (a public relations firm) while serving as public relations consultant to the AAAA." It was pointed out that the H&K data would "expedite" the joint committee's initial projects and also serve as a guide for the future.

**Economic Illiteracy** ■ It was stressed the committee's prime area would emphasize the impact of advertising as an



Mr. Frank



Mr. Banzhaf





## Our friends are so opinionated

According to the recent WJR-Politz study, most of our 2,183,000 loyal listeners are shockingly biased. 1,132,000 of them, for example, have an absolutely *unshakable* belief that WJR is best for news.

Some 605,000 others are downright obstinate about their preference for WJR's sports coverage. 408,000 more show unflinching loyalties to our homemaking shows; 561,000 to our farm programs; and 641,000 to our tasteful advertising!

Ah well, despite their steadfast prejudices, our friends do have some distinct virtues. Good taste, of course. And maturity—89% are 25 years and older. And dedication—you'll find them listening to

WJR all hours of the night and day. And *money*—and the buying power that goes along with it. And highly developed perceptive powers—they did choose WJR over 174 other stations, after all.

One other thing: although these folks are utterly rigid in their preference for WJR's Complete-Range Programming, you'll find they do have open minds when it comes to the advertising messages they hear. Don't *you* have a product that could use 2,183,000 resolute devotees?

See your Henry I. Christal representative soon. Or give WJR a call.



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

**WJR** DETROIT  
760 KC 50,000 WATTS

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



Our friends are also rather *discerning*, don't you think?

economic factor. As expressed by Mr. Banzhaf:

"Overcoming economic illiteracy will be one of our key purposes. Secretary of Commerce Luther Hodges pointed out recently that 'without advertising to stimulate a constantly expanding demand for goods and services we wouldn't be the wealthiest nation that has ever existed.' This 'basic thinking,' Mr. Banzhaf said, will guide the new committee.

The AAAA's effort in this area goes back some two years. It includes: a study and analysis of the public relations problems of advertising and the completion of an opinion leader survey. These were followed by a recommendation for a 13-point program by AAAA's public relations consultant. But this was deferred and invitations were made to ANA, NAB and three other (media) organizations to join in a cooperative program after an AAAA committee concluded that the comprehensive program proposed went "beyond the association's scope and financial capacity to undertake alone" (BROADCASTING, April 30).

The ANA has sponsored and distributed a film, *This Is Advertising*, and has worked on getting information about advertising to government groups and other segments of the public.

**Parallel Lines** - The joint announcement of the new committee noted that the AAAA plans and the ANA program "paralleled each other in many respects" and this led to an agreement to merge the significant points of each.

It was noted that the committee plans to ask other "advertising organizations" for "support and participation, whenever feasible or required" and that projects will supplement activities underwritten by other organizations.

There are eight committee members each from ANA and AAAA. For the current year, they are:

AAAA: Mr. Frank; William J. Colihan Jr., senior vice president, Young & Rubicam, New York; John F. Devine, vice president, J. Walter Thompson Co., New York; Arthur C. Fatt, chairman of the board, Grey Adv., New York; Carl W. Nichols, president, Cunningham & Walsh, New York; Edward T. Parrack, president, Ketchum, MacLeod & Grove, Pittsburgh; James R. Schule, vice president and secretary, BBDO, New York; Charles S. Winston Jr., senior vice president and manager, Foote, Cone & Belding, Chicago.

ANA: Mr. Banzhaf; Roger Bolin, advertising director, Westinghouse Electric Corp., Pittsburgh; E. W. Ebel, vice president-advertising, General Foods Corp., White Plains, N. Y.; Albert N. Halverstadt, vice president for advertising, Procter & Gamble Co., Cincinnati; Melvin S. Hattwick, director of advertising, Continental Oil Co., Houston;

## New products testing television

The following new products were reported last week to have entered spot tv on at least a test basis. Their activity was detected by Broadcast Advertisers Reports, a national monitoring service, in its off-the-air taping of local television advertising and is described here as part of a continuing series of new-product reports compiled for BROADCASTING each week.

Monitored during week ended Aug. 3:

Product: Franco-American Family Recipe dinners.

Company: Campbell Soup Co.

Agency: Leo Burnett, Chicago.

Schedule and Markets: Daytime minutes in Rocky Mt. States area.

Product: Gabby Parrot coin-operated amusement device.

Company: American International Development Corp.

Agency: George Taylor Advertising, San Francisco.

Schedule and Markets: Daytime minutes on Pacific Coast.

Product: Breck's Stroke and Color hair coloring pads.

Company: John H. Breck Inc.

Agency: Reach McClinton, New York.

Schedule and Markets: Nighttime minutes in the Southeast.

Douglas Smith, advertising and merchandising director, S. C. Johnson & Son, Racine, Wis.; Jock Veckly, director of advertising, United States Steel Corp., Pittsburgh; Alfred A. Whittaker, vice president and director of advertising, Bristol-Myers Co., New York.

### Tv commercial promotes Aladdin school supplies

Southwest Tablet Manufacturing Co. (Skyblen social stationery and Aladdin school supplies), Dallas, is using a 60-second animated commercial in 17 Texas markets to launch a back-to-school campaign for its school supply



line beginning Aug. 27. A genie (see above), whose voice is that of Harry Blackstone Jr., son of the magician, is featured in the film, created by Rogers & Smith Advertising, Dallas, which is placing the firm's advertising. Tag copy for the spot mentions that coupons on the back of Aladdin products may be redeemed for an *Aladdin Magic Book*, a "how-to" written by Mr. Blackstone.

### Business briefly...

Procter & Gamble Co. (through Benton & Bowles); S. C. Johnson & Son (Needham, Louis & Brorby), and R. J. Reynolds (William Esty), will sponsor *Keefe Brasselle's Variety Gardens*, a one-hour musical variety special on

CBS-TV Tuesday, Sept. 18 (10-11 p.m. EDT).

**Harrison Radio Div. of General Motors Corp.**, Detroit, plans to soon buy a big new radio spot schedule to promote its auto air conditioners. Spots will be placed through D. P. Brother & Co. for a fall campaign to run one week in each month and last possibly for a full year.

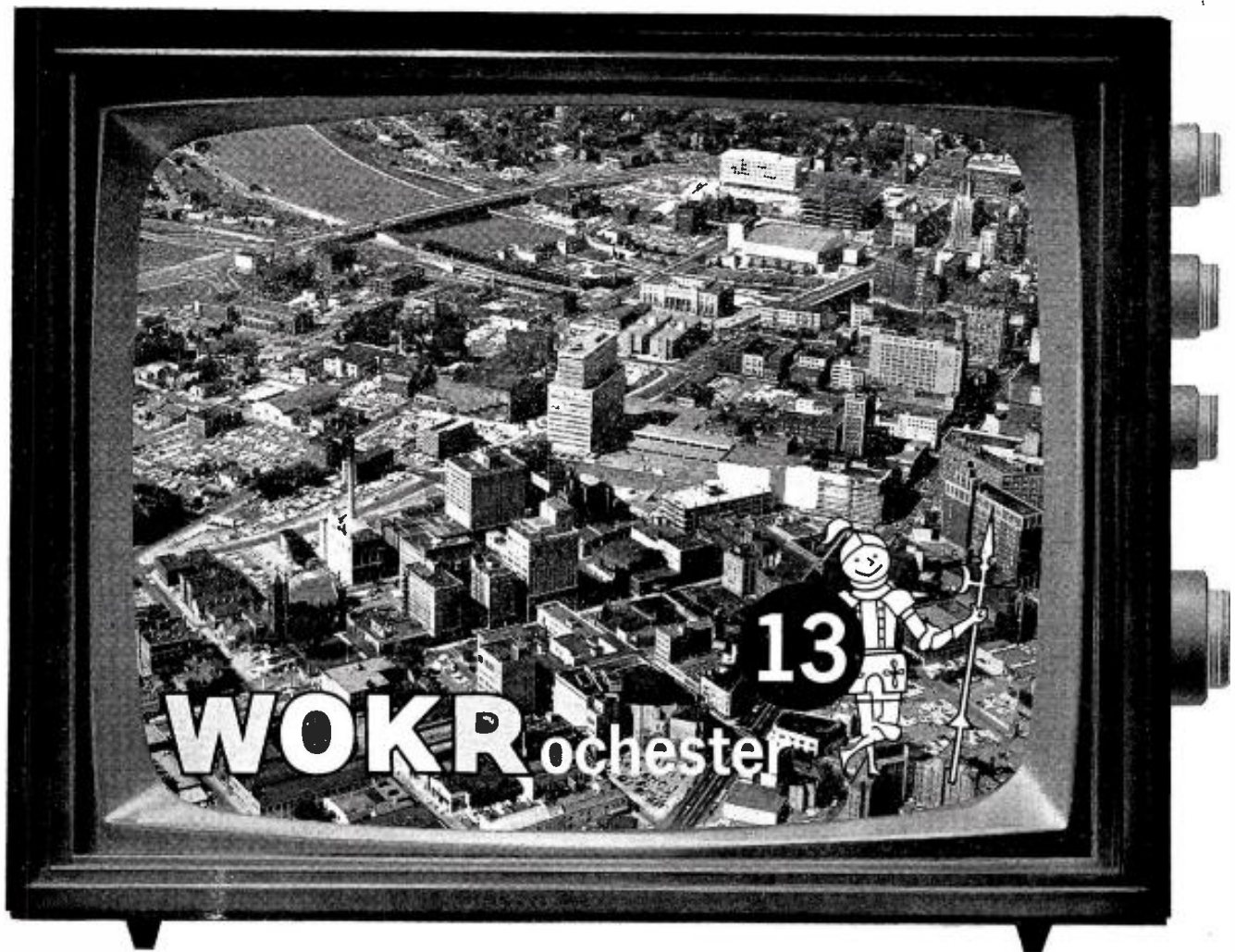
**General Electric Lamp Div.**, Cleveland, has begun buying spot tv in a \$1.5 million "Mr. Magoo" campaign. A four-week drive begins Sept. 24 on about 270 stations and will use mostly daytime to catch housewives, although some evening spot buys also are included. The "Magoo" campaign, which runs twice yearly, has proved successful since it began in 1960, according to studies by the agency and advertiser.

**McCulloch Corp.**, Los Angeles chain saw manufacturer, has bought NBC Films' syndicated *The Deputy* in 117 markets throughout the country. The 26-week buy, at an estimated cost of \$300,000, was placed through Fuller & Smith & Ross, Los Angeles. Reportedly, in most markets, McCulloch will buy one minute of commercial time, with its local dealers cooperating with the other two minutes.

**P. Lorillard Co.** has bought half sponsorship of *America's Cup*, a special one-hour NBC News presentation Monday, Sept. 17 (10-11 p.m. EDT) on NBC-TV. Agency: Lennen & Newell Inc., New York.

**Purex Corp.**, Lakewood, Calif., has bought, for the third time, NBC-TV's *Project 20* production of "The Story of Will Rogers," to be presented Friday, Sept. 14 (9:30-10:30 p.m. EDT). Purex sponsored the special when it was telecast on NBC-TV March 28, 1961 and Sept. 12, 1961. Agency: Edward H. Weiss, Los Angeles.





WOKRRochester — serving one of New York State's fastest-growing markets — is pleased to announce the appointment of Blair-TV as exclusive national representative. The picture of downtown Rochester you see above will soon undergo a spectacular change. A magnificent, multi-million dollar Civic Center — with a sweeping Plaza — will dominate the architectural scene. It will symbolize the tremendous cultural, business and civic progress that has occurred in recent years. We at Blair-TV, representatives of America's fastest-growing television stations, are deeply proud to be associated with dynamic WOKRRochester in forward-looking Rochester. **BLAIR TV — BLAIR TELEVISION ASSOCIATES.**



## COMMERCIAL PREVIEW: Campbells are coming

Since about 1906 the Campbell Soup Co.'s "Campbell kids" have been familiar print media visitors in U.S. homes, but now they've ventured into a new career as puppets on a series of tv commercials due to accompany about a dozen programs on the three major networks starting Sept. 17. The idea for the transformation came about four months ago to Gerritt Beverkyk, producer-director at Needham, Louis & Brorby, Chicago agency for Campbell.

Made by Joop Geesink's Dollywood, Amsterdam, Holland, the puppet commercials will introduce Campbell's new lineup of canned bean

products—pork and beans, barbecue beans, beans and franks, and beans and ground beef. Done in stop-motion photography, the commercials feature the puppets in Campbell Clan kilts, marching to a musical theme based on the traditional Scottish air, "The Campbells Are Coming."

The arrangement is by Bill Walker, Chicago composer. The writer was Hal Kaufman of NL&B. Campbell will use some 300 commercial minutes on the network shows through December in its newest buy. Merchandising tie-ins of the puppets are being considered.

## TIME-SHOW SWAPPERS TOTAL '750'

### New radio network says it will offer 126 shows a month

A newly-formed United States Network that places radio programming directly on stations in exchange for time to sell to national advertisers, claims to have already signed some 750 stations, including more than 80 in the major metropolitan markets.

The "network" service has been formed as a division of AP Management Corp. with Al Petker as chairman of the board; Frank E. Mullen, a former executive vice president and general manager of NBC, as president and Robert Nathe, formerly associated with Don Sharpe Enterprises and the agency of Doherty, Clifford, Steers & Shenfield, as executive vice president.

The new service will sell directly to stations and offer time to advertising agencies, presenting a rate card for an order of only the entire "network" with a minimum 13-week contract. USN

expects to sign a total of 1,500 stations in the U. S.

AP Management of Beverly Hills, Calif., is a radio programming and sales firm headed by direct sales advocate Al Petker. The company charged in a suit earlier this year that Young & Rubicam and 15 stations representation firms had conspired to destroy its business (BROADCASTING, Jan. 22). That complaint also named 22 radio stations as co-conspirators but not defendants. The \$16 million antitrust suit was settled last spring. It called for a permanent injunction against Y&R and the nine rep defendants named in the court's preliminary injunction (BROADCASTING, May 7).

**Network Flavor** ■ Mr. Nathe indicated last week that the new radio programming service would seek "conventional patterns" similar to those pur-

sued by radio networks.

The service will ship some 126 programs each month. They will include entertainment, educational and public service features, it was explained and USN plans to "revive" (but in "capsulized" form) top entertainment hits of radio's network programming heyday.

USN's rate card specifies a conventional 15% commission to recognized advertising agencies; no cash discounts; bills payable when rendered; affidavits of performance stating period of day and date of broadcast; the ordering of only the entire network; a one-order, one-statement and one-payment procedure.

Also included on the card are stipulations that spots can be scheduled in the same times each day or rotated throughout the network schedule "within the limit of practicality". Commercial copy is subject to USN approval, and a contract has a minimum length of 13 weeks.

The rate indicates a total of 705 stations on July 25. Rates are specified for three different frequencies: a single spot on each station, Mon.-Fri., 13 weeks; two spots on that basis, and three spots. Beyond the three daily spots, the card notes that more extensive schedules would depend upon availabilities.

It was noted that USN would negotiate clearances, etc., with stations and agencies on national advertising campaigns, similar to the conventional buying pattern. As part of the service, merchandising and special features are offered.

USN, it is pointed out, has been courting advertisers formerly serviced by AP Management. Such major advertisers as Newport Cigarettes, Bristol-Myers, Dumas Milner Corp. (Pine-Sol room deodorant) and Montgomery Ward were previous clients.

The new division's offices in Hollywood are at 328 S. Beverly Dr. New York offices have not yet been opened. Mr. Nathe, however, has been in New York for the past few weeks.

## Agency appointments...

■ Labaron Pharmacal Div., Chas. Pfizer & Co., New York, names Ted Gotthelf Assoc., New York, to handle advertising for Beam decongestant eyedrops. National campaign to introduce product will include spot tv.

■ Greater New York and New Jersey Metropolitan Area Rambler Dealers Advertising Assn., newly formed group of about 120 dealers, to Needham, Louis & Brorby, New York.

■ J. L. Jarman Co., Tustin, Calif., appoints Calkins & Holden Inc., as agency



# THE GREAT CHARLESTON- HUNTINGTON DEBATE

1



VICE PRESIDENT, GENERAL MANAGER, WSAZ-TV

2



MANAGER, CHARLESTON OPERATION, WSAZ-TV

## TOM GARTEN<sup>1</sup> & JOHN SINCLAIR<sup>2</sup> CALL THEIR 72 COUNTIES ((AND EACH OTHER!)) SOME VERY INTERESTING NAMES!!!!!!!!!!!!!!!!!!!!!!

**TOM:** My friends, as any media man worth his wages will tell you, a television market is a very difficult thing to define. For audio-video signals do not stop at state boundaries, city limit signs, and other handy landmarks. Pity us at WSAZ-TV, then, with a coverage area that embraces 72 counties in 4 states—to say nothing of 2 million consumers and a 4-billion-dollar payroll! The need for a name that goes beyond "Charleston-Huntington Market" is obvious. Mr. Sinclair, can we not settle here on "Supermarket"—a name we have often used—as our official moniker?

**JOHN:** We could, Mr. Garten, but for the fact that a better name occurred to me in the tub last night: "Charlestonia!" Is there not merit in identifying an area with its heart and hub?

**TOM:** There is, sir, and the name "Huntingtonia" would better serve that purpose! No, let us look beyond our local loyalties to larger things. Was not our market staked out by our station? How about "The Land of Saz?"

**JOHN:** *The Land of Saz?* (He laughs.)

**TOM:** Yes, *The Land of Saz*, O Witless One! Personally, I find the name not only descriptive, but rather romantic!

**JOHN:** Well, O Romantic One, I would remind you that the average advertiser is a bit more interested in sales potential than he is in fancy phrases—for *all* your personal findings! And I would further remind you that we enjoy certain topographical advantages here that relate *directly* to sales! Accordingly, I suggest "Sales Saucer" or, perhaps, "Profit Bowl" . . .

**TOM:** Mr. Sinclair! More hackneyed and cornier handles I have never heard coined! Did you consider "Jack Pot"? (He snickers.)

**JOHN:** Mr. Garten, I see our time is short. So I shall counter your sarcasm with a major concession. Friends, kindly consult your Katz Agency man, and ask for . . . "Supermarket!" WSAZ-TV, Channel 3, an NBC Primary Affiliate, Division: The Goodwill Stations, Inc.

3  
WSAZ-TV

to handle their Mrs. Jarman's Bake-a-loaf (frozen bread dough). Promotion will use Andy and Virginia Mansfield on KFI, Phil Norman on KNX, and spot buying on KMPC, all Los Angeles.

■ Sauter Labs, Nutley, N. J., has appointed Kastor, Hilton, Chesley, Clifford & Atherton Inc., New York, as advertising agency for its line of proprietary drug products.

■ State Medical Society of Wisconsin, Madison, Wis., appoints Geyer, Morey, Ballard Inc., Racine, Wis.

■ Hook Drugs Inc. (75-store chain), Indianapolis, appoints Ruben Advertising Agency, that city, to handle radio and tv advertising.

■ Minwax Co. (wood finishes and weatherproofing materials), New York, appoints Rose-Martin Inc., that city. Marjorie Dorrance is account executive.

## FRESH ANGLE IN NATIONAL FM SALES

### New firm says group sales is winning formula

A new representation firm—FM Group Sales—has underway a new national sales approach to fm radio and reported last week that it already has closed deals for three national advertiser buys in Los Angeles (a group of six fm stations).

The advertiser purchases include 52-week contracts for Philip Morris (all brands, through Benton & Bowles, New York) and Curtis Pub. Co. (through BBDO, New York). A third contract is for 12 weeks—Corn Products-Best Foods (Mazola Margarine, via Lennen & Newell, New York).

The 52-week contracts provide for seven "group minutes" per week in the case of Philip Morris, and five "group minutes" and five "group half-

minutes" per week for Curtis. PM started on July 16, Curtis on July 17 and Mazola closed last week.

Art Sakleson, a former CBS salesman in Chicago and also with the former Headley-Reed firm, is president of the new rep company that sells fm spots at a package rate in each market for a group of stations in that market. He is located at 1 Rockefeller Plaza, New York. Mike Gilroy, vice president, heads the Chicago office at 410 N. Michigan Ave.

**Group Buy** ■ Mr. Sakelson emphasized that national advertisers can buy stations only as a market group and that one or more markets can be purchased. The firm now has five stations forming as a group in San Francisco and six in Chicago. Other cities in which FM Group Sales expects to have station units: about four in Philadelphia, five in New York, four each in Boston and Detroit.

Impetus for the group-selling concept may be traced back to the summer of 1961 when Leo Burnett Co., Chicago, bought a 14-week schedule for Alpine cigarettes (Philip Morris) on a group of Chicago stations. During that period, Mr. Sakelson said he had The Pulse Inc. conduct a special survey that computed the cost per thousand of group fm commercials compared to an am radio buy in that market.

The advantages of his system, as described by Mr. Sakelson, are a single package and a single billing. He emphasized that all stations taking part in the plan are fm-only stations.

Mr. Sakelson reported that FM Group Sales is currently seeking additional food and airline accounts—and "every national advertiser using radio." He said that there are no programming stipulations but that advertisers are aware of fm programming in general but lack data on costs and audiences.

### Also in advertising ...

**Piggyback quiz** ■ Station Representatives Assn., New York, has received replies from about 30% of all commercial tv stations to its questionnaire about piggyback and/or integrated commercials. Deadline for return of the questionnaire has been set for Sept. 5.

**Bank promotion** ■ Radio Advertising Bureau has released a report on promotional approaches banks are using in their advertising. The booklet, titled *101 Promotion Ideas For Banks*, is designed as a file of promotion ideas which banks can draw upon for "extra impact to their regular radio advertising schedules."

## 214 first tried spot tv in second quarter

### TVB LIST INCLUDES 22 OF TOP 100 ADVERTISERS

A total of 214 products or services used their first spot tv in the second quarter this year, according to data compiled by the N. C. Rorabaugh Co. for Television Bureau of Advertising. The bureau recently listed the advertisers new to network tv in the first five months of 1962 (BROADCASTING, Aug. 13).

TvB said last week that a complete report for the second quarter giving dollar expenditures for the leading advertisers and product classifications will be available in early September.

Meanwhile, TvB's study of the top 100 advertisers for 1961 reveals that 22 companies had a total of 26 brands appearing on the tv spot list for the first time. The leading advertisers and their respective new tv spot brands were as follows:

|                        |                                                    |
|------------------------|----------------------------------------------------|
| Alberto Culver Co.     | Patrol                                             |
| American Home Products | Haft deodorant, Hands Up, Radiant furniture polish |
| Anheuser-Busch         | Cotton Maid instant spray starch                   |
| Block Drug             | Tegrin                                             |
| Borden                 | Brandywine mushrooms                               |
| Campbell Soup          | Bounty stew and chili                              |
| Carnation              | Big Red dog food                                   |
| Chesebrough-Pond's     | Groom and Clean hair tonic                         |
| Chrysler               | Cyclewild chemical products                        |
| Colgate-Palmolive      | Action bleach, Octagon soap                        |
| S. C. Johnson & Son    | J-Way lawn and garden care                         |
| Kellogg                | Bar-B-Chew dog food                                |
| Mennen                 | Tender Aid, Redi-Groom                             |

|                         |                      |
|-------------------------|----------------------|
| Miles Labs              | Aspir-Vess           |
| National Dairy Products | Sealtest fruit drink |
| Olin Mathieson Chemical | Squibb toothpaste    |
| Philip Morris           | Dunhill cigarettes   |
| Ralston Purina          | Wheat Chex           |
| Reynolds Metals         | awnings              |
| Seven-Up                | Fizz-Nik             |
| Simoniz                 | Master wax           |
| Union Carbide           | Linde Star jewelry   |

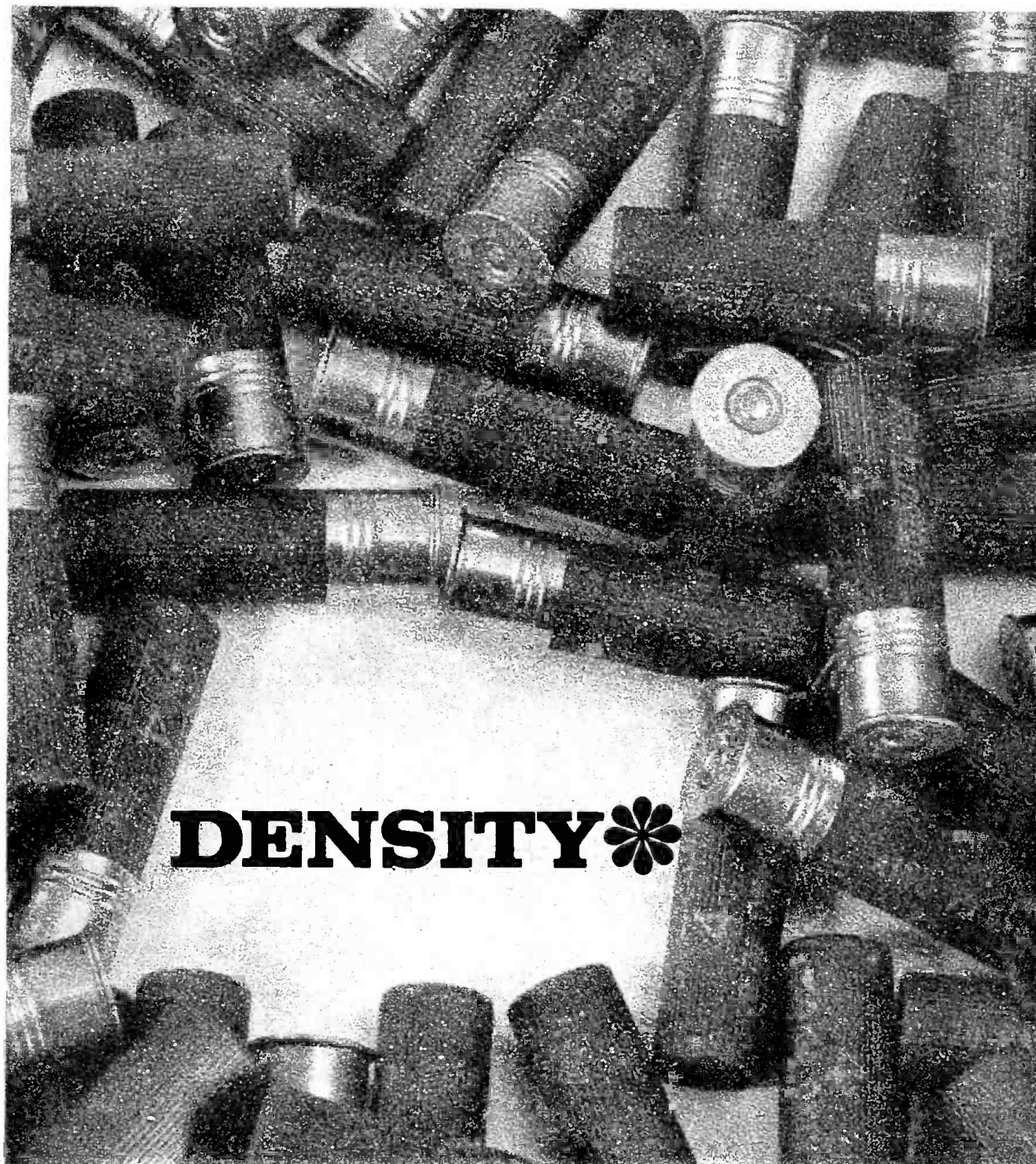
### National Shoe goes big for fall radio campaign

The familiar radio jingle, *National Shoes Ring the Bell*, gets a new and humorous treatment in a heavy fall radio campaign starting this week.

National Shoe Stores Inc., New York, for 25 years a consistent radio advertiser, will use 50 stations in Northeastern markets in the new campaign. Though its agency Mogul Williams & Saylor Inc., New York, the drive covers an expanded schedule of 1,850 one-minute announcements a week, with the peak timed for the back-to-school period next month. In addition, the New York market will be covered by participations in children's tv programs, movies and special programs on WOR-TV New York in that city.

National's bell jingle, which MW&S created in 1942, is featured in a semi-institutional spot that recounts the company's chief selling points. It centers around a conversation between a man applying for a job and a girl in a personnel department, spiced with humor and punctuated by ringing bells. At the end the man quips: "Just give me a ring."





**Providence** . . . most crowded television market in the country where the buying habits of a particular mass audience total "test market". Here, the audience reach of WJAR-TV underscores the coverage dominance and sales penetration behind Your Fall Sales Safari.

✻ ARB TV Homes

**WJAR-TV**

NBC • ABC — REPRESENTED BY EDWARD PETRY & CO., INC.  
OUTLET COMPANY STATIONS IN PROVIDENCE — WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND — WJAR RADIO IN ITS 40th YEAR

## Commercials in production . . .

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

**Gray-O'Rielly Productions Inc.**, 480 Lexington Ave., N. Y. City.

**American Home Products** (peanuts), one 60, one 30, one 20, live & anim., film. Geo. Livermore, prod. mgr. Agency: Ted Bates Inc.

**American Home Products**. (Chief-Boy-Ar-Dee) three 60's, color, film. Geo. Livermore, prod. mgr. Agency: Young & Rubicam.

**Fred Niles Communications Centers, Inc.**, 1058 W. Washington Blvd., Chicago.

**General Mills** (Bisquick) one 30, film. Harry Lange, prod. mgr. Agency: Knox Reeves Advertising. Ruff Neff, agency prod.

**Quaker Oats Co.** (Ken-L-Ration) two 60's, two 30's, film. John McShane, prod. mgr. Agency: J. Walter Thompson. Murray Pattinson, agency prod.

**Wilson Packing Co.** (meats) four 60's, film. Walt Topel, prod. mgr. Agency: Campbell-Mithun. Shep Chartoc, agency prod.

**Kitchens of Sara Lee** (cake) one 60, one 20, one 10, live & anim. film. Harry Lange, prod. mgr. Agency: Hill, Rogers, Mason & Scott, Elinor Fahrenholz, agency prod.

**Pet Dairy Products Co.** (Pet Milk) one 60, two 20's, three 10's, film. Walt Topel, prod. mgr. Agency: Henderson Advertising, Andy Pellizzi, agency prod.

**Murine Co.** (Murine) four, film. Sid Siegel, prod. mgr. Agency: J. Walter Thompson, Jarvis Rice, agency prod.

**Community Discount Stores** (Maypole Boats & Motors) four 60's, jingles. Sid Siegel, prod. mgr. Agency: Gary Advertising, Don Lazar, agency prod.

**Southwestern Bell Tel. Co.** (Yellow Pages) three 20's, film. Harry Lange, prod. mgr. Agency: Gardner Advertising, May Kohler, agency prod.

**Standard Oil of Indiana** (American Oil) two 60's, film. William E. Harder, prod. mgr. Agency: D'Arcy, Robert Lewis, agency prod.

**Trane**. five 60's, film. George Jarrett, prod. mgr. Agency: Campbell-Mithun, Inc. Mickey Hill, agency prod.

**Pillsbury Mills** (flour) one 10, film. Harry Lange, prod. mgr. Agency: Campbell-Mithun. William Johnson, agency prod.

**Frosty Morn** (meat) one 60, anim. film. Manny Pauli, prod. mgr. Agency: Noble-Dury & Associates. W. S. Graham, agency prod.

**Hammond Organ Co.** (organs) one 60, film. Harry Lange, prod. mgr. Agency: Young & Rubicam. MacKenzie Ward, agency prod.

**Alberto-Culver** (Lymacol) four 60's, film. Harry Lange, prod. mgr. Agency: Compton Advertising. Bob Berg and Bob Steen, agency prod.

**Standard Oil of New Jersey** (corporate) ten three minute, tape & film. Howard Henkin, prod. mgr. Agency: Needham, Louis & Brorby. Mo-Kinnan, agency prod.

**Beecham Products** (Silvikrin) two 60's, film. Howard Henkin, prod. mgr. Agency: Kenyon & Eckhardt. Bleake Johnson, agency prod.

**Cook Chemical Co.** (Real Kill Sprays) four 60's, two 20's, three 10's, film. Harry Lange, prod. mgr. Agency: Winius Brandon Co. Wallace Husted, agency prod.

**Procter & Gamble** (American Family Detergent) two 60's, film. John McShane, prod. mgr. Agency: Tatham-Laird, Inc. Lou Perkins, agency prod.

**Lakeside Toys**, three 60's, film. John McShane, prod. mgr. Agency: Kerker-Pererson, Inc. Paul Le May, agency prod.

**General Mills** (Saff-O-Life Safflower Oil) one 60, one 30, film. Harry Lange, prod. mgr. Agency: Knox Reeves Advertising, Inc. Glen Bammann, agency prod.

**Minnesota-Ontaria Paper Co.** (Insulite-Fastile) three 60's, film. George Jarrett, prod. mgr. Agency: Campbell-Mithun, Dick Stevens, agency prod.

**Wilson Packing Co.** (meats) three 60's, three 20's, film. Walt Topel, prod. mgr. Agency: Campbell-Mithun, Inc., Shep Chartoc, agency prod.

**General Mills** (various prods.) three 30's, one 10, film. Harry Lange, prod. mgr. Agency: Knox Reeves Advertising, Inc. Glenn Bammann, agency prod.

**General Mills** (Betty Crocker Brownies) one 60, one 30, film. Agency: Needham, Louis & Brorby, Inc., Barry McKinley, agency prod.

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

**Foremost Dairies, Inc.** (milk) two 60's film. John Marshall & Gordon Bellamy, prod. mgrs. Agency: Guild, Bascom & Bonfigli, Inc., John Orloff, agency prod.

**Household Finance Corp.** (loans) one 60, anim. film. Fred Crippen & John Marshall, prod. mgrs. Agency: Needham, Louis & Brorby, Joe Creaturo, agency prod. Approx. cost, \$7000.

**Foremost Dairies, Inc.** (milk) one 60, one 20, film. Fred Crippen & John Marshall, prod. mgrs. Agency: Guild Bascom & Bonfigli, Inc., Gordon Bellamy & John Orloff, agency prods.

**Pams Productions, Inc.** 4141 Office Parkway, Dallas, Texas.

**Arkla-Servel** (gas air conditioners) one 58, film. Bob Farrar, prod. mgr. Agency: R. K. Butcher and Assoc., a.e., Don Hattfield. Approx. cost, \$700.

**Chevron** (gas, oil) one 60, one 30, one 10, jingle, tape. Bob Farrar, prod. mgr. Agency: White and Shuford, a.e., Joe Amodeo. Approx. cost, \$700.

**Raymond Scott Enterprises, Inc.** 140 West 57th Street, New York City.

**DX Super Boron**. five 60's, music, film. Charles Barclay, prod. mgr. Agency: Gardner Advertising.



### COMMERCIAL PREVIEW: From dream to reality

"Jill and Ted went up to bed, to dream of gum drop mountain" goes the opening sequence of a new commercial to be shown this fall on four network tv programs. Milton Bradley Co., (toys, games, educational supplies) Springfield, Mass., shifts from the dream to a realistic situation to get across its dramatic sales message for a new game called "Candy Land."

The script enacts a catchy jingle with words and action based on the imaginative features of the game. The youngsters shown in the commercial wake up out of their walk through the candy land dream and then go

down stairs to play the game which "makes their dreams come true."

Placed through Noyes & Co., Providence, R. I., the commercial will be in NBC-TV's *McKeever & the Colonel* and ABC-TV's *Camouflage, Jane Wyman Show and Make a Face*. The commercial was filmed at Wylde Studios, New York. Henry Hart Jr. was the agency producer, E. George Cloutier was the copywriter, and Fred Levenson, of Wylde, was the director. The advertiser claims "strict fulfillment of code regulations against misrepresentation of the actual size and nature of the advertised product."



## Nerve Center...

Mr. Pat Casey, Chief Engineer of Station WEW, St. Louis, Missouri, reports on the new Gates *President* Dual Channel Transistor Audio Console:

“ Our purchase of the Gates *President* Console was based on the versatility of the pushbutton control system, the new transistorized circuitry, and the excellent frequency response and distortion specifications ”

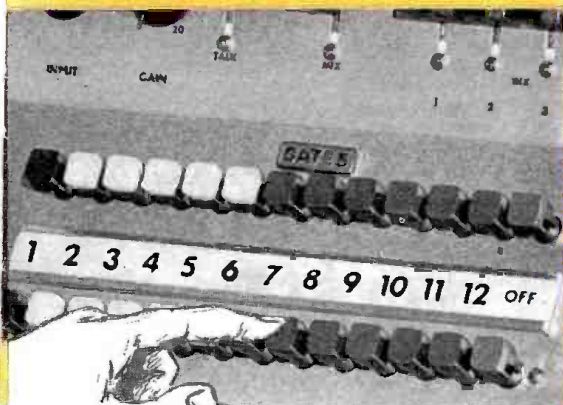


The *President* dual channel transistor console . . . as dramatically new in function and design as a missile-launching control system. Its mission: complete coordination of modern broadcasting's fast moving format with a totally new touch-control nerve center.

