



# BRO

## THE BUSINESS

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NEWSPAPER

# NG

## RADIO

APRIL 15, 1963

Taft Broadcasting Co. offering \$40 million  
for Transcontinent stations ..... 27

A look at the implications of an FCC-NAB  
regulatory wedding ..... 54

Sindlinger claims Nielsen shut him out  
through 'master plan' ..... 46

Airlines happy with tv; plan even broader  
use of medium ..... 29

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**The  
BIG  
one  
that  
local  
stations  
have  
been  
waiting  
for!**

**'NAKED CITY'**

**99 HOURS AND 39 HALF HOURS OF ACTION!**

**JUST OFFERED AND ALREADY SOLD TO:**  
WPIX NEW YORK • WGN-TV CHICAGO  
KMSP-TV MINN./ST. PAUL • WBAY-TV GREEN BAY  
WNEP-TV SCRANTON/WILKES-BARRE

For details contact  
**SCREEN GEMS, INC.**

# WTR EFFIGIES

Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!



MARKET  
ANALYST  
(AHEAD HUNTER)

#23 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA

Scan Zoo Animals, Inc., Los Angeles, California

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

(RED EYED SET? Write for your frameable  
WTReffigies, our ad-world close-up series!)

316,000 watts



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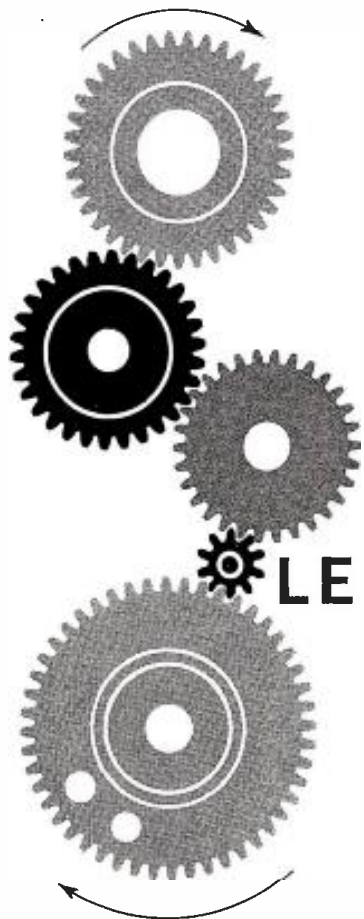
Represented Nationally by George P. Hollingbery Company

WHEELING 7, WEST VIRGINIA

*If you lived in San Francisco...*



*...you'd be sold on KRON-TV*



## LET'S LOOK AT FACTS

Whether you use ratings to estimate audiences or to indicate a trend, the results are the same in the selection of THE station to use in the Dallas-Fort Worth market — the first choice is always KRLD-TV.

Why? The fact is that KRLD-TV delivers an average of 47,900 MORE homes per average quarter-hour, 9 am to 6:30 pm, Monday thru Friday, than the next station in the market.\*

And — Sunday thru Saturday from 6:30 pm to midnight, KRLD-TV delivers an average of 40,900 MORE homes per average quarter-hour than the next station in the market.\*

Let the facts speak for themselves — that the equivalent of increased sales for you is the selection of a schedule on Channel 4. See your ADVERTISING TIME SALES representative.

\*NSI  
Average Week  
Dec. 21-Feb. 24, '63



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

## Still another delay?

Will \$40 million sale to Taft Broadcasting come before Transcontinent's stockholders meeting April 25 in Buffalo (see page 27)? Since proxies went out prior to announcement of negotiations, one legal view is that subject is precluded from coming up and special meeting must be called as matter of corporate practice.

## Military threats probed

Military police threatening force to prevent photographers from taking pictures of military disasters outside bases have aroused concern of House Foreign Operations and Government Information Subcommittee. Recent incidents involve North Carolina tv newsmen threatened with exposure of his film and New Mexico tv newsmen faced by pistol-brandishing MP. Deepest congressional concern is over regulations permitting military to use force although no legal authority exists for such action. Complaint is expected to go straight to top of Pentagon.

## Radio-tv ratings liaison

Meeting is expected to be called this week of NAB-RAB liaison committee to work toward coordination of efforts in rating situation (see page 66). Committee was formed several months ago but has not met since (BROADCASTING, Dec. 3, 1962) and there now is concern that two groups may reach impasse on best method to proceed. RAB has stated flatly that it wants separate research for radio. Extent of NAB cooperation, if any, has not been determined.

## KIRO minority to Mormons

About 10% of stock of Queen City Broadcasting Co., which owns KIRO-AM-FM-TV Seattle, has been acquired from minority stockholders through brokerage firm understood acting for Mormon Church which owns KSL-AM-FM-TV Salt Lake City, as well as interests in other western broadcast properties. Stock sold at about \$30 per share, which on basis of 257,000 shares outstanding, would place valuation of nearly \$8 million on properties. Saul Haas, president-general manager of Queen City, owns 64% of stock.

One of minority stockholders who has sold portion of his interest is Sen. Warren G. Magnuson (D-Wash.), who disposed of 2,000 of his 10,000 shares. He had held 4% interest in Queen City for more than 30 years. Mr. Haas recently was elected board member of Radio Service Corp., which operates properties for Church of Jesus Christ of Latter Day Saints.

# CLOSED CIRCUIT

Arch Madsen, president-general manager of KSL-AM-FM-TV, this month was elected to Queen City board. Mormon group owns minorities in KID-AM-TV Idaho Falls and KBOI-TV Boise, which like KIRO are all CBS-affiliated. Church recently acquired World Wide Broadcasting Co. (WRUL New York) shortwave station from Metropolitan Broadcasting Co. Merrill, Lynch, Pierce, Fenner & Smith is brokerage firm which acquired Queen City stock from 19 of 52 stockholders.

## No ratings book

Two men who'll write the Harris subcommittee's report on rating services have been asked about authoring something else—a book. Random House approached Counsel Robert E. L. Richardson last week and asked if he and fellow investigator Rex Sparger were interested. Mr. Richardson said not now, anyway.

Meanwhile, Chairman Harris (D-Ark.) has barred inclusion of any unsworn statements in hearing record. He said this includes one submitted by A. C. Nielsen Jr., company president, who passed up chance to testify two weeks ago. Subcommittee staff has stack of 30 sworn statements which won't be included either.

## Stacked deck charge

National Community Tv Assn. has expressed "regret" to members that new NAB "Future of Tv in America Committee" (BROADCASTING, April 1) is weighted "with anti-catv's." NCTA noted that committee members are capable and successful broadcasters but said appointments do not reflect "enlightened and objective attitudes toward catv that could mutually benefit broadcasters and catv industry alike." NCTA expressed hope that more "moderate" members of committee will exert positive influence toward improved catv-broadcaster relationships.

NAB committee to study impact of catv on broadcasting was authorized at board meeting last winter and members were named 10 days ago at NAB convention.

## Surprise award to Harris

Broadcasters and other distinguished personages attending Broadcast Pioneers spring luncheon in New York April 24 have surprise coming. Event, which provides platform for presentation of Peabody Awards for distinguished service in broadcasting, will be headlined by unannounced

special citation by Broadcast Pioneers to Chairman Oren Harris (D-Ark.) of House Commerce Committee who has been in forefront of matters pertaining to broadcast legislation for past decade. Plaque, to be presented by BP's national president, Ward Quaal, WGN Inc., Chicago, will commend legislator for his statesmanship in furtherance of broadcasting arts.

Mr. Harris was chairman, not only of the parent Commerce Committee, but of its Oversight Committee, during inquiries into quiz shows, payola and ex-parte activities involving television grants. He also presided over hearing just concluded on program ratings services.

## Exhibitors buck pay-tv

Campaign to block development of pay-tv through legislation is being undertaken by Theater Owners of America. Trade group, headquartered in New York, will urge its membership to buttonhole members of both Senate and House Commerce committees to get behind Celler Bill (HR 3281) introduced Feb. 4 which would prohibit any television station from imposing "toll, fee, subscription or other charge, directly or indirectly, on the general public for the privilege of viewing television programs received over television sets in the home." Bill would impose fine of \$10,000 or imprisonment for not more than five years, or both, for infractions.

## GOP won't talk back

Republican National Committee will abandon plans for national tv program intended to "answer" A Conversation with the President, pooled network interview with President Kennedy (CLOSED CIRCUIT, Jan. 7). Party understood to have network promise they'd carry show free in prime time. GOP heads turned thumbs down on own proposal, which would have focused national spotlight on some newer Republican faces as well as established older ones.

## Caught in the switches

FCC vote on Sec. 315 case in Gary, Ind., was closer than was indicated by 4-2 decision which denied complaint of candidate who said he was entitled to equal time (see story page 64). When matter first came before commission several weeks ago, there was 4-3 majority in favor of supporting complaint. In interval, however, Commissioner Robert T. Bartley switched from favoring complaint to side opposing it.

## WE'VE GOT A WAY WITH WOMEN

Channel 2 leaves the other stations "flat" in the race for women viewers! Here's the latest proof that WJBK-TV is the big favorite with the gals who do the big buying in booming southeastern Michigan:

### WOMEN VIEWERS PER DAYTIME QUARTER HOUR\*

**WJBK-TV 119,005**

**49% More** than  
Station B's 79,809

**166% More** than  
Station C's 44,722

**349% More** than  
Station D's 26,483

\*9 AM-5 PM M-F Avg. NSI, February, 1963

Call your STS man for avails  
and cash in with bigger sales!



|                      |                     |                     |                    |                   |                      |                                                                                                 |
|----------------------|---------------------|---------------------|--------------------|-------------------|----------------------|-------------------------------------------------------------------------------------------------|
| 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>BROADCASTING COMPANY |
| 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

# WEEK IN BRIEF

Largest sale in history. That's the claim for the proposed \$40 million transfer of Transcontinent's Buffalo, Kansas City and Scranton stations to Taft Broadcasting Co. There still are FCC hurdles, of course. See lead story . . .