Poised for instantaneous reaction, twenty-four illuminated touch-control keys give you precise fingertip command of multiple input circuits — replacing switches and knobs spread across the control board. This consolidated nerve center handles many combinations of turntables, tape machines and projectors with complete control coordination. This is today's audio control for today's operating demands. It is as advanced as the dial phone over the old "Number please?"

Other special features include large "feel-of-the-board" control knobs on all eight mixing channels, a total of 45 inputs, multi-position VU meters, Gates exclusive *Solid Statesman* transistor amplifiers and a fully interlocked cue-intercom system.

Let us send you Brochure No. 106. It tells the complete story.



Our 40th Year, 1922-1962

**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

ing, Ralph Pasek, agency prod.

Vicks Medicated Cough Drops. one 60, radio jingle. Charles Barclay, prod. mgr. Agency: Morse International, Carl Buffington, agency prod.

Gulf Power Crest Battery. One 60, tape, radio musical score. Charles Barclay, prod. mgr. Agency: Erwin Wasey, Ruthrauff & Ryan, a.e., Fred L. Newmeyer, William Thunhurst, agency prod.

Suburban Club. One 60, tape, radio jingle. Charles Barclay, prod. mgr. Agency: S. A. Levyn: Co., John Lampe, agency prod.

## Radio 'team effort' urged vs. other media

Selling radio against other media through "team effort" by several stations in a market will be one of the topics studied at the Radio Advertising Bureau's series of Management Conferences beginning Sept. 10-11 at Burlingame (near San Francisco), Calif. (see schedule, page 15).

Kevin B. Sweeney, RAB president, will tell radio station managers attending the 8 two-day conferences that some stations are pooling their sales resources to go after advertising business held by other media. Such a practice is termed "easing cannibalistic competition" by Mr. Sweeney.

At the conferences, he will detail the results attained in three markets by stations which cooperated to sell sizeable schedules to local advertisers then using other media.

## Tidewater appoints Grey

Grey Adv., Los Angeles, was appointed last week as agency for the Tidewater Oil Co., that city, replacing Foote, Cone & Belding, also Los Angeles, which resigned the account two months ago (BROADCASTING, June 18).

## FLORIDA OKAYS NEW CITRUS BUDGET

### Additional levy brings orange ad fund to about \$9 million

Florida Gov. Farris Bryant has signed into law a bill which probably will provide an extra \$5 million-plus for the Florida Citrus Commission to advertise the 1962-63 orange crop to be harvested beginning in October.

The bill, passed at the end of a special legislative session called to redistrict the state, had heavy citrus industry support. The industry is struggling to market a record pack of frozen orange concentrate which resulted from the biggest crop in history last season.

On the basis of last year's orange crop, the state advertising levy—raised from 5 cents per box to 10 cents—for one year—should bring in more than \$10 million. No change was made in the grapefruit tax which, at six cents per box, will bring in close to \$2 million for advertising and merchandising purposes. Consumer advertising gets a heavy percentage of the citrus money, but merchandising, research, adminis-

## Margarines sharply increase use of tv

### FIVE-MONTH NETWORK TV BILLING UP 59.7%, SPOT 25.9%

Margarine brands are investing more in network and spot tv. Television Bureau of Advertising last week noted a sharp rise in billings during the first five months of 1962. Compared to the like period a year ago, network tv billings were up 59.7%. In spot tv, margarine billings in the first quarter of 1962 increased 25.9% from the 1961 quarter.

Lever Bros. Imperial Margarine topped its network tv competitors with \$578,295 in the five-month period, compared with \$323,326 in the 1961 period. Standard Brands' Blue Bonnet, which used no network tv in 1961, had five-month billings of \$437,076 in 1962. Fleischman's and Blue Bonnet were the leading spot tv brands in the first quarter (see table).

In the January-May period this year, margarine gross time billings on network tv were \$2,259,030 against \$1,414,756 a year ago. Spot tv gross time billings in the first quarter were \$2,655,140 against \$2,108,810 in 1961. In the full year of 1961, network billings for margarine were \$3,621,571, and the spot tv billings total was \$8,437,970.

TvB's listing of margarine brand expenditures follows:

#### GROSS TIME BILLINGS NETWORK TELEVISION (January-May)

|                             | 1962      | 1961      |
|-----------------------------|-----------|-----------|
| Imperial (Lever Bros.)      | \$578,295 | \$323,326 |
| Blue Bonnet (Stand. Brands) | 437,076   | —         |

|                                             |         |         |
|---------------------------------------------|---------|---------|
| Fleischman's (Stand. Brands)                | 345,450 | —       |
| Mazola (Corn Products)                      | 221,943 | 553,039 |
| Kraft Miracle Margarine<br>(National Dairy) | 217,281 | 214,055 |

Source: TvB/LNA-BAR

#### SPOT TELEVISION (First Quarter)

|                         | 1962      | 1961      |
|-------------------------|-----------|-----------|
| Fleischman's            | \$517,330 | \$570,110 |
| Blue Bonnet             | 509,500   | 419,060   |
| Nucoa (Corn Products)   | 471,380   | 246,840   |
| Imperial                | 380,700   | 285,340   |
| Good Luck (Lever Bros.) | 207,170   | 140,830   |

Source: TvB/Rorabaugh

## Tv commercial recall service offered

Audits & Surveys Co., New York, presented a new tv commercial testing service to agencies and advertisers last week. Developed by Tv Surveys Inc., a division of the marketing research firm, the service offers measurement of viewer recall and retention of tv commercial copy points on a continuing basis.

Solomon Dutka, president of Audits & Surveys, said each Tv Surveys report also will isolate a commercial's strong and weak points and compare its impact with that of competing products.

F. Wallace Knudsen, vice president and director of Tv Surveys, explained that each report is based on telephone interviews with 200 women, conducted 24 hours after the commercial's telecast in 10 major markets. Respondents are selected at random and screened to determine whether they viewed the program on which the commercial appeared. Data includes the number and percentage of program viewers who recall a commercial, an analysis of what they remembered seeing and hearing about it, and an unedited transcript of their comments.

Tv Surveys' interviews are conducted in Baltimore, Boston, Chicago, Cincinnati, Cleveland, Detroit, New York, Philadelphia, St. Louis and Washington, D. C. Additional staffs of interviewers are available to conduct studies in 50 other cities. Interviewers' activities are validated by local field supervisors and electronic computers in Audits & Surveys' New York office.

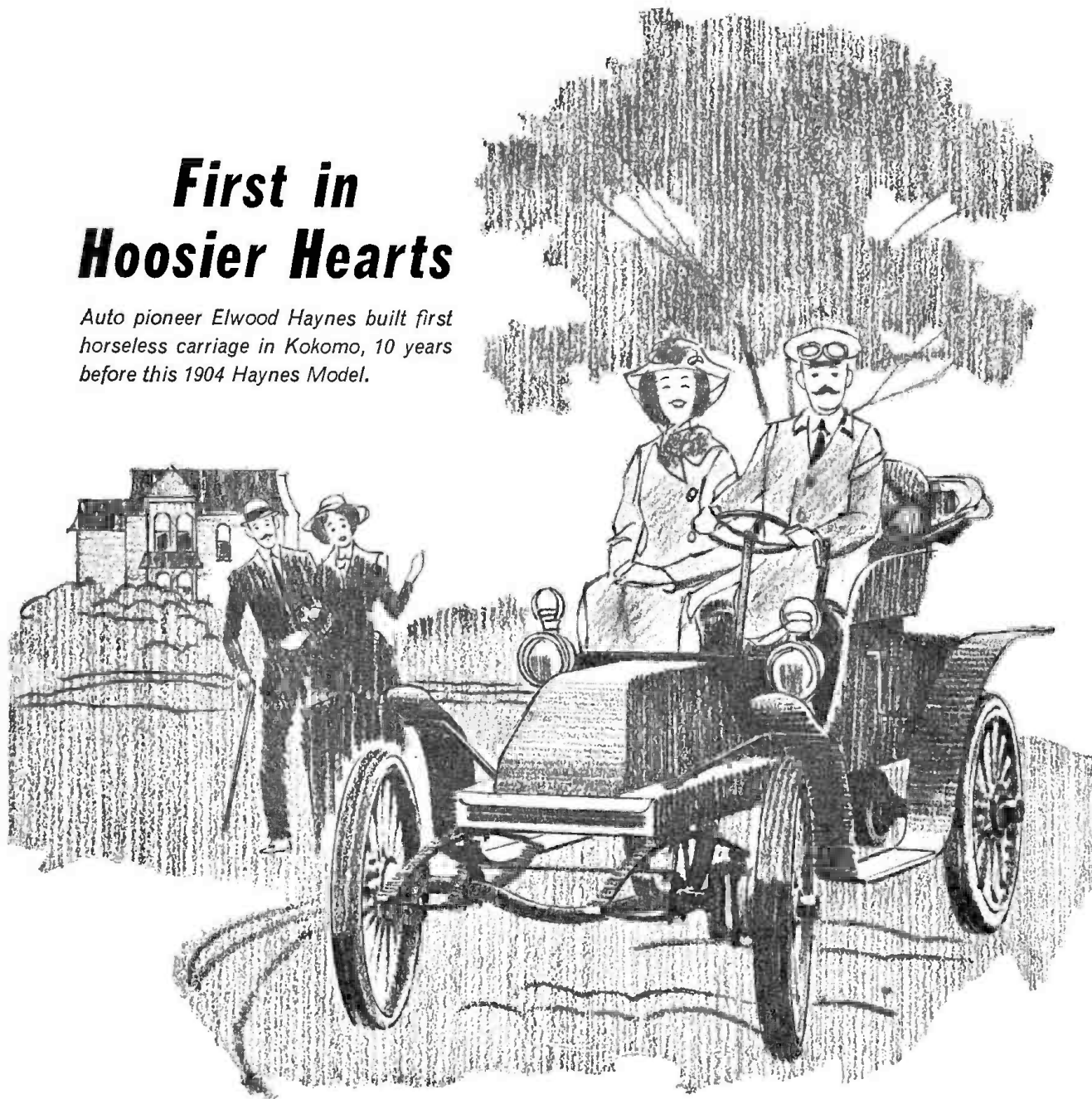
## Taystee to Wesley

American Bakeries Co., New York, has shifted a portion of its Taystee bread account from Young & Rubicam Inc. to Wesley Assoc., New York. Latter agency will handle \$600,000 in billings for New York area and Y&R will handle the account outside New York.



## First in Hoosier Hearts

*Auto pioneer Elwood Haynes built first horseless carriage in Kokomo, 10 years before this 1904 Haynes Model.*



## First in Hoosier Homes

September 22, 1962—A great Hoosier heritage will be recaptured as the 4th Annual WFBM-TV Antique Auto Tour . . . sputtering but determined . . . rolls through the Hoosier countryside from Indianapolis to Terre Haute and back. The reception won't have changed much from the first appearances of the "Haynes" back in 1894. Heads will turn. Kids will laugh. People all along the way will cheer (more than 150,000 spectators last year) as some 125 famous-make vintage and antique automobiles bring a touch of automotive history "Back Home Again in Indiana".

WFBM-TV keeps in close touch with viewers in rich satellite markets surrounding Indianapolis. Let us show you why this makes Indianapolis different from other TV markets. Ask your Katz man!



TIME-LIFE  
BROADCAST  
INC.

*America's 13th TV Market*  
with the only basic NBC coverage of 760,000 TV set  
owning families. ARB Nov., 1961. Nationwide Sweep.

# Senate near to passing satellite bill

## CLOTURE INVOKED, AMENDMENTS KNOCKED DOWN TO SPEED APPROVAL

The Senate decided last week to legislate, not vegetate, as one senator put it. As a result, the communications satellite bill, which Senate liberals had been trying to talk to death, was on the verge of passage Thursday night.

The bill reached this position after the Senate, in a historic vote on Tuesday, imposed cloture on opponents of the bill to create a government regulated private corporation that would own and operate the proposed U.S. space communications system. It was the first time in 35 years the Senate had voted to silence a minority of its members, and the fifth time in U.S. history.

For 14 legislative days, the Senate had debated the administration-backed bill (HR 11040), as other important bills requested by the President piled up behind it. On Friday (Aug. 10), Senate Majority Leader Mike Mansfield (D-Mont.), in warning that a cloture motion would be filed if the filibuster continued, had told the Senate to decide whether it wanted to "vegetate or legislate."

The debate-limiting vote, taken before packed galleries, was 63 to 27, three more than the necessary two-thirds of those participating. The winning margin was composed of an unusual alliance of 29 Democrats and 34 Republicans, including many GOP members who normally vote against cloture.

**Liberal-Conservative Bloc** ■ The opposition group included equally unusual allies—southern Democrats who always oppose cloture; the liberal opponents of the bill, who normally favor it; and two of the most conservative Republicans in the Senate, Barry Goldwater (Ariz.) and John Tower (Tex.). But the victory for cloture was made possible by the absenteeism of five southern Democrats, who would have been expected to vote against the motion.

The vote didn't end the debate completely, however. Under the cloture rule, each senator is entitled to an hour of discussion on the bill. There were also some 200 amendments that could be called up for votes.

Using these rights, as well as their privileges of demanding time-consuming quorum calls and the line-by-line reading of lengthy amendments, the liberals were able to keep the debate going the rest of Tuesday and all day Wednesday and Thursday, despite sessions that were begun early and recessed late in an effort to drain off the oratory. But the talk merely postponed the inevitable—pas-

sage of the bill.

**Amendments Killed** ■ Following the cloture vote, the Senate tabled and thus killed about 20 amendments offered by the liberals in an effort to shape the bill to their liking. Included were proposals providing for government ownership of the system, permitting the corporation's articles of incorporation to be amended only on the President's initiative, creating a space communications commission patterned after the Atomic Energy Commission and prohibiting the corporation from discrimination against employees or job applicants because of race, creed or color. The bill's opponents were not expected to press for action on all of their amendments.

The Senate leadership's motive in tabling all proposed changes was to avoid any amendments that might require a Senate-House conference. The report issued by such a conference would have to be passed by both houses—and would be subject to filibuster in the Senate.

There are some differences between the bill passed 354-9 by the House in May (BROADCASTING, May 7) and that being considered by the Senate. But the Senate leadership appears to believe that the House will accept its version, provided it is not changed materially, rather than expose a compromise version to a Senate talkathon.

**Harris Declines Comment** ■ Chairman Oren Harris (D-Ark.) of the House Commerce Committee, who floor-managed the bill in that chamber, declined to say whether the House would accept the Senate version. When the Senate finishes its work, he said, he will analyze the bill, confer with his committee and the House leadership, and then make "a determination."

"I'm not making any public pronouncements beforehand that we'll take

whatever the Senate does," he said. But he indicated he doesn't believe the differences between the Senate and House versions are major.

Both provide for a private corporation whose ownership would be divided 50-50 between the public and communications carriers approved by the FCC, its stock selling for \$100 a share. The corporation would have 15 directors, three appointed by the President with the consent of the Senate, six elected by the public stockholders and six named by the carrier-owners.

Under the House version, however, the carriers would have to subscribe to the full 50% of the stock set aside for them before being entitled to name six directors. The number of carrier-elected directors would be based on a sliding scale according to the percentage of stock the companies purchased. The Senate bill has no similar requirement.

Another difference involves the ground stations that would receive messages from and transmit them to the satellites. Both bills say the FCC can license either the corporation or the carriers to own the stations. But the House approved language directing the FCC to "encourage" ownership by the carriers. This section was bitterly opposed by some House members who felt it would give the carriers an undue advantage in owning what they believe will be the most profitable portion of the space communications system.

**Liberals' Views** ■ But such distinctions as these made no difference to the bill's Senate opponents, led by Sens. Estes Kefauver (D-Tenn.) and Wayne Morse (D-Ore.), who have been insisting for months that the measure amounts to a giveaway of \$500 million worth of government research and development in space communications. They also say the proposed corporation would be dominated by AT&T, and that it would be given powers in the foreign-policy field now reserved to the President. Most of the bill's opponents favor government ownership, but private operation through lease arrangements.

Sen. Hubert Humphrey (D-Minn.), assistant Democratic leader, who has long been identified as a liberal, sought to answer the opponents' charges in a speech Thursday. He said the President has reviewed the legislation "line-by-line" and is "satisfied" with its safeguards. He also placed in the record a letter from Adlai E. Stevenson, U.S. Ambassador to the U.N., which sup-

### Reprieve for WDKD

The FCC granted a request by WDKD Kingstree, S. C., last week to stay the effective date of the agency's order which denies the station license renewal and requires WDKD to cease operation Sept. 25 (BROADCASTING, July 30).

The FCC action extends the date 30 days, pending review of a petition for reconsideration, to be submitted by WDKD.



ported the bill's provisions dealing with foreign affairs.

The last real effort of opponents to deal what might have been a fatal blow to the bill came Thursday afternoon, when they proposed the anti-discrimination measure. This proposal attracted the support of a number of civil rights advocates who otherwise supported the bill and were voting with the leadership to table the other amendments.

But Sen. John O. Pastore (D-R. I.), floor manager for the bill, argued that if the proposal were approved, a Senate-House conference would be unavoidable and that when the bill came back to the Senate southern Democrats as well as the bill's opponents would filibuster it to death.

This argument prevailed, and the amendment was tabled by a vote of 54-37. This was the closest the bill's opponents came to beating a tabling motion. All the others carried by margins of more than three-to-one.

**Bitter Debate** ■ As the debate wore on, tempers became frayed, and senatorial courtesy went by the boards as members engaged in occasional bitter exchanges. Before the cloture vote, harsh things were said too, but mostly about AT&T.

At one point, Sen. Russell Long (D-La.) seemed to imply that the company had offered him a profitable business venture if he would support the bill. But when his liberal colleagues began demanding an investigation of what they regarded as a "bribery" charge, Sen. Long said he had never been offered a "bribe" by the company. "I do not want to charge the company with that," he said.

Sen. Kefauver charged that the Kennedy administration is "honeycombed" with former AT&T employees, and said some are taking an active role in furthering the company's fortunes. Sen. E. L. (Bob) Bartlett (D-Alaska) said AT&T is powerful enough to force the General Services Administration to abandon its successful efforts to win a reduction of private-line telephone rates for the government.

Although the bill appeared assured of passage late last week, there were intimations Congress might have to wrestle with the bill again, in its next session. Sen. Jacob K. Javits (R-N. Y.), who supported the measure, said he opposed the Senate leadership's decision to table all amendments. But he added the "failure to perfect the bill now" might not be too serious.

"It is my understanding," he said "that the managers of the bill understand and accept the fact we may well have to deal with this legislation again early in the next Congress."

He said he felt there were a number of areas in which the bill should be improved or tightened.



Key figures in the drive to win Senate approval for the communications satellite bill are from left, Sens. Robert F. Kerr (D-Okla.), Space Committee chairman; Everett Dirksen (R-Ill.), minority leader; John O. Pastore,

communications subcommittee chairman and the bill's floor manager; Mike Mansfield (D-Mont.), majority leader; and John Sparkman (D-Ala.), acting chairman of the Foreign Relations Committee.

## Two bow out of FCC's NBC-RKO-Philco to-do NOT INVOLVED NOW SAY JUSTICE DEPARTMENT, WBC

The Justice Dept. informed the FCC last week that it has nothing further to offer in the NBC-RKO General Inc.-Philco Broadcasting Corp. proceeding and that it will not participate in the hearing beginning Oct. 22.

A consent decree signed by NBC requires it to dispose of WRCV-TV Philadelphia by Dec. 31 and for that reason the FCC had made Justice a party to the hearing. The hearing involves (a) 1957 and 1960 license renewal applications for WRCV-TV; (b) the exchange of WRCV-TV Philadelphia for RKO's WNAC-AM-FM-TV Boston, and (c) the application of Philco for ch. 3 Philadelphia in competition with WRCV-TV's renewal application (BROADCASTING, July 23).

Westinghouse Broadcasting Co. also dropped out as a party last week because a "package deal" which it had objected to no longer exists. WBC's WBZ-TV Boston is affiliated with NBC-TV. The "package deal" included plans of RKO to purchase WRC-AM-FM-TV Washington, D. C., from NBC, the network's buy of KTVU (TV) San Francisco-Oakland and the participation of KRON-TV San Francisco (NBC affiliate), which had filed an application for ch. 4 WRC-TV. The Washington and San Francisco contracts have since been canceled.

WBC said that Philco can be expected to present all the available evidence with respect to NBC's use of its affiliation powers and that WBC officials would be available as witnesses.

Therefore, for it to participate as a party "would unduly complicate an inevitably complex proceeding," WBC said. (NBC obtained its Philadelphia stations from Westinghouse in 1955 in exchange for what were then, NBC's stations in Cleveland and \$3 million. It was this deal which led to the consent decree following an investigation by Justice.)

**More Byplay** ■ In other developments in the case:

■ Philco (a division of Ford Motor Co.) asked the FCC for special temporary authority to operate a station on ch. 3 in Philadelphia pending a final decision in the hearing. Philco maintained that NBC cannot operate a station in Philadelphia there after Dec. 31 (because of the consent decree) and therefore the public would be deprived of a third service from that date until a final decision is reached.

■ In another petition, Philco asked that the hearing issues be enlarged to determine whether RKO's majority ownership of CKLW-TV Windsor (Detroit) Canada and "five" U. S. vhf's violates the spirit of the FCC's rules. The FCC had originally proposed such an issue but dropped it when RKO's contract to buy WRC-TV was canceled.

However, Philco said, this overlooks the purchase by an RKO subsidiary, Triarko Ltd., of controlling interest in Video Independent Theatres Inc., which in turn owns 12.5% of KWTW (TV) Oklahoma City. In addition to CKLW-

## First Jackie, now Jack

A freelance tv, theatre and motion picture director who helped make the tv tour of the White House by Jacqueline Kennedy the success it was found himself lending a hand when the President addressed the nation on tv and radio on the state of the nation's economy Aug. 13.

Franklin Shafner, former CBS tv director, and now a freelance director in all three media, was technical adviser when the networks carried President Kennedy's tax cut message to the public. The tv production, carried by NBC for the network pool, was directed by that network's Charles Jones. Earlier this year, Fred Coe, tv producer, offered his services to President Kennedy; his offer was accepted, the White House explained, but he has never been called on.

TV and WNAC-TV, RKO owns WOR-TV New York, KHJ-TV Los Angeles and WHBQ-TV Memphis.

NBC said that the issues as framed contain ambiguities with respect to its character qualifications and asked that these be considered "in the light of countervailing circumstances." Also, NBC said, its parent company RCA is not an applicant and references to RCA should be deleted from the issues.

## Contract violated law, congressman charges

Foreign aid officials who negotiated a \$400,000 contract for transistorized television sets without inviting formal bids were criticized on Capitol Hill last week.

Rep. Porter Hardy (D-Va.), chairman of a House subcommittee looking into a contract with the Warwick Manufacturing Co. of Chicago, said the officials of the Agency for International Development seemingly have violated government regulations by not giving other companies a chance to bid.

A witness, Dr. Gerald Winfield, director of the Agency for International Development's communications resources division, conceded he had used "bad judgment" in the matter.

The Warwick contract, signed in June, was for 1,000 transistorized, battery-powered, 23-inch sets to be used in an educational television project in underdeveloped lands. The total project is expected to cost \$1.6 million.

The Motorola Overseas Corp., of Chicago, was reported to have told the agency early last week that it could have produced the tv receivers for \$231 each—\$141 less than Warwick.

## Rep. Randall asks sex-violence tv curbs

HE'S JUST FOLLOWING CONSTITUENTS' ADVICE, HE SAYS

"A veritable wave of correspondence" from his district prompted Rep. William J. Randall (D-Mo.) last week to introduce three bills aimed at eliminating "objectionable" fare from television and movie screens.

Rep. Randall said the mail, which he believes is from members of parent-teacher associations and church groups, complained about the emphasis on sex and violence on television and in movies, and asked for legislation.

One of his bills would authorize the FCC to revoke the license of any station which broadcasts programs emphasizing sex, crime, horror or violence.

The other two proposals are resolutions concerning movies as well as television. One (H Res 757) would create a select House committee to study ways

to eliminate (1) television and radio programs emphasizing crime, horror or sex and (2) "obscenity, lewdness salaciousness or immorality" in U. S. motion pictures and their advertising.

The other (H Con Res 511) would put Congress on record as favoring action by the FCC to eliminate the broadcast of objectionable radio and television programs, and by the attorney general to ban the distribution and exhibition of all "obscene, lewd, lascivious, or filthy motion pictures" and their advertising. The resolution would also request the FCC and the attorney general to recommend legislation necessary to eliminate such programs and movies.

Rep. Randall said he isn't too hopeful for his proposals, but wants to call attention to the complaints.

## HILL PRESSURE ON FCC REVIEW BOARD

Magnuson, in FCC budget hearing, predicts bypass efforts

Radio station overpopulation, regulation of communications by space satellite, the FCC's new employee review board and the number of commercials on radio-tv highlighted the FCC appearance last week before the Senate Independent Offices Appropriations Subcommittee on the agency's fiscal 1963 budget.

"We urgently request that you restore the funds cut by the House," Acting FCC Chairman Robert E. Lee told the Senate. The House has approved \$14.4 million for the commission during fiscal 1963 (which began July 1), \$262,000 less than the amount requested by the President. Mr. Lee said it actually would result in a loss of \$352,000 because the commission must absorb the costs of the review board.

Sen. Warren G. Magnuson (D-Wash.), chairman of both the subcommittee and the Senate Commerce Committee, predicted that decisions by the review board will bring "pressures" by members of Congress on the commissioners to reconsider such decisions. "You are going to get an awful lot of that—pressure from up here in these cases. I can see it coming," Sen. Magnuson warned.

Commissioner Frederick W. Ford told Sen. Gordon Allott (R-Colo.) that there is a real danger the review board will become just another delay in FCC procedures. If that happens, he said, the board will be a failure and the FCC is "determined" that it won't be.

**Probe of AT&T** — The commission does not support a proposal by Sen. Estes Kefauver (D-Tenn.) that it conduct a special investigation of AT&T.

Sen. Kefauver asked that \$3 million be earmarked for such a study in a proposed amendment to the communications satellite bill, which the Senate considered last week (see page 56).

Such an investigation would be a repetition of a "historical investigation in great depth" conducted by the FCC in 1935, Commissioner Lee said. Since then, he and Commissioner Ford maintained, the commission has kept abreast of the situation and cited as proof recent reductions in telephone rates brought about by the FCC.

Commissioners and senators agreed, however, that if the satellite communications corporation bill becomes law, the FCC will need to "beef-up" its regulation in the common carrier field.

Sens. Allott and Magnuson both quizzed the FCC (only Commissioners Lee and Ford were present, the others are on vacation) on what could be done to stop the "population explosion" among radio stations. Sen. Allott said that in the past year two areas of Colorado were granted new am stations when they already were assigned more than could be supported economically. Many of these stations are one-man or two-man operations which provide no community service, he said.

Sen. Magnuson said there are 38 broadcast stations in the Seattle area which makes it "a difficult thing for some of these people to survive." Some of these Seattle stations should be assigned to small towns which have no local service, he said. Maybe 4,000-4,500 stations is all the country can economically support, Sen. Magnuson said, and Commissioner Ford replied





Ear to the ground . . . eye on the ball . . . nose to the grindstone . . . and shoulder to the wheel! An awkward position to maintain at any time, but WOC-TV's sales-coordinating staff does it every day. It's all part of WOC-TV's extra effort to assure the success of advertising schedules through consistent promotions, merchandising, information, and personal contacts.

WOC-TV is more than a member of the community . . . it's a member of the family. With responsible local programming, WOC-TV has created a loyal audience that responds with enthusiasm.

Such attention carries a tremendous impact on the 2 billion dollar market covered by the WOC-TV signal. The average household has an effective buying income of \$6,091\* and part of what and why they spend is activated by what they see and hear on WOC-TV.

The image and impact created by WOC-TV is given impetus by an effective sales co-ordinating staff that establishes and maintains constant liaison between the advertiser and his retail outlet.

For full information about WOC-TV, see your PGW Colonel...today!

\*Sales Management's "Survey of Buying Power — 1962"



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

**DAVENPORT, IOWA**

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



A relaxed atmosphere prevailed last week as the FCC appeared before the Senate Independent Offices Appropriations Subcommittee to request funds for fiscal 1963 operations. The FCC seeks \$14.6 million; \$250,000 more



than approved by the House. Facing across the table are (l to r) Sens. Milton Young (R-N.D.), Warren Magnuson (D-Wash.) and Gordon Allott (R-Colo.) and Commissioners Robert E. Lee (acting chairman) and Frederick W. Ford.

that there may be too many already.

**FCC Strategy** ■ The commissioners said they are considering the problem through (1) the am freeze, (2) the current industry-FCC study of radio, and (3) economic hearings scheduled in Blythe, Calif., and Riverton, Wyo. Sen.

Allen Ellender (D-La.) asked what weight the FCC gives to a showing by an existing station that it will suffer financially from the addition of a new station.

Commissioner Ford replied that the FCC would have to consider such a

plea but that the problem can be attacked better on grounds other than economics because of the lengthy hearing involved. But, he said, if there are no technical or other drawbacks the FCC would have to grant the new station and let the "fittest survive" as long as the public does not suffer.

Senators asked about the "excessive" number of commercials and Commissioner Lee said he has asked the FCC to include in its rules that portion of the NAB code on the maximum time that may be devoted to commercials. Commissioner Lee said he would make this a part of the programming questionnaire, now under revision by the commission.

Commissioner Ford said he opposes that approach.

The FCC will return \$200,000 of the \$2 million Congress appropriated for the New York uhf study, Commissioner Lee said. The government's experimental station, WUHF-TV (ch. 31) New York, will go off the air Oct. 31 and final results will be tabulated by the end of the year, he said. Only \$1.8 million of the appropriation will be needed, he said.

## Deadline extended for comments on fm

The FCC has granted a request by the NAB and about a half dozen other groups and broadcasters in extending the deadline for comments on the FCC's fm overhaul proposals from Aug. 31 to Oct. 1 (BROADCASTING, Aug. 13).

However, said the FCC, in view of "the obvious need for resolving this proceeding as soon as possible," the

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**TAKE TAE AND SEE**

**WTAE** CHANNEL 4

Basic ABC in Pittsburgh



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agency will grant no further extensions. Triangle Stations had asked for a 90-day extension.

The FCC said the staff is working on a tentative table of assignments, which will be issued when it is ready. If this table is issued before comments are received, such comments will be carefully considered in connection with preparation and adoption of any final table, the commission said.

Fm Unlimited, a Chicago-based fm station representative, filed further comments last week on the proposals. The company suggested the FCC establish minimum standards for Class B and Class C fm stations—minimum power of 5 kw for Class B, 100 kw for Class C, and minimum antenna height of 500 feet for both classes.

Fm Unlimited further urged that co-channel mileage separation for Class C stations be raised to at least 220 miles with a corresponding increase for second-adjacent channel spacing. The company repeated its opposition to the FCC's proposal to establish a table of fm assignments.

## ITA asks FCC approval of robot logging—now

ITA Electronics Corp., manufacturer of radio station equipment for broadcasters, last week asked the FCC to sever its proposal to permit automatic logging from its rulemaking to change logging procedures and make it official immediately.

ITA suggested that if the FCC is holding up permission for automatic log-keeping until it reaches a decision about revision of FCC program forms, the agency should consider that the automatic logging proposal is not controversial and grant it. That part of the rulemaking was requested by many broadcasters and manufacturers and no comments in opposition to it were filed, ITA said.

## Rollins opposes stand on ch. 12 by bureau

Rollins Broadcasting Co., an applicant for ch. 12 at Wilmington, Del., took exception last week to the Broadcast Bureau's recommendation that the channel be granted to Rollins' sole rival, WHYI Inc., an educational broadcasting organization.

WHYY, licensee of WHYI-FM-TV (ch. 35) Philadelphia, supported the bureau's finding that the Wilmington area has more need of the educational and "cultural" programming to be offered by WHYI than the entertainment programming proposed by Rollins.

Rollins said the bureau erred and "mis-characterized" the difference in programming. Rollins said it adhered

to the FCC's established program categories in its proposals, but that WHYI was credited with "cultural" programming. The FCC has always avoided determining how much cultural content there is in entertainment shows, Rollins said. Actually, WHYI proposes 45.6% entertainment compared to 59.9% proposed by Rollins, the latter claimed.

The bureau's recommendations

## Lake Huron, Goodwill answer FCC examiner BOTH DENY ANY IMPROPRIETY IN FLINT CH. 12 CASE

Lake Huron Broadcasting Co. told the FCC last week that it filed an application for ch. 12 Flint, Mich., with every intention of prosecuting it to an "ultimate determination."

And WJRT (TV), the licensee of ch. 12 at Flint, said that in an agreement with Lake Huron WJRT has merely waived certain legal rights to protest which it had never exercised in the past and did not intend to use in the future. WJRT is licensed to The Goodwill Stations Inc.

The two filings were in answer to questions raised by Chief Hearing Examiner James D. Cunningham on an agreement whereby Lake Huron would dismiss its ch. 12 application and Goodwill would not protest a rulemaking petition to assign ch. 11 to Bay City, Mich., at required mileage separations (BROADCASTING, July 30). Mr. Cunningham asked whether (a) Lake Huron had filed its application in good faith; (b) Goodwill had agreed to withhold information of possible value to the commission in the future.

Lake Huron's application had been placed in comparative hearing with WJRT's renewal application. Lake Huron President William J. Edwards said the ch. 12 application was filed because Lake Huron felt it had a good chance to win over WJRT. Later facts made it appear that the chances were not "sufficiently good" and therefore the company decided to dismiss the application, he said. The agreement with WJRT was an "inconsequential factor," he said.

Mr. Edwards and Goodwill both said the agreement does not prevent Goodwill from protesting an application by Lake Huron, but is restricted to a petition for rulemaking. Lake Huron owns WKNX-AM-TV (ch. 57) Saginaw, Mich., and WLPA (TV) (ch. 9) Alpena, Mich.

Regardless of whether the agreement is approved, the Lake Huron application should be dismissed because of non-compliance with FCC publication rules, Goodwill maintained. The "good faith" of Lake Huron has no bearing on

should be ignored because they indicate a preference for any educational broadcaster over any commercial broadcaster, Rollins charged. The bureau is blind to Rollins' areas of superiority, such as local live programming, integration of ownership and management, civic participation and knowledge of Wilmington and Delaware needs gained through operation of WAMS there, Rollins concluded.

whether the agreement should be approved, Goodwill added, and said that company didn't object to earlier petitions to assign ch. 11 to Bay City at the required adjacent-channel mileage separations and that Goodwill doesn't intend to object in the future.

Lake Huron said it is "perfectly willing" for the agreement to be nullified and its ch. 12 application dismissed "provided that no stigma" shall be attached to Lake Huron as a result.

## Applicant for 5 ams, 1 fm asks waiver

An applicant for am frequencies in five Arizona cities (and one fm) formerly used by Gila Broadcasting Co. last week asked the FCC to expedite his applications. The Gila stations have been off the air since 1960 and a hearing examiner has recommended denial of license renewals.

Carleton W. Morris asked a waiver of the FCC's processing rules, suspension of the am freeze in this instance and establishment of a cutoff data for applicants competing for the six Arizona frequencies.

Gila and the company's receiver in bankruptcy have agreed not to take exception to the initial decision recommending non-renewal if the FCC approves the plan, Mr. Morris said. He has agreed to pay Gila \$100,000 for the equipment of the stations.