## TRANSCONTINENT'S \$40 MILLION . . . 27

The shooting's over, apparently, in the Harris ratings investigation. Latest testimony deals with a Nielsen "master plan" to dominate the media research field. Counsel for subcommittee lauded by Harris. See . . .

## NIELSEN 'MASTER PLAN' BARRED . . . 46

But there's another ratings chapter to follow. At NAB the research committee is thinking in terms of a seal of good practice and it's working on a whole new concept to be given the NAB board's June meeting. See . . .

## RATINGS SEAL STUDIED . . . 66

Everybody's been wondering, since FCC Chairman Minow popped the idea in Chicago, what would happen if the NAB should become an enforcement arm of the FCC in the manner of the securities industry controls. See . . .

## SHOULD NAB DO FCC'S WORK? . . . 54

It's not a landslide but there are definite signs of a trend toward use of television by the nation's airlines. A close look at the way major carriers are exploring the sales potential of the visual medium. See . . .

## AIRLINES TURN TO TV . . . 29

And now Cleveland broadcasters are getting back to normal after a long newspaper strike. It's a little soon to know the long-term impact of the strike but some stations believe they improved their local image. See . . .

## CLEVELAND BACK TO NORMAL . . . 34

Ever since WLW Cincinnati tested 500 kw power in the late 30's, clear-channel stations have wanted the right to exceed the 50 kw power limit. Now another petition asking the FCC to allow more power is pending. See . . .

## CCBS WANTS RULEMAKING . . . 56

The FCC has an unusual probe under way—a look into the McLendon purchase of WYNR Chicago and a shift from 80% to 100% Negro programming. It's an informal hearing to decide if there should be a formal hearing. See . . .

## CHICAGO HEARING ERUPTS . . . 52

One of the trickiest situations in the growth of radio and tv has centered around patent claims. Last week one of the patent suits filed by fm inventor Edwin Armstrong was settled. It involved Admiral, set maker. See . . .

## ADMIRAL SETTLES FM SUIT . . . 80

Four-fifths of tv stations figure 1963 business will be up 11.2% over 1962, according to a station survey conducted by "The Gallagher Report." An insight into what station executives think about tv. See . . .

## SURVEY OF TV BUSINESS . . . 32

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### BROADCASTING

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# your neighbor's faith

If ignorance breeds bigotry, then truth well told should create tolerance and understanding.

This is the premise for "Your Neighbor's Faith," a 25-minute colorcast presented each Wednesday on KMTV. Since February of last year, leaders of 56 denominations, all with congregations in the Omaha area, have appeared on this program to explain in detail their beliefs. The series has been applauded by leaders of all faiths as one of the most effective religious programs on the air.

"Your Neighbor's Faith" is but one example of imaginative religious programming originated by KMTV.

Since 1954, KMTV has presented "At Day's End," Omaha's only live daily devotional program. Each night, laymen speak frankly about the importance of religion in their lives.

Since 1956, KMTV has presented "Jean's Story Time," a weekly non-denominational Sunday school for the youngsters.

Each week on KMTV, "Pastor Jerry" offers religious counsel to alcoholics and others with severe emotional problems.

At KMTV, religious programming is creative, purposeful and unique. It is non-commercial.

KMTV believes the quality and variety of local programming is one of the most important factors in evaluating a station. At KMTV, the quality is consistently high.

**KMTV Omaha**

Represented by Edward Petry & Co., Inc.

הבן חובתו אינו ימנע ולא יקח עליו תנאי: לא ראה חכם ולא חסד איש, עמו ואבותיו ילמדו בדרך ארץ



39. Secundum autem simile est huic : 4 Diliges proximum tuum, sicut te ipsum.



18 ¶ Thou "shalt not avenge, nor bear any grudge against the children of thy people, but thou shalt love thy neighbour as thyself: I am the LORD.

## FEELERS OUT ON STATES' FEDERATION

### Texas feels NAB lacks capacity for leadership

Presidents of all state broadcasters' associations were asked last week whether their boards would be interested in forming new "State Federation" of broadcasters to be established in Washington for "explicit purpose of creating leadership and direction to deal with the myriad problems of government" (CLOSED CIRCUIT, April 1).

April 11 letter, from Jack Roth, KONO San Antonio, president of Texas Assn. of Broadcasters, said his board had authorized him to circularize 49 other state associations on premise that NAB lacks "capacity or ability to handle the most important problems of the broadcast industry."

"The crux of the matter is whether we feel we are getting adequate representation where it counts the most for \$2 million a year in dues," the Roth letter said. "We are faced at this mo-

ment with making a decision as to whether we are in competent hands to fully and effectively represent our industry to those in power on Capitol Hill."