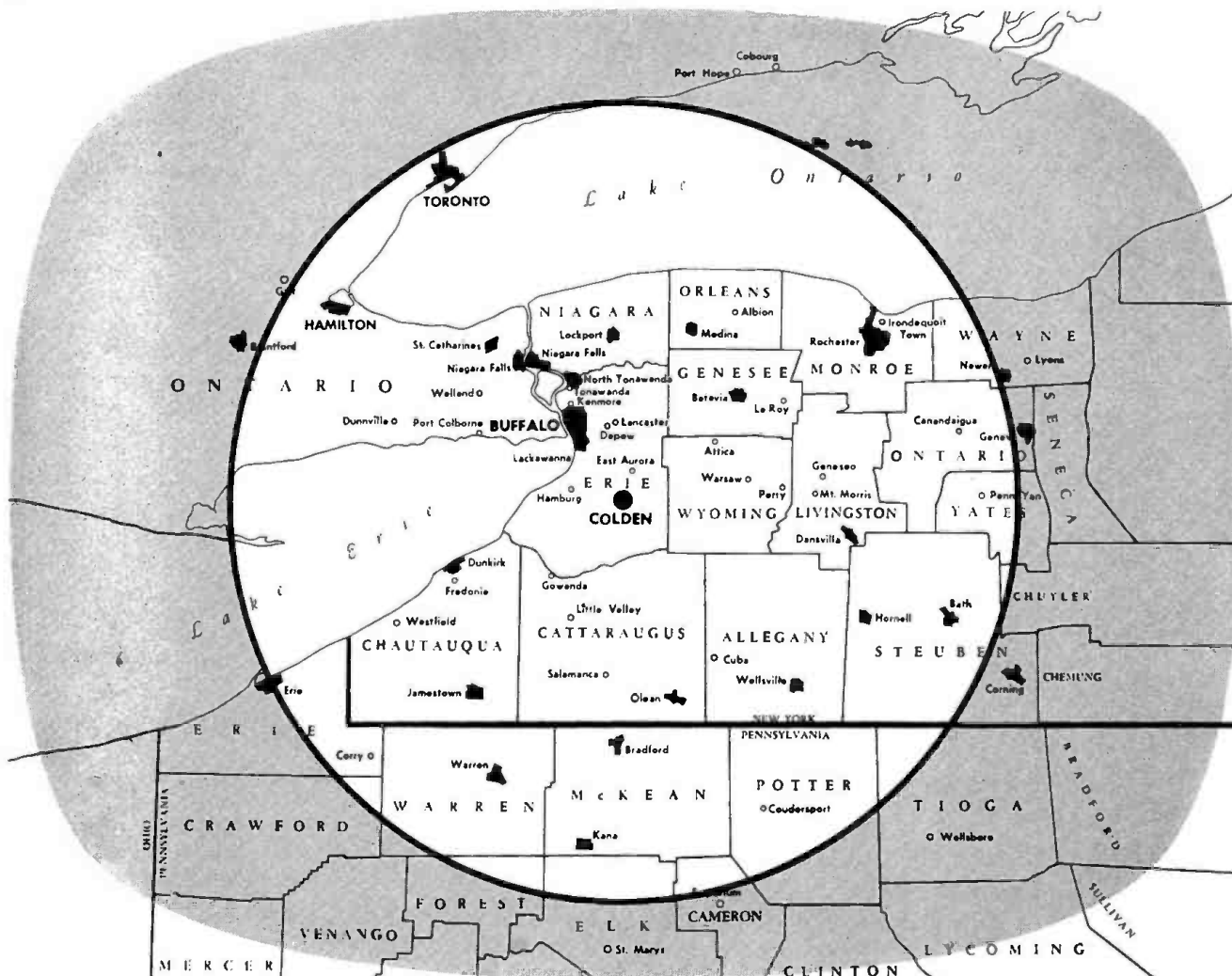
The Gila stations Mr. Morris wishes to apply for are KCKY Coolidge, KZOW and KWJB-FM Globe, KGLU Safford, KVNC Winslow and KCLF Clifford, all Arizona.

## House committee okays embassies radio bill

The House Commerce Committee last week approved legislation that would permit foreign governments to establish low-power radio transmitters at their embassies in Washington in return for reciprocal privileges for the U. S. in their own capitals (BROADCASTING, Aug. 13).

The bill (HR 11732), requested by





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the State Dept., has been approved by the Senate Foreign Relations Committee, and is now pending in the Senate Commerce Committee, which plans to consider its "technical aspects."

The bill grew out of the State Dept.'s desire to establish radio communications with U. S. embassies in underdeveloped countries, where commercial facilities are not adequate. The department maintains that it would be difficult to obtain the necessary permission from foreign governments unless it could grant them similar rights in Washington.

### Boston etv asks for ch. 44

WGBH Inc., etv licensee of ch. 2 Boston, last week asked the FCC to reserve ch. 44, assigned to Boston, for educational use.

WGBH said no application has been filed for ch. 44 and that no station is now operating on it. The educational

foundation said it will file for the channel if it is reserved for etv and will use it for special in-school programming. WGBH said its regular in-school programming is rapidly expanding to the point where WGBH can use both a uhf and a vhf channel to accommodate it.

### The FCC last week...

■ Extended from Aug. 13 to Sept. 13 the deadline for filing comments on the FCC's proposal to revise its rules concerning operations of stations during emergencies. Reply comments are now due Sept. 27 instead of Aug. 27.

■ Granted a construction permit to William L. Fox, on ch. 29 in Jenkintown, Pa., with a power of 21.9 kw, and an antenna height of 270 ft. In making the grant the commission waived the rule requiring that the studio be in the city to which the station is licensed.

## THE MEDIA

# STEINMANS BUY MORE VHFS

**KOAT-TV, KVOA-TV purchased for \$3.2 million;  
McCollough to head entire radio-tv group; WRAC sold**

Making its first expansion in vhf television, WGAL Television Inc. (Steinman Stations' WGAL-TV), Lancaster, Pa., of which Clair McCollough, NAB board chairman, is president and general manager, agreed last week to buy KOAT-TV Albuquerque (ch. 7) and KVOA-TV Tucson (ch. 4) for \$3,250,000. The seller is Alvarado Television Co., of which Clinton D. McKinnon, former Democratic Congressman from San Diego, is president and 40% stockholder.

The transaction, subject to the usual FCC approval, will give Steinman three vhf and six am stations. Steinman last week contracted to sell WRAC-AM-FM Williamsport, Pa. to Wright Mackey Corp., a newly formed entity headed by J. Wright Mackey, for \$200,000. Mr. Mackey has been general manager for the past five years and has been with the station since 1935. He will be 90% owner; the balance will be held by members of his family and several station employees.

John F. and J. Hale Steinman, the principals of the Steinman operations, publish the *Lancaster Intelligencer Journal*, *New Era* and *News*.

Mr. McKinnon, former publisher of the *Los Angeles Daily News*, now publishes a group of weeklies in the San Diego area. His sons, Clinton D. Jr. and Michael, own KSON San Diego. Mr. McKinnon Sr. is one of two applicants for ch. 3 in Corpus Christi, now in hearing status. The applicant,

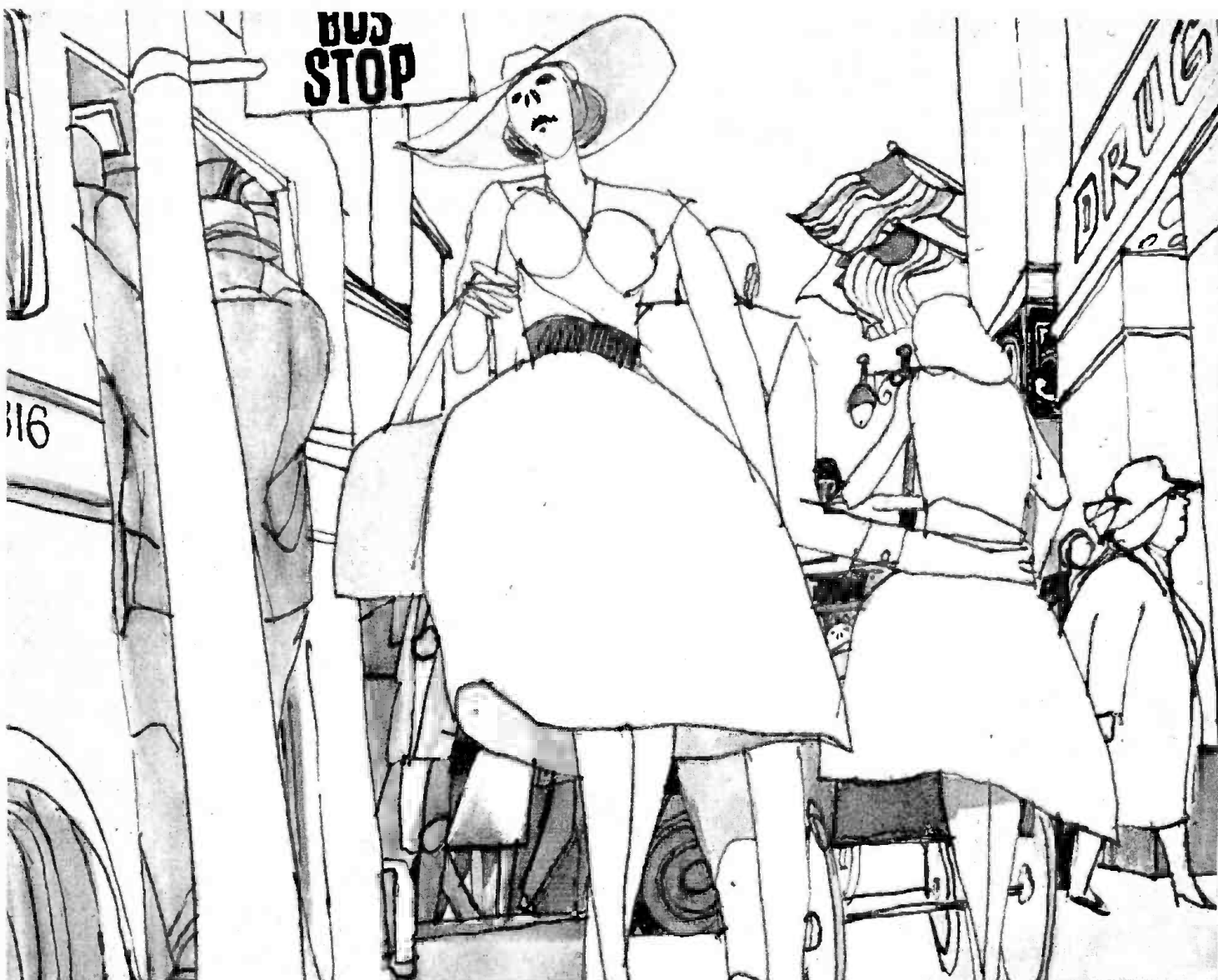
South Texas Broadcasting Co., includes stockholders formerly identified with KVDO (TV) Corpus Christi, a uhf outlet now dark, and Mr. McKinnon has stock options which would give him 79% ownership.

**Other Sellers** ■ Other stockholders in Alvarado, each selling his 20% interest to Steinman, are Arthur A. Desser, Harold B. Garfield and Bernard Weinberg. Messrs. Desser and Garfield are in real estate ventures and Mr. Weinberg owns an advertising agency in Los Angeles.

Upon completion of the sales contract, transfer applications will be filed with the FCC. The transaction was negotiated for Blackburn & Co. Inc. by James Blackburn and Joseph M. Sitrick.

KOAT-TV has been operating since 1953 and is a primary affiliate of ABC; its highest hour rate is \$425. KVOA-TV, also in operation since 1953, is a primary NBC outlet and its highest hour rate is \$300. Both properties are represented by Avery-Knodel Inc.

Mr. McCollough, who left last week for a month's trip to Europe, including three days in Russia, said prior to his departure that after FCC approval, he would personally direct the operations of the southwestern stations through resident managers. "Policies which have made WGAL-TV preeminent since its establishment in 1949 will be followed," Mr. McCollough said, "with emphasis on local self expression and community



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development." He expressed confidence in the future of the southwestern markets which, he said, are enjoying population growth ahead of the national average.

Steinman radio stations, in addition to the Williamsport properties, are WGAL-AM-FM Lancaster; WDEL-AM-FM Wilmington; WKBO Harrisburg; WORK York and WEST-AM-FM Easton.

## KFAC-AM-FM bought by Miller group

The purchase of KFAC-AM-FM Los Angeles by a group headed by Ray T. Miller Jr. for \$2 million was announced last week. Mr. Miller and his family control WERE-AM-FM Cleveland and WLEC-AM-FM Sandusky, both Ohio.

Founded in 1931, the Los Angeles stations are owned by E. L. Cord, and have since the late 1940s operated as "good music" stations.

Mr. Cord, a one-time automobile manufacturer (the Cord), holds a construction permit for ch. 4 KCRL (TV) Reno, Nev.

"We are extremely proud to become a part of the Los Angeles community," Mr. Miller stated. "The program service offered for many years by KFAC has established standards for high qual-

## Convention clearing house needed, KBS finds

The solution to a long-standing broadcasting industry problem—too many conventions and too little time—lies in the establishment of a central clearing house for annual industry meetings, according to a poll of broadcasters.

Keystone Broadcasting System, which operates a network of some 1,100 radio stations, recently asked executives of its affiliated stations to comment on the problem. Keystone's survey revealed that station owners and managers, despite convictions that certain meetings are important for business and professional reasons, nevertheless pass them by because of "time, location, cost and weak agenda."

KBS president Sidney J. Wolf last week reported that 69% of the executives surveyed attend from one to five business conventions and broadcast meetings annually with most going to the annual NAB convention and to the regional meeting of their district. Another 14% at-

tend from five to 10 such business meetings each year, and an additional 17% attend from 10 to 20 sessions a year.

On the non-attendance side of the issue, 68% attribute their absence from meetings to the time factor. Some 18% said programs at conventions and meetings are weak or inept. Another 15% claimed the meetings cost too much money. The cost and time factors enter into the selection of centrally-located Chicago as the favorite convention city.

Keystone concluded from its study that a clearing house for major meetings would help in the coordination of timing, location and length of conferences. Mr. Wolf said it would result in a two-fold benefit: firstly, a central planning and coordinating group would give the busy executive a better chance to plan for and to attend the many conferences he would like to attend; secondly, it would assure a greater turn-out of top-level people at key meetings.

ity respected by the entire industry. We will continue to serve Southern California with this same programming ex-

cellence that has earned KFAC and KFAC-FM such a large and loyal audience." Mr. Miller said no changes in personnel at the Los Angeles stations are contemplated.

KFAC, a fulltime independent, operates on 1330 kc with 5 kw. KFAC-FM, which duplicates KFAC, is on 92.3 mc with 60 kw.

The broker for the transaction was Howard Stark.



### Southeast?

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## Changing hands

**ANNOUNCED** ■ The following sales of station interests were reported last week subject to FCC approval:

■ KOAT-TV Albuquerque and KVOA-TV Tucson, Ariz.: Sold by Clinton D. McKinnon and associates to WGAL Television Inc. (Steinman corporation) for \$3.25 million (see page 64).

■ KFAC-AM-FM Los Angeles: Sold by E. L. Cord to Ray T. Miller Jr. and group for \$2 million (see this page).

■ KSUM Fairmont, Minn.: Sold by J. E. Hyde Jr. to Charles V. Woodward for \$250,000. Mr. Woodward, a former executive with Westinghouse Broadcasting Co., plans to move from Wilmette, Ill., to Fairmont after FCC approval of his purchase. KSUM operates with 1 kw fulltime on 1370 kc. The broker was Hamilton-Landis & Assoc.

■ WTAL and WTNT Tallahassee, Fla.: Exchange of facilities between WTAL

and WTNT and sale of WTAL by Victor C. Diehm and associates to C. W. Hogan for \$115,000. WTNT owners are buying the facilities of WTAL (1270 kc, 5 kw fulltime) plus the transmitter and equipment for \$175,000. WTAL then will have the facilities of WTNT (1450 kc, 1 kw day, 250 w night). The WTAL purchaser, Mr. Hogan, holds controlling interest in WLBG Laurens, S. C. Mr. Diehm continues his ownership interests in WAZL Hazelton and WHOL Allentown, both Pennsylvania. The WTNT owners, Frank W. Hazelton, Hurley W. Rudd and Don C. Price, also own WPAX Thomasville, Ga. The broker was Chapman Co.

■ WRAK-AM-FM Williamsport, Pa.: Sold by Steinman stations to Wright Mackey Corp. for \$200,000 (see page 64).

## WJRZ cites enterprise in New Jersey etv story

WJRZ Newark, N. J., disclosed last week what it calls "the story behind the story" of New Jersey's absence from the in-school program schedule of WNDT (TV) New York, the educational station that goes on the air next month.

Several weeks ago WJRZ decided to check various local school boards to learn if they were participating in the educational tv outlet's classroom program, since WNDT (TV) was established to serve the tri-state area of New York, New Jersey and Connecticut. The boards said they were not participating because they understood a state law was required before the boards could authorize necessary payments to WNDT (TV).

WJRZ said it broke "the first story" on this development and last week conducted an on-the-air editorial campaign. The station called on state officials and lawmakers to pass enabling legislation and questioned why laws were not enacted earlier so that New Jersey school boards could provide subscription funds for its pupils.

A spokesman for WNDT (TV) said schools in the New York City area and in Connecticut will participate in the classroom project this fall. She noted that a school board pays funds to the station, based on the number of pupils under its jurisdiction, and pupils earn credit for in-classroom instruction by tv.

## CBS Radio adds WGGG

CBS Radio has acquired a new Florida affiliate. WGGG Gainesville, owned by Radio Gainesville Inc., joined the network on Aug. 12. It operates on 1230 kc with power of 1 kw. Leon E. Mims is general manager.

# RADIO-TV URGED TO FIGHT NEWS CURBS

NAB's Bell says broadcasters must oppose coverage bars

Broadcasters were told last week to fight for their rights as journalists by Howard H. Bell, NAB vice president and assistant to President LeRoy Collins. Mr. Bell urged broadcasters to take their news coverage problems to the people in order to overcome limitations on news functions that have been placed on radio and tv.

In a speech prepared for the Oklahoma Broadcasters Assn. meeting in Oklahoma City Aug. 18, Mr. Bell listed some of the disabilities under which radio and tv newsmen labor in trying to cover government and courts. Among these:

■ (1) Congressional criticism of broadcasters' right to editorialize.

■ (2) Sec. 315 of the Communications Act which requires that a broadcaster provide equal time for a political candidate if he permits any candidate access to his microphone or camera.

■ (3) The prohibition by the Speaker of electronic or photographic radio or tv coverage of House of Representatives committees.

■ (4) The American Bar Assn.'s Canon 35 (which forbids microphones

or tv cameras in court rooms during trials).

■ (5) The Federal Judicial Conference's reaffirmation of Rule 53 of federal rules of criminal procedure which forbids live radio or tv coverage of criminal trials, and the conference's recommendation that the same ban be imposed for civil trials and the areas around courtrooms.

"The handwriting would appear to be on the wall as to any further progress of our joint efforts with the Bar," Mr. Bell said. The ABA report, presented to the lawyers' convention in San Francisco two weeks ago, considers the action of the Federal Judiciary Conference to be controlling, Mr. Bell said.

The ABA voted to postpone adoption of its report until the February meeting (BROADCASTING, Aug. 13).

Mr. Bell also alluded to the action of the National Conference of State Trial Judges which banned tv cameras of KRON-TV San Francisco from covering what was publicized as a public meeting.

"I believe the time has come for

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## When the court ban was lifted

San Francisco Bay area television viewers witnessed the largest naturalization ceremony ever conducted in the West, thanks to a waiver of the rule banning television cameras from federal courts. KGO-TV San Francisco exclusively telecast the

ceremony, held Aug. 8 in that city's Masonic Temple Auditorium, in which 300 immigrants from 44 nations swore allegiance to the U. S. Oath taking was witnessed by three Supreme Court justices and nine Federal District Court judges.

broadcasters to stand up and be counted on this issue," Mr. Bell stated. "If we are going to persuade the lawyers and others . . . then it's time we took our case to the people, for it is the public which has the greatest stake in this issue.

"The broadcasters, through forums and the use of the airways need to mount a major campaign to enlist the support of the people in the fight to advance the people's right to know. At the same time, broadcasters generally need to be more aggressive in seeking out local coverage of public proceedings and in strengthening further the quality and character of the news and informational service provided to the public."

**ABA Report** ■ The 103-page report of the special ABA committee studying Canon 35 contained a summary of a questionnaire sent to the presidents of all state bar associations. The results: 36 voted to retain Canon 35 with

no changes; two (Colorado and Texas) voted to permit radio and tv coverage at the discretion of the presiding judge; five reported no decision, and nine did not reply.

Among the quoted replies, Justice O. Otto Moore, of the Supreme Court of Colorado said:

"We have had a long and very satisfying experience in the courts of Colorado where cameras and sound equipment are permitted under regulations which have proven fully adequate to guard against any legitimate objection to their use."

In referring to proposals that the entry of microphones or cameras be left to the presiding judges, some of the replies called attention to the fact that many judges are elected to their positions and the choice would be "an undue burden" especially where a judge was running for election.

The ABA report quotes FCC Chairman Newton N. Minow who in Janu-

ary of this year declared himself in favor of a revision of Canon 35 to permit the presiding judge to decide whether or not radio and tv may come into the courtroom. Mr. Minow also remarked that he felt Canon 35's description of radio and tv coverage as "distracting, interfering and degrading" unfair. This at least, Mr. Minow said, should be deleted from Canon 35.

In suggesting that the report be held in abeyance until February, the committee's chairman, John H. Yauch Sr., Newark, N. J., said that the committee wanted to complete its study of those courts which permit radio and tv live coverage.

A proposal to test broadcast coverage of trials was acknowledged by the committee which stated it was still under consideration. The offer was made last February at committee hearings in Chicago by Richard E. Cheverton, president of the Radio-Television News Directors Assn.

## Southeast licensees plan talks on catv

The "growing crisis and dilemma" over community television systems will be the number one subject at the second annual Southeast Radio-Tv Seminar in Atlanta Oct. 16, the Georgia Assn. of Broadcasters announced last week (CLOSED CIRCUIT, Aug. 13).

Meeting the afternoon following the NAB regional meeting in the same city (Oct. 15-16), the seminar will be open to all broadcasters in the Southeast. Invitations are also being sent to presidents of all state associations. The meeting will be at the Dinkler-Plaza Hotel in Atlanta.

Concurrently, the Georgia association plans an industry workshop for executive secretaries of state broadcasting associations. The daylong exchanges will be separate from the radio-tv seminar. To be discussed are the establishment of a central office, finances, membership, public service promotions, legislative activity and special projects.

"Last year our Southeast Radio-Tv Seminar made a contribution to the in-

## NAB fm group to meet

A special NAB committee studying the FCC's fm allocations proposals will meet Aug. 29 in Washington. The committee is headed by Ben Strouse, WWDC-FM Washington, D. C., and includes Allen T. Powley, WMAL-FM Washington; Ogden Prestholdt, CBS; Harold I. Tanner, WLDN-FM Detroit and William Tomberlin, KMLA-FM Los Angeles.



dustury during the logging and renewal form controversy," said C. C. Smith, WDEC Americus, Ga., president of the Georgia association. "This time we plan a serious, shirt-sleeve conference to fully alert the grass-roots telecaster and the am and fm broadcaster to the crisis and dilemma he may face in catv."

Ray E. Carow, WALB-TV Albany, tv vice president of the Georgia broadcasters, who will moderate the catv session, said the seminar on catv is planned for four reasons. (1) to alert the local telecaster and radio broadcaster to the competitive problems of catv; (2) to help promote support for NAB's proposed legislation on this subject; (3) to assess recent court decisions and FCC pronouncements on catv in the light of local conditions, and (4) to discuss ways for local telecasters and radio broadcasters to protect their investments "not from catv *per se*, but from unfair competition in catv operations." Mr. Carow said those at the meeting also will discuss other tv problems (pay tv, educational tv, and recent Federal Trade Commission rulings).

## Gross revenues, income reported up for half

Gross Telecasting Inc. reported total revenues of \$590,313 for the first six months of 1962, and net income after federal taxes of \$288,850. This compares with 1961's first half total revenues of \$578,662 and net income of \$283,258.

Dividends of \$190,000 were paid from the first six months' income, leaving net earnings of \$98,850 retained in the business. On Aug. 10, Gross Telecasting paid a quarterly dividend of 40 cents on common stock to stockholders of record July 25. Outstanding are 200,000 shares of common and 200,000 shares of common B stock. Gross Telecasting owns WJIM-AM-FM-TV Lansing, Mich.

## Cowles buys Florida paper

Cowles Magazines & Broadcasting Inc., has purchased all the stock of the Gainesville (Fla.) *Sun*, an afternoon newspaper with a circulation of more than 15,000 in north central Florida.

The price, which was not disclosed, includes the Pepper Printing Co. The newspaper and the printing plant have been owned and operated by members of the Pepper family since 1917.

The Cowles firm, headed by Gardner Cowles, owns KRNT-AM-TV Des Moines and publishes the *Des Moines Register* and *Tribune*, *Look Magazine*, and these Florida newspapers: the *Fort Pierce News-Tribune*, *Okeechobee News* and the *Port Charlotte News*.

BROADCASTING, August 20, 1962

## CBS-TV FIRST HALF SALES UP 16.2%

TvB data also shows NBC-TV billings up 11%, ABC-TV's 6.4%

CBS-TV's gross billings increased 16.2% for the first six months of this year, Television Bureau of Advertising said last week. NBC-TV increased billings 11% and ABC-TV 6.4%.

TvB said network tv gross billings rose 11.6% in the first half of this year compared to last year (\$347.3 million to \$387.7 million). The report is based on Leading National Advertisers-Broadcast Advertisers Reports' compilations.

CBS-TV in the first six months, January-June, increased billings from \$128.6 million in the 1961 period to \$149.4 million this year. NBC-TV's gain: from \$124 million to \$137.6 million; ABC-TV's: from \$94.6 million to \$100.6 million.

For June, the sixth month in the period covered, CBS-TV shot ahead in its pacing—increasing its gross billing from the \$20.8-million level to \$25 million, a



Ed Coughlin, of Peters, Griffin, Woodward, passes the club hat to Bob.

## Bob Rowell, of F. C. & B., joins the Tricorn Club

Our club hat is crowning some of the smartest market-media brains in the land. It makes no difference whether they're adorned with crew-cuts, flat-tops, ivy-league-trims, Jackie K. bouffants—or just a flesh-tone expanse. Bob made the club's exclusive ranks by winning this required quiz: 1. What is the Tricorn Market? 2. What is North Carolina's No. 1 metropolitan market in population, households and retail sales? Answer to both: the 3-city "tricorn" of Winston-Salem, Greensboro, High Point. He then scored a triple parlay by knowing what state ranks 12th in population. (Sure you knew it's North Carolina?) But the real money winner is the marketing team that knows WSJS Television is the No. 1 sales producer in the No. 1 market in the No. 12 state.

Source: U. S. Census.

**WSJS** TELEVISION   
WINSTON-SALEM / GREENSBORO / HIGH POINT

# **POLITZ KNOWS**

# **WHEN**

# **PEOPLE**

# **LISTEN**

# **IN WGY'S**

# **25-COUNTY**

# **COVERAGE AREA**

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

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

982-24C

# **WGY 810 KC 50 KW**

A GENERAL ELECTRIC STATION  
ALBANY ■ SCHENECTADY ■ TROY

percentage climb of 20.4% in June 1962 compared with that month a year ago.

Daytime gross billings rose 15.4% in the first six months of 1962 (from \$104.6 million to \$120.7 million) and

## **NETWORK TELEVISION GROSS TIME BILLINGS** Source: TvB/LNA-BAR

|        | JUNE         |              |          |
|--------|--------------|--------------|----------|
|        | 1961         | 1962         | % Change |
| ABC-TV | \$15,233,000 | \$16,031,277 | + 5.2    |
| CBS-TV | 20,823,987   | 25,081,505   | + 20.4   |
| NBC-TV | 20,731,592   | 22,609,590   | + 9.1    |
| Total  | \$56,788,579 | \$63,722,372 | + 12.2   |

|        | JANUARY-JUNE  |               |          |
|--------|---------------|---------------|----------|
|        | 1961          | 1962          | % Change |
| ABC-TV | \$ 94,636,040 | \$100,690,335 | + 6.4    |
| CBS-TV | 128,636,037   | 149,443,593   | + 16.2   |
| NBC-TV | 124,041,664   | 137,638,687   | + 11.0   |
| Total  | \$347,313,741 | \$387,772,615 | + 11.6   |

## **Month by Month 1962**

|          | ABC          | CBS          | NBC          | Total        |
|----------|--------------|--------------|--------------|--------------|
| January  | \$16,673,662 | \$25,528,518 | \$23,578,579 | \$65,780,759 |
| February | 15,757,364   | 23,528,815   | 21,956,372   | 61,242,551   |
| March    | 17,762,981   | 25,731,519   | 24,100,566   | 67,595,066   |
| April    | 17,237,755   | 24,193,144   | 21,899,207   | 63,330,106   |
| May      | 17,227,296   | 25,380,092   | 23,494,373   | 66,101,761   |
| June     | 16,031,277   | 25,081,505   | 22,609,590   | 63,722,372   |

nighttime was up 10% for the period (from \$242.6 million to \$266.9 million).

## **NETWORK TELEVISION GROSS TIME BILLINGS** by DAY PARTS Source: TvB/LNA-BAR

|           | JUNE         |              |          |
|-----------|--------------|--------------|----------|
|           | 1961         | 1962         | % Change |
| Daytime   | \$16,439,876 | \$19,269,309 | + 17.2   |
| Mon.-Fri. | 14,055,182   | 15,783,577   | + 12.3   |
| Sat.-Sun. | 2,384,694    | 3,485,732    | + 46.2   |
| Nighttime | 40,348,703   | 44,453,063   | + 10.2   |
| Total     | \$56,788,579 | \$63,722,372 | + 12.2   |

|           | JANUARY-JUNE  |               |          |
|-----------|---------------|---------------|----------|
|           | 1961          | 1962          | % Change |
| Daytime   | \$104,691,977 | \$120,780,344 | + 15.4   |
| Mon.-Fri. | 86,631,298    | 99,671,004    | + 15.1   |
| Sat.-Sun. | 18,060,679    | 21,109,340    | + 16.9   |
| Nighttime | 242,621,764   | 266,992,271   | + 10.0   |
| Total     | \$347,313,741 | \$387,772,615 | + 11.6   |

# **AFTER 24%, IT'S HARD STUFF**

## **NAB Code Authority gets specific on dos, don'ts of alcoholic beverage advertising on radio and tv**

Wine with more than 24% alcohol by volume is considered hard liquor by the NAB Code Authority. The cutoff percentile for the essence of the grape was included in a series of guidelines issued by the Code Authority "to assure closer adherence" to the proscription against liquor commercials contained in the Radio and Television Codes of Good Practices, NAB stated.

The new examples supersede all previous interpretations and rulings on distilled liquor commercials and the presentation of acceptable beer and wine commercials.

The present radio and tv codes present only general statements about liquor, wine and beer advertisements. Distilled liquor advertising is "not acceptable." Beer and wine advertising is acceptable "only when presented in the best of good taste and discretion."

The Code Authority asked that broadcasters refer to it, any questions not answered by the guidelines and promised a prompt interpretation.

The liquor, wine and beer guidelines follow:

Hard liquor—The prohibition against the advertising of hard liquor includes, but is not necessarily limited to, whiskey, brandy, rum, gin, vodka, cordials, liqueurs and wines containing more than 24% of alcohol by volume.

It also includes mixed beverages containing these products.

The use of the corporate name of an organization that distills or distributes hard liquor is permissible in connection with the advertising of a nonalcoholic product.

The use of the corporate name of an organization that distills or distributes hard liquor in connection with the advertising of an (acceptable) alcoholic beverage product is permissible only if it is required by law to be included in the advertisement—and then must be confined to simple identification.

Retail establishments—Advertisements for stores which sell liquor (in addition to other) beverages or products are acceptable, provided there is no mention or display in any way of distilled spirits or implied references thereto. The use of the word "liquor" as part of the sponsor's name is prohibited.

If copy or visual material is used to advertise an establishment whose principal business is the sale of alcoholic beverages and no mention is made of acceptable products or services, it will be construed as an implied reference to distilled spirits.

The use of the word "liquor" in reference to non-distilled beverages such as "malt-liquor" is permissible.

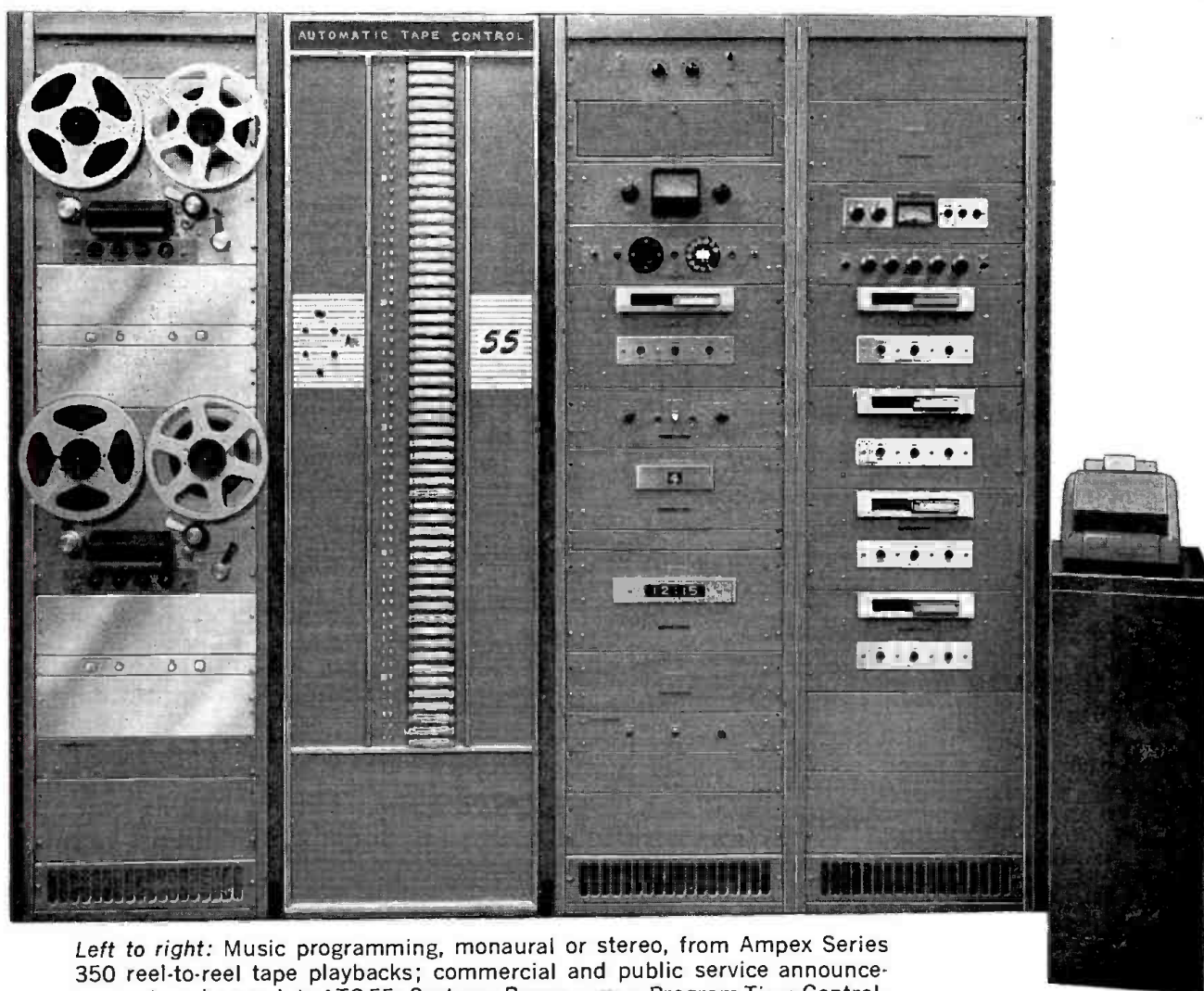
Mixer copy—The advertising of products which may be used or mixed with distilled spirits is acceptable, provided that in connection therewith, distilled spirits are not specifically mentioned or displayed.

Restaurants, airlines and hotels—Advertising the availability of beverages which contain distilled spirits is not acceptable. The advertisement of "lounge," "barroom," "taproom" or "tavern" in such a manner as to imply the availability of distilled spirits is unacceptable. The use of the term "cocktail lounge" to

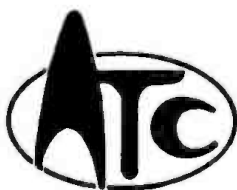
# You can add 10 to 15 thousand dollars per year net profit before taxes

If you operate AM and FM stations with duplicated programming, you may be overlooking a major profit potential. AUTOMATIC TAPE CONTROL personnel, experienced in broadcast programming, sales and engineering, can demonstrate with a case history how one FM station utilizing new program and sales techniques was able to produce \$25,000 per year in gross revenues against an additional operating cost of less than \$10,000. *Additional net profits of \$15,000 were added to corporate income the first year of*

*separate AM-FM operation.* Will this technique work in your market? Just contact ATC at Bloomington, Illinois, and a meeting can be arranged to explore the economics of your station and market. Automatic Tape Control automation equipment is simple to use, flexible for future expansion and provides the first Automatic Program Logging to verify operation for the FCC. Get details on profitable automated FM today. Write, wire or phone for further information on Automatic Tape Control FM automation.



Left to right: Music programming, monaural or stereo, from Ampex Series 350 reel-to-reel tape playbacks; commercial and public service announcements from heavy-duty ATC 55; Systems Programmer, Program Time Control, Automatic Program Logging and associated audio equipment for controlling automation system; program and logging recording equipment plus standard ATC playback units for station ID's, news, weather, etc.; and logging printer.



*Made by broadcasters for broadcasters*

**AUTOMATIC TAPE CONTROL INC.**

209 E. Washington St. • Dept. 130 • Bloomington, Illinois

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



describe a place of business is not acceptable under any circumstances.

**Non-beverage products**—There are other non-beverage products containing or associated with distilled spirits. The acceptability of advertising for such products depends on the manner of presentation. The Code Authority will judge each of these advertisements on its individual merits. Code subscribers, when in doubt, are asked to bring such advertising to the attention of the Code Authority in Washington.

## ABC radio affiliates told 1962 sales up

ABC Radio finished the first half of this year 48% ahead of the same period of 1961 in regular programming sales. Robert R. Pauley, ABC Radio president, reported to the first of five planned regional meetings of ABC Radio affiliates in New York last Monday (Aug. 13) that the network had already "booked" more business by the end of last month than it did in all of 1961.

He also told the affiliates that the network, beginning in October, will provide a new program service to affiliates on a subscription basis. First programs of the new service, for local broadcast and sale, will be *The Dr. Joyce Brothers Show* and *The Dr. Albert Burke Show*. Both will be 5-minute, five-day-a-week programs.

Earl Mullin, ABC Radio vice president for station relations, reported that



ABC Radio affiliates meeting last week brought together (l-r) Robert R. Pauley, ABC Radio Network president; Roy Morgan, WILK Wilkes-Barre; Tom Jones, WFIL Philadelphia.

the network now has 412 affiliates in the U. S. compared to 371 last year. Regional meetings also were held in Chicago and Los Angeles last week and are scheduled for today (Aug. 20) in Dallas, and Wednesday (Aug. 22) in Atlanta.

## Media reports...

**South Bend fm starts** ■ WSBT-FM South Bend, Ind., took the air Aug. 12 on ch. 268, 101.5 mc, it was announced last week by Arthur R. O'Neil, general manager of the WSBT radio and tv properties owned by the *South Bend Tribune*. The fm station will partially duplicate am, but will emphasize special non-duplicated fm programs, he said.

**New studio** ■ WHBQ-AM-TV Memphis announces the purchase of a more-than-an-acre site, that city, at an undisclosed cost for the construction of new studio facilities to accommodate "more locally originated programs," and large studio audiences. No construction date was announced. The WHBQ stations are owned by RKO General Inc.

**New Northeast** ■ Northeast Radio Network, a division of Ivy Broadcasting Co., Ithaca, N. Y., has signed WENT Gloversville, N. Y. as an affiliate effective today (Aug. 20). Northeast serves 30 am and fm affiliates in upstate New York and Pennsylvania.

**Multiplexer** ■ KHIQ-FM Sacramento begins multiplex stereo broadcasting at 8 p.m. today (Aug. 20), according to Jim Hodges, general manager, who said a full-time stereo schedule is planned.

**Quarter for quarter** ■ The board of directors of American Broadcasting-Paramount Theatres last week declared a third quarterly dividend of 25 cents on outstanding common stocks, payable Sept. 15, 1962 to holders of record on Aug. 24, 1962.

**Warriors West** ■ KFRC-AM-FM San Francisco has signed the San Francisco (formerly Philadelphia) Warriors of the National Basketball Assn. for play-by-play broadcasts of the team's first season in the Golden Gate City. First game broadcast will be Oct. 23.

## Affiliates, group to meet

The executive committee of the NBC Radio affiliates began a three-day meeting yesterday (Sunday, Aug. 19) at the Broadmoor in Colorado Springs, Colo.

The members of the committee are: William Grant, KOA-AM-FM Denver, chairman; John Tansey, WRVA-AM-FM Richmond, vice chairman; Lyall Bremser, KFAB-AM-FM Omaha, Neb., secretary-treasurer; Thomas Baines, WDAY Fargo, N. D.; Les Biederman, WTCM Traverse City, Mich.; Gustav Brandborg, KVOO Tulsa; Thomas Carr, WBAL-AM-FM Baltimore; Robert Rich, WDSM Duluth, Minn., and Stan Torgerson, WMC-AM-FM Memphis.



### BIGGER than PORTLAND, OREGON

**One Buy Delivers  
IDAHO - MONTANA  
plus 11 counties in Wyoming  
at lower cost per thousand**

SKYLINE TV NETWORK delivers more TV homes than the highest rated station in Portland—at less cost per 1,000. SKYLINE delivers 92,300\* nighttime homes every quarter-hour Sunday through Saturday. Non-competitive coverage. One contract—one billing—one clearance. Over 267,880 unduplicated TV homes in 5 key markets. Interconnected with CBS-TV and ABC-TV.

IDAHO — KID-TV Idaho Falls  
KLIX-TV Twin Falls

MONTANA — KXLF-TV Butte  
KFBB-TV Great Falls  
KOOK-TV Billings





**Skyline  
TV NETWORK**

P. O. Box 2191 Idaho Falls, Idaho

Call Mel Wright, phone area code 208-523-4567  
or your nearest Hollingbery office or Art Moore in the Northwest

## WBC AIM: BROADWAY TO MAIN STREET

Wants theatre openings for its markets; sees problems

Westinghouse Broadcasting Corp. hopes to bring "spectacular" entertainment programming to the five markets where it owns stations by telecasting taped Broadway plays simultaneous with their openings in New York.

WBC confirmed Aug. 16 that it is negotiating with the Theatre Guild, a producer, but no contract has been signed. Talks are also underway with other producers.

Westinghouse and the Theatre Guild were considering starting with a comedy, *Siedman and Son*, which is scheduled to open in New York Oct. 15 at the Belasco Theatre, as an initial presentation, but arrangements could not be worked out in time. The two organizations are also considering other productions.

WBC executives admit the telecasting of Broadway theatre on the same night as the opening could have long-range ramifications. But for now, they indicate they are concerned with the presentations as prime-time showcases for their stations. (Westinghouse's tv stations are WBZ-TV Boston, KDKA-TV Pittsburgh, WJZ-TV Baltimore, KPIX (TV) San Francisco and KYW-TV Cleveland).

Many details are yet to be worked out, including production and the number of plays that would be telecast.

**Investment Seen** • The move by Westinghouse also will involve a financial investment in the plays.

Though procedures have not yet been clarified, current thinking points to taping a play or musical in advance of but close to its actual opening, but probably at a studio as opposed to a theatre pickup.

Though the principals involved in the negotiating did not emphasize possible effects of such telecasts on the future of pay tv, industry observers were posing that question.

WBC's plan would be to deliver the opening night program to its stations as a prestige package, presumably for local exploitation. Specifics of commercial sponsorship have not been worked out yet.

**Attendance Factor?** • It is not clear what effect the telecasts could have on future theatre attendance. Principals involved (both tv and theatre producers) appear to be of an opinion that tv exposure might well heighten interest and boost attendance. They acknowledge that conventional patterns, of say the critic and a play's future, might be affected.

The nature of the television medium and its viewing standards might also affect production techniques. There are

lines delivered on the stage which are not acceptable on television, but there appears to be little inclination to "censor" original scripts, though some adjustment in the plays may have to be made.

When questioned by a reporter, Donald H. McGannon, WBC's president, said it was his conviction that

"through the concept of Broadway opening nights on television, we shall enrich the television program structure by bringing new and outstanding Broadway productions to the audiences in our five markets."

## MCA earnings up for half

The consolidated net earnings of MCA Inc. for the six months ended last June 30 amounted to \$6,631,000, equal to \$1.38 per share of common stock,



*selling*  
**MOVIES ARE BETTER THAN EVER!**

And Pittsburgh's great movie station—  
WIIC—has a wealth of fine M-G-M and  
20th-Fox films that will sell for you!

**Spots are now available in:**

**SATURDAY NIGHT AT THE MOVIES Part II**  
(11:10 p.m. Saturdays)

**SUNDAY AFTERNOON AT THE MOVIES**  
(1:00 p.m. Sundays)

**WIIC CHANNEL 11  
PITTSBURGH**

Represented nationally by Blair-TV

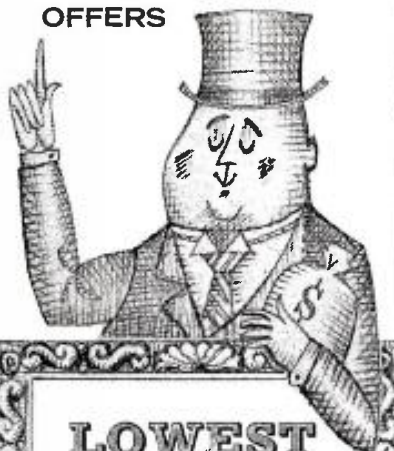




KCEN-TV  
CHANNEL

6

OFFERS

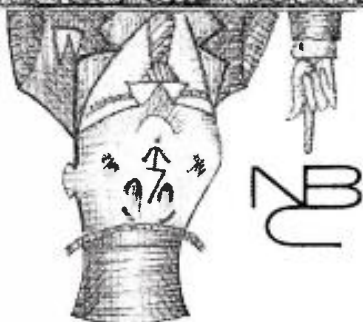


**LOWEST  
COST  
per 1000\***

IN THE  
**WACO-TEMPLE  
MARKET**

center of Texas'  
population density

\*Waco-Temple Market ARB, Mar. '62



Midway between Dallas, Fort Worth, Houston and San Antonio, KCEN-TV's maximum 100 KW Power on Channel 6 offers greatest coverage in the market and assures:

**BIGGER audiences\*  
FAR LESS duplication\***



**BLAIR TELEVISION ASSOCIATES**  
National Representatives

compared with \$4.8 million, equal to \$1.10 million per share, for the corresponding period of 1961, Jules C. Stein, MCA board chairman, announced last week.

The figures include, on a "pooling of interest basis," MCA's interest in the reported consolidated net earnings of Decca Records Inc.

## NBC-TV plans five operas next season

Five operas, including the world premiere of a new work by Gian Carlo Menotti and the first complete television presentation of Bach's "St. Matthew, Passion," will be presented on NBC-TV during the 1962-63 season.

The Menotti opera, as yet untitled, is scheduled for March 3, 1963, a Sunday. "St. Matthew, Passion" will be presented in two parts, on April 6 and April 7, 1963 (Saturday and Sunday). It will be four hours in length, making it the longest in the NBC opera company's history.

In addition, three of the opera productions of past seasons will be repeated. They are "Boris Godunov" next Nov. 18; Menotti's "Amahl and The Night Visitors," next Dec. 23, and "The Love of Three Kings" Jan. 27, 1963.

## Post-'48s released after demands—UAA

The demand by stations for "quality" features prompted United Artists Assoc. to release post-1948 features "years ahead" of original plans, Erwin H. Ezzes, executive vice president of UAA, reported last week in offering a progress reported on *United Artists Showcase for the Sixties*.

Mr. Ezzes said that in the two weeks the package of 33 post-1948 features has been on the market, it has been sold to 28 stations. He noted that UAA would have held these features off the market for several years except for constant inquiries from stations for "strong-storied, fast-moving films" made in recent years. He explained that 13 of the features were carried on ABC-TV on *Hollywood Special* and will be available for local presentation in November.

Included in the list of stations that have bought *Showcase* are WABC-TV New York; WGN-TV Chicago; WWL-TV New Orleans; WGR-TV Buffalo; WKZO-TV Kalamazoo-Grand Rapids; KTVK (TV) Phoenix; WAPI-TV Birmingham; KBAK-TV Bakersfield, Calif.; WCIV (TV) Charleston, S. C.; WCCB-TV Montgomery, Ala., and WLUK-TV Green Bay, Wis.



## Agency media people preview Warner movie

More than 150 agency media executives previewed a Warner Bros. motion picture, "The Music Man," at the company's screening room in its New York offices Aug. 7 and 8. The preview was sponsored by the Warner Bros. Television Division.

Joseph Kotler, division vice president, was host of the "presentation," which actually consisted of no sales presentation other than a mention that this is the same motion picture company which also produces tv programs (*Maverick*, *Surfside 6* and *Roaring 20s* and other one-hour

shows now in syndication).

Previewers were media directors, associate media directors, broadcast supervisors, timebuyers and executives from tv stations which have purchased the programs and from their station representation firms in New York. Warner tv officials said they expect additional previews to be held for agency groups from time to time. At the preview are (above from l) Mr. and Mrs. Herb Maneloveg of BBDO (he's vice president in charge of media) and Mr. and Mrs. Kotler.



**BUSY WSM-TV**

**COVERS ALL ASSIGNMENTS**

**WITH ONE VERSATILE FILM...**

**DU PONT 931-A**

"At midnight or noon, in rain or glare, indoors or out, Du Pont 931-A rapid reversal motion picture film gives us news footage of consistently excellent quality. It has helped us to gain a reputation for timely, accurate, in-depth reporting," says James Drake, award-winning news director of WSM-TV, NBC's Nashville, Tennessee, affiliate.



"We have a big responsibility to our viewers and a large investment in manpower and equipment. We use five full-time news cameramen and five radio-equipped mobile news wagons. We shoot 4,200 feet of news film a week against tight deadlines. We cover 21,600 square miles of territory over a tri-state area. We face strong and active competition.

"It is extremely important that we use a single film that can meet the tremendous scope of all our requirements, yet come up with vivid, perfectly recorded images every time.

"That's why we choose Du Pont 931-A. This wide latitude film gives us optimum results with no exposure or developing

problems. It has an almost perfect definition, tonal separation and contrast for television projection—so much so that we use 931-A for our studio commercials and special events as well as for news coverage!"

If you would like to know more about Du Pont motion picture films and receive technical information on them, contact any of the Du Pont Photo Products sales offices shown here.



**Better Things for Better Living . . . through Chemistry**

ATLANTA 18, GA., 1737 Ellsworth Ind. Dr., N. W. 355-1230  
CHICAGO 46, ILL., 4560 Touhy Ave., Edgebrook Station. ORchard 5-5500  
CLEVELAND 16, OHIO, 20575 Center Ridge Road. EDison 1-0375  
CLIFTON, N. J., 380 Allwood Rd., Allwood Station (New York). GReory 3-4004  
DALLAS 7, TEXAS, 1628 Oak Lawn Ave. RiVerside 1-1404  
HOLLYWOOD 38, CALIF., 7051 Santa Monica Blvd. HOLlywood 9-5147  
WALTHAM 54, MASS., 45-4th Ave. (Boston). TWInbrook 9-8300  
WYNNEWOOD, PA., 308 E. Lancaster Ave. (Phila.). TRinity 8-2700  
EXPORT, Nemours Bldg., Wilmington 98, Del.  
IN CANADA, Du Pont of Canada, Ltd., Toronto

## 'I'm Sidewinder'; 'No, I am'; 'Okay, Sidewinder, draw!'

A legal showdown between two children's tv western villains in Columbia, S. C., has ended in a draw.

Now both WIS-TV and WCCA-TV there feature cloaked, mustachioed, cane-wielding scoundrels called J. P. Sidewinder on different local children's programs.

The originator of the Sidewinder personality, Dean Poucher, a former employe of WIS-TV, sued the station in late 1961 for \$10,000 damages for continuing to use the character he claimed he created. Mr. Poucher said he used the characterization in selling insurance and recreated J. P. Sidewinder on a program for WCCA-TV.

WIS-TV filed a countersuit for the same amount, charging that WIS-TV had trade-marked the name and characterization.

The case was heard by Judge Harry Lightsey, who studied a 375-page transcript for two months before issuing a decision.

The judge decided both WIS-TV and Mr. Poucher are entitled to use the character, J. P. Sidewinder, and awarded no damages. He said that because of Mr. Poucher's longstanding personal association with the Sidewinder character, he should have the personal right to portray him but he could not transfer this right to others. WIS-TV was also decreed the right

to Sidewinder under a state law which holds "where an employe creates something as part of his duties under his employment, the thing created is the property of his employer."

The judge ruled, however, that another state law provides that only goods to be sold may be trademarked and ordered WIS-TV to cancel the trade mark.

At last report, WIS-TV has an actor portraying J. P. Sidewinder on its *Jolly Jim* show and WCCA-TV has Mr. Poucher as J. P. Sidewinder on its *Cactus Quave* show. Both Sidewinders have made personal appearances this month at a local supermarket—but at different hours.

## New 'Ripcord' series now in 91 markets

The second year production of the *Ripcord* series has been sold in 91 markets to date, M. J. Rifkin, executive vice president in charge of sales for Ziv-United Artists, announced two weeks ago. Highlighting the latest sales was a regional transaction by California

Oil (western division) in eight southwestern markets, placed through White & Shuford Adv., El Paso.

Mr. Rifkin said that prime time slots for California Oil's sponsorship of *Ripcord* have been obtained on KGNC-TV Amarillo, KOB-TV Albuquerque, KROD-TV El Paso and KSYD-TV Wichita Falls. The series also has been bought in Roswell, N. M.; Lubbock,

Midland-Odessa and Abilene, all Texas.

Other sales on the second year of *Ripcord* have been made for showing on WHDH-TV Boston, WHIC (TV) Pittsburgh, WJBK-TV Detroit, KLZ-TV Denver, WVEC-TV Norfolk, WVEC-TV Norfolk and KLFY-TV Lafayette, La., and WCYB-TV Bristol, Tenn.

## Tv Academy changes Emmy award categories

The National Academy of Television Arts & Sciences is expanding its tv Emmy awards for the 1962-1963 season to include a new international category. The new award will be for outstanding achievement originated on foreign soil for "international reporting or commentary."

Another change in categories this year includes return after an absence of three years of an award for outstanding achievement in the field of "panel, quiz and audience participation programs." The category formerly known as "public affairs and education" has been changed to "news commentary or public affairs" and recognition for writing in the documentary field has been altered to include "news or documentary writing."

The category of "outstanding achievement in the field of daytime programs" will be suspended this year. Daytime programs, however, will compete with nighttime programs in the regular categories.

## Chicago meeting agenda: better public affairs tv

Television Affiliates Corp. (TAC) opens a two-day conference on programming in Chicago today (Aug. 20). TAC subscriber station and advertising

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700 MADISON AVENUE NEW YORK 17, NEW YORK

agency executives will participate in sessions devoted to ways of improving local public affairs and cultural programming.

TAC, a subsidiary of the Trans-Lux Corp., serves as a clearing-house for the procurement and distribution of locally-produced public affairs and cultural shows to member stations.

A Monday panel will discuss the topic, "How Do Advertising Agencies Evaluate Local Programming?" Participating will be Arnold Johnson, Needham, Louis & Brorby; Jay Niefeld, John W. Shaw Adv. and Thomas Wright, Leo Burnett Co. Sponsorship of public affairs programs on the local level by national clients will be explored in a session tomorrow (Aug. 21) by Richard Depew, Cunningham & Walsh, and Robert Lipson, Bell & Howell.

## Words fail Telstar during Ike conference

A news conference by former President Eisenhower in London Aug. 15 was televised via Telstar to American networks and the picture came in bright and clear—but there was no sound. So plans by the networks to tape the conference for use on later news shows were abandoned.

The failure of the audio, it was understood, occurred between London and the U. K.'s earth station at Goonhilly Downs, England. The next day, however, Paris transmitted usable news pictures to the networks in the U. S. Telstar was used also on Aug. 15 by BBC and the commercial Independent Television Authority to transmit news programs from New York to London. And on the same day Mutual used Telstar to relay a voice program from New York to Europe.

An offer by U. S. networks to carry the Russian telecasts of their Cosmonauts in orbit by Telstar was rejected by Soviet authorities. The Russian telecasts were seen in Europe through the facilities of Eurovision.

## Ballantine, Reynolds buy Independent series

Independent Television Corp., New York, has announced the opening sale of its new syndicated musical series, *Broadway Goes Latin*. Ballantine beer and R. J. Reynolds, both through William Esty Co., have purchased the series for New York showing. Although a station has not been picked, a September start is planned.

A new series of 39 half-hours is being filmed in England. Starring Edmundo Ros, singer, the programs feature name guest stars in Latin American versions of top Broadway show tunes. Milton H. Lehr is producer of series.

BROADCASTING, August 20, 1962

## Unions asking U. S. to stop MCA move

### CITE HOLLYWOOD UNEMPLOYMENT PROBLEM

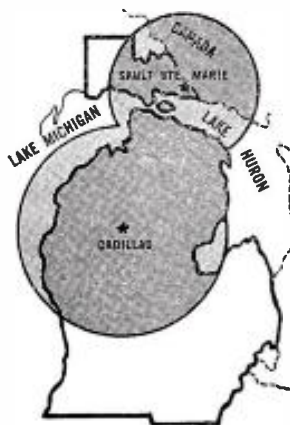
The Hollywood AFL Film Council, composed of unions and guilds representing more than 24,000 employees of the makers of theatrical and tv films, has asked the government to halt a growing Hollywood unemployment problem by allowing MCA to go ahead with plans to produce feature motion pictures at Universal Studios.

A long telegram, sent Thursday, (Aug. 16) to President John F. Kennedy and Attorney General Robert F.

Kennedy expressed "dismay and alarm" over the government's antitrust action to bar MCA from picture production (BROADCASTING, July 16, 23, 30).

In the past few years, the council noted, MCA has spent over \$11 million to acquire Universal and more than \$7 million additional to modernize and expand the studio's production facilities and the result has been that since 1959 average daily employment has risen from 600 or 700 studio workers to

# Suddenly we offer 35.9% ADDITIONAL VIEWERS in NORTHERN MICHIGAN!



WWTV's new satellite (WWUP-TV at Sault Ste. Marie) is now on the air — delivering 35.9% more of the television homes in 39 counties of Northern Michigan!

WWTV/WWUP-TV combined now cover 874,100 people in Michigan and contiguous Canada. The effective buying income of people in this area is \$1,304,145,000 annually.

This unique combination really saturates our fast-growing industrial area. To get equivalent coverage with other media, you'd have to use 20 radio stations, or 13 newspapers!

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**FLASH!** As we go to press, A.R.B. reports of telephone coincidental surveys arrive (started 10 days after WWUP-TV began operation as full-time satellite). Results indicate that 35.9% expected listenership increase has been greatly exceeded.



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WWTV/CADILLAC-TRAVERSE CITY  
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KOLN-TV LINCOLN, NEBRASKA  
KGIN-TV GRAND ISLAND, NEB.

**WWTV/WWUP-TV**

**CADILLAC-TRAVERSE CITY** / **SAULT STE. MARIE**

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## **COLORCASTING**

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

### **NBC-TV:**

Aug. 20-24, 27-29 (10:30-11 a.m.) *Play Your Hunch*, part.  
Aug. 20-24-27-29 (11-11:30 a.m.) *The Price Is Right*, part.  
Aug. 20-24, 27-29 (12-12:30 p.m.) *Your First Impression*, part.  
Aug. 20-24, 27-29 (2-2:25 p.m.) *Jan Murray Show*, part.  
Aug. 20-24, 27-29 (11:15 p.m.-1 a.m.) *Tonight*, part.  
Aug. 20, 27 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.  
Aug. 21, 28 (7:30-8:30 p.m.) *Laramie*, part.  
Aug. 22, 29 (10-10:30 p.m.) *Play Your Hunch*, part.  
Aug. 22, 29 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.  
Aug. 22 (7:30-8:30 p.m.) *Wagon Train*, Ford through J. Walter Thompson; National

Biscuit Co. through McCann-Erickson; R. J. Reynolds through William Esty.

Aug. 23 (9:30-10 p.m.) *The Lively Ones*, Ford through J. Walter Thompson.

Aug. 23 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

Aug. 25 (9:30-10 a.m.) *Pip the Piper*, General Mills through Dancer-Fitzgerald-Sample.

Aug. 25 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

Aug. 25 (10:30-11 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

Aug. 25 (7:30-8:30 p.m.) *Tales of Wells Fargo*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

Aug. 26 (5:30-6 p.m.) *Patterns in Music*, sust.

Aug. 26 (6-6:30 p.m.) *Meet the Press*, co-op.

Aug. 26 (7-7:30 p.m.) *Bullwinkle*, part.

Aug. 26 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, Kodak and RCA through J. Walter Thompson.

Aug. 26 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.

four times that number. Still more jobs will be created if MCA is permitted to proceed with plans for "developing a coordinated program of motion picture production through its television film division and its recently-acquired theatrical motion picture division," the council stated, asking that the Justice Dept. re-examine the advisability of its attempts to block MCA's move into the production of theatrical as well as tv films "from a more realistic and equitable stand point."

### **Carson's debut date changed**

NBC-TV has moved up the starting date of the *Tonight Show* starring *Johnny Carson* to Monday, Oct. 1, from Monday, Oct. 8. The date was changed when NBC learned that Mr. Carson would be available earlier, a network spokesman said.

### **Program notes...**

**Available: 'Kukla & Ollie'** ■ CBS Films reports it has secured the syndication rights to the five-minute *Burr Tilstrom Kukla and Ollie* series, which will be available for telecast by stations on Sept. 15. The series includes 195 segments (65 are new and 130 have been carried on NBC-TV). The series is produced by Taynod Productions, Chicago.

**Talent combine** ■ The Jaffe Agency, Hollywood, has signed a mutual representation arrangement with the newly-formed HBS Ltd. agency of New York. Jaffe will represent HBS clients in Hollywood in all areas of show busi-

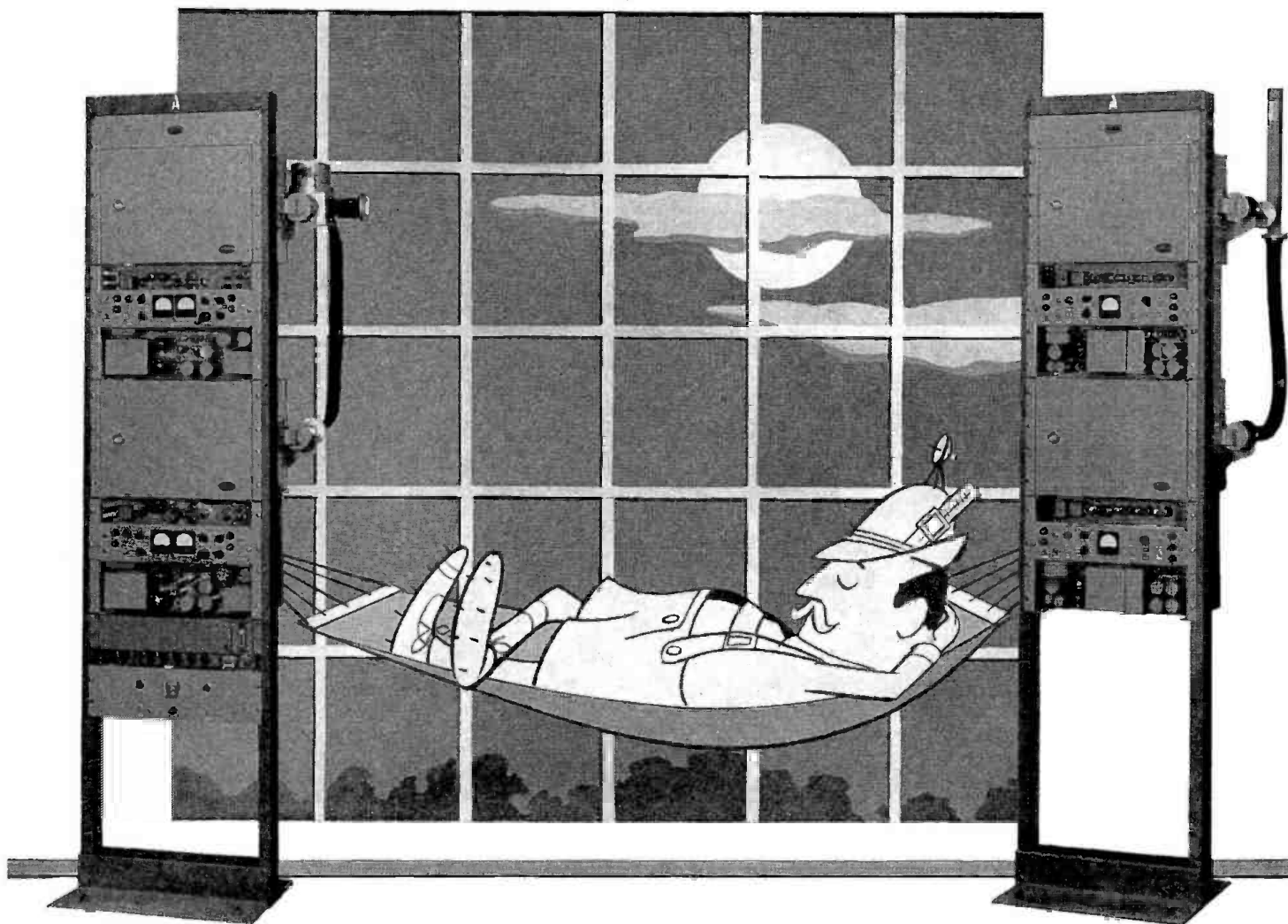
ness, and Jaffe clients will be similarly represented by HBS in New York. HBS was formed by three former MCA talent executives: Stark Hesselstine, Leo Bookman and Richard Seff.

**News coverage expanded** ■ WPIX (TV) New York is increasing its news programming. Beginning next month the station will present 21 news programs weekly, including two new morning shows and a half-hour weekend program. The morning programs will be seen 8:45-9 a.m. and 11:20-11:30 a.m. Monday through Friday. *Sunday News Report* will be presented each Sunday at 7 p.m., beginning Sept. 16.

**Musical comedy special** ■ Comedienne Carol Burnett will star in *Calamity Jane*, a 90-minute musical comedy special on CBS-TV during the 1962-63 season. The tv production will be adapted from the musical comedy stage book by Charles K. Freeman.

**Beauty series** ■ A new daily 5-minute series, *Beauty Break*, starring Miss America of 1957, Marilyn Van Derbur, has been offered to the tv networks for the Fall season. The show, produced by Taylor-Nodlund Ltd., Chicago, in association with *Mademoiselle* magazine, will feature tips in feminine fashion and good grooming.

**'Supercar' merchandise** ■ Independent Television Corp., New York, has signed Licensing Corp. of America to handle all merchandise licensing negotiations in the U. S. in behalf of its syndicated *Supercar* series, currently running in more than 100 markets. ITC reports heavy response from manufacturers and retail buyers who want to



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As demonstrated at the recent NAB Convention, Raytheon Dual-Link STL connects directly to your present antenna and requires no test equipment for routine maintenance. Either transmitter or receiver can be repaired while the other is operating. Warranty is for a full year, and purchase can be made through two low-cost, long-term financing plans.

- *Full 15 kc audio program channel*
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## Blair Tv, WGAN-TV preview CBS-TV programs

A screening of highlights of CBS-TV's fall schedule was shown to more than 60 executives of the Blair Television Cos. and key time-buyers in New York Aug. 2 under the auspices of WGAN-TV Portland, Me., and the station representative organization. Among those who at-

tended the presentation were (l to r) George Lilly, general sales manager, WGAN-TV; Richard Hayes, account executive, Blair Television Assoc.; Betty Nasse, Grey Adv.; Jerry Rettig, Grey Adv., and Lloyd Heaney, account executive, Blair Television Assoc.

tie-in with the series.

**Critical review** ■ Four Star Television put its new season's comedy shows to an unusual test Thursday (Aug. 16) when episodes of *Ensign O'Toole* and *McKeever and the Colonel* were shown to the children of Four Star employees.

**Speedway film** ■ Sportlight 500 Films, Chicago, announced completion of its new half-hour color feature program based on the Indianapolis Memorial Day 500-Mile Auto Race. It is available to tv. More than 13,000 ft. of film shot by two dozen cameramen during the race has been edited into the final 1,200 ft. show titled "33 Men." Producer is Al LeVine; narrator, Tom Carnegie, official Speedway announcer; production manager, Bill Sprague.

**Protection** ■ Daystar Productions agrees to use only live American music in scoring its programs in agreement with Los Angeles Local 47 of American Federation of Musicians. John Tranchitella, president of Local 47, said contract, first to be signed with any tv producing company not a member of the Alliance of Television Film Producers, will mean over 1,800 man-hours of work for members of the local on the *Stoney Burke* series alone.

**Making room** ■ Danny Thomas has added two new programs to his tv creations, which already include his own

series, now starting its 10th year on the air, and the Joey Bishop, Andy Griffith and Dick Van Dyke Shows. The new projects, aimed at the 1963-64 season, are *My 15 Blocks*, starring Jan Murray as a New York policeman, and another as yet untitled, built around Bill Dana in the elevator operator role he created on the *Danny Thomas Show*. Sheldon Leonard, producer-director of the *Danny Thomas Show*, is Mr. Thomas' partner in these new productions. Mr. Thomas also acts as executive producer of *The Real McCoys*.

**White House connections** ■ WNDT (TV) New York, which will start regular broadcast operation Sept. 16 on ch. 13, will carry President Kennedy and his special consultant on the arts, August Heckscher, in its nighttime schedule. The new etv station will broadcast the President's Wednesday afternoon news conferences that same evening at 9:30 p.m. Mr. Heckscher has been signed as moderator-host of *Books for Our Time* (Mon. 7:30-8:30 p.m.), a weekly series which will examine the writings and ideas of the world's great authors.

**Muscle series** ■ Mickey Hargitay, "Mr. Universe of 1956," and producer Leo Guild have completed arrangements with KTLA (TV) Los Angeles and Paramount Television Productions for

three pilots of *The Mickey Hargitay Show*, to be video taped for possible local airing and syndication of a half-hour across-the-board series. Bentley Management Co. would provide "multi-sponsorship of their clients including manufacturers of vitamins, health foods, gym equipment and diet booklets," according to KTLA.

**Sesac sports music** ■ A new package of music for sports programming is being offered to broadcasters by Sesac Inc., New York, to highlight the fall football season. The package, called "Instant Sports Music," presents over 60 selections of football, collegiate and marching band music on five hi-fi LPs, featuring the Purdue U. Band, the Allentown Band and the National Symphonic Band. The price of the package: \$9.95.

**Medicine Man** ■ Dr. Morris Fishbein, medical editor of the *Encyclopaedia Britannica* and former editor and president of the *Journal of the American Medical Assn.*, will be featured in a series of interview programs produced by Barkas & Shalit Inc. for American Machine & Foundry Co. and available free from Empire Broadcasting Corp., 480 Lexington Ave., New York.

**Public affairs series** ■ Major problems in the Greater New York area will be discussed in a new public affairs series, *Challenge '62*, to be aired on a bi-weekly basis on WABC New York. The series will premiere Aug. 26 at 8:30-8:55 p.m. Produced by WABC Radio News, the series will investigate education, housing, science, traffic and other problems faced by New York city residents.

**Producer-distributor moves** ■ Mars Broadcasting Inc., Stamford, Conn., producer of radio program features, has moved its executive offices to 888 Hope St. Its studios outgrew the area formerly occupied by offices at 575 Hope St.

**Catholic Church examined** ■ A four-part series on the role of the Roman Catholic Church in working for Christian justice will be presented on *Look Up & Live* on CBS-TV on successive Sundays beginning Sept. 2 (10:30-11 a.m. EDT). The series will be produced in cooperation with the National Council of Catholic Men.