Letter cited government interference in day-to-day broadcasting operations, underscoring recent FCC vote for "control of the commercial content of our facilities and request for license fees. . . . There absolutely must be a point at which we take a united stand to prevent our complete debilitation at the hands of a few individuals who know not what they wreak."

Federation would have "outstanding" broadcaster head Washington office and be responsible to committee of state presidents. State presidents were asked to present request to each board promptly so that meeting can be called to organize and formulate course.

### \$2 million at stake in Corinthian tax case

Second big network affiliation tax amortization case will start June 19 in U. S. Tax Court in Washington. Petitioner Corinthian Broadcasting Corp. has over \$2 million at stake related to 1956 purchase of WISH-AM-TV Indianapolis and WANE-AM-TV Fort Wayne for \$10 million. Corinthian is attacking Internal Revenue Service ruling disallowing amortization of network affiliation contracts on ground their length is not "determinable."

First case was brought by Westinghouse Broadcasting Co. and involved \$5 million allocation to network contract when it bought then WPTZ (TV) Philadelphia from Philco for \$8.5 million in 1953. Westinghouse fought IRS ruling in tax court and appeals court but was not successful. Last month, U. S. Supreme Court denied WBC petition for *certiorari*. There are believed to be 12-15 other broadcasters with similar tax problem.

### Relay handles Clairol with 'Loving Care'

Clairol tv commercial got "jump" on competition last week. First commercial to make hop to Europe via Relay satellite was 60-second announcement for Clairol's "Loving Care" hair color lotion. Spot was seen by viewers of French tv network, RTF, as part of

CBS-TV program, *Douglas Edwards and the News*. Show was video-taped and "relayed" one hour after transmission in U. S.

### NBC-TV secures rights for Tokyo 1964 Olympics

NBC has acquired exclusive tv rights to 1964 summer Olympic Games in Tokyo it was announced Friday (April 12) by Robert W. Sarnoff, board chairman of NBC and Shinosuke Abe, president of Nippon Hoso Kyokai (Japan Broadcasting Corp.). ABC earlier had obtained rights to winter Olympic Games.

NBC-TV will present daily telecasts each evening while games are in progress and longer programs on weekend dates.

### Mach-Tronics sued for \$3 million

Ampex Corp., Redwood City, Calif., last Thursday (April 11) filed \$3 million damage suit against Mach-Tronics, Mountain View, Calif., in federal district court in San Francisco, charging patent infringement of techniques. Suit also asks for permanent injunction against manufacture or sale of recorders infringing Ampex patents.

Action is third in series which began last year when Mach-Tronics' first demonstration of its portable recorder evoked Ampex suit for \$2 million, alleging appropriation of trade secrets by

Mach-Tronics executives formerly employed by Ampex (BROADCASTING, June 18, 1962).

Mach-Tronics responded with \$3,-375,000 antitrust action, charging Ampex with conspiring with RCA to monopolize tv tape recorder field (BROADCASTING, Aug. 13, 1962).

### Cowles' Nielsen cut called 'opportunism'

A. C. Nielsen Co. was nettled Friday (April 12) over Cowles Magazines and Broadcasting Inc. broadside accompanying announcement that it considered contract between it and Nielsen at an end (see page 48). Affected by Cowles's decision: studies for *Look* and *Family Circle* publications and KRNT-TV Des Moines, which it operates.

Nielsen's statement charged: "The *Look* organization has, in our opinion, seized upon the recent Washington hearing as an excuse for breaking their contract. It's difficult to consider this action and the public manner in which it was taken, as anything other than opportunism."

In addition to its detailed announcement signaling termination of contract with Nielsen, Cowles released letter that Marvin C. Whatmore, vice president and general manager, sent to Nielsen on April 10 plus dozen questions asked of Nielsen on the operation of Nielsen Media Service Report (1962). Questions were not answered, Cowles said.

Cowles also disclosed it would run

### Times for tension

There may have been big inward sigh of relief when NAB spokesman reported no "schism" between NAB and RAB over approach to ratings study (see page 66). It was learned later that RAB officials had sought opportunity to explain their plan to NAB Research Committee at latter's meeting last week, were told meeting was closed but that RAB might "stand by"—then heard no more.

Climate was right for schism, at least temporarily, but RAB apparently decided not to press issue and NAB Executive Vice President Vince Wasilewski met later with RAB. RAB is adamant, however, on radio-only study not "chained" to tv.

## WEEK'S HEADLINERS



Mr. Sonneck

**Edwin H. Sonneck**, director of corporate planning and research for Goodyear Tire & Rubber Co., elected to executive committee of American Marketing Assn. for one year and then to presidency beginning July 1, 1964. Others elected to AMA executive committee: **E. Raymond Corey**, Harvard Business School; **Seymour Banks**, Leo Burnett Co.; **Edward J. Green**, Westinghouse Air Brake Co.; **George L. Herpel**, Temple U.; **C. Merle Crawford**, Mead Johnson Labs., and **James L. Chapman**, Detroit Edison Co.