**Western division established** ■ King Features Syndicate, New York, has opened a West Coast tv division, with Maurie Gresham as director of tv sales, Western Division. Offices will be at 9028 Sunset Blvd., Beverly Hills, Calif. A telephone number has not yet been assigned.

**New graphic arts firm** ■ John X. Sgro Assoc., a graphic arts service to the



New York tv and motion picture industry, has opened offices at 238 Madison Ave., New York 16. Mr. Sgro, an artist-producer, described his firm's services as slide film art, storyboards, film lettering, color-corrected props, animation design, still photography and copywriting among others. Telephone number is Murray Hill 6-8260.

**Decca earnings** ■ Consolidated net earnings of Decca Records Inc., including its subsidiary, Universal Pictures Co., for the six months ended June 30, 1962, amounted to \$3,313,972, equal to \$2.17 per share as against \$1,315,063, equal to \$1.02 per share, in the corresponding period of 1961. Decca Records was acquired by MCA several months ago.

**Spanish lessons** ■ WBBF-AM-FM Rochester, N. Y., is offering a series of 50-second lessons in Spanish to other stations. WBBF has been carrying the broadcasts eight times daily since May 1. They are prepared by D. Lincoln Canfield, head of the Romance Language Department, U. of Rochester. He is preparing 100 capsule lessons.

**Paramount dividend** ■ Directors of Paramount Pictures Corp. have voted a quarterly dividend of 50 cents a share on the common stock payable Sept. 21, 1962, to holders of record

Sept. 4, 1962.

**News expansion** ■ WFTL Ft. Lauderdale has added *Dimension*, a five-minute news program aired nine times daily, each devoted to a feature story, sometimes offering editorials. Henry Kinney, former Ft. Lauderdale editor of the *Miami Herald*, edits the show.

**Capital co-op** ■ Five Florida affiliates of CBS-TV carried a one-hour special program from Tallahassee Aug. 1 on the opening session of the state legislature. WTVT (TV) Tampa-St. Petersburg taped the show; WJXT (TV) Jacksonville fed it. It was carried by those two stations and WTVJ (TV) Miami, WDBO-TV Orlando and WINK-TV Ft. Myers.

**Western music for tv** ■ Medallion Tv Enterprises Inc., Hollywood, is syndicating a new musical half-hour series, *Star Route, U.S.A.*, produced by Atlas Productions at Paramount Studios. Two programs are completed, both with country-western stars. Regular cast includes Molly Bee, Billy Strange, Jack Halloran Singers, and Charlie Williams. Others signed are Hank Thompson, Roy Acuff, Tex Ritter, Marty Robbins and Hank Snow. Delivery is planned for Sept. 15.

**Will use film footage** ■ Hemisphere Reports, educational film division of Tele-

vision City Arizona Inc., has acquired use of all news film footage in the CBS library, according to Kurt Lassen, president of Hemisphere Reports. Under terms of the contract, use of the CBS news footage for conversion to educational films is unlimited, except for theatrical and television showing, Mr. Lassen said.

**New half owner** ■ Bing Crosby has acquired a 50% interest in *Across the Seven Seas*, new all-color travel-adventures series being produced by Jack Douglas Productions. The deal was set by Basil Grillo, president of the Crosby Companies. New series goes on the air next month in 10 West Coast markets, with American Home Products, through Young & Rubicam, New York, as full sponsor.

**Original dramas** ■ Producer Fred Coe has been signed by CBS-TV to produce two 90-minute original dramatic programs during the 1962-63 season. The programs are planned as specials and will be taped in Hollywood. The writers have not been named. In addition, three other one-hour original dramas are planned for CBS-TV's schedule next season. Hubbell Robinson, senior vice president-programs, CBS-TV, is expected soon to announce the producers and properties.

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## New 76-Page Research Study of Quad-Cities

Covers living habits, media preferences

National advertisers and their agencies have long called for "local market" research comparable to that available on an over-all national basis. WHBF decided to answer these repeated pleas by engaging Frank N. Magid Associates, independent Midwest research organization. The result is probably the most comprehensive and helpful marketing guide ever prepared for a market of nearly 275,000 people. For a beautifully printed 76-page digest of the original report, return coupon

### Some of the contents

- Living habits of Quad-City residents.
- Attitudes toward entertainment sources.
- Attitudes toward communication media.
- Television program preferences.
- Radio program preferences.
- Preferred news sources.
- Media to reach farm population.

### About the Research Method

Study is based on 500 personal interviews, averaging 45 minutes in duration. An 11 page interview schedule containing 64 questions was used. The validity of the sample was checked through comparisons with data from the recent census. The correlation of projected census data and empirical data compiled for this study indicate a margin of error less than 5%. Data is broken down in detail by age, sex, education, income and occupation, where possible.

# WHBF

CBS FOR THE QUAD-CITIES

Rock Island, Moline, E. Moline, Ill.; Davenport, Ia.

Station WHBF, Rock Island, Illinois  
Attention: Mr. L. C. Johnson

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## Four ABC newsmen out; 'not budgetary'

The dismissal of four ABC news correspondents last week caused rumors in New York that the network's news chief, Jim Hagerty, had been the victim of a budget cut. Not so, Mr. Hagerty insists; on budgetary matters "the exact opposite, if anything, is the case." In a continuing reorganization of the operation "certain changes have to be made," he said. Mr. Hagerty took over ABC News in early 1961.

Dropped were John Edwards, Robert Lodge and David Nichols of the Washington bureau and Julian Anthony of the New York bureau. Mr. Hagerty said additional correspondents will be hired, though not necessarily to work in the bu-

reaus affected by the dismissals. It was revealed last week that ABC News soon will announce the appointment of the first Negro news correspondent to work for a tv network (BROADCASTING, Aug. 13).

With the dismissals' ABC's Washington news bureau will still have almost twice the number of employees it had before Mr. Hagerty took over (23 now, 12 then). The New York operation has increased its employee rolls by about 50% (about 125 now, about 75 then).

Mr. Hagerty said the network was "pleased" with sponsorship of news programs which, he said, is at a high for ABC and will be even higher in the fall.

## Film sales...

*Films of the Fifties* (Seven Arts Assoc.): Vol. 3 sold to WKTV (TV) Utica, N. Y.; KCEN-TV Temple, Tex.; WBTV (TV) Charlotte, N. C., and WFBC-TV Greenville, S. C. Now in 75 markets. KCEN-TV also purchased vol. 2 which is now in 101 markets.

*Boston Symphony Specials* (Seven Arts Assoc.): Sold to KGUN-TV Tucson, Ariz., and WKYT (TV) Lexington, Ky. Now in 22 markets.

*The Lone Ranger* (Telesynd): Sold to WRGB (TV) Schenectady, N. Y.; WLWD (TV) Dayton, Ohio; KSD-TV St. Louis; KCMO-TV Kansas City; KLZ-TV Denver; KCPX-TV Salt Lake City; KDKA-TV Pittsburgh; WRAL-TV Raleigh, N. C., and WMCT (TV) Memphis. Now in 70 markets.

*The Story of . . .* (Ziv-UA): Sold to State National Bank for KTSM-TV El Paso; Austin Savings & Loan Assn. for KTBC-TV Austin, both Texas; Tower Federal Loan & Savings, through Lincoln J. Carter for WSBT-TV South

Bend, Ind.; Arizona Public Service, through Jennings & Thompson for KIVA (TV) Yuma, Ariz.; Texas State Optical Co. through Erwin, Wasey, Ruthrauff & Ryan for WBAP-TV Ft. Worth; and to Nabob Foods Ltd. through James Lovick & Co. Ltd. for CJAY-TV Winnipeg, Man. Now sold in over 95 markets.

*Bomba, the Jungle Boy* (Allied Artists): Sold to WBAP-TV Ft. Worth; WCIV-TV Charleston, S. C.; WGN-TV Chicago; KCOP (TV) Los Angeles; WALA-TV Mobile, Ala.; WDSU-TV New Orleans; CKLW-TV Windsor-Detroit; WIS-TV Columbia, S. C.; WJFB-TV Augusta, Ga., and WRVA-TV Richmond, Va.

*90 Warner Bros. and Twentieth Century Fox Films* (National Telefilm Assoc.): Sold to KTRG-TV Honolulu, WBAP-TV Ft. Worth, WBEN-TV Buffalo, WHAC-TV Johnstown, Pa., and WDAY-TV Fargo. Now in 35 markets.

## INTERNATIONAL

## Danish police seize offshore radio ship

### GOVERNMENT CHARGES ILLEGAL COMMERCIAL BROADCAST

Danish police acting in international waters Thursday (Aug. 16) boarded and seized a radio ship, the *Lucky Star*, which the Danes say has been illegally beaming contraband commercials into their country.

Danish sources say the ship is registered to Lebanon. The Danish government has been tolerating the broadcasts from several ships for years, but a law passed this summer forbade Danes from investing in or buying time on "pirate radio." One ship ceased broadcasting

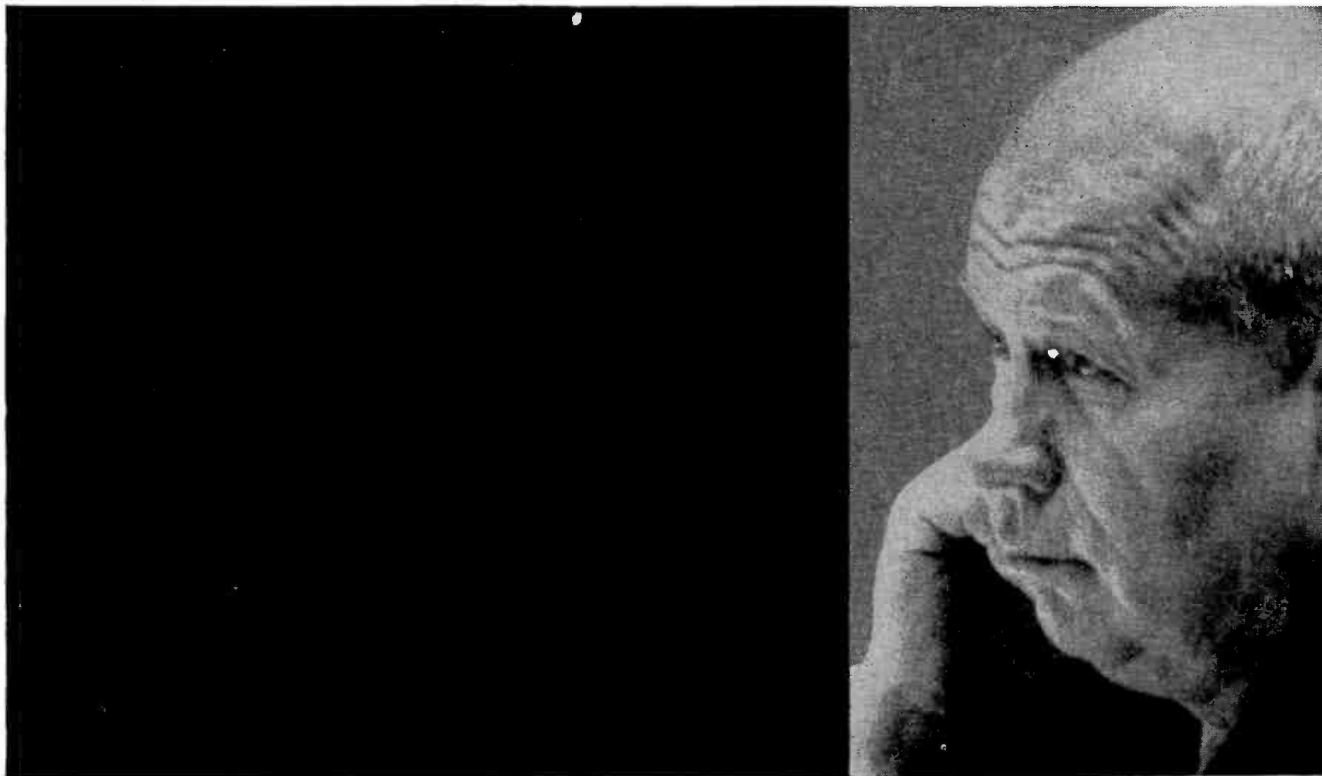
after the law was passed.

The programs reach major Danish and southern Swedish markets. Both governments oppose the broadcasts.

### CKLM plans start this month

CKLM is the call letters of a new am station at Montreal on 10 kw with 1570 kc, scheduled to go on the air this month. Mario C. Verdon is president and commercial manager of the planned fulltime station. Studios will

BROADCASTING, August 20, 1962



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## Newsman Herrington and boss meet in London

David C. Moore (r), president of Transcontinent Television Corp., New York, visiting American broadcast personnel, newsmen and wire service executives abroad, talks in London with Paul Herrington (l), newsman of WDAF-AM-FM-TV Kansas City, owned by Transconti-

nent, and Joseph C. Harsch (c), NBC News London correspondent. Mr. Harrington is the 1962 recipient of the Earl Godwin Memorial Award, given annually to an outstanding newsman of an NBC-affiliated station. It also includes a six-month assignment to NBC London.

be at 1184 St. Catherine St. W. Representatives are Paul L'Anglais, Inc., Montreal and Toronto, and Forjoe Inc., New York.

CKNL is the call letters of a new

station at Ft. St. John, B. C., with 1 kw day and 500 w night. CKNL is operated by Northern Lights Broadcasting Ltd.; John Skelly is manager and Mel Stevenson is commercial manager. Lorrie Potts & Co., is eastern Canadian representative with offices at Toronto and Montreal; western reps are A. J. Messner & Co., Winnipeg; and Radio Representatives of Canada, Vancouver.

## U.S. doesn't blanket overseas tv-Baruch

There is a misconception in this country that U. S. television film programs are blanketing the screens of foreign television stations, Ralph M. Baruch, director of international sales, CBS Films, told a meeting of the Brooklyn (N. Y.) Rotary Club last Wednesday (Aug. 15).

He blamed certain segments of the printed media for this misconception and in rebuttal cited the following: In Britain only 14% of the total air time on each of the two networks can be devoted to programs originating outside the Commonwealth; in Canada 55% of the schedule must be of Canadian content; in Japan only a limited amount of dollars can be expended for U. S. programs; in West Germany the stations have large staffs and ample facilities, and there is little incentive to buy American films; in Italy, only 149 hours out of 3,000 hours of air time in 1961 originated outside of that country.

Mr. Baruch indicated that criticism concerning the type and quality of programs exported abroad also is unjusti-

fied. He expressed the belief that the stations are most qualified to select the programs suitable for their viewers and it is not the role of the U. S. distributor to serve as "censors" by deciding which programs should or should not be offered to foreign tv outlets.

## Wales ITA tv station readies programming

The Independent Television Authority has begun broadcasting test transmissions from its Presley station in Pembrokeshire, Wales, the 19th built by the authority in just over eight years.

The area's estimated 595,000 people will be covered by the addition to Britain's commercial network. Wales (West and North) Television Ltd. starts programming Sept. 14.

Test transmissions have begun from the ITA's Fremont Point transmitter on the north coast of Jersey, one of the British Channel Islands off the coast of France.

It will cover an estimated 100,000 population living on the islands of Jersey, Guernsey, Herm and Sark. Programs begin Sept. 1 and will be produced by Channel Television Ltd., located at Rouge Bouillon, St. Helier, Jersey.

## Abroad in brief...

**Bermuda boost** - Bermuda stations ZBM-1 on 1235 kc and ZBM-2 on 1340 kc have boosted powers from 250 w to 1 kw. With the power increase, ZBM-1 has begun 24-hour-a-day service, according to its managing director, Walter Staskow.

## Telstar solo for RTF

One of the longest single Telstar programs to date took place Aug. 6 when Radiodiffusion-Télévision Française used the communication satellite to beam a 22-minute, 20-second program from New York to Paris. In New York, Jacques Sallebert, RTF representative in North America, conducted the broadcast from a terrace outside CBS News offices.

The live program, using the facilities of CBS-TV, showed the New York skyline, buildings and bridges, automobile and pedestrian traffic. Mr. Sallebert also interviewed two personalities in New York and one in Paris. A motion picture insert depicted the French influence in New York (French architecture, interior decor, a bookshop and a tour of French restaurants).

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SAVINGS AND  
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REPRESENTED NATIONALLY BY:  
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## ENGINEERS OKAY MERGER

**AIEE, IRE memberships approve union next Jan. 1, as Institute of Electrical & Electronic Engineers**

A merger agreement between the American Institute of Electrical Engineers and the Institute of Radio Engineers has been ratified by the voting members of the two groups, it was announced last Tuesday (Aug. 14). The voting by group: in AIEE, 29,464 yes, 4,383 no; in IRE, 36,221 yes, 5,489 no.

A 160,000-member worldwide organization named the Institute of Electrical & Electronic Engineers (IEEE) will be formed on Jan. 1, 1963, by the merger of the two leading engineering societies.

The merger agreement provides that the boards of directors of the two societies nominate a slate of 25 directors for the new organization, one to be de-

in January. A 14-man committee now planning IEEE's future also said last week that tentative plans have been outlined to organize the new organization into nine geographic regions, each to be represented by a director.

### Use of KNBC succeeds in military experiment

A regular am radio broadcast station has been used to maintain experimental teletype communications with radar picket ships more than 500 miles off the western coast of the United States without any interference to the regular programs broadcast by the station.

The facilities of KNBC San Francisco, a 50 kw clear channel station on 680 kc, were used to provide a one-way, single channel radio teletype circuit between Hamilton Air Force Base in California and the Naval Radar Picket ship *USS Finch*. The tests began Feb. 3 and continued 20 days. Accuracy of reception at the picket ship was virtually 100%, it was reported, and there was no interruption or degradation of the regular KNBC broadcast program. The technique is called Seecom, for "seaward extension environment communications."

This is the third use of regular am radio stations for use as emergency communications links, utilizing multiplex methods without impairment to regular programming. Last year, the FCC's Conelrad officials tested the mechanics of multiplexing am stations, using KDKA Pittsburgh. Earlier this year, a long haul overland test ran from Strategic Air Command headquarters in Omaha to a point outside Washington using five clear channel am stations (BROADCASTING, May 28).



Dr. Weber

signed president and another vice president.

Dr. Ernest Weber, president of Polytechnic Institute of Brooklyn, was nominated to serve as IEEE president. His name heads the list of 25 submitted for approval by the membership of the two groups. Dr. B. Richard Teare Jr., dean of the College of Engineering and Science, Carnegie Institute of Technology, Pittsburgh, and president of AIEE, was nominated vice president. Voting on the slate of nominees will end at 12 noon on Oct. 1.

Donald G. Fink, currently director of Philco Scientific Lab., Blue Bell, Pa., last month was named general manager of IEEE. He will assume his new duties

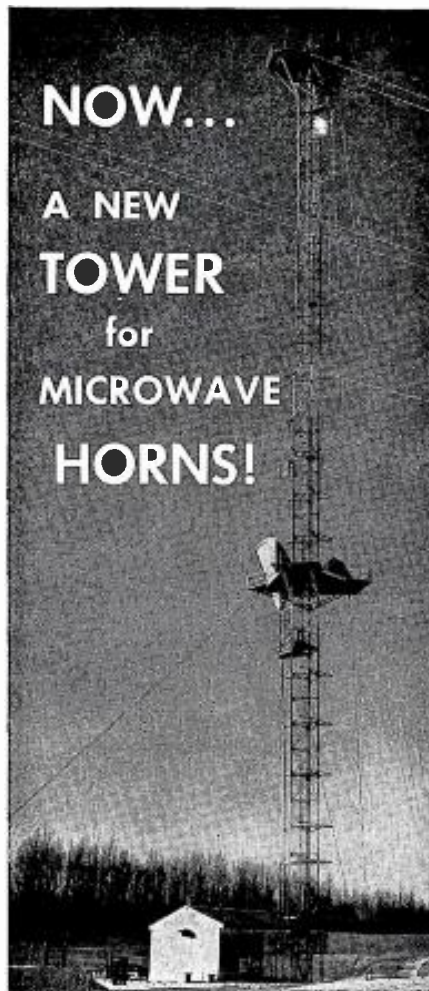
### Gates to construct portable radio gear

Gates Radio Co., Quincy, Ill., developer of an air-transportable broadcasting system, last week contracted with the U. S. Army Signal Corps to build the first one for delivery within 10 months.

Described as a "heli-portable broadcast system," it can be transported by helicopter and activated for broadcast to a civilian population or enemy forces within a few hours. It includes two 50 kw transmitters (one standard am, one shortwave), studio and control equipment, a 150-foot antenna tower that telescopes for flight and 21 "heli-huts,"

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So when you need special towers—for microwave, radio or scatter transmission—call upon Stainless. Their experienced staff can handle the whole job—from planning to installation.



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protective shelters which double as air-lift containers.

A special Army requirement—that the system be operable at elevations up to 12,000 feet—caused Gates to develop new standards in blowers to cool transmitter tubes, higher voltage insulation for wiring and other component protection, according to the manufacturer.

## Broadhead, associates reacquire Allied firm

Allied Record Manufacturing & Sales Co., Los Angeles, formerly owned by Daken K. Broadhead and associates, have been reacquired by that group from Precision Radiation Instruments (Tops Records), it was announced last week.

Mr. Broadhead, who headed the division for Tops, becomes president of Allied and has announced the firm is establishing sales representation in the East. The purchase includes a record pressing plant in Los Angeles, ownership of the Allied name and the custom accounts Allied has been handling in the West. A Belleville, N. J., plant included in the sale to PRI a year ago, is not part of this month's transaction.

Sam Salzman, with Allied since its beginning, resumes his former title, vice president in charge of manufacturing, and Jack Wagner returns to his post as vice president in charge of finance.

## Sylvania 1962 income up

The net income of Sylvania Electric Products Inc. for the first half of 1962 was nearly double the total for the same period a year ago, according to Donald C. Power, chairman of General Telephone & Electronics Corp., Sylvania's parent corporation.

Reporting this year's second quarter and first half revenues and income, Mr. Power said General Telephone & Electronics set new records in manufacturing sales, telephone revenues and net income for any comparable periods in the company's history.

For the first six months of 1962,

GT&E's consolidated revenues and sales totaled \$649,338,000, up 11% over the same 1961 period's \$585,119,000. Consolidated net income after federal and foreign taxes in the first six months of this year reached a record \$38,387,000 (52 cents per share), up 13% over the 1961 period's \$33,896,000 (46 cents per share).

## Light wave sending has tv possibilities

A group of West Coast scientists has successfully transmitted microwave signals, using light waves as the carrier.

The achievement was called the first step in making use of enormous wide-band potentialities of laser-produced "coherent" light for communications, including the potential of a single beam of light carrying a hundred million tv programs simultaneously.

The experiment successful took place Aug. 15 at Stanford U.'s Electronics Labs. The key to the demonstration was the development by the Stanford U. group of devices for demodulating the light beam. One of them is a microwave phototube, which Prof. Anthony E. Siegman of the Labs. likened to the first crystal receivers in the early days of radio.

The Stanford U. research is being supported by the Air Force and the U. S. Army's Signal Corps.

## Technical topics...

**Tv camera adjustor** ■ Tele-Measurements Inc., 72 N. Mitchell Ave., Livingston, N. J., announces a portable system, Tele-Pat, providing rapid and accurate sight evaluations and adjustments of all tv performance characteristics. Tele-Pat includes six 8 x 10-inch precision test slides and a test pattern illuminator.

**Audio oscillator** ■ General Radio Co., West Concord, Mass., has announced a new, transistorized audio oscillator capable of supplying a low-distortion signal stable in amplitude and frequency over a wide range of load

impedances. The Type 1311-A oscillator offers all switch-selected frequencies, ranging from 50 cps to 10,000 cps, all with an accuracy of plus or minus 1%. It sells for \$175 f.o.b., West Concord.

**Display oscilloscope** ■ An oscilloscope-monitor system to enlarge the display of laboratory precision phenomena—for remote viewing at a distance or by mass audiences—has been developed by Allen B. DuMont Laboratories, Clifton, N. J. Resolution of the large-screen indicator is 1,000 lines, finer than commercial tv images, says DuMont. The system is termed type 436.

**New recorders** ■ Tape recorders designed for industry and communications use have been developed in a new low-price series by Stancil-Hoffman Corp., 845 N. Highland Ave., Hollywood 38, Calif. The CR-100 series features a "motion memory sensor," which the manufacturer says permits the operator to change from any mode of operation without pausing at "stop." Tape spill or damage by operator error is "impossible," according to Stancil-Hoffman.

**Now in U. S.** ■ The Gray 3B Telejector, a 35-mm slide projector designed for use in tv (it superimposes two images alternately on one optical axis for lap dissolves and changes), is available in the U. S. for the first time in several years, according to its manufacturer, Gray Research & Development Co., Manchester, Conn.

**Big Buy** ■ Litton Industries Inc., of California, announces plans to purchase McKiernan-Terry Corp., of Harrison, N. J., an electronics manufacturer which owns two plants in New Jersey. McKiernan-Terry's 1962-63 sales volume will exceed \$15 million, according to Roy L. Ash, M-T president.

**Tv reception** ■ Electronics, Missiles & Communications Inc., New York, has released a new booklet called *Does Your Community Suffer From Weak Tv Reception?* The publication explains the use of tv translator systems in correcting problems of poor tv reception in certain areas of the country.

**New stereo gear** ■ Karg Laboratories Inc. introduces a new fm multiplex stereo signal generator, Model MX-1G, available as cabinet- or rack-mounted.

**New 16 mm sound** ■ Andre Debie, France, announces the Sinmor 16 camera is available in the U.S. (Andre Debie Mfg. Corp., 14-29 112 St., College Point 56, N. Y.). The Sinmor 16 features a patented V-gate eliminating the need for register pins, pressure plates, etc. and is equipped with an Angenieux 17 to 68 mm. zoom, magnetic sound, silent operation, according to its manufacturer.

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## BROADCAST ADVERTISING



Mr. Parker

**William R. Parker**, vp - administration, Ketchum, MacLeod & Grove, Pittsburgh, elected to board of directors, succeeding late **Howard B. Anderson**. **William J. Gillilan** and **William E. Pensyl**, KMG vps,



Mr. Gillilan



Mr. Pensyl



Mr. Phillips



Mr. Hunt

named to newly created position of senior vp. Mr. Gillilan is director of advertising service. Mr. Pensyl is coordinator of creative and media services. **William B. Phillips**, media director, and **Eugene F. Hunt**, creative supervisor, elected KMG vps.

**John C. Kelly**, founder of Kelly, Nason Inc., New York, named chairman of the board. **C. Montagu Miller**, who was with Young & Rubicam for 20 years before joining Kelly, Nason in January, elected vice chairman of the board, chairman of the executive committee and operating head of the agency. **James S. O'Doherty** elected president. **Howell E. Rees** elected vice president and secretary. **George Franjola** elected treasurer.



Mr. Colwell

elected vp and senior art director at Kudner.

**Thomas A. Stabile**, production manager, Sudler & Hennessey Adv., has joined Campbell-Ewald Co., New York, in similar capacity. **Charles Manno**,

tv commercial producer, N. W. Ayer & Co., has joined C-E's New York office as tv-radio producer.

**Victor F. Boero**, director of art at Fuller & Smith & Ross, Pittsburgh, named vp. Mr. Boero previously was with Ketchum, MacLeod & Grove, Pittsburgh, and The Rumrill Co.

**Raymond E. Parsons** elected chairman of board, Parsons, Friedmann & Central, Boston, which recently incorporated staff of original Sackel Co. Other officers elected: **Sol Sackel**, chairman of executive committee; **Ralph Schiff**, executive vp; **Richard E. Kann**, vp and account supervisor; **Gerald Baker**, vp and account supervisor; **Sumner Freedman**, vp and account executive; **Thoman Healy**, vp-art director; **Lyla P. Wiedeman**, vp-production.

**William La Cava**, president of William La Cava Assoc., New York, joins New York office of Foote, Cone & Belding Inc., Sept. 1, as senior producer in charge of tv commercial production department. He will succeed **Roger Pryor**, vp and senior producer, who retires in October. Mr. La Cava has headed his own tv commercial and industrial film production firm since April 1961. Previously, he was vp in charge of tv for Cunningham & Walsh four years, and tv producer at McCann-Erickson from 1956-57. Mr. Pryor, who has not disclosed future plans, joined FC&B in 1947 as tv producer. He had been prominent stage and motion picture actor, band leader and radio program narrator before starting agency career.



Mr. La Cava



Mr. Pryor

**Raymond B. Prochnow**, vp and west coast manager of Glenn Advertising, Texas-based agency, for past nine years, joins Enyart & Rose, Los Angeles, as vp and chairman of the plans board.

**R. Bruce Oliver**, formerly advertising assistant, John Hancock Mutual Life Insurance Co., Boston, joins Kenyon & Eckhardt, that city, as account executive. **William H. McIntosh**, assistant account executive at K&E, Boston, has been promoted to account executive.

**Richard Hartwell** joins Eckels & Co., Boston, as account executive with spe-

cial assignment in research and development related to radio.

**James Cammisa**, former associate product manager, General Foods Corp., has joined Sullivan, Stauffer, Colwell & Bayles, New York, as account executive.



Mr. Attack

**Arthur W. Attack**, account executive, named vp in charge of radio and television department Gillham Advertising Agency, Salt Lake City. **Lowell R. Jackson**, previously with David W. Evans & Assoc., appointed account executive, and **Gerald L. Pulsipher** joins the research department of Gillham.

**Gwendolyn L. Dargel**, staff member of media department of Foote, Cone & Belding, Chicago, promoted to chief timebuyer. She replaces **Genevieve M. Lemper**, retiring after career of 35 years with that agency.

**Pat Moekle**, formerly advertising manager for Aeronutronic Division of Ford Motor Co., Newport Beach, Calif.,

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joins Fuller & Smith & Ross, Los Angeles, as account executive.

**Millie T. Trager**, national advertising and pr director, Hazel Bishop Inc., New York, appointed creative director, Cole, Fisher & Rogow, Beverly Hills, Calif.

## THE MEDIA



Mr. Philpot

**Robert E. Philpot**, director of sales services, CBS-TV, New York, appointed sales coordinator for CBS-TV sales department. **Richard N. Burns**, contract manager-network sales, named director of contracts and assistant business manager succeeding **Richard H. Low**, who has joined Young & Rubicam. **Julian J. Linde**, associate contract manager, succeeds Mr. Burns.

**Charles Velona** resigns as sales traffic manager, KTLA (TV) Los Angeles, for similar position at KTTV (TV), that city. **Mike Volpe** promoted to KTTV national sales department after two years in KTTV merchandising department. Mr. Volpe will maintain liaison between the two departments in addition to working with client representatives, brokers and sales agents of national accounts. **Larry Zeman** re-

## CBS Radio affiliates elect three

CBS Radio Affiliates Assn. has elected directors for three districts of organization: **William A. Robert**, vp and general manager, KRLD Dallas, is new director of District 8, replacing **A. R. Hebenstreit**, KGGM Albuquerque, N. M. **Lee Fondren**, station manager and director of sales,

**KLZ Denver**, is new director of District 7, replacing **E. K. (Joe) Hartenbower**, KCMO Kansas City, who will become *ex-officio* member. **Westerman Whillock**, president and general manager, KBOI Boise, Idaho, was re-elected director of District 9 of the association.

signs as assistant media supervisor for Gardner Advertising Co., St. Louis, joins Chicago office of KTTV as account executive.



Mr. Menke

**Don Menke**, manager of WFBM-TV Indianapolis, promoted to manager of stations for WFBM-AM-FM-TV effective Sept. 2. Mr. Menke has been with WFBM for 20 years and is president of Indianapolis Ad Club, president-elect of the Indiana Heart Assn. and vp of Indiana Broadcasters Assn. **Henry Franz**, manager of WFBM for past three years, resigns, effective Sept. 7, to become general manager of Indianapolis division of Bonsib Inc., Ft. Wayne advertising agency. **Robert Flanders**, director of engineering, appointed manager of WFBM-Muzak, replacing **Shirl K. Evans Jr.**, resigned, as manager of WFBM-FM and WFBM-Muzak.

**Hollis Francis** rejoins WJAG Norfolk, Neb., as sales manager after 12 years. Mr. Francis will assist in national sales for sister stations KVSH Valentine and KCSR Chadron, both Nebraska. **Harlan Prauner**, of programming and sales department, promoted to local sales manager at WJAG.

**Richard J. Wall**, KCMO Kansas City retail sales department, appointed KCMO-FM sales manager.



Mr. Swingle

**Cy Swingle**, former local sales manager of WCKR Miami, promoted to general sales manager. Mr. Swingle is former general manager of WDRF Chester, Pa.

**George S. Milroy**, WDTM (FM) Detroit sales manager, appointed national sales manager. His responsibilities will include representation of QXR Network in Detroit area. **William H. Aaron Jr.** appointed local sales manager.

**Dick T. Hollands** appointed to newly created post of manager of personnel,

Triangle Stations. Mr. Hollands will continue on special assignments for the radio and television headquarters in Philadelphia. He was director of budgets and financial planning at NBC until 1959 when he joined NBC International as tv operations consultant in Argentina. He joined Triangle in September 1961. **Martin Colby**, account executive of Triangle Stations, promoted to newly created post of eastern tv sales manager. He will supervise Triangle national spot sales in New York-New England area. Triangle Stations are WFIL-AM-FM-TV Philadelphia, WFBG-AM-FM-TV Altoona-Johnstown and WLYH-TV Lebanon-Lancaster, all Pennsylvania; WNBH-AM-FM-TV Binghamton, N. Y.; WNHG-AM-FM-TV Hartford-New Haven; and KFRE-AM-TV, KRFM (FM) Fresno.

**Rex Morgan**, WFIL-AM-TV Philadelphia personality, appointed director of special events for WFIL stations. Mr. Morgan will continue his daily tv program (*The Rex Morgan Show*) but will drop his radio program Aug. 31.



Mr. Kirk

**John S. Kirk**, account executive and assistant sales manager, WABC-TV New York, appointed sales manager. Mr. Kirk joined WABC-TV in April 1956.

**Abe Jacobowitz**, director of engineering

for Communications Industries Corp., Newark, N. J., has been elected vp. CIC owns WJRZ-AM-FM Newark; WEOK Poughkeepsie, N. Y.; WACE Springfield-Chicopee, Mass.; WKST New Castle, Pa.; and WKST-TV Youngstown, Ohio.

**Tom Bigler**, program and news director of WILK-TV Wilkes-Barre, Pa., joins WNEP-TV, same city, as director of news and public affairs.

**David L. Rush** joins news staff of WRC and WRC-TV Washington. Mr. Rush formerly was with WTOP Washington, WDSC Dillon, S. C., WAYN Rockingham, N. C., and WSJS Winston-Salem, N. C.

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Mr. Kirkwood  
at WIL, succeeds Mr. Kirkwood as news director of station.

**Tom Parrington**, national sales manager, appointed assistant manager of WKY-TV Oklahoma City.

**Bob Yochim**, local-regional sales manager of WKBW-TV Buffalo, N. Y., joins KYA San Francisco as sales development director.



Mr. Cowlan

**Nelson Kirkwood**, news director of WIL St. Louis, appointed national news director for Balaban Radio, including WRIT Milwaukee and KBOX Dallas as well as WIL. **Gene Hirsch**, morning news editor

at WIL, succeeds Mr. Kirkwood as news director of station.

**Bert Cowlan**, member of Westinghouse Broadcasting Co.'s program board for past four years, has been named director of community relations for Westinghouse-owned WINS New York.

**Jerry M. Landay**, currently based at Westinghouse Broadcasting Co.'s Washington, D. C. news bureau, moves to New York as news director of WINS New York, WBC station.

**Lee Schulman**, program director of KING-TV Seattle, named chairman of National Emmy Awards Committee of the National Academy of Television Arts and Sciences for second consecutive year.

**Robert F. Fuzy**, formerly operations manager for WOSU-AM-TV Columbus, and closed circuit television at Ohio State U. telecommunications center, named general manager of KVCR-FM-TV San Bernardino, an etv station, and chairman for the division of telecommunications at San Bernardino Valley College.

**William J. McCarter**, former program director and assistant general manager, WHYY-TV Philadelphia (etv station) has been named development officer of National Educational Television & Radio Center, New York.

**Kirby Ayers** appointed executive producer of *At Your Service* programs on WCBS New York. He will supervise production on Martha Wright, Ed Joyce, Bob Maxwell and Allen Gray shows.