Mr. S. C. Johnson

**Samuel C. Johnson**, international vp with headquarters in London for S. C. Johnson & Son, Racine, Wis., appointed executive vp, effective July 1, with responsibility for directing over-all marketing and international operations. Mr. Johnson, 35, son of H. F. Johnson, chairman of company, will return to firm's headquarters in Racine to assume his new position. He joined company in 1953 as assistant to president and from 1955-58 served

as new products director. Subsequently, he was elected service products division vp. Mr. Johnson went to London in 1960 as vp and regional director for Europe, Africa and Near East. He was elected international vp last year.



Mr. Tully

**William E. Chambers Jr.**, **Richard W. Tully** and **Charles S. Winston Jr.**, all of Foote, Cone & Belding, elected executive vps. Each will retain former positions in addition to new responsibilities. Mr. Chambers, general manager of New York office, joined FC&B in 1956, and before being named general manager last year, handled such accounts as Lever Brothers and General Foods. Mr. Tully, in charge of firm's western operations, joined FC&B 17 years ago and has been research director, account supervisor on General Foods, and general manager of



Mr. Winston



Mr. Chambers

Chicago office. Mr. Winston, general manager of Chicago office, joined agency in 1946, and has handled Johnson's Wax and Edsel accounts.

**Alan D. Courtney**, formerly vp-network programs for CBS-TV, joins MGM-TV in major executive position. Mr. Courtney resigned from CBS-TV last month at time of Hubbell Robinson's decision to leave network (WEEK'S HEADLINER, March 18).

**Thomas W. Moore**, with ABC-TV since 1957 and its vp in charge since March 20, 1962, elected president of network. Leonard T. Golden, president of American Broadcasting - Paramount Theatres, ABC-TV's parent, noted affiliates' enthusiasm for network's 1963-64 schedule previewed in Chicago two weeks ago as "an excellent indication" of Mr. Moore's leadership. Mr. Moore entered tv industry with CBS-TV Film Sales in 1952 as account executive on West Coast, became its general sales manager with headquarters in New York in 1956, and joined ABC-TV as vp in charge of sales in 1957. He was elected vp in charge of programming in 1958 and vp in charge of tv network last year when he replaced Oliver Treyz in position though not in title (Mr. Treyz was president of network).



Mr. Moore

For other personnel changes of the week see FATES & FORTUNES

newspaper advertisements this week calling for joint "industry" action to provide "accurate audience measurements for magazines and electronic media."

Said Nielsen: "The figures which Nielsen currently reported for *Look* magazine were below the expectations of *Look's* management."

### ABC-TV gets new buys from three sponsors

Pontiac, Alberto-Culver and Consolidated Cigars are among advertisers making new buys on ABC-TV for new season. Alberto-Culver and Consolidated, both of which already have made purchases on network next season, are co-sponsors (alternate half-hours) of new quiz, *100 Grand* (Sunday, 10-10:30 p.m.). Pontiac purchased scattered minutes over schedule in business said to represent \$1 million.

### ARF research experts study rating proposals

Advertising Research Foundation is giving serious consideration to audience measurement problems turned up in Washington hearing, will study several specific proposals in near future, and undoubtedly its research experts will be willing to contribute great deal of effort to "any well-supported activity," according to President Alcuin S. Lehman.

He reported—and welcomed—offer of counsel and assistance by broadcast committee of Assn. of National Advertisers.

Mr. Lehman said ARF is in position now to issue informative analyses of reports of ratings services that wish to cooperate. This could be done, he said, through facility set up some time ago for analyzing reports of syndicated research services on request of such serv-

ices. These analyses would go to ARF members and research service involved.

Proposals by RAB (BROADCASTING, April 1, 8) and TvB (BROADCASTING, March 4) have been reported to ARF board and will be taken up at next planning committee meeting. Both projects, he said, can be undertaken as soon as agreement is reached on procedures and financing. He called RAB plan "particularly challenging" in that it seeks new ways to achieve full measurement of now under-measured radio audience.

### CBS-TV, affiliates meet

CBS-TV affiliates and network executives will hold their annual conference in New York on May 9-10 at Waldorf-Astoria Hotel, CBS-TV President James T. Aubrey Jr. announced Friday. He said conferences would be devoted to programming, sales, commercial standards and pending legislation.

# CHEYENNE

## 107 HOURS OF ACTION-PACKED WESTERN DRAMA

Starring Clint Walker, CHEYENNE is the first of the great Warner Bros. western hours—and one of the greatest in television history. Standing six-feet-six-inches in height, Walker as Cheyenne Bodie presents a towering figure of strength. A figure that inspires warm thoughts among the beautiful... admiration among the lawful... and cold fear among the lawless. To a man like Cheyenne Bodie, no obstacle is too big to tackle, no danger too big to risk, in his efforts to break the lawless spirit of the west to the halter of peace.

In its six full seasons on the network, CHEYENNE won an average Nielsen National rating of 24.8, good for a 38.6 share of audience.\* Now available on an individual market basis—for fall start.

\* Oct.-Apr. averages



WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y., Circle 6-1000

ALSO: MAVERICK • SURFSIDE 6 • SUGARFOOT • THE ROARING 20'S • BRONCO • BOURBON STREET BEAT • LAWMAN • HAWAIIAN EYE  
BROADCASTING, April 15, 1963



**as much a part of Philadelphia as the Liberty Bell**

**WRCV-TV's** significance goes far beyond its immediate locale. From its Philadelphia center, WRCV-TV ties 38 counties in five states into one television community.

To create programs which reflect both the widespread local and international range of interest of its audiences, WRCV-TV's staff is continuously on the move. For example, a film crew from WRCV-TV's widely acclaimed *Concept* series recently returned from Guatemala. This film exploration of the primitive Mayan village of Chichicastenango and Tikal, "place of whispering

voices," was produced by a girl...and the girl is Marcia rose, winner of the 1962 McCall's Golden Mike Award as the outstanding woman in Radio and TV. Previously she took her crew to Israel for three special television reports on Israel's development as a nation.

Closer to home, *Concept* aroused the city with a trip to Philadelphia's Skid Row and intrigued its audience, both in the city and neighboring states with *Gettysburg* and *Songs of the Civil War*. Another prime time public affairs series, *Profile*, examined Phila-

Philadelphia's traffic problem. *Profile* also focused on a ballet fantasy from Philadelphia's famed Rodin Museum, and in the *Legacy of Long Beach* it dramatically showed the reconstruction of a hurricane damaged New Jersey community, and the effect on its people.

Whether the focus is on its own backyard or distant continents, WRCV-TV is alert to the issues, events, and community conditions that have meaning for its entire audience. This kind of community-station link is distinctive to the programming of all NBC Owned Stations.



WRCV-TV, PHILADELPHIA  
WNBQ, CHICAGO  
KNBC, LOS ANGELES  
WRC-TV, WASHINGTON  
WNBC-TV, NEW YORK

---

NBC Owned. Represented  
by NBC Spot Sales.

# RADIO WILS ANSING 1320

**3 TIMES THE  
AUDIENCE\*  
3 TIMES THE  
ADULTS\*\***

(\*JAN.—MAR. '62 HOOPER)

Anyway you slice that whooping big HOOPER it comes out three times the audience... and, three times the adults of the 2nd station... Like this:

| Local Time                                                             | WILS  | 2nd STATION |
|------------------------------------------------------------------------|-------|-------------|
| 7 to 9 a.m.<br>Heavy traffic<br>period with adult<br>and teen audience | 66.6% | 21.1%       |
| 9 to 4 p.m.**<br>Housewife time.<br>Teenagers not home.                | 59.7% | 18.4%       |
| 4 to 6 p.m.<br>Drive time period<br>with adult and<br>teen audience    | 61.1% | 14.2%       |
| 7 'til Noon total                                                      | 63.6% | 21.0%       |
| Noon 'til 6 total                                                      | 59.5% | 15.4%       |

(Hourly average and total % from Jan.-Mar. '62 Hooper)

## LANSING Metro (3 counties)

- 14th in \$ sales per household
- State Capitol
- Michigan State University
- Oldsmobile plus other industry

**MID-MICHIGAN'S BIG  
NO. 1 RADIO BUY**

RADIO  
**WILS**  
ANSING  
1320 (5000 WATTS)

Representatives:

**Venard, Torbet & McConnell, Inc.**

## DATEBOOK

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

\*Indicates first or revised listing

### APRIL

\*April 14-19—"Inside Advertising/Marketing Week," sponsored by Advertising Club of New York and Assn. of Advertising Men & Women, Biltmore Hotel.

April 15—New deadline for submission of entries in the annual awards contest of the Deadline Club, Sigma Delta Chi.

\*April 15—Hollywood Advertising Club luncheon meeting, Hollywood Roosevelt Hotel. Murray Benson, director of merchandising and licensing for CBS Films Inc., will speak on "The Importance of Creative Merchandising."

April 15—Western States Advertising Agencies Assn. dinner meeting at Sheraton-West Hotel, Los Angeles. Heads of six advertising groups: James T. Parry, Southern California chapter, American Marketing Assn.; Betty Thomas, Merchandising Executives Club; Len Pilley, Art Directors Club of Los Angeles; Paul Mead, Advertising Agency Production Men; Ron Ross, Magazine Representatives Assn.; Jack O'Mara, Television Bureau of Advertising, will divulge "The One Most Important Change To Look For In The Year Ahead," with open discussion to follow. Ralph Carson of Carson-Roberts will be chairman.