**Arthur Barron**, editorial supervisor, creative projects, NBC News, has joined Metropolitan Broadcasting Television, New York, as director of creative programs.

## AP unit elects

One new member and three incumbents have been elected to 16-man board of directors of Associated Press Radio & Television Assn. New member is **Tom Bostic**, president, KIMA Yakima, Wash. Incumbents re-elected are **Tom Eaton**, vp in charge of news, WTIC Hartford, Conn.; **Robert E. Schmidt**, general manager KAYS Hayes, Kan., and **Dwight Martin**, vp, WDSU-TV New Orleans.

**Irwin Rosten**, producer-writer of documentaries at KTLA (TV) Los Angeles, promoted to executive editor of news and public affairs. He takes over administrative duties of **Clete Roberts**, editor-in-chief, and **George Lewin**, news director, who will devote fulltime to news gathering and reporting.

**Warren (Woody) Wooden** named program director of WBRD Bradenton, Fla. Mr. Wooden previously was with WINQ Tampa, WYSE Lakeland, and WJCN Sebring, all Florida.



Mr. Morrow

**W. Forrest Morrow**, former WSJV-TV South Bend, Ind., program-production manager, named operations manager. **James E. Blacklaw** promoted from assistant production manager to production manager.

**Bill Williams**, assistant program director at WNEP-TV Scranton-Wilkes-Barre, promoted to program manager.

**William F. Asip**, account executive, ABC Radio, New York, to sales department of CBS Radio, that city, in same capacity.

**Chuck Breece**, disc jockey and program executive at WFBM Indianapolis, Ind., joins WAVI Dayton, Ohio, in similar capacity.

**J. Herbert Altschull**, former AP reporter, correspondent and overseas bureau chief (Bonn), joins KING Seattle as news analyst. Mr. Altschull will also be affiliated with KING-TV's special features department and serve as panel member of *What's the Story*, weekly tv program.

**Keith McBee**, news director of WJZ-TV Baltimore and **Christopher Young**, motion picture and television documentary writer, join news and public affairs department, WMAL-AM-FM-TV Washington, D. C.

**Ray Townsend**, newscaster, named director of news and public affairs, KSL-TV Salt Lake City. Mr. Townsend formerly was director of news operations at KSL radio.

**Veronica Lake**, former Hollywood actress, signed as hostess of WJZ-TV Baltimore's *Festival of Stars* beginning Sept. 8. Miss Lake will introduce the feature films.

**Arch H. McDonald**, WTOP Washington account executive, named local sales manager for WRC, same city.

**Robert F. Bartusch** promoted from sales manager to station manager at WHHM Memphis. Mr. Bartusch joined WHHM sales staff in 1960. **Edgar W. Willis** joins WHHM as assistant manager.

**Howard Hamrick**, formerly salesman for WQXL Columbia, S. C., and program director at WIS, that city, joins WNOK-TV, also that city, as salesman.

**James E. Fesperman** named national and regional sales manager of KFDF Ft. Smith-Van Buren, Ark.

**Ken Warren**, WCAW Charleston, W. Va., and **Bob Harper**, WJRL Rockford, Ill., join WING Dayton, Ohio.

**Ken Parker** promoted to news director, WPTR Albany, N. Y.



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**Ellis Marvin Sconyers**, formerly news director at WLUK-TV Green Bay, Wis., named director of news and public affairs for WEBR-AM-FM Buffalo.

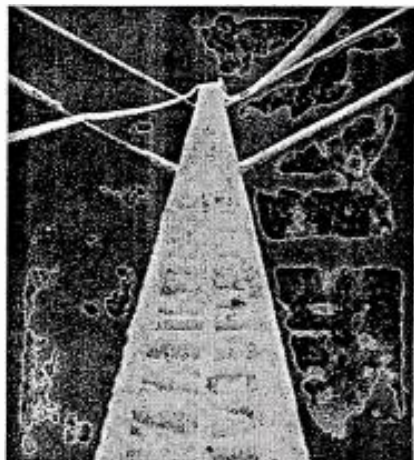
**Duane Franceschi**, former producer-director with WQED (TV) Pittsburgh and production manager for WNED-TV Buffalo, named program manager for WFSU-TV Tallahassee, Fla. etv station. **John Wilmott** and **James Kohlberg**, both commercial producer-directors, promoted to producer-directors. **Frank Wiele**, former videotape engineer at WQED, named to same position at WFSU-TV.

**Mrs. Jean R. Lange**, former overseas correspondent for Radio Free Europe and director of public relations for the Montclair Art Museum, N. J., joins KLRN (TV) San Antonio as community coordinator. Mrs. Lange will direct fund raising for the community-owned, non-commercial etv station, as well as produce special programs.

**Thomas F. Camp** joins news department at WTOP-AM-FM-TV Washington, D. C. Mr. Camp recently served six months with U. S. Marines.

## ROHN TOWERS STAND THE TEST!

Heavy ice loading, coupled with high winds, is the severest of all tests for a tower. It PROVES sturdiness and sound engineering. Below is a ROHN Communication Tower that clearly withstood such a test.



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"Pioneer Manufacturer of  
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REPRESENTATIVES WORLD-WIDE

**Alan Herbert**, former newsman for WHIO-TV Dayton, Ohio, and once with WLWD (TV), that city, returns to WLWD news staff. Mr. Herbert joined WLWD in 1955, left in 1957 to work for the Air Force, and joined WHIO-TV in 1958.

**Patricia L. Wright**, research director, KHJ-TV Los Angeles, appointed research manager of KTTV (TV) same city.

**Jerry Turner**, WXEX-TV Richmond, joins WJZ-TV Baltimore as announcer. **Ted Wehe** named WJZ-TV weather-caster.

**Lee Noble**, writer-producer, named assistant director of public affairs department, KRON-TV San Francisco.

**John Lupton**, formerly of WCAU Philadelphia and WGAR Cleveland, named air personality at WFTL-AM-FM Ft. Lauderdale, Fla.

## DEATH

(**David**) **Ford Bond**, 57, one of radio's better-known pioneer announcers, a consultant to Republican political campaigns and a radio-tv producer, died Wednesday (Aug. 15) in St. Croix, V. I. Mr. Bond, speaker and consultant for Cities Service Co. from 1930-53, was a sports announcer who covered the World Series and other events. He was broadcasting consultant for former Gov. Thomas E. Dewey, late John Foster Dulles and former President Dwight D. Eisenhower. Before his retirement from broadcasting, Mr. Bond was president of Ford Bond Productions Inc. and owner of Ford Bond Advisers. He left broadcasting in 1953 to become a builder in the Virgin Islands. Surviving are his widow, Mrs. Vedah Fry Ellard; Mrs. Jack Hart and Miss Harriette Virginia Ellard, daughters; and two grandchildren.

## PROGRAMMING



Mr. Eskew

**R. T. Eskew**, southern division manager, United Press International, Atlanta, appointed to newly created position of executive sales manager of UPI, New York.

**Wayne C. Sargent**, UPI business manager in Southern California, Arizona and Southern Nevada, will succeed Mr. Eskew in Atlanta.

**Daniel H. Welkes**, former vp in tv

department at MCA Talent Ltd. has joined tv division of General Artists Corp., New York, as general executive.

**Robert F. Oakes**, technical director, Mars Broadcasting Inc., Stamford, Conn., named production systems director. **Charles E. James**, production engineer, WIL St. Louis, has joined Mars as chief engineer. (Mars produces feature material for radio stations.)

**Mike Kraft**, formerly vp in charge of sales and creative services at Wilbur Streech Productions, commercial and industrial films, has joined MGM Teledios, New York, as account executive.

**Robert Earle**, former air personality, WKTV (TV) and WIBX, both Utica, N. Y., named moderator of *G-E College Bowl*, CBS-TV Sunday, 5:30-6 p.m. EDT. He succeeds **Allen Ludden**. Mr. Earle is also former chairman of radio-tv department of Ithaca College.

**James Bradley, Jr.**, four-year-old jazz drummer, recently signed to three-year contract with Paramount Television.

**Art Spivak**, formerly of the Beacon Audio News New England sales department, promoted to commercial manager. Mr. Spivak formerly was with WSOR Windsor, Conn., WERS Boston, and Regent Adv., Boston.

**Dick Birkmayer**, former head of tv commercial department of MCA Artists Ltd., and **Harry C. Bell**, president of Nirene Production Corp., announce formation of B. & B. Management Assoc., to handle talent; with headquarters beginning next month at 65 W. 66th St., New York City.

**Frederick L. Gilson**, manager of St. Louis office of CBS Films Inc., named to newly created position of assistant international sales manager.

**Nora Ahern** joins **Fielder Cook** and

**MEN WHO READ  
BUSINESS PAPERS  
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ABP

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Franklin Schaffner's The Directors Co. as production assistant. Directors is producing seven tv specials for DuPont next season.

**Frank Nugent**, motion picture writer, signs with Selmur Productions Inc. on new series tentatively titled *Land of the Wild*, to be produced by Larry Lansburgh. Writer of *The Quiet Man*, *Mister Roberts*, and other films, Mr. Nugent is currently working on *Donovan's Reef* for John Ford.

## EQUIPMENT & ENGINEERING

**George Harder**, national accounts manager of Weber Inc., Chicago, named sales manager of new components division which will market stereo, tape, disc and other audio gear nationally.

**Paul R. Breen** appointed manager of radio development department and acting manager of the digital development department, Government Products Div., Adler Electronics Inc., New Rochelle, N. Y. Mr. Breen has been serving as manager of product planning since joining Adler in 1961.

**Arthur L. Peck**, director of manufacturing, elected vice president, manufacturing-engineering-research, Hawley Products Co., St. Charles, Ill. (loud-speakers).

**William H. Kroll**, technical supervisor for Indiana U. in closed circuit teaching operations, appointed assistant professor of radio and tv at the university. Mr. Kroll worked with Indiana Bell Telephone Co. on a closed circuit system

## Young writers sign five-year Revue contract

On the strength of a single episode they wrote for NBC-TV's new Monday night series, *It's a Man's World*, two 24-year old tv writers have been signed to a five-year contract by Revue Studios.

The writers, William Blinn and Michael Gleason, whose previous tv credits were one sale to *Laramie* (NBC-TV) and one to *Rawhide*

(CBS-TV), wrote an episode for the new NBC-TV series called "I Count My Life in Coffee Cups."

Under their new contract, the writers must submit at least three scripts a year to *It's a Man's World*, after which they may write for other shows.

*It's a Man's World* begins on NBC-TV Sept. 17.

which permits discussion between instructor and students in separated classrooms.

## ALLIED FIELDS

**Frank P. Model**, former director of public relations for Sackel-Jackson Co., Boston, now managing partner of Model & Co., new Boston firm specializing in corporate and financial pr. Company's office is at 46 Fayette St. Phone: Hancock 6-5046.

**Dr. James A. Bayton**, psychology professor, Howard U., Washington, appointed vp of Universal Marketing Research, affiliate of Alfred Politz Research Inc., New York.

**Janice Carrel** joins Richards Assoc., Washington pr firm, as account executive.

**Howard Haines**, publicist with Arthur P. Jacobs Co., New York, appointed director of television department.

## INTERNATIONAL

**Thomas B. J. Atkins**, former national sales manager of CTV Television Network Ltd. (Canada), named general sales manager responsible for all domestic and U. S. sales. Mr. Atkins joined CTV at inception of eight-station private network last year after resigning as supervisor of national selective sales with CBC.

**Henri Veilleux**, head of production of CHRC Quebec City, to program director. **Jacques Morisset**, formerly of CKRB St. Georges de Beauce, Que., to production chief of CHRC.

**J. Barry Mahool Jr.**, former deputy director of Radio Free Europe and production supervisor with Voice of America, appointed deputy director of Radio Liberty of American Committee for Liberation. Mr. Mahool will be at network's main programming studios in Munich, Germany.

## FANFARE ©

### A subtle 'kicker' in KVIL's prizes

A muted note may attract more attention than a fanfare, a quiet voice more than a drumbeat.

KVIL-AM-FM Dallas thinks so. A subdued prize-giving promotion, begun in March and slated for four weeks, went 10 weeks. And, according to the station, it netted 10,000 replies even though it was "accompanied by no bal-lyhoo or promotion other than a few terse announcements made on the air."

The station's initial offer was a Mexican dinner for two, which drew 50 replies. The prize winner was startled to find the "dinner for two" was at the Fontana Restaurant in Mexico City, complete with a three-day all-expense-paid trip via Mexicana Airlines.

In the same manner, KVIL offered a ladies belt (later revealed to be attached to a Christian Dior gown). Other prizes subtly offered included framed \$100 bills, a \$250 men's wardrobe, stereo sets, tv consoles, 600 pounds of



### KCOP(TV) Los Angeles pitches fall shows

Executives of KCOP (TV) Los Angeles flew to Chicago for one of several presentations the station is pitching about its fall program line-up. A cocktail party preceded the presentation, attended by 150 Chicago area agency executives. Edward

Petry & Co., KCOP national representatives, was co-host. Talking business are (l-r) Bill Stein and Jim North, BBDO buyers, John Hopkins, KCOP general manager, and Jim Warner, who also is a buyer at BBDO.



### 'Old fashioned bargain day' gets added boost

The three Springfield, Ill., radio stations, WCVS, WMAY and WTAX-AM-FM, pooled their sales and promotion efforts last month to give downtown merchants' "Old Fashioned Bargain Days" an impetus that was missing when the store owners relegated radio to a minor role for a similar promotion in 1961.

"One of the most magnificent promotions I have seen anywhere," said John E. Vrooman, executive secretary of the Springfield Central Area Development Assn. Mr. Vrooman said a survey of 11 representative

stores showed a sales increase of 33% over last year's effort."

Sales teams representing the three stations cooperatively presented advertising programs to downtown merchants. Each station programmed old fashioned music during the principal shopping day, July 20, and broadcast from remote facilities on the city square. WTAX built a simulated "Big Mike" and its disc jockeys rode a bicycle-built-for-five (see picture). WMAY originated its broadcasts from an old prairie schooner and WCVS used a trailer.

top quality beef, 50 pounds of Lady Borden's ice cream (contained in a General Electric upright freezer), and vacations to Arkansas, San Antonio and Las Vegas.

The contest, "originally intended only as a station promotion, grew to unsuspected heights as an audience-builder," KVIL says.

### CTV pushes campaign to sell daytime shows

CTV Television Network Ltd., Canada's privately-owned network, is "blitzing" advertisers and agencies in a campaign to sell daytime national television in general, and a 90-minute program

block in particular.

The network seeks to focus attention on daytime programming with its DST campaign (Daylight Selling Time), directed by Tom Atkins, CTV network general sales manager. The slogan accompanies post-card teasers and in-person flip-card presentations being pitched an average of five times a day in Toronto and Montreal, according to CTV.

The 90-minute Monday-Friday block, which begins Sept. 24, consists of three half-hours: *Here's Looking at You*, *People in Conflict* and *Line 'Em Up*.

CTV pioneered daytime network telecasting in Canada last year.

### WEJL, 'Scranton Times' seek zoo replacements

WEJL Scranton and the *Scranton Times*, the station licensee, are offering \$5,000 to replace an elephant and tiger who are in poor health at the Nag Aug Park Zoo there. The newspaper and WEJL helped the zoo purchase two elephants and a tiger in the past.

In another community effort, WEJL on Tuesday (Aug. 21) will honor 125 children who have won first places in city playground activities this summer. After a special broadcast of individual award presentations and interviews, the station will be host to the youngsters at a local hotel and at a feature movie.

### Drumbeats...

**Rating contest** ■ Radio time buyers are being urged by WAPE Jacksonville, Fla., to estimate what the station's next rating by Hooper may be. The closest guess is worth \$100, and 10 runners-up will win radios. The contest ends Aug. 31.

**Lock up** ■ The promoters of a new film, "Birdman of Alcatraz," are getting publicity in Ohio by locking up local disc jockeys in theater lobbies and offering prizes to patrons who find the proper key to free the "birds." Recently caged: Steve Kline, WCKY Cincinnati, and Bob Holliday, WING Dayton.

**Trophy winner** ■ Tom Griffiths, KYW Cleveland, won the Soap Box Derby Oil Can Trophy for the second year in a row, outrunning other area radio and tv personalities.

**All the tea in...** ■ WKBW-TV Buffalo gave away a portable swimming pool to a listener who won a Salada Instant Tea contest seeking estimates of the amount of tea needed to fill the pool, displayed at a local shopping center.

**'Perspective' prize** ■ An essay contest based on *Perspective in Greatness*, a series sponsored by Hansen-MacPhee Engineering Co., Waltham, Mass., New England Volkswagen distributor, on

United Press International  
Facsimile Newspictures and  
United Press Movietone Newsfilm  
Build Ratings





WNAC-TV Boston and WJAR-TV Providence, drew support from secondary school educators in the area and entries from high school juniors and seniors. Scholarship winners were Jane Rotman (BROADCASTING, July 30), of Blemont, Mass., and Preston Gray Harris, Providence.

**Wax stacks afloat** ■ WAVY Norfolk donated recordings from its library to the special services section of the U.S.S. Enterprise when the big nuclear-powered vessel and its 4,500-man crew sailed for fleet duty in the Mediterranean area this month. Periodic shipments of other recordings are promised, said Dick Paul, station promotion director.

**Who's on third?** ■ Denver radio personalities played a volunteer benefit ball

game at Bears Stadium Aug. 4. Proceeds were contributed to the Salvation Army Red Shield Youth Center Fund, that city.

**Wind watchers** ■ The approach of the hurricane season, of special concern in the South and Gulf regions, finds WSB Atlanta offering free hurricane information and tracking charts.

**Meat the press** ■ Packages of two-foot five-pound Hebrew National salamis, received last week by tv editors, contained message from Westinghouse Broadcasting Co. inviting them to sample Steve Allen's favorite salami while watching the *The Steve Allen Show*.

**Dutch treat** ■ The Bonsal Military Marching Band of Woodbury, N. J.,

achieved its \$28,000 goal with the help of WIP Philadelphia which broadcast a fund-raising appeal to help the band travel to the World Music Festival in Holland early this month—the only military marching band invited to represent the U. S. WIP asked listeners "to give the Dutch an American treat."

**Back to school** ■ WLOL Minneapolis-St. Paul is urging high school students not to drop out. Featuring messages on the advantages of earning a diploma, the "Stay in School" campaign includes statements from area businessmen, interviews and news specials.

**Pinch hitters** ■ Lou Gordon, WXYZ Detroit news commentator, is on vacation, but his 6:25 p.m. show is being handled by guest commentators selected from community leaders.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 9 through Aug. 15 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*—educational. Ann.—Announced.

#### New tv stations

Jenkintown, Pa.—William L. Fox—Granted cp for new tv station on uhf ch. 29 (560-566 mc); ERP 21.9 kw vis., 11.8 kw aur. Ant. height above average terrain 270 ft., above ground 210 ft. Estimated construction cost \$78,156; first year operating cost \$120,000; revenue \$150,000. P.O. address Benson-East, Jenkintown. Studio and trans. location Jenkintown. Geographic coordinates 40° 05' 16" N. Lat., 75° 07' 43" W. Long. Type trans. GE TT20-A; type ant. RCA TFU-24-DL. Legal counsel Percy H. Russell, Washington, D. C., consulting engineer Joseph A. Pelletier, Philadelphia. Mr. Fox is sole owner and is owner of WIBF-FM Jenkintown. Waived Sec. 3.613 (a) of rules. Action Aug. 15.

#### APPLICATIONS

El Centro, Calif.—Tele-Bcstrs. of California Inc.—Vhf ch. 7 (174-180 mc); ERP 1.907 kw vis., .945 kw aur. Ant. height above average terrain 13.5 ft., above ground 147 ft. Estimated construction cost \$53,126; first year operating cost \$100,000; revenue \$110,000. P.O. address 100 California St., San Francisco. Studio and trans. location El Centro. Geographic conditions 32° 47' 35" N. Lat., 115° 32' 32" W. Long. Type trans. Gates BT500 CH; type ant. Jampro JAT4/7. Legal counsel Cohen & Marks, Washington, D. C., consulting engineer A. E. Towne & Assoc. Inc., San Francisco. Principals: applicant is corporation of more than 50 stockholders, with H. Scott Killgore having 50.1%. Applicant is licensee of following stations WPOP Hartford, Conn., KUDL Kansas City, KALI San Gabriel, Calif., KOFY San Mateo, both California, and KZON Tolleston, Ariz. Ann. Aug. 10.

Hattiesburg, Miss.—Newforte Inc. Uhf ch. 17 (488-494 mc); ERP 13.8 kw vis., 7.7 kw aur. Ant. height above average terrain 332.6 ft., above ground 375.79 ft. Estimated

construction cost \$103,228; first year operating cost \$120,000; revenue \$150,000. P.O. address 302 Hemphill St., Hattiesburg. Studio and trans. location Hattiesburg. Geographic coordinates 31° 20' 03" N. Lat., 89° 19' 08" W. Long. Type trans. GE TT20-A; type ant. GE TY-24-C. Legal counsel Sebe Dale Jr. Columbia, Miss., consulting engineer Odes E. Robinson, Biloxi, Miss. Principals: Jerry A. Fontenberry (95%) and Sebe Dale Jr. (5%). Dr. Fontenberry is stockholder of WFFF Columbia, and WFOR Hattiesburg, both Mississippi. Mr. Dale Jr. is attorney and minor stockholder in same stations. Both are applicants for new fm station in Hattiesburg. Ann. Aug. 14.

#### New am stations

##### ACTIONS BY BROADCAST BUREAU

Jacksonville, Ark.—Jacksonville Bestg. Inc.—Granted cp for new am station on 1500 kc, 1 kw-D; remote control permitted. P. O. address 204 North James, Jacksonville. Estimated construction cost \$12,979; first year operating cost \$29,000; revenue \$41,000. Principals: Melba A. Rice (51%), Kenneth P. Wilson, C. S. Dupree, and B. Fred Thompson (each 16.33%). Action Aug. 15.

Blue Earth, Minn.—Faribault County Bestg. Co.—Granted cp for new am station on 1560 kc, 250 w-D; remote control permitted. P. O. address c/o Clifford L. Hedberg. Estimated construction cost \$25,868; first year operating cost \$38,000; revenue \$40,000. Principal: Clifford L. Hedberg, sole owner. Action Aug. 15.

#### New fm stations

##### ACTIONS BY BROADCAST BUREAU

Hemet, Calif.—Ramona Bestg. Co.—Granted cp for new class A fm stations on 105.5

mc, 660 w. Ant. height minus average terrain 263 ft. P. O. address Box 1076, Hemet. Estimated construction cost \$8,050; first year operating cost \$1,000; revenue \$1,000. Principals: Robert B. Griffin (52%), Paul O. Sprague (32%) and Robert T. Griffin (16%). Each have same interests in KHSJ Hemet, Calif. Action. Aug. 15.

\*San Jose, Calif.—State of California, San Jose State College—Granted cp for new non-commercial educational fm station 90.7 mc, 85 w. Ant. height minus average terrain 170 ft. P. O. address San Jose. Action Aug. 15.

\*Spring Arbor, Mich.—Spring Arbor College.—Granted cp for new non-commercial education fm station on 89.3 m, 10 w. Ant. height above average terrain 57 ft. P. O. address Spring Arbor. Estimated construction cost not applicable as equipment is being given to college; first year operating cost \$2,400. Principals are board of trustees members. Action Aug. 15.

\*Cedarville, Ohio—The Cedarville College—Granted cy for new noncommercial fm station on 88.1 mc, 10 w. Action Aug. 15.

Bayamon, P. R.—Antilles Bestg. Corp.—Granted cp for new class C fm station on 100.7 mc, 20 kw. Ant. height above average terrain 97 ft. P. O. address Box 5627, San Juan. P. R. Estimated construction cost \$17,609; first year operating cost \$3,000; revenue \$6,000. Principals: Julio M. Ortiz and Clement L. Littauer (each 50%). Applicant corporation is licensee of WRSJ, Bayamon. Action Aug. 15.

#### APPLICATIONS

Hattiesburg, Miss.—Newforte Inc. 97.9 mc, ch. 250, 15.35 kw. Ant height above average terrain 296 ft. P.O. address 302 Hemphill St., Hattiesburg. Estimated construction

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### Negotiators For The Purchase And Sale Of Radio And TV Stations Appraisers • Financial Advisors

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531



cost \$21,000; first year operating cost \$25,000; revenue \$30,000. Principals: Jerry A. Fontenberry (95%) and Sebe Dale Jr. (5%). Dr. Fontenberry is major stockholder of WFFF Columbia, and WFOR Hattiesburg, both Mississippi. Mr. Dale Jr. is attorney and minor stockholder in same stations. Both are applicants for new tv station on ch. 17 in Hattiesburg. Ann. Aug. 13.

St. Louis, Mo.—The Pulitzer Publishing Co. 107.7 mc, ch. 299, 100 kw. Ant. height above average terrain 849 ft. P.O. address 1111 Olive St., St. Louis. Estimated construction cost \$63,000; first year operating cost and revenue to be figured with am and tv operation. Principals: applicant company is complex of individuals and other firms having ownership interests. The Pulitzer publishing Co. is licensee of KSD-AM-TV. Ann. Aug. 13.

Monroe, N. C.—Union Bcstg. Corp. 96.3 mc, ch. 242, 6.13 kw. Ant. height above average terrain 176 ft. P.O. address Box 590, Monroe. Estimated construction cost \$13,611; first year operating cost \$10,000; revenue \$18,250. Principals: Frank A. Funderburk, James A. Laney, Robert I. Smith, and William D. Benton (each 25%). Applicant corporation is licensee of WMAP Monroe and WNOS High Point, both North Carolina. Ann. Aug. 14.

Youngstown, Ohio—Audio-Trends Inc. 107.5 mc, ch. 298, 20 kw. Ant. height above average terrain 240.4 ft. P.O. address 3459 Black Oak Lane, Youngstown 11. Estimated construction cost \$24,150; first year operating cost \$24,000; revenue \$54,000. Principals: Daniel J. Ryan (37.72%), Harry J. Lynch (37.72%), and 14 others holding small interests. Mr. Ryan is announcer for WBBW Youngstown and Mr. Lynch owns free-lance sales firm. Ann. Aug. 9.

Ponce, P. R.—Ponce Bcstg. Corp. 95.1 mc, ch. 236, 2.6 kw. Ant. height above average terrain minus 41 ft. P.O. address Box 1526, Ponce. Estimated construction cost \$15,345; first year operating cost and revenue are none above am operation. Principals: Charles E. Cordero, Drs. J. G. and C. Scarno, Dr. Luis F. Scala, and J. H. Conesa (each 20%). Applicant is licensee of WLEO Ponce. Ann. Aug. 14.

## Ownership changes

### APPLICATIONS

KDB-AM-FM Santa Barbara, Calif.—Seeks assignment of cp and license from Lucie Menard and Ruby Goldwater (each 50%), d/b as KDB Bcstg. Co., to Lucie Menard (100%), tr/as same company. Consideration \$40,000. Station is assignee's only interest. Ann. Aug. 13.

WWDC-AM-FM Washington, D. C.—Seeks transfer of control of the licensee corporation from Leslie Katz and Benjamin Strouse (93.24%), as executors of estate of Joseph Katz, deceased, to Ruth K. Strouse, Leslie Katz, and Richard Katz (each 31.08%). No financial consideration involved. Mr. L. Katz is vp and director of WMBR-AM-FM Jacksonville. Fla. Mr. R. Katz is director of same station and Mrs. Strouse is treasurer. Ann. Aug. 9.

WMBR-AM-FM Jacksonville, Fla.—Seeks

assignment of license from Leslie Katz and Benjamin Strouse (93.24%), as executors of Joseph Katz, deceased, and Mr. Strouse, in own interest, (6.76%), d/b as WWDC Inc., to Charles E. Smith (100%), tr/as Smithco Bcstg. Inc. (Contingent upon approval of transfer of control of Atlantic Coast Bcstg. Corp. from George H. Clinton and Dorothy H. Marks to Mr. Smith.) Consideration \$400,000. Mr. Smith will be sole owner of WMTA-AM-FM. Ann. Aug. 9.

KIPA Hilo, Hawaii—Seeks transfer of control of licensee corporation from Jedd McClatchy and Thomas J. MacBride, co-executors of estate of Alan H. Pollock, deceased, to John P. and Gordon Pollock (each 50%), as beneficiaries of will. No financial consideration involved. Mr. G. Pollock is owner of general contracting firm and Mr. J. P. Pollock is attorney. Ann. Aug. 15.

WEFA-FM Waukegan, Ill.—Seeks assignment of cp from Edward C. Fritz Jr. (100%), d/b as individual, to Goldie B. Luftig and Suzanne P. Victor (each 50%), d/b as WEFA Inc. Consideration \$1,500. Mr. Luftig is vp and stockholder of building firm and Miss Victor is student. Ann. Aug. 14.

WPON Pontiac, Mich.—Seeks assignment of license from Lansing Bcstg. Co. (53.65%), Edward E. Wilson (33.25%), John C. Pomeroy (9.75%), and William J. Hart (3.4%), d/b as Chief Pontiac Bcstg. Co., to H. Allen Campbell (54.6%), George W. Trendle (40.9%), and George W. Trendle Jr. (4.5%), d/b as WPON Inc. Consideration \$400,000. Mr. Trendle is president-treasurer of 3 corporations of undisclosed natures, Mr. Campbell is vp and general manager, and Mr. Trendle Jr. is secretary and practicing attorney. Ann. Aug. 13.

KIMB Kimball, Neb.—Seeks acquisition of positive control of licensee corporation from Wyman N. and Willa M. Schnepf (jointly 50%) by Norton E. and Diana H. Warner (jointly 100%). Consideration \$6,000 to Mr. and Mrs. Schnepf. Mr. and Mrs. Warner have no other business interests. Ann. Aug. 15.

WRON Roncerverte, Va.—Seeks transfer of control of licensee corporation from James A. Venable (84.18%) to Betty Ann Venable (84.18%). No financial consideration involved. Mrs. Venable is presently vp and commercial manager of station. Ann. Aug. 14.

KRAL Rawlins, Wyo.—Seeks assignment of cp and license from William C. Grove (31.6%), Wm. C. Grove Inc. (38.8%), Winfield C. Grove (25%), and Eva R. Grove (4.5%), d/b as Rawlins Bcstg. Co., to Malcolm D. Wyman (28.9%), Jack Rosenthal and Edward H. Weinberg (each 28.5%), Donald E. Hoffman (9.2%), and Jeanette Maxwell (4.9%), tr/as Northern Wyoming Bcstg. owner of assignee corporation Radio Twelve-Forty Inc. Consideration \$52,250. Northern Wyoming Bcstg. Corp. is licensee of KBBS Buffalo and owns 100% of Wyoming Bcstrs. Inc., licensee of KASL Newcastle, both Wyoming. Ann. Aug. 13.

## Hearing case

### INITIAL DECISIONS

■ Hearing Examiner Chester F. Naumo-

wicz Jr. issued initial decision looking toward granting application of Alexander Broadcasting Inc., for new daytime am station to operate on 880 kc, 250 w, in Taylorsville, N. C. Action Aug. 10.

### OTHER ACTIONS

■ By memorandum opinion & order, commission granted petition by NAB and extended time from Aug. 31 to Oct. 1 to file comments and from Sept. 17 to Oct. 16 to file replies in response to further notice of proposed rulemaking adopted on July 25 in fm allocation proceeding. Commission stated: "In view of obvious need for resolving this proceeding as soon as possible, in absence of extraordinary circumstances not now foreseen no further extension of time for filing comments in response to further notice will be granted. In meantime, commission's staff will continue work on tentative Table of Assignments referred to in further notice, and this will be issued when it is ready. If this tentative table is issued before comments and replies in response to further notice can be received and considered, such comments and replies will be carefully considered (along with more specific comments relating to proposed assignments) in connection with preparation and adoption of any final table." Action Aug. 13.

■ Commission on August 10 extended time from Aug. 13 to Sept. 13 to file comments and from Aug. 27 to Sept. 27 to file replies in matter of amendment of Sec. 2.405 of rules pertaining to operation of stations during emergencies and addition of new Secs. 3.98, 3.298, 3.597 and 3.670 relating thereto. Action Aug. 10.

■ Commission gives notice that June 18 initial decision which looked toward granting applications of Crawford County Bcstg. Co. for new am station to operate on 1540 kc, 500 w, D, DA, in Bucyrus, Ohio, and Airon Inc., for new station on same frequency with 250 w, D, in Decatur, Ind., condition and presumise operations with daytime facilities precluded pending final decision in Doc. 14419 became effective Aug. 7 pursuant to Sec. 1.153 of rules. Action Aug. 9.

## Routine roundup

### ACTIONS ON MOTIONS

By Acting Chief Hearing Examiner Jay A. Kyle

■ Scheduled prehearing conference for Sept. 27 and hearing for Nov. 5 in proceeding on applications of Charles County Bcstg. Inc., Dorlen Bcstg. Inc., and Radio Vienna for new am stations in LaPlata, Waldorf, Md., and Vienna, Va. Action Aug. 8.

■ Scheduled prehearing conferences and hearings in the following am proceedings on dates shown: Sept. 27 and Nov. 14: Rounsaville of Miami Beach Inc., to move main studio of station WFUN South Miami, to Miami Beach, Fla.; Sept. 27 and Oct. 29: Western Bcstg. Co. (KOLO), Reno, Nev., and KWES Bcstg. Co., Ceres, Calif. Action Aug. 8.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Hershey Bcstg. Inc., Hershey, Pa. for leave to amend its fm application to reflect change in the officers of applicant and of officers and directors of its sole stockholder, Hershey Estates; application in consolidated hearing with Reading Radio Inc., Reading, Pa. Action Aug. 9.

By Hearing Examiner Millard F. French

■ Granted petition by Speidel Bcstg. Corp. of Ohio, and extended time from Aug. 14 to Aug. 31 to file reply findings and conclusions in proceeding on its application and that of Greene County Radio for new am stations in Kettering and Xenia, all Ohio. Action Aug. 10.

■ On own motion, cancelled dates agreed upon at May 7 prehearing conference concerning future conduct of proceeding on applications of GROSSCO Inc. and The Valley Bcstg. Co. for new fm stations in West Hartford and Ansonia, Conn.; cancelled Sept. 11 hearing and scheduled prehearing conference for that date. Action Aug. 10.

■ Closed record in proceeding on am application of Fifth Market Bcstg. Inc. (WGSM), Huntington, N. Y., and ordered proposed findings to be filed by Aug. 31 and reply findings by Sept. 10. Action Aug. 7.

By Hearing Examiner Jay A. Kyle

■ Granted request by KDIA Inc. (KDIA),

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Oakland, Calif., and changed date for exchange of engineering exhibits from Sept. 15 to Oct. 15 in proceeding on its am application. Action Aug. 10.

■ Denied petition by Kenton County Bcstg. for dismissal of application of Covington Bcstg. Co.; applications are for new am stations in Covington, Ky., and are consolidated for hearing with Massillon Bcstg. Inc., for new station in Norwood, Ohio. Action Aug. 10.

■ Scheduled further prehearing conference for Sept. 5 in proceeding on am applications of Sheffield Bcstg. Co., and J. B. Falt Jr., both Sheffield, Ala. Action Aug. 7.

By Hearing Examiner Chesler F. Naumowicz Jr.

■ Granted petition by Broadcast Bureau and extended time from Aug. 10 to Aug. 17 to file proposed findings and from Aug. 20 to Aug. 27 to file replies in proceeding on application of Williams County Bcstg. System for new am station in Bryan, Ohio. Action Aug. 9.

By Hearing Examiner Herbert Sharfman

■ Upon request by Broadcast Bureau and without objection by applicants, extended time from Aug. 30 to Sept. 20 to file initial proposed findings and from Sept. 7 to Oct. 10 for replies in proceeding on applications of Central Coast Tv and Santa Maria Telecasting Corp., for new tv stations to operate on ch. 12 in Santa Maria, Calif. Action Aug. 10.

#### ACTIONS BY REVIEW BOARD

■ By order in Jacksonville, Fla., tv ch. 12 proceeding, granted motion by Florida-Georgia Tv Inc., for leave to file reply brief of not more than 63 pages (plus appendices). Action Aug. 9.