April 15-16—Pan Pacific Television Festival of tv programming from 17 Pacific basin nations to be held in San Francisco under auspices of San Francisco chapter of Academy of Television Arts & Sciences. Shirley Temple Black will be hostess and honorary chairman of the two-day event, which will be attended by representatives of the participating countries, ATAS members, guests from allied fields and educators and students. The exact site for showing entries has not been selected.

April 15-17—Chicago Federated Advertising Club midwest collegiate advertising conference, Palmer House. William W. Wilson Jr., Young & Rubicam, is conference's general chairman.

April 16—Annual stockholders meeting, Plough Inc., Memphis, Tenn.

April 17—American Marketing Assn. conference on new product marketing, New York Hilton.

April 17—Annual meeting of stockholders, Columbia Broadcasting System Inc., 1697 Broadway, New York.

April 17—Deadline for reply comments on FCC's proposed fm allocations table.

\*April 18—Public Relations Society of America, Los Angeles chapter, 14th annual conference, 12-3:30 p.m. at the Ambassador. Pierre Salinger, news secretary to President Kennedy, will speak on "World Wide Communications Between Peoples, Governments and Business," followed by a panel discussion on "The Global Role of Public Relations—Responsibilities and Opportunities," by Barney Miller, news director, CBS Radio Pacific Network; Jack Latham, KNBC (TV) Los Angeles; William D. Dobson, president, General Milk Co. (foreign subsidiary of Carnation Co.); Ted R. Sills, president, International Teddills Corp.; Frans Tablemans, consul-general of Belgium, Los Angeles. Walter P. Coombs, executive director, Los Angeles World Affairs Council, will moderate the discussion.

\*April 18—Southern California Broadcasters Assn. luncheon at Michael's Restaurant in Hollywood. Merv Oakner, vp and account supervisor at Anderson-McConnell Adv., Los Angeles, will report on the successful use of radio in the real estate field.

April 18—Assn. of National Advertisers, workshop on international advertising, Hotel Plaza, New York.

April 18-20—Twentieth annual Alpha Ep-

silon Rho convention, Hotel President, Kansas City, Mo. Delegation of students of broadcasting from 32 universities.

April 18-21—Annual spring convention of Mississippi Broadcasters Assn., Broadwater Beach Hotel, Biloxi. Golf tournament on 18th. First business session at 1 p.m. on the 19th. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and Special Subcommittee on Appropriations (ratings investigation), will speak April 20.

April 19-20—Annual convention of New Mexico Broadcasters Assn., Alvarado Hotel, Albuquerque. NAB President LeRoy Collins will be principal speaker.

\*April 19-20—Annual convention of UPI Broadcasters Assn. of Texas, Baker Hotel, Dallas. Pierre Salinger, White House news secretary, will speak April 20 at the closing banquet.

April 19-21—Fiftieth Anniversary Convention of the Alpha Delta Sigma, Roosevelt Hotel, New York City. Don Belding, former partner of Foote, Cone & Belding, New York, will be keynote speaker.

\*April 20—Convention of student broadcasters, Dartmouth College, Hanover, N. H. Don Hyatt, director of special projects for NBC, will speak.

April 20—Seventh annual convention of the

### TVB SALES CLINICS

April 15—Fort Wayne, Ind.; St. Louis. April 16—Pittsburgh. April 17—Altoona, Pa.; South Bend, Ind.; Champaign, Ill. April 19—Lebanon, Pa.; Grand Rapids, Mich.; Peoria, Ill.

April 22—Miami; Montgomery, Ala.; Roanoke, Va. April 23—Columbus, Ga. April 24—Tampa, Fla.; Greensboro, N. C.; Augusta, Ga. April 25—Atlanta. April 26—Jacksonville, Fla.; Charlotte, N. C.

April 29—Des Moines; Charleston, S. C.; Norfolk, Va.; Asheville, N. C. April 30—Waterloo, Iowa; Columbia, S. C.; Richmond, Va.; Greenville, S. C. May 1—Cedar Rapids, Iowa; Bristol, Va. May 2—Raleigh, N. C.; Washington. May 3—Davenport, Iowa; Durham, N. C.; Baltimore; Huntington, W. Va.

May 6—Texarkana, Tex.; Wichita, Kan. May 7—Shreveport, La. May 8—Dallas-Fort Worth; Topeka, Kan. May 10—Oklahoma City; Kansas City, Mo.

May 13—Tulsa; Binghamton, N. Y.; Nashville; Lincoln, Neb. May 14—Utica, N. Y.; Omaha. May 15—Houston; Evansville, Ind. May 16—Rochester, N. Y.; Sioux City, Iowa. May 17—Lake Charles, La.; Buffalo; Louisville, Ky.; Sioux Falls, S. D.

May 20—Providence, R. I.; Cleveland; Milwaukee; Terre Haute, Ind. May 21—Indianapolis. May 22—Portland, Me.; Toledo, Ohio; La Crosse, Wis. May 23—Cincinnati. May 24—Bangor, Me.; Detroit; Rockford, Ill.; Wheeling, W. Va.

May 27—Burlington, Vt. May 29—Albany, N. Y. May 31—Springfield, Mass.

June 3—Boise, Idaho; Abilene, Tex.; Minneapolis. June 4—Duluth, Minn. June 5—Seattle; Odessa, Tex. June 6—Fargo, N. D. June 7—Portland, Ore.; El Paso, Tex.; Bismarck, N. D. June 10—Sacramento, Calif.; Albuquerque, N. M. June 12—San Diego; Salt Lake City. June 14—Phoenix, Ariz.; Denver.

June 24—New Orleans. June 25—Baton Rouge, La. June 27—Hattiesburg, Miss. June 28—Meridian, Miss. Late June: Philadelphia, Los Angeles, San Francisco, Chicago, New York and Fresno, Calif.



## A SALE IS BORN

Suddenly one commercial strikes a spark. Turns indifference into attention and belief. Moves the viewer to remember—and to buy. To move goods, first move people.

To stir their interest, the commercial has to be warm and human. To make a sale, it

must offer a strong incentive to buy—presented in the most skillful, persuasive way. This takes plenty of imagination and experience. The ability to provide both shows up where it counts most—in sales and profits for our clients.

**N. W. AYER & SON, INC.** *The Commercial is the Payoff*

# JACKSON, MISSISSIPPI WJTV CH. 12

OVER  
1 1/2 MILLION  
PEOPLE

\$44,535,000  
DRUG SALES

16.5 Ft.

JACKSON, MISSISSIPPI

## NORMAN & NORMAN Inc.

### BROKERS ANALYSTS APPRAISERS CONSULTANTS

## MAIN OFFICE NOW IN DES MOINES

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UPI Broadcasters Assn. of Connecticut, Yankee Silversmith Inn, Wallingford, Conn.

April 20—American Humane Society annual Patsy awards for animal actors, Pantages Theatre, Hollywood.

April 20—UPI Broadcasters Assn. of Vermont, Clover Restaurant, Colchester.

April 20—Indiana AP Radio-TV Assn. at Indianapolis. Guest speaker is Gene Terry, KHQA-TV Quincy, Ill., member of APRTA board of directors.

April 21-26—93rd convention of Society of Motion Picture and Tv Engineers (SMPTE), The Traymore Hotel, Atlantic City, N. J.

April 22—Annual Associated Press luncheon, grand ballroom, Waldorf-Astoria Hotel, New York. Speaker: Lt. Col. John H. Glenn Jr. AP membership meeting at 10 a.m.

April 22-23—Conference on broadcasting and mental health, under joint sponsorship of National Assn. of Broadcasters and National Assn. for Mental Health, U. S. Hotel Thayer, West Point, N. Y. The conference will open with a luncheon at the Harvard Club in New York City on April 22, and from there will move to West Point by chartered bus. Conference co-chairmen are LeRoy Collins, NAB president, and Dr. William C. Menninger of the Menninger Foundation.

\*April 22-23—Sixth National Foreign Policy Conference for Editors and Broadcasters, West Auditorium, Department of State, Washington, D. C. President Kennedy and other government officials will participate in briefing sessions.

\*April 23—Joint luncheon of Advertising Club of Boston and Broadcasting Executives Club of New England, Georgian Room, Hotel Statler-Hilton, 12:30 p.m. James C. Hagerty, vice president in charge of news, special events and public affairs, ABC-TV, is chief speaker.

April 25 — Federal Communications Bar Assn. luncheon, with following speakers: James B. Sheridan, Broadcast Bureau; James E. Barr, Safety & Special Radio Services; James J. Nordberg, Common Carrier, George S. Turner, Field Engineering & Monitoring, and Curtis B. Plummer, executive director, Willard Hotel, Washington.

\*April 25—Annual stockholders meeting, Trans-Lux Corp., 625 Madison Ave., New York.

April 25-26—Annual meeting of AP Broadcasters of Pennsylvania, Pittsburgh.

April 25-26—Spring meeting of Washington State Assn. of Broadcasters, Olympic Hotel, Seattle. Speakers include: FCC Commissioner Kenneth Cox; Washington State Attorney General, John J. O'Connell; and RAB administrative vp, Miles David.

April 25-27—Annual convention of Fourth District of Advertising Federation of America, Cherry Plaza Hotel, Orlando, Fla. Speakers include: Ralston H. Coffin, RCA, New York; Mark Cooper, AFA president; Whit Hobbs, BBDO, New York; Margo Sherman, McCann-Erickson, New York; Hobart Franks, Atlanta Journal & Constitution; Thomas Moore, ABC-TV, New York.

April 25-27—Annual meeting of American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 26—Michigan AP Broadcasters Assn