■ Granted petition by Rockland Bcstg. Co., Blauvelt, N. Y., and extended time to Aug. 20 to file opposition to Broadcast Bureau's motion to enlarge issues in consolidated am proceeding in Doc. 14510 et al. Action Aug. 9.

■ Granted petition by Inter-Cities Bcstg. Co., and extended time to Sept. 7 to file exceptions in proceeding on its application for new am station in Livonia, Mich. Action Aug. 9.

■ Granted motion by KLFT Radio Inc.,

and extended time to Aug. 20 to file response to petition by John A. Egle to enlarge issues in proceeding on their applications for new am stations in Golden Meadow, La. Action Aug. 9.

#### BROADCAST ACTIONS by Broadcast Bureau

##### Actions of Aug. 14

■ Granted renewal of license for following: Des Moines, Iowa, KEFC (FM) Waco, Tex.; KGFF Shawnee, Okla.; KGFV Kearney, Neb.; KIXL Dallas, Tex.; KJIM Fort Worth, Tex.; KOMA Tulsa, Okla.; KSEK Pittsburgh, Kan.; KSOK Arkansas City, Kan.; KPSA San Antonio, Tex.; KTXJ Jasper, Tex.; KWFM (FM) Minneapolis, Minn.; KWFT Wichita Falls, Tex.; WATN Watertown, N. Y.; WFMJ Youngstown, Ohio; WGL Ft. Wayne, Ind.; WIBW WIBW-TV Topeka, Kan.; WJBM Jerseyville, Ill.; WKMF Flint, Mich.; WNAM Neenah, Wis.; WOOD-TV Grand Rapids, Mich.; WORA-FM Mayaguez, P. R.; WQRS-FM Detroit, Mich.; WWOD-FM Lynchburg, Va.; K71AD, K74AI, Cococino Tv Inc., Flagstaff, Ariz.; K70BT, K78AS, K83AB, Santa Rosa Chamber of Commerce, Santa Rosa, N. M.

■ WSND-FM Notre Dame, Ind.—Granted license for noncommercial educational fm station.

■ WWWB-FM Jasper, Ala.—Granted license for fm station.

■ WERE-FM Cleveland, Ohio—Granted license covering use of old main trans. as alternate-main trans. with ERP 40 kw.

■ KMAK Fresno, Calif.—Granted licenses covering use of broadcasting trans. as main trans. daytime and alternate-main trans. nighttime; and use of broadcasting trans. as main trans. nighttime auxiliary trans. daytime.

■ WCOL Columbus, Ohio—Granted license covering use of alternate main trans. as auxiliary trans.

■ WHKP-FM Hendersonville, N. C.—Granted license covering decrease in ERP.

■ \*WVKC (FM) Galesburg, Ill.—Granted license covering change in frequency.

■ WITN Washington, N. C.—Granted license covering installation of new trans. (specify type trans.) as auxiliary trans. at main trans. site with DA-N.

■ KGHL Billings, Mont.—Granted remote control operation; conditions.

■ K09AM, K11AK Heber, Utah—Granted cps to change ERP to 10.45 w, type trans. and make changes in ant. system; and change ERP to 10.2 w, type trans. and make changes in ant. system.

■ K78AW, K82AN, K74BM Carroll, Iowa—Granted cps to change type trans. and make changes in ant. system; and mod. of cp to change type trans. and make changes in ant. system.

■ Granted licenses for following vhf tv translator stations: K10AB, (and change primary station location to Dickinson, N. D.); Richland Tv Club, Sidney, Mont.; K08CR, K10DC, K12CP, Danville Tv Assn., Danville, Wash.; W07AB, Sam S. Broach, Big Stone Gap, Va.; K11AN, K13AR, Glacier County Tv Club Inc., Cut Bank, Mont.; K08AW, K10BF, K12BD, K00skia Lions Club Inc., K00skia, Mont., and specify type trans. for K08AW and K12BD; K11BO, K13BG, Belle Fourche Tv Club, Belle Fourche, S. D.; K09CI, K11CO, K13CN, Park City Municipal Corp., Park City, Utah; K06AO, K08AT, City of Cabool, Cabool, Mo.; K03AR, K08CD, K10CJ, K02BJ, K04BE, K05BC, K09CJ, K11CC, K13CP, Iron County, Parowan, Enoch, Cedar City and Iron Springs, all Utah; K06AZ, K11BZ, Cody Tv Club, Cody, Wyo.; K09CE, Powder River Tv Assn., Weston, Wyo.; K13AX, Philip Tv Assn., Philip, S. D., and specify type trans.; K09DQ, Pinkham Mountain Tv Club, Glen Lake area, Mont.; K10DN, Helena Free Tv Assn., Helena and Helena Valley, Mont.; K10BP, Shields River Free Tv Assn., Clyde Park, Wilsall, and upper Shields River, Mont.; K09EH, K11EO, Baker Electric Coop. Inc., Cando, N. D.; W07AA, W09AA, Porkie Mts. Tv Inc., White Pine, Mich.; K06BP, Paisley Tv Inc., Paisley, Ore., and specify type trans.; K08CZ, Park River Commercial Club, Park River, N. D.; K11EB, Lead Tv Co-op, Lead, S. D., and specify type trans.; K10CQ, Townsend Tv Club, Townsend, Mont., and specify type trans.; K02AK, Rock Lake Tv Booster Club, Inc., Rock Lake, N. D., and specify type trans.; K13DW, Town of Akron, Akron, Colo., and specify type trans.; K07CW, Rodeo Tv Assn., Rodeo, N. M.; K06CM, Russell Tv Club Inc., Russell, Minn.

■ Granted licenses covering use of old main trans. as auxiliary trans. at main trans. site for following stations: WEST Easton, Pa., with remote control operation; WMIX Mt. Vernon, Ill., with non-DA and remote control operation; KAML Kenedy-Karnes City, Tex.; WFTR Front Royal, Va.

■ Granted licenses covering installation of new trans. for following stations: WERE-FM Cleveland, Ohio; WPTW-FM Piqua, Ohio; KAML Kenedy-Karnes City, Tex.

■ Granted cps to replace expired permits for following new vhf tv translator stations: K02AQ, K13BY, Plainview Tv Booster Committee, Plainview, Neb.; K09AV, Swan Hill Tv Club Inc., rural area of Swan River and Swan Lake, Mont., specify ERP as 25.9 w and make changes in ant. system; K11CH, Birney Tv Club, Birney, Mont.

■ K13DO Yosemite National Park, Calif.—Granted mod. of cp to change primary station to KNTV (TV), ch. 11, San Jose, Calif., and make of transmission line.

■ K02BS Cabin Creek and Dotsero, Colo.—Granted mod. of cp to change type trans. and make changes in ant. system.

■ K02CB Craig and Maybell, Colo.—Granted mod. of cp to change type trans. and make changes in ant. system; condition.

■ K09FB, K06AL, K10AK, K12AK Gunnison, Jack's Cabin and Crested Butte, all Colorado—Granted mod. of cps to change frequency to ch. 9, type trans. and changes in ant. system; and change type trans.

■ K08DY, K10EL, K12DP Dryden, Wash.—Granted mod. of cps to change frequency to ch. 8 and type trans.; change frequency to ch. 10 and type trans.; and frequency to ch. 12 and type trans.

■ National Bcstg. Inc., New York, N. Y.—Granted extension of authority to July 14, 1963, to transmit or deliver tv programs to stations under control of The Canadian Bcstg. Corp. or to any licensed tv station in Canada, whether or not such programs are network programs and whether or not they pass through NBC's regular chain facilities; condition.

■ Granted licenses for following am stations: KQYX Joplin, Mo., condition; KATR Eugene, Ore., and specify main studio location and remote control point.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WHLS Port Huron, Mich.; WCOL Columbus, Ohio; WJET Erie, Pa.; WFTR Front Royal, Va., and specify

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## BROADCASTING

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type trans. (main); WMIK Mt. Vernon, Ill., install DA-D, new ground system and delete remote control operation (main); WJOL Joliet, Ill., and specify trans. as main trans. daytime and old main trans. as main trans. nighttime.

K11AE, K13CU Newcastle, Wyo.—Waived Sec. 1.323(b) of rules and granted cps to replace expired permits for new vhf tv translator stations.

WJOL Joliet, Ill.—Granted license covering use of old main trans. as auxiliary trans. daytime and new trans. as auxiliary trans. nighttime at main trans. site.

#### Actions of Aug. 13

\*WAMF (FM) Amherst, Mass.—Granted license covering installation of new ant.

KXRX San Jose, Calif.—Granted license covering use of main-nighttime trans. as auxiliary-daytime trans. and main-daytime trans. as auxiliary-nighttime trans.

WXCN (FM) Providence, R. I.—Granted license covering change in ant. trans. and studio locations, installation of new ant. and trans., changes in ant. system and ERP, with remote control operation.

WBBW Youngstown, Ohio.—Granted license covering changes in ant. system.

WBCK Battle Creek, Mich.—Granted license covering use of old main trans. as alternate-main trans. nighttime and as auxiliary trans. daytime at main trans. site.

WNNJ-FM Newton, N. J.—Granted license covering installation of new trans. as alternate-main trans.

KWIZ Santa Ana, Calif.—Granted license covering installation of old main trans. as auxiliary trans.

WRLB (FM) Long Branch, N. J.—Granted license covering installation of new ant. system, increase in ERP and ant. height.

WHHH Warren, Ohio.—Granted license covering changes in nighttime DA pattern.

WKBR Manchester, N. H.—Granted license covering installation of new trans. and changes in DA system.

W73AC Clarks Summit, Dalton and Waverly, Pa.—Granted license covering change in ERP and type trans. for uhf tv translator station.

KMSO-TV Missoula, Mont.—Granted cp to install auxiliary ant. system at main trans. and ant. site.

American Bestg.—Paramount Theatres Inc., San Francisco, Calif.—Granted cp for new low power station to operate with .65 w; condition.

WUPY (FM) Miami, Fla.—Granted mod. of cp to change trans., ERP to 19 kw, ant. height to 145 ft., type ant. and location.

KATC (TV) Lafayette, La.—Granted mod. of cp to change type trans., type ant., ERP to 55 kw aural with 100 kw vis., specify studio location, make changes in ant. system and equipment and change ant. height to 1000 ft.; condition.

■ Granted licenses for following fm stations: WRKT-FM Cocoa Beach, Fla.; WNFM (FM) Naples, Fla., and specify type trans.; KCWS-FM, Ellensburg, Wash.

■ Granted licenses covering use of old main trans. as auxiliary trans. at main trans. site for following stations: WHCC Waynesville, N. C.; WBBE Macon, Ga., with remote control operation from studio; KPOF Denver, Colo.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KWIZ Santa Ana, Calif., change to DA-2, make changes in ground system and ant., and delete remote control; KMHL Marshall, Minn.; KBMW Breckenridge, Minn. and Wahpeton, N. D.; KLLA Leesville, La., and change remote control point; WEAS Savannah, Ga.; WLSH Lansford, Pa., install DA and make change in ground system (DA-D); WHCC Waynesville, N. C., and specify type trans. (main).

■ Granted licenses covering installation of new trans. for following stations: WLOA-FM Braddock, Pa.; KPOF Denver, Colo.; KPDN Pampa, Texas; WCNO (FM) Canton, Ohio; WCBY Cheboygan, Mich.; WWST-FM Wooster, Ohio; WKLS (FM) Atlanta, Ga.

■ Granted cps replacing expired permits for following new vhf tv translator stations: K05AK, K08BF, K13BQ, Black Hills Ordnance Depot Civilian Welfare Tv Club, Igloo, S. D., and delete Civilian Welfare Tv Club from applicant's name; K02BF, K13CG, Burlington Chamber of Commerce Inc., Burlington, Colo.; K02BR, K04BL, K05BI, Escalante Tv Assn., Escalante, Utah; K02AT, K11BU, Elkton Tv Assn., Elkton, Ore.

■ Granted mod. of cps to change type trans. for following stations: WHHL Holly Hill, S. C.; K07DS, Toketee Falls Improvement Club, Toketee Falls, Ore.

■ Following stations were granted extensions of completion dates as shown: KJAZ

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, August 15

|    | ON AIR           | CPS | TOTAL APPLICATIONS |
|----|------------------|-----|--------------------|
| AM | 3,686            | 56  | 668                |
| FM | 959              | 42  | 181                |
| TV | 883 <sup>1</sup> | 76  | 124                |

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, August 15

|                | VHF | UHF | TOTAL TV |
|----------------|-----|-----|----------|
| Commercial     | 471 | 91  | 562      |
| Non-Commercial | 42  | 17  | 59       |

## COMMERCIAL STATION BOXSCORE

Compiled by FCC June 30

|                                                 | AM    | FM    | TV               |
|-------------------------------------------------|-------|-------|------------------|
| Licensed (all on air)                           | 3,686 | 955   | 484 <sup>2</sup> |
| Cps on air (new stations)                       | 59    | 57    | 76               |
| Cps not on air (new stations)                   | 141   | 179   | 83               |
| Total authorized stations                       | 3,886 | 1,012 | 654 <sup>2</sup> |
| Applications for new stations (not in hearing)  | 438   | 112   | 46               |
| Applications for new stations (in hearing)      | 10    | 14    | 51               |
| Total applications for new stations             | 448   | 126   | 97               |
| Applications for major changes (not in hearing) | 436   | 91    | 34               |
| Applications for major changes (in hearing)     | 45    | 10    | 13               |
| Total applications for major changes            | 481   | 101   | 47               |
| Licenses deleted                                | 3     | 1     | 0                |
| Cps deleted                                     | 1     | 3     | 0                |

<sup>2</sup>There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. <sup>1</sup>Includes one STA.

(FM) Alameda, Calif., to Oct. 15; WSBA-FM York, Pa., to Sept. 15; WYDD (FM) New Kensington, Pa., to Jan. 16, 1963; WHSM Hayward, Wis., to Dec. 8; KYNO Fresno, Calif., to Oct. 1; KTYM Inglewood, Calif., to Sept. 20; KOBY Tucson, Ariz., to Nov. 5; KBRL McCook, Neb., to Sept. 15; KCEY Turlock, Calif., to Sept. 20; WCHI Chillicothe, Ohio, Oct. 15; WEUP Huntsville, Ala., to Nov. 1; KFMB San Diego, Calif., to Jan. 30, 1963; WYNE Baton Rouge, La., to Jan. 3, 1963; KRAD East Grand Forks, Minn., to Sept. 24; KLHS Lordsburg, N. M., to Dec. 26; KGLE Glendive, Mont., to Sept. 15; WLBK Lebanon, Pa., to Oct. 22; KCEE Tucson, Ariz., to Oct. 2; KIRV Fresno, Calif., to Sept. 15; KGON Oregon City, Ore., to Dec. 5; KCOK-TV Tulare, Calif., to Feb. 7, 1963; WGTI (TV) Philadelphia, Pa., to Jan. 30, 1963.

#### Actions of Aug. 10

WCNT, Southern Illinois Bestg. Corp., Centralia, Ill.—Granted assignment of licenses to Four County Bestgs. Inc.; consideration \$155,000.

WTIK Taylorsville, N. C.—Granted license for am station.

WMT Cedar Rapids, Iowa—Granted license covering installation of trans. at main trans. site for auxiliary purposes only, with remote control operation.

WNNC Newton, N. C.—Granted license covering installation of trans. at main trans. site for auxiliary purposes only, with remote control operation.

KDEE Albuquerque, N. M.—Granted license covering change in hours of operation, installation of DA-N, change in ant.-trans. location and changes in ground system.

WSGW Saginaw, Mich.—Granted license covering increase in daytime power and installation of new trans. (main).

WTAL Tallahassee, Fla.—Granted license covering change in ant.-trans. location.

KCPN (FM) St. Louis, Mo.—Granted license covering installation of new trans.

WLOB-FM Portland, Me.—Granted cp to

Continued on page 103

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• All other classifications 30¢ per word—\$4.00 minimum.

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APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted

New am-fm station, Fort Atkinson, Wisconsin now hiring complete staff except manager. Excellent opportunity in sales and news. Area applicants preferred. Target date in October. Reply to Box 287, Monroe, Wisconsin.

### Management

Manager Eastern N. Carolina. 1 kw ratings high. Building, equipment ultra-modern. Resume, photo to H. A. Epperson, Sr., Ararat, Va.

Wanted manager-salesman or manager-engineer small town radio station. Apply to: F. K. Graham, P. O. Box 554, Vidalia, Georgia.

### Sales

Salesman - announcer. Michigan station. Small market. Big opportunity. Salary plus commission. Send resume, references. Box 949M, BROADCASTING.

St. Louis . . . Good salesman, proven sales background. Management experience, or ready. Top independent, multiple chain, good salary plus, please write fully. Box 141P, BROADCASTING.

Buffalo area station has opening for self-starter capable of taking over department. Further opportunities for right man. Box 185P, BROADCASTING.

Salesman. Dominant station major midwest market. Must be creative, aggressive and intelligent. A real hustler. Good background. Potential \$18,000.00 upward for right man. Box 189P, BROADCASTING.

Experienced salesman for permanent position. Send full details and photo to WPAG, Ann Arbor, Michigan.

Progressive-minded adult station, Midwest, is interested in you if you can supply better-than-average sales ability. Announcing experience and ability necessary. Start with 7-10 a.m. announcing schedule, remainder of day sales until you build sales base. Apply only if you wish to become permanent in a growing Midwest market. Resume and requirements to Box 215 P, BROADCASTING.

Opportunity for aggressive sales manager. Virginia daytime. Earnings unlimited for conscientious worker. Send full particulars to Box 217P, BROADCASTING.

Dominant station in three hundred thousand metro area seeking aggressive local salesmen. Send complete resume to, Mort Cantor, Sales Director, WIRL, Peoria, Illinois.

Oregon. Salesmen interested in relocating in Oregon are needed, including combination announcer-salesman. Write Karl Nestvold, Oregon Association of Broadcasters, Box 5025, Eugene, Oregon.

Executive Salesmen, management experience, proven sales background. Full-time travel, (home weekends), protected localized territory. Residence in territory required; preference given residents of 3 available territories; "New England states—Eastern New York;" "North Dakota-South Dakota-Minnesota-Wisconsin;" "Nebraska-Iowa-Kansas-Missouri;" Openings immediately, personal interviews required. Extensive field training provided. Salary, commission—incentive plan. Earnings unlimited. Major Medical, other benefits. Resume, references, pic; Community Club Awards, Westport, Connecticut.

## Help Wanted—(Cont'd)

### Announcers

Good music station in central Ohio needs strong staff announcer. For late afternoon shift. Prefer veteran. Box 41P, BROADCASTING.

Play-by-play sports announcer who can take over sports department of medium market station. If you can produce there is a good future for you with our multiple station group. Combination sportsman-salesman also considered. Rush tape, picture, resume, and salary requirements. Box 91P, BROADCASTING.

Opportunity knocks for good idea man who is strong on production and runs a tight board at multiple ownership station. Upper midwest number one pulse and Nielsen modern music station is seeking man with these qualifications. Box 115P, BROADCASTING.

Top-rated station in major midwestern market needs d.j. tapes for immediate opening and future reference. Modern quality format. Bright sound, but no screamers. Must have three years' experience, know production and own a good voice. Send air check, photo and background to Box 241P, BROADCASTING. References will be checked. Tapes will be returned.

Mature air personality who is interested in continuity or sales. Permanent position for right man interested in growth with progressive group. Send full particulars first time to Box 216P, BROADCASTING.

Air personality-production. You must be a quality-voiced mature, REAL personality, not a Top 40 screamer, who will fit with a moving, swinging "current pops and album" format sans rock-and-roll. You should be able to build a loyal audience with your personality and identification with local events and people. And we hope you'll want to settle down in our Southeast Metro Market. If you can create good production commercials and promotions and supply new and fresh ideas, we'll start talking at \$525 dollars a month. But the sound of your taped audition and the care you exhibit in preparing your resume will determine if we'll ask you to visit us and talk about more. Send your tape, resume, expected salary and photo to Box 223P, BROADCASTING.

New Jersey, experienced announcer-newsman. Adult music station. Salary commensurate will ability. Send tape, and resume, salary requirements. Box 150P, BROADCASTING.

Energetic manager, good opportunity, small investment required, northern station, salary \$7200 to \$10,800. Box 230P, BROADCASTING.

Announcer, first phone required, no maintenance. Midwest. Excellent salary, send-tape and resume. Box 125P, BROADCASTING.

Experienced announcer with first phone. Swinger wanted for N.E. Tennessee daytime. No maintenance. Box 136P, BROADCASTING.

Opening anticipated for good, experienced announcer seeking long-term position with well established station in Midwest. We are AM-FM-TV, and although opening is radio, some TV possible if interested. Adult delivery and above average voice quality essential. Many opportunities for person with genuine professional interest. Tape, photo, resume to Box 184P, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

Immediate opening. Newsman. Newsreel camera experience desirable. Basic reporting, news writing position. Combined radio-tv operation. No air work to start. Journalism background, degree or experience necessary. Box 187P, BROADCASTING.

Mature announcer. Some sales. Splendid opportunity. AM/FM station, emphasizing adult music, local news, in good community. Send tape, photo, details. Rod Cupp, Manager, KOFO, Ottawa, Kansas.

Announcer, immediately. Combo board classical music station. Must be good on classics, commercials, edit read news. No youngsters, floaters. \$80. Start for 45 hours. Send tape, resume, references. KSHE, St. Louis 26, Missouri.

Immediate opening young single announcer. Experience preferred, but training qualifications will also be considered. KVWM, Show Low, Arizona.

Announcer for regional adult audience. 1st class ticket preferred but not vital. Excellent chance for advancement in multiple ownership operation. Fringe benefits. Contact Derwood Carn, PD. WALM Albion Marshall, Michigan.

An announcer in addition to our staff. Good music operation. Send tape and resume to: Radio Program Director, WANE Radio, Ft. Wayne, Indiana. Please no phone calls.

Mature responsible announcer with 1st ticket. Grow with us in northeastern Michigan resort area. Contact Manager, WIOS, Tawas City, Michigan.

Immediate opening for experienced top 40 dj with 1st phone. Salary open for real swinger. No phone calls . . . send tape and resume . . . all tapes will be returned . . . your inquiry confidential. WLOF Radio, P. O. Box 5756, Orlando, Fla.

Need 1st phone announcer-news-caster for only AM-FM station in area of University of Michigan, Ann Arbor. Emphasis on adult good music programming. 24 hr. operation on FM. 6 A.M. to sunset on AM. Immediate placement for qualified man. Sales ability desirable. Call Bud Lester at Normandy 3-0569 or write WOIA AM & FM, Box 5, Ann Arbor, Mich.

Progressive adult radio on Florida's west coast, seeking ambitious personality to fit into team operation. Also, future opening for aggressive newsman. Rush tape, resume and picture to WTRL, Bradenton, Florida.

Oregon has a variety of announcing openings, both with and without first phone requirement. Write Karl Nestvold, Oregon Association of Broadcasters, Box 5025, Eugene, Oregon.

Growing fm group soon to open second station in wonderful Ohio community. Opening for newsman and an announcer. Must appreciate good music format and be community-news minded. Send resume to P. O. Box 547, Norwalk, Ohio.

Need two announcers. General staff announcing. Good on news . . . who know music. Bonus for night man. Experience necessary. Settled. Married. Send audition first letter. WKAY, Glasgow, Kentucky.

Immediate opening news, announcing position. Need versatile, experienced man. Send tape, complete resume, photo to, WMIX, Mt. Vernon, Illinois.



## Help Wanted—(Cont'd)

### Announcers

Ohio—Record shows daily television hop on weekend. Big money—tape immediately. Box 245P, BROADCASTING.

Announcer with first phone, on Virginia coast. No maintenance required. Salary open. Call or write. WESR, Tasley, Virginia.

Earn extra money . . . sell radio's hottest capsule and 5 minute features, including biggest show biz and sports names. Also jingles and sales promotion ideas at lowest prices. Write . . . Creative Services, Inc., 75 East Wacker Drive, Chicago 1, Illinois.

### Technical

Eastern Regional AM-FM needs first class Engineer. Transmitter and maintenance. No combo. Permanent position, with possibility of chief's job. Salary open. Full details—first letter to Box 471M, BROADCASTING.

Florida coast. First or second phone. Communication equipment installation and repair. Start \$325 up, with good advancement depending upon background, ability. Send complete resume, snapshot. Box 56P, BROADCASTING.

Combo. Heavy on engineering. Major Arkansas regional. Must be settled, sober experienced. Salary open. Background and audition first reply. Box 127P, BROADCASTING.

N.Y.S. regional am-fm, require chief engineer, strong on maintenance, good salary. Box 169P, BROADCASTING.

Chief good on maintenance other opportunities for man with other talents. Solid station in Great Lakes area. Box 186P, BROADCASTING.

Help! Need great air man that can do good production work. Number 1 formula in Middle West market. First phone desirable, no maintenance. Money right for right man. Air mail tape and resume. Box 193P, BROADCASTING.

Regional radio station in northeast has opening for competent, hard working, stable, chief engineer. Top pay for qualified man. Box 237P, BROADCASTING.

Chief engineer and d.j. Immediate opening start \$500.00 per month. Send tapes resume or call Paul Battist or Al Anthony. EM 6-4411. KAFY RADIO, Bakersfield, California.

Chief engineer announcer. Short board shift. Must have acceptable voice. Kilowatt on 620 directional nighttime. Salary commensurate with ability. Need September 1. Radio. KWAL, Box 930, Wallace, Idaho.

Wanted engineer with first phone, no experience required. Send resume, WCHV, Chief Engineer, Charlottesville, Va.

September opening 1st phone for transmitter and maintenance. 10 kw DA-D, C.P. for 50 kw. Permanent position. WFYI, Roosevelt Field, Garden City, N. Y.

First phone engineer-announcer. Gene Newman, WHRT, Hartselle, Alabama.

Wanted. Combo announcer-engineer (2). Announcer-salesman. Pay commensurate with experience and ability, for station returning to the air with new ownership. Send audition, resume and photo to Casey Heckman, WITE Radio, c/o general delivery, Brazil, Indiana.

### Production—Programming, Others

Adult Midwest medium market station seeks capable copy/announcing combination. Must be production-minded, able to write creative, selling copy, and present a good adult personality on the air. Consider ability first, experience second. Send resume and requirements to Box 214P, BROADCASTING.

Northeast VHF network affiliate seeks combination film editor, floor manager, cameraman. Send complete resume of professional experience and photo to, Box 235P, BROADCASTING.

## Help Wanted—(Cont'd)

### Production—Programming, Others

Air personality-production. You must be a quality-voiced, mature, REAL personality, not a Top 40 screamer, who will fit with a moving, swinging "current pops and album" format sans rock-and-roll. You should be able to build a loyal audience with your personality and identification with local events and people. And we hope you'll want to settle down in our Southeast Metro Market. If you can create good production commercials and promotions and supply new and fresh ideas, we'll start talking at \$525 dollars a month. But the sound of your taped audition and the care you exhibit in preparing your resume will determine if we'll ask you to visit us and talk about more. Send your tape, resume, expected salary and photo to Box 223P, BROADCASTING.

Writer. You're bright, literate, see radio copywriting as good discipling and great opportunity to sell and excel in developing self and sales. Free hand, creative atmosphere in top indie dominating important test market. Box 238P, BROADCASTING.

Experienced copy writer for 5 kw Rocky Mountain radio station and full power tv station. Salary open. Excellent chance for advancement. Outdoor sports area. Write to KLIK TV, Box 547, Twin Falls, Idaho.

Female assistant copywriter with experience. Send sample of work and resume to: Radio Continuity Director, WANE Radio, Ft. Wayne, Indiana. Please no phone calls.

WMOA, Marietta, Ohio is looking for an experienced announcer. WMOA is a sports, news, and good music station. Working and living conditions are excellent. Salary open. Apply, full particulars, to R. Sanford Guyer, WMOA, Marietta, Ohio.

## RADIO

### Situations Wanted—Management

Manager-sales manager-successful, national-local sales experience in top 10 market. Seeks more challenging position with growing organization. Young, aggressive. Family. BS and MBS degrees. Willing to invest. References and resume available. Box 16P, BROADCASTING.

Successful sales manager, married, employed and competent. Seeks managerial challenge in West Virginia, Virginia, Kentucky or Ohio. Box 89P, BROADCASTING.

My radio management gets community acceptance, sales, realistic overhead. East-southeast, but open. Box 163P, BROADCASTING.

Two man broadcast management team, decade plus radio experience available. Box 203P, BROADCASTING.

Does your competition seem to have you beat? Then be first in your market with latest top 40 releases. All artists, all labels. 10 day trial, no obligation. Write, T. R. Productions, Inc., 830 Market, San Francisco, California.

## Sales

Is your body (station) suffering from weakness in the adrenal glands (sales dept)? For quick recovery (booming sales), insured safety—replace with new type organism (me)! High powered, well oiled, functions perfectly. Will transmit necessary ingredients (creativity) to right parts of body for strength and stability. Box 200P, BROADCASTING.

Sales promotion, young man, ex-StorZ, available September. Army release. Box 202P, BROADCASTING.

Sales manager, major eastern market. Formerly with top chain. Will consider tv sales. Box 221P, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

Announcer dj. Family man. 2 years experience. Will relocate permanently. Authoritative sound. Hard worker, good board. Box 602M, BROADCASTING.

Kazoo player. Also offbeat humorous dj. Authoritative newscaster. Production voices. 3 years. Veteran. Box 20P, BROADCASTING.

Capable newsmen, 37, married, seeks place in competitive market. \$600. Radio and/or tv. Box 100P, BROADCASTING.

Experienced play by play sports and news. Eleven years at present station. Married, college graduate, veteran. Prefer Ohio area. Box 111P, BROADCASTING.

Married, versatile, four years in major market, radio & TV, want to settle with station of opportunity. Box 168P, BROADCASTING.

Newsman-anncr-air personality. Age 30. Five yrs. experience med. market. Have 1st Phone. College Degree. Want to be cog in big wheel operation near Chicago or Midwest. Box 174P, BROADCASTING.

Adult sound, family man wants security in radio or tv. News and sports main interest, willing to learn all phases. Just finished 30 weeks of training, but had 2½ years experience before school. Now employed part time as Bowling announcer on tv. Box 183P, BROADCASTING.

Announcer dj. Also tv experience. Not pretentious, just know I can do the job, the way you want it! Available November. Write Box 188P, BROADCASTING.

Disc jockey, announcer, newsmen, first phone, no maintenance, good references. Box 194P, BROADCASTING.

Wisconsin/Northern Illinois, good voice, fast learner, but green. First ticket, age 17, available immediately. No Saturdays. Personal interview on request. Box 195P, BROADCASTING.

Experienced radio tv newsmen wants staff job in major market with minimum of airwork; or news director's post in smaller market. Career journalist, bsj, now on 4 man staff in medium market. Excellent references. Box 197P, BROADCASTING.

DJ/announcer. Modern. Formula. Tight production. Cheerful. Music. News. References. Box 198P, BROADCASTING.

Announcer. Night news director on New York City station. Interested in morning or midnight spot as newscaster and/or disc jockey. Can do relaxed or fast paced type show. Box 208P, BROADCASTING.

Announcer, 4 years experience, easy style, run own board, want to relocate in Colorado, Wyoming, Montana. Box 209P, BROADCASTING.

Personality, humor man. Now at no. 1 station at southern state capital. No news. Prefer Florida, will travel. Contract basis. Box 211P, BROADCASTING.

6 years experience. Versatile announcer, newsmen for midwest adult station. Married, college, draft free. \$90. Box 213P, BROADCASTING.

Free! Yes, I'm free. 29, veteran, experience, married, permanent, midwest! Box 218P, BROADCASTING.

Announcer, dj, news, sports, Thoroughly experienced pro, some tv. Want to move up, Honest, sincere, loyal. Box 222P, BROADCASTING.

Announcer, dj, family man. 4½ years experience. Relocate near N. Y. C. Box 226P, BROADCASTING.

Announcer dj, tight board. Production, reliable, authoritative sound. Veteran, will relocate. Box 231P, BROADCASTING.

Announcer, 2½ years in small market would like to re-locate in Indiana or any neighboring state. Box 232P, BROADCASTING.

Hot country personality. Knocks 'em dead, keeps the log red. Box 234P, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

19 years experience radio and television. Former network announcer presently employed in top 10 market. Married, 37, best references. Qualify as program director, news director, or featured news announcer. Strong writing, production, music background. Seek administrative position with progressive station. Box 240P, BROADCASTING.

Swinging d.j. newsman in prestige position seeks all-nite show. Let me swing for you. Box 243P, BROADCASTING.

6 years experience. Personality dee-jay, tight production, ready to move up and settle permanently before September. Draft free, family man . . . want \$150 . . . first phone Box 49P, BROADCASTING.

Experienced, 1st phone, announcer, d.j. production, copy-writing. Bright sound, tight board. Top forty, good-music. Prefer pacific coast, will consider all. Available immediately. 2969 107th Avenue, Oakland, California. Phone LO 8-7924.

## Situations Wanted—(Cont'd)

### Announcers

Announcer news or continuity, wants warmer climate for health. Excellent references on work, any format. 4½ years experience, available anytime, not presently in radio. R. W. Savage, P. O. Box 628, Pagosa Springs, Colorado.

New York City vicinity reliable air personality. Four years experience. Looking for a position with a future, nice working conditions. Box 201P, BROADCASTING.

"Announcer/Copy-writer. Excellent references. Sincere, Reliable, very creative and lots of drive. Must write but also want mike work. Experienced. Allan Griffin, P. O. Box 188, Manomet, Mass."

Nashville C&W man, twelve years experience as dj, plus radio sales, booking, promotion, dj instructor. No tape, personal interview only! Prefer south west, west, or south east . . . permanent situation wanted, with advancement possibilities. Phone: CA 7-2489, Nashville, Tenn.

## Situations Wanted—(Cont'd)

### Announcers

Experienced announcer, and salesman. 2 years college. Wm. Huntington, 9952 Schiller, Franklin Park, Illinois. GL 5-7990.

Salesman-announcer sportscaster, p.d. Just released from the army. Seeking employment with top notch organization. 7 years experience. Married, Johnny Morris, 842 Kinzer Street, Poplar Bluff, Mo. Phone SU 5-7479.

### Technical

First phone. Twelve years staff and chief engineer. AM, FM, 250-5000 watts. Interested in job with good future in radio, tv, manufacturing or other communications. Box 132P, BROADCASTING.

Engineer, first phone, experienced, ambitious, wishes to broaden experience, willing to announce, or? Box 190P, BROADCASTING.

Engineer, presently employed as chief. Background in radio and tv. Seeks advancement. Box 205P, BROADCASTING.

Experienced first phone, age 41, married. Transmitter and union only. Box 229P, BROADCASTING.

Available immediately. First phone engineer, technical school graduate. Experienced in am-fm radio operation and maintenance. Recently separated from service and seeking a permanent position. James Steffen, 311 N. Third Street, DuBols, Pennsylvania. Phone 371-3608.

Engineer with seven years in radio and tv. Three as chief of radio station. Available September 1. Charles Simpson, 109 South Potomac, Waynesboro, Pennsylvania. Phone 1298-W or 1700.

## Production—Programming, Others

Experienced, creative copy and promotion director seeks challenging position northeast. Box 46P, BROADCASTING.

Available immediately announcer-director on camera booth all phases, three years radio six television, presently employed, 30, married. Tape, resume, photos on request. Box 96P, BROADCASTING.

Which category do you want filled? Management? Programming? Air personality? Looking for relocation at decent income level. Eighteen years experience, broadcasting, no engineering. Married, children, college grad. Excellent background and references. Let me build billings and ratings. Let's hear soon. Tired of moving. Box 122P, BROADCASTING.

Top flight newsman, now heading four man news department in heavily competitive 900,000 market, desires advancement. Lives, breathes, sleeps news. Experience in every phase of news broadcasting. Editorials, formal, prestige, remotes, interviews, debates. Five years, college graduate. Married. Specify if hard or soft news. Box 182P, BROADCASTING.

Newscaster. Currently working in large metropolitan area. Solid writing experience. College background. Box 199P, BROADCASTING.

Rebuilding? Potent, palatable, salable programming by powerhouse professional. Metropolitan markets. Box 242P, BROADCASTING.

## TELEVISION

### Help Wanted—Sales

General manager; ten years present location; wants greater challenge (market 300,000 up). Management, sales, tv operation. Box 192P, BROADCASTING.

# YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) \_\_\_\_\_

☐ TF (until forbid)

### RATES

☐ Situations Wanted—20¢ per word—\$2.00 minimum (Payments in advance)

☐ Help Wanted—25¢ per word—\$2.00 minimum

☐ Display ads \$20.00 per inch—STATIONS FOR SALE advertising require display space Situations Wanted—(Payment in advance)

☐ 1"

☐ 2"

☐ 3"

☐ 4"

☐ other

☐ All other classifications 30¢ per word—\$4.00 minimum (No charge for blind box number)

Indicate whether Radio or TV

☐ Radio

☐ TV

### HELP WANTED

- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

### SITUATIONS WANTED

- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

### FOR SALE

☐ equipment

### WANTED TO BUY

☐ stations

☐ equipment

### ADDITIONAL CATEGORIES

- ☐ Instructions
- ☐ Business Opportunity
- ☐ Miscellaneous

### COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

Remittance enclosed \$ \_\_\_\_\_

☐ Bill

## Help Wanted—(Cont'd)

### Sales

Opportunity galore for ambitious guy or gal with commercial bent to join sales traffic department of a great station in Pennsylvania. Excellent salary, fringe benefits. Write in confidence to Box 162P, BROADCASTING.

Immediate opening. Tv account executive—senior man leaving for management position, opens up local, regional opportunity in group owned N. Y. state VHF station. Man hired will complete a four man sales team. Have local, creative, direct, retailer type sales. Salary plus generous commission and expenses. Send resume and salary requirements to Box 227P, BROADCASTING.

### Announcers

Staff announcer wanted. Some experience in TV weather required. 3 station market in southwest. Send film or tape with resume to Box 206P, BROADCASTING.

Leading southwest 3 station market. Good commercial announcer needed. Will be responsible for daily live show. Send tape or film with resume to Box 207P, BROADCASTING.

Exceptional staff announcer opportunity in major east coast metropolitan market. Particularly interested in profile combining commercial versatility with sports background. Send tape, resume, and photo with reply. Box 225P, BROADCASTING.

### Technical

Experienced chief engineer for maximum power Rocky Mountain tv station. The man we want must be thoroughly experienced in theory, technical and practical areas of tv engineering, including microwave. Plus—and this is most important—he must be capable administrator. References required. Salary open. Write, Box 991M, BROADCASTING, giving a complete resume of your experience, salary expectations, etc.

Chief engineer for small New England television station. Television maintenance experience necessary. Fine future, congenial surroundings. Write Box 228P, BROADCASTING.

Maximum power VHF major market station in east requires highly qualified chief engineer. Write Box 236P, BROADCASTING, outlining qualifications, references, and salary requirements.

Experienced first class licensed man for permanent position. Minimum of two years experience. Accent on video switching as well as technical ability. Contact: Harold Eskew, WCHU TELEVISION, Hotel Inman, Champaign Illinois. Phone 352-7673.

### Production—Programming, Others

Traffic assistants (2)—girls experienced in handling avals and teletype machine. Plush office, many extra benefits. Write or call H-R Reps, 375 Park Ave., New York. Pl 9-6800.

Expanding news and weather operations at aggressive southern VHF medium market. Seeking weatherman preferably but not necessarily meteorologist. Experienced journalist-newscaster, qualified photolab man, capable news reporter-photographer. If you have what it takes to do a number one job, write Box 224P, BROADCASTING.

TV director. Experienced, full time position opening soon. Require references, resume, photo and salary. Send to, Dick MacDaniel, KFEQ-TV, St. Joseph, Missouri.

Director. Modern television production center seeking versatile director with proven professional abilities. Prefer man who can also do limited on camera performing, and who could successfully handle upcoming local level sports show. WSAV-TV, Savannah, Georgia.

## TELEVISION

### Situations Wanted—Management

Television salesman, top producer in major market for major group, fully qualified for sales management. Ready to move in order to move up. 5 years tv, 10 years radio. Resume. Box 32P, BROADCASTING.

General salesmgr. Creative profit producer, presently employed. Pushing sales curves upward for 14 years at local-regional-national level. Top notch client and agency contacts. Base plus % sales. Box 143P, BROADCASTING.

### Sales

A A A availability experienced tv-rep 10 years. Currently selling top agencies. Seek unusual opportunity. Box 159P, BROADCASTING.

### Announcers

Now working, free lance, major market. Desire staff plus kiddie show. 15 years experience entertaining children. Excellent radio/tv background. References and resume on request. Box 151P, BROADCASTING.

10 years tv, Childrens/weather personality, completely versatile staffer. Hard sell/soft sell. \$9500 minimum, or salary talent. Married. Box 184P, BROADCASTING.

Sports director. Tv and/or radio. Play by play. Top rated shows, both mediums, several years in multiple station market. Top commercial delivery. Know all phases of sports production. Box 186P, BROADCASTING.

Available immediately announcer booth, on camera, experienced all phases. 7 years TV, 3 radio, willing to travel. Tape, resume, references on request. Box 212P, BROADCASTING.

Cartoonist weatherman; college degree, experienced. Have children's show if interested. Am talented, single and ready to move. Write: 201 West 3rd Street, Duluth, Minnesota.

### Technical

Photographer, age 37, desires employment. Seven years' television experience in news, commercial, and lab work. Eighteen years total photography experience. Box 219P, BROADCASTING.

Versatile TV transmitter technician experienced in construction, maintenance, and operation of television transmitters and microwave equipment seeks opportunity to work for station in the South. Responsible, excellent reference. Box 220P, BROADCASTING.

Engineer with seven years in radio and tv, three as chief of radio station. Owns 16mm sound camera, excellent photographer. 108 South Potomac, Waynesboro, Pennsylvania, Phone 1298-W or 1700.

Engineering-operations director. Due to stay of CP in major market. 24 years broadcast experience. Member IRE, SMPTE and Broadcast Pioneers. Experience in construction, operations, and administrative procedure. Further information available by calling HE 6-6593, St. Petersburg, Florida or writing to 5836 47th Ave. No., St. Petersburg.

### Production—Programming, Others

Creative radio man who has worked himself up to manager position would like to accept the tv challenge. Wide radio background—you name it, I've done it. Looking for opportunity to prove self in tv production and direction or work as operations manager. B. A. degree. Box 850M, BROADCASTING.

News director, three-station experience, will give your station successful basic news approach to handle competition. Box 191P, BROADCASTING.

Director, producer, writer, announcer. 4 in 1 premium package. 7 years experience, available now! Box 171P, BROADCASTING.

## Situations Wanted—(Cont'd)

### Production—Programming, Others

Newscaster-commentator. Major Ohio market. Deliver news from memory, maximizing eye contact. 14 years experience, reporting, writing, supervising news operations. Box 210P, BROADCASTING.

### FOR SALE

#### Equipment

Audio equipment . . . plug in amplifiers, vertical attenuators. List. Box 156P, BROADCASTING.

For Sale or Trade: One Giant View large screen projector (with rear screen) Model 912-A. Video Bandwidth Tuner 4 mc., Line 5 mc. Power required 115-120 volts a.c. at 5.5 amperes. Weight 400 lbs. Size 21½" x 23" x 61". 300 ohm R.F. input. Audio output—Phone plug 8 ohm, or low or high impedance. Also internal speakers. External video-input normal 1.4 volt coax connector. Box 167P, BROADCASTING.

Two complete TK-31 RCA field camera chains in perfect condition, missing only trepods. Box 239P, BROADCASTING.

Collins 300G transmitter, 250w, excellent condition, some extra tubes, \$750. WMBH, Joplin, Mo.

T.S.C. Profitmaker rear screen projector 400 watt lamp with dimmer, 9' x 12'. Roll up screen, \$375.00. Chief Engineer, WNOK TV, Columbia, South Carolina.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Telephone 2-3527.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electroind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co. 1314 Iturbide St., Laredo, Texas.

New 2 slide barrels for Spindler-sauppe Selectroslide tv projector. Both \$30. WFAR, Sharon, Pa.

New Conrac vhf re-broadcast receiver AV12D, \$150. WFAR, Sharon, Pa.

Fedelipac cartridges—best prices, fastest delivery. Reconditioning service. Cartridge equipment. Sparta Electronic Corporation, 6340 Freepoint Boulevard, Sacramento, California.

Presto 6-N disc cutting lathe & cabinet. Good condition \$250. Connelly Recording Inc., 570-14th N.E., Salem, Oregon.

Raytheon am transmitter parts and service. Consultant Associates, Rutland, Vt. 773-9452.

## WANTED TO BUY

#### Equipment

Part or all equipment for proof performance. KROX, Crookston, Minn.

Wanted: used studio consol and turntables complete with arms. Contact immediately Seeb Tweel, WTCR, Ashland, Ky.

Wanted by our clients. Radio fm, and tv test and measuring equipment. "Thirty years in broadcast engineering." Ariel Electronics, Box 725, Sag Harbor, N. Y.

Used studio equipment and board in fair condition or better. Dave Stapleton, Wabash College Radio, Crawfordsville, Indiana.



## Wanted to Buy—(Cont'd)

### Equipment

One used Gen or Sync Lock. Call Jack Schuster, WSBA-TV, York, Pennsylvania, Phone 2-5531.

We now own one radio station and want to expand. If you are losing money in a station in a small or medium market, two experienced radio men would like to make you a bonafide offer. Interested in stations in Alabama, Mississippi, Georgia, Florida, and Tennessee. If you want to sell at the right price, then write or wire Gene Newman, WHART, Hartselle, Alabama.

## 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.

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.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts August 27—enroll now. Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting September 18, January 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood, Calif. Summer classes start July 31, and Sept. 18.

San Francisco's Chris Borden School of Modern Radio Technique graduates all over the country. DJ instruction, alive, active and new. September class open. 259 Geary Street, San Francisco, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

## Miscellaneous

DJ inserts; short comic skits, tailored for your show. Complete details free. Box 999M, BROADCASTING.

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Lange-Liners Skyrocketing Ratings Coast to Coast! Lange: 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

"Stinger Series" Forty musical cappers, stings, punctuators, newly recorded in Hi-Fi and pressed onto pure vinyl just \$9.95. Station Services, 1st National Bank, Peoria, Illinois.

## RADIO

### Help Wanted—Sales

#### ACCOUNT EXECUTIVE

Solid radio time-salesman wanted by top Washington, D. C. station. Unusual opportunity for strong, sincere salesman, who will inherit top flight Agency and Direct Accounts. Good Draw, Commission, and Expenses. Send complete resume.

Box 81P, BROADCASTING

## Announcers

### OPPORTUNITY KNOCKS

One of nation's top radio stations seeks host for early morning show. We play melodic popular records but do not want a DJ. Looking for personality with outstanding talk ability. Adult show. Salary open. Exceptional opportunity. Send biography, audition tape or air check.

Box 61P, BROADCASTING

### Help Wanted—Technical

Wanted: Chief engineer-announcer. Must be experienced. Kilowatt on 620 directional nighttime. Salary open. Need September 1. Address Radio, KWAL, Box 930, Wallace, Idaho.

### Production—Programming, Others

We are looking for an experienced person to handle our advertising, promotion, and merchandising. Please send all replies to General Manager, WFBR, 13 East 20th St., Baltimore 13, Maryland.

## TELEVISION

### Help Wanted—Announcers

Kids personality M.C. wanted immediately. Pioneer TV station in East. Send resume to Box 176P, BROADCASTING

## Business Opportunity

### ATTENTION TV STATION MANAGERS

"THE HOUSE DETECTIVE," TV's most successful real estate program now in 11th year and running in 16 markets, is now ready for expansion into 4 more markets. We do the whole job and we work with no guarantee from you. If you want revenue from fringe time and from estate, we'd like to hear from you.

Cy Newman

H.D. Productions Inc.

P. O. Box 3107, Bon Air, Va.  
Bridge 2-0200

## Miscellaneous

### \$15,000 complete DUMONT TV TRANSMITTER

5 kw Channel 67

Filterplexer,  
480' Waveguide  
19 gain antenna

Chief Engineer WNOK-TV  
Columbia, S. C.

## FOR SALE

### Stations

1000 Watt Daytimer Non-Directional. Wonderful frequency, Southern Industrial Market of 100,000. Competition not crowded. \$85,000. 1/4 cash.

Box 72P, BROADCASTING

## FOR SALE

50,000 watt fm-Chicago High up on 4-62 pulse tremendous stereo & SCA potential

Box 233P, BROADCASTING

decrease ant. height to 81 ft., change trans. location and make changes in ant. system.

WCUE Akron, Ohio—Granted cp to install new trans.

WROK Rockford, Ill.—Granted cp to install new trans. as alternate main-night and auxiliary-day (DA-N).

■ Granted licenses for following fm stations: KPWG (FM) Plentywood, Mont.; KCMW (FM) Warrensburg, Mo.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KASH Eugene, Ore.; KBBR Baker, Ore.; WNNC Newton, N. C.; WTRX Flint, Mich., and make changes in daytime DA pattern; WOKS Columbus, Ga.; WSOK Savannah, Ga. (main); KSPT Sandpoint, Idaho; WBOW Terre Haute, Ind., and specify type trans.; KROS Clinton, Iowa; KVFD Fort Dodge, Iowa, make changes in ant. and ground systems, change ant.-trans. location and specify 1 main trans.

■ Granted licenses covering use of old main trans. as auxiliary trans. at main trans. site for following stations: WTRX Flint, Mich.; WSOK Savannah, Ga., with remote control operation.

■ Granted mod. of cps to change type trans. for following stations: WBOL Bolivar, Tenn.; KCKN Kansas City, Kan.; WGEZ Beloit, Wis.; WTGA Thomaston, Ga., and specify remote control point; KMAS Shelton, Wash., change studio location to trans. location and delete remote control.

■ Following stations were granted extensions of completion dates as shown: WLAT Conway, S. C., to Oct. 31; WCUE Cuyahoga Falls, Ohio, to Oct. 24; KXAB-TV Aberdeen, S. D., to Dec. 31.

WCUE Cuyahoga Falls, Ohio—Granted

mod. of cp to change nighttime and daytime trans.

#### Actions of Aug. 9

WXIX, WXIX Inc., Milwaukee, Wis.—Granted acquisition of positive control by Bernard J. and Harold Sampson, as a family group, through purchase of 51% stock from Gene Posner; consideration \$100.

\*KGTS (FM) College Place, Wash.—Granted cp to change frequency to 91.3 mc. \*KCWS-FM Ellensburg, Wash.—Granted cp to change frequency to 91.5 mc.

KWFS-FM Eugene, Ore.—Granted license for fm station, redescribe trans. location, specify studio location at trans. site and type trans.; delete remote control.

WJET Erie, Pa.—Granted license covering use of old alternate main trans. as alternate main-nighttime and auxiliary-daytime at main trans. site.

KHFR (FM) Monterey, Calif.—Granted license covering installation of new ant.

WBEJ Elizabethton, Tenn.—Granted license covering change in trans. site, changes in ant. system and installation of new trans.

KSWI Council Bluffs, Iowa—Granted license covering increase in power.

WFMH Cullman, Ala.—Granted license covering change in hours of operation, ant.-trans. location, installation of DA-N, make changes in ground system and specify remote control operation from studio location daytime only.

KSHE (FM) Crestwood, Mo.—Granted license covering installation of new trans. and increase in ERP.

\*WGRE (FM) Greencastle, Ind.—Granted license covering change in frequency, increase in ERP and ant. height, change in studio location, type trans. and ant.

KOB-AM-TV. KSTP-AM-TV, WGTO, KSTP Inc., Albuquerque, N. M., St. Paul, Minn. and Cypress Gardens, Fla.—Granted mod. of licenses to change name to Hubbard Bestg. Inc.

WKBN-TV Youngstown, Ohio—Granted cp to change ERP to 462 kw vis., 234 kw, aur., change type trans. and make changes in ant. system and ant. height 530 ft. (main trans. and ant.).

KEYZ Williston, N. D.—Granted cp to install new auxiliary trans.

WCOL Columbus, Ohio—Granted cp to install composite trans. as second auxiliary trans.

WOC Davenport, Iowa—Granted cp to install old main trans. as auxiliary trans.

WLUV Loves Park, Ill.—Granted mod. of cp to change ant.-trans. and studio locations (same site).

National Bestg. Co., New York, N. Y.—Granted extension of authority to transmit programs to stations under control of Canadian Bestg. Corp. or to licensed station in Canada whether or not such programs are network programs and whether or not they pass through NBC's regular chain facilities; condition.

■ Granted licenses for following am stations: KTCR Minneapolis, Minn.; WFGW Black Mountain, N. C.; WAZS Summerville, S. C.; WPRA Mayaguez, P. R.

■ Granted licenses for following fm stations: WUFM (FM) Utica, N. Y.; WKNT-FM Kent, Ohio; WFLS-FM Fredericksburg, Va.; WFMK (FM) Mount Horeb, Wis.; WJOY-FM Burlington, Vt.; KWHP (FM) Edmond, Okla., and specify type trans.; WNFO-FM Nashville, Tenn.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KGFJ Los Angeles, Calif.; KOKO Warrensburg, Mo.; KROW Dallas, Ore.; KVOC Casper, Wyo.; WTAP Parkersburg, W. Va.; KISD Sioux Falls, S. D.

■ Granted licenses covering installation of new trans. for following stations: WDUN Gainesville, Ga.; WITZ-FM Jasper, Ind.

■ Granted licenses covering use of old main trans. as auxiliary trans. at main trans. site for following stations: WSPB Sarasota, Fla.; WMIN St. Paul, Minn.; KISD Sioux Falls, S. D.; KGFJ Los Angeles, Calif., with remote control operation from studios.

■ Granted licenses covering installation of old main trans. as auxiliary trans.-daytime and alternate main-nighttime for following stations: WSOY Decatur, Ill.; WKRZ Oil City, Pa.

K77BC Porterville, Calif.—Granted mod. of cp to change type trans. for uhf tv translator station; condition.

■ Granted cps to install new trans. for following stations: KMCD Fairfield, Iowa; WMBL Morehead City, N. C.

■ Granted mod. of cps to change type trans. for following stations: KJBS Pine Bluff, Ark., and to change frequency and

modulation monitors; KFLA Scott City, Kan.

■ Following stations were granted extensions of completion date as shown: WPTZ North Pole, N. Y., to Sept. 1; KXMB-TV Bismarck, N. D., to Oct. 6; KCRL (TV) Reno, Nev., to Oct. 15; WRYM-FM New Britain, Conn., to Feb. 1, 1963; KJZ Denver, Colo., to Sept. 15; KVEN Ventura, Calif., to Dec. 28; KJBS Pine Bluff, Ark., to Dec. 5; KFLA Scott City, Kan., to Oct. 31; KANA Anaconda, Mont., to Sept. 1; WPRC Lincoln, Ill., to Dec. 9; WRIZ Coral Gables, Fla., to Dec. 20; WHMC Galthersburg, Md., to Sept. 15.

#### Actions of Aug. 8

KSID William C. Grove Inc., Sidney, Neb.—Granted assignment of licenses to KSID Radio Inc.; consideration \$93,000.

KYND Tempe, Ariz.—Granted increased power on 1580 kc, D, from 10 kw to 50 kw (10 kw C. R.) and install new trans.; condition.

KMAS, ABT Inc., Shelton, Wash.—Granted acquisition of positive control by Bruce E. Jorgenson through sale of stock by Allen Lamb to company of same name; and granted relinquishment of positive control by Bruce E. Jorgenson through sale of stock by company of same name to Robert Sheetz.

KFMQ (FM) Lincoln, Neb.—Granted license covering increase in ERP, installation of new ant. and changes in ant. system and ant. height.

KAAB Hot Springs, Ark.—Granted license covering installation of old main trans. for auxiliary purposes, daytime only.

WVBR-FM Ithaca, N. Y.—Granted license covering increase in ERP and ant. height, change ant.-trans. location and installation of new ant. system.

WKYO Caro, Mich.—Granted license for am station and specify studio location and remote control point.

KIXL-FM Dallas, Tex.—Granted cp to install new trans., increase ERP to 100 kw, change type trans., install new ant. and change ant. height to 360 ft.; remote control permitted; conditions.

WOC Davenport, Iowa—Granted cp to install new trans.

WBEL-FM South Beloit, Ill.—Granted mod. of cp to change type trans.; condition.

WDOC-FM Prestonsburg, Ky.—Granted mod. of cp to change type trans., type ant., make changes in ant. system.

WFYI Mineola, N. Y.—Granted mod. of license to change name to Media Enterprises Inc.

KSWO Lawton, Okla.—Granted cp to install new main trans.

WTND Orangeburg, S. C.—Granted cp to install new composite trans. as auxiliary trans. at main trans. site.

WATW Ashland, Wis.—Granted cp to install new auxiliary trans.

KOCY Oklahoma City, Okla.—Granted cp to install old main trans. as auxiliary trans. at main trans. site.

WION Ionia, Mich.—Granted cp to install old main trans. as auxiliary trans. at main trans. site.

KDES-FM Palm Springs, Calif.—Granted mod. of cp to increase ERP to 20 kw, change type trans. and type ant., main studio and remote control point, and make changes in ant. system.

KGUC Gunnison, Colo.—Granted extension of authority to sign-on 7:00 a.m. and sign-off 7:00 p.m., Monday through Saturday, and sign-on 8:00 a.m. and sign-off 6:00 p.m. on Sunday, except for special events, for period ending Nov. 1.

WCBQ Whitehall, Mich.—Granted extension of authority to sign-off at 7:30 p.m. for period ending Oct. 15.

■ Granted licenses for following fm stations: WHAL-FM Shelbyville, Tenn.; WOSC-FM Fulton, N. Y.; WPBI (FM) Danville, Ill.; ERP to 3 kw.

■ Granted licenses covering installation of new trans. for following stations: WHBO Tampa, Fla., and change in ground system; WPLM-FM Plymouth, Mass.

■ Granted licenses covering increase in daytime power for following stations: WHIZ Zanesville, Ohio, and installation of new trans.; WVEC Hampton, Va.

■ Following stations were granted extensions of completion dates as shown: KPER Gilroy, Calif., to Oct. 24; WPRT Prestonsburg, Ky., to Jan. 10, 1963; KVEC-FM San Luis Obispo, Calif., to Sept. 1; KRVN-FM Lexington, Neb., to Nov. 1; WPGH (FM) Pittsburgh, Pa., to Feb. 1, 1963; WTTT Amherst, Mass., to Dec. 19; KDES-FM Palm Springs, Calif., to Dec. 3.

KEST Boise, Idaho—Granted remote control operation.

### For Sale—(Cont'd)

#### Stations

**Radio station Santa Rosa, Calif. ☐**  
5000 watts days,  
500 watts nights, 1150 kw

Original cost of exceptional fixed assets over \$115,000. Now off the air but has grossed in excess of \$160,000 annually. Unusual opportunity for an experienced qualified radio man to acquire a potentially profitable station in a delightful living area on extremely good terms. Valuable real estate included in total price of \$150,000. For full details write

Box 244P, BROADCASTING

|      |        |          |        |       |
|------|--------|----------|--------|-------|
| Tenn | single | daytime  | \$120M | terms |
| La   | small  | fulltime | 79M    | 29%   |
| Ga   | medium | daytime  | 65M    | 15dn  |
| Fla  | medium | daytime  | 125M   | 10yrs |
| Tenn | metro  | fulltime | 375M   | terms |
| Mass | metro  | daytime  | 225M   | terms |

and others: also newspapers & trade journals  
**CHAPMAN COMPANY**  
1182 W. Peachtree St., Atlanta 9, Ga.

### STATIONS FOR SALE

**ROCKY MOUNTAIN.** Medium market. Gross exceeds \$100,000. Asking \$150,000. 29% down, Absentee owned.

**SOUTHWEST.** Metro market. Top station. Asking \$325,000. Terms.

**WEST SOUTH CENTRAL.** Metro market. Gross \$140,000 annually. Profitable. Absentee owned. Asking \$250,000. 29% down.

**MIDDLE ATLANTIC.** Daytime. Asking \$94,500. 29% down.

**JACK L. STOLL & ASSOCS.**  
Suite 600-601 6381 Hollyw'd Blvd.  
Los Angeles 28, Calif. HO 4-7279



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ARB maintains viewing records of thousands of television families to serve an ever increasing variety of special client needs. Cross-tabulations can quickly tap this vast storehouse of audience data to aid in the buying and selling of television time for greater precision and effectiveness.

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OUR RESPECTS to Mark Evans, vice president, Metromedia Inc.

## A goodwill ambassador puts Metromedia's best foot forward

Mark Evans, vice president of Metromedia Inc., is an "executive unique in our industry."

So says Metromedia President John W. Kluge when asked to explain the job sheet of the multiple station owner's goodwill ambassador. "Mark is a man who wears many hats," Mr. Kluge said. "He serves as an ambassador of good will whose special value to Metromedia Inc. cannot be measured in terms of dollars and cents, but must be appraised in terms of human relations."

An accomplished speaker, Mr. Evans is continually in demand everywhere in the country. His range of subjects far exceeds the boundaries of broadcasting. He currently travels some 50,000 miles annually as an ambassador for Metromedia and for all the broadcasting industry.

A visitor to Mr. Evans' Washington, D. C., office in the Raleigh Hotel headquarters of WTTG (TV) is immediately impressed by the memorabilia of the miles he has traveled. There are gifts from kings, from presidents and from an astronaut (Col. John Glenn, a close friend).

**Varied Interests** ■ Metromedia Inc., a publicly-owned company, owns Metropolitan Broadcasting Co., Foster & Kleiser (outdoor advertising) and international WRUL Boston. Metropolitan stations include WTTG, WNEW-AM-FM-TV New York; KMBC-AM-TV Kansas City; WTVP (TV) Decatur, Ill.; WTVH (TV) Peoria, Ill.; KOVR (TV) Stockton, Calif.; WIP-AM-FM Philadelphia and WHK-AM-FM Cleveland.

Mr. Evans feels that WTTG has an opportunity unlike that at any other station: it is an independent operating in the Nation's Capital. It is the showcase for all independents in the minds of many of the nation's policy makers and to that end the highly-praised, Sunday night *Mark Evans Show* is dedicated.

His program has been described as one of the more important local shows in America because of its national scope. It has a prestige audience and guests—in cabinet members, members of Congress and other leaders.

**The Beginning** ■ Born Marcus Jacob Austed (he adopted Mark Evans as his professional name in 1947) in Ogden, Utah, April 1, 1917, he went through the public schools there as an honor student, graduating in 1934. The years 1936-39 were highly significant in the life of young Mark Austed. He served as a missionary for the Church of Jesus Christ of the Latter Day Saints in Norway, the boyhood home of his

father and of his mother's parents. As a dispenser of the Mormon doctrine, Mark had his first opportunity to speak in public—and in a foreign language at that (he is fluent in the tongues of all Scandinavian countries).

**Back to College** ■ Mark returned to Ogden in 1939 and entered Weber Junior College as a pre-law student, with still no thought of broadcasting as a future career. A math teacher, impressed by Mark's fine voice, gave him a strong nudge in the radio direction by suggesting that he enroll in a new speech course.

Shortly thereafter, he entered his first speech contest but had his only mental blackout before an audience and finished third. The next year (1940) he won the National Oratorical Contest and in 1941 the National Extemporaneous Speaking Contest. He also was selected by the Ogden Junior Chamber of Commerce as that city's outstanding young man in 1941.

During this period, Mark was president of the Weber student body, carrying 18 hours of classwork, traveling all over Utah giving his prize-winning speech and courting his future wife, Lola Brown.

**A New Career** ■ One of the stops on Mark's speaking tour was the Salt Lake City Rotary Club whose president, Earl J. Glade, also was president of KSL Salt Lake City. Mr. Glade offered young Mr. Austed a job as an announcer in the spring of 1941.

"I was in love and a legal career seemed a long way off at the time so I accepted," Mr. Evans says. "I've never been sorry."

The apprenticeship at KSL was of short duration, however, as he entered

the Army soon after Pearl Harbor. Assigned to military intelligence, Mark was sent to Walter Reed Hospital, Washington, D. C., for surgery on a knee injured in officer's candidate school. He stayed at Walter Reed and operated the hospital's WRGH, where he interviewed many world leaders.

**Replaces Godfrey** ■ Discharged from the Army in 1945, ex-Sgt. Austed went to work fulltime for WWDC and did a 15-minute newscast for the old Continental Network. Two years later, he moved to WTOP Washington as the replacement for Arthur Godfrey on a local morning show and adopted the professional name Mark Evans.

He entered tv in 1950 with a daily program on WTOP-TV emphasizing the positive side of government. For the next six years, he started each morning at 5:30 a.m. on radio and continued with several separate programs throughout the day, plus tv, plus network commercials, plus an average of three speeches per week. "I wound up in the hospital" for rest, Mr. Evans says.

In 1957, he succumbed to his urge to travel and since then has visited Russia, Africa, South America, Japan, and many other countries. A "by-product" of each of these trips has been a documentary tv program on the area visited. Mr. Kluge is a traveling companion on many of the Evans trips.

**Memories Are Made** ■ Mark was greatly influenced by his visit over New Year's 1960-61 with Albert Schweitzer in Africa. He still corresponds with and often quotes the famous clergyman-medical missionary. A tv program filmed on the Schweitzer trip resulted in a Brotherhood Award for Mr. Evans.

Metromedia's goodwill ambassador became acquainted with then food-broker Kluge when the latter was a sponsor of Mr. Evans on WTOP. In 1957 the two became partners in the purchase of KXLW St. Louis. They later acquired KOME Tulsa, WINE Buffalo and WEEP Pittsburgh.

These stations were sold in 1959 when Mr. Kluge—again with Mark Evans as a partner—acquired control of Metromedia. Mark remained at WTOP under contract until January 1960 when he joined Metromedia as vice president for public affairs. He owns 12,000 of over 1.5 million Metromedia shares outstanding.

The Evans family (including Nancy, 16; Penny, 13, and Wendy, 11) live in suburban Kenwood, Md. His civic associations are numerous and each organization has found Mark Evans an active participant.



Mr. Evans  
A born communicator

## Space and time

**N**OW that the silly season is over on Capitol Hill on space communications it seems appropriate to get a few things in proper perspective.

The first order of business, once the space satellite legislation is implemented, is to get the global satellite system in operation with greatest possible dispatch.

Equally as important is the allocation of frequencies for space communication. An international conference is to be held in the fall of 1963 in Geneva to complete the work begun in 1959. A United States mission, headed by FCC Commissioner T. A. M. Craven, who was the chairman of the American delegation at the 1959 conference, has been at work almost continuously in devising our proposals for appropriate allocations, both for civil and military uses.

Time that cannot be retrieved has been lost in the frivolous filibustering in the Senate of the bill endorsed by President Kennedy, the State Department, NASA and the FCC. It is errant nonsense to label this legislation a gigantic giveaway as the Senate's handful of dissident liberals has done. Both the FCC and the Department of Justice will be looking down the throats of AT&T and the other carriers to see that there is no domination of the space communications field by any single entity.

American leadership in communications, including the development of both radio and television, was achieved through private initiative and free enterprise.

Today, when the world is witnessing a titanic struggle between democratic and communistic ideologies, seems to be the poorest timing possible to espouse government ownership of a new and important facet of communications.

## Profits and partnerships

**T**HE FCC's television financial reports for 1961 confirm a trend of recent years. Looked at in the mass, television station operations are profitable; television network operations are marginal. If the trend persists, various disturbances are inevitable in network-station relations.

Together the three television networks in 1961 increased their network time sales by some \$8 million and their sales of programming and sundry other services by nearly \$44 million over sales of the year before. But their profits decreased by 27% because of increases in expenses. The networks were left with total profits before federal income tax of only 4.6% of total revenues. By comparison, the earnings of television stations increased slightly in 1961. As a group the stations (including the 15 owned by networks) took in profits that totalled 26.7% of revenues.

As has been customary for many years, the networks in 1961 made more money from the operation of their 15 owned stations than from networking itself. From combined network and owned station operations the networks made total profits that were 12.8% of total revenues. That is a considerably more comfortable margin of profit than networking produced, but it is not comfortable enough to give network executives a feeling of security. As long as network operations, as viewed apart from the operations of owned stations, continue to throw off smaller and smaller returns, the networks must search ever more widely for added revenue. It is that search that must inevitably lead to strains in the historic arrangements between networks and their affiliated stations.

The strains will first become evident, indeed have already become evident, in three main areas: the selling of national advertising, network compensation of affiliates and the sharing of program expense.

The competition between networks and their stations in

the search for national advertising revenue is already severe. Of necessity, networks have developed many kinds of packages to attract national budgets of all sizes. Some of these packages so closely resemble those in which national spot television is sold that there is little reason for an advertiser to choose between network and spot except on the basis of price and ease of purchase. In such a choice, spot does not always win. The oftener it loses, the less money stations get.

While searching for ways to expand their income from advertisers, the networks also search for ways to reduce expense. One way is to reduce payments to affiliates. CBS-TV and NBC-TV have already announced compensation reductions to be effective the first of next year, and ABC-TV has indicated it will do likewise.

The reduction of compensation has been described by the networks as a means of getting stations to bear a heavier share (or a more proportionate share, in the networks' view) of program expense. There are other means of attaining the same results. The vast majority of programs that are now being offered to stations for syndicated sale have already been shown at least once on the networks, and in many of them the networks participate to some degree in the revenue from syndication sale.

Nobody is a villain or a hero in this piece. The problem is that stations and networks are engaged in an odd business in which they are at once partners and competitors. A tidier arrangement could be devised—for example, a buyer-seller association in which networks sold programs to stations and left the selling of advertising to the stations—but not without convulsive upheavals that are not to the present taste of ownership and management on either side. Absent a complete revision of the traditional arrangement, networks and stations must try to emphasize the partnership element in their association and de-emphasize the competition in it.

The problem of controlling costs is common to both networks and stations, and both ought to cooperate however they can to keep expenses within manageable limits.

The problem of increasing total advertising revenue is common too, and joint efforts toward that end ought to be invigorated.

In the present system the element of competition between networks and affiliates cannot be eliminated, but perhaps it can be kept from getting out of hand.

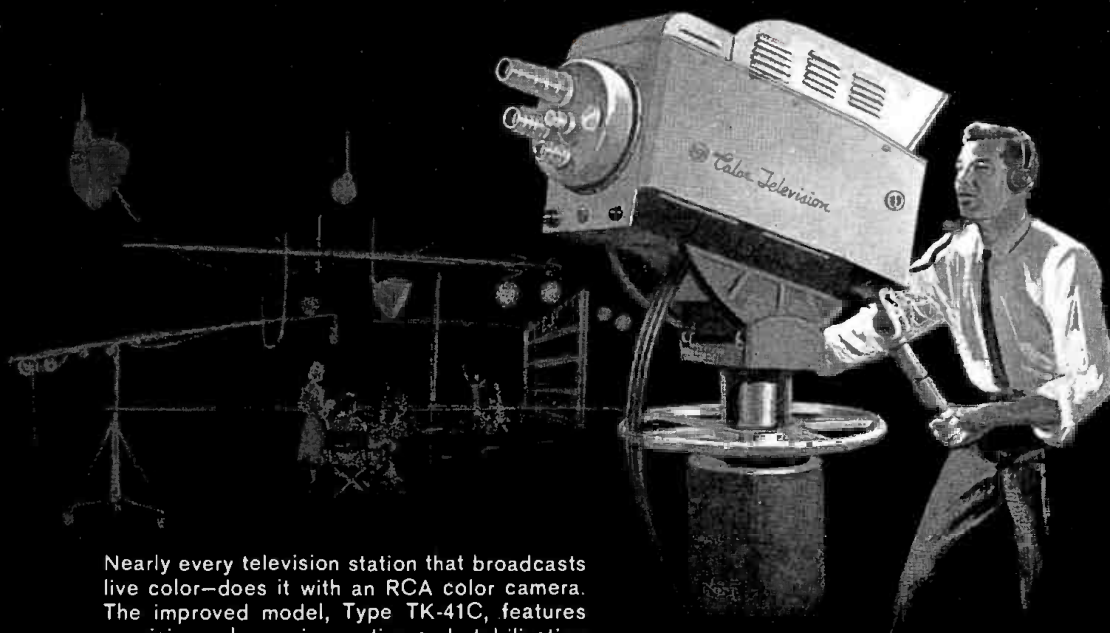


Drawn for BROADCASTING by Sid Hix

"They ought to call it the early, early show. It comes on at 1 a.m."



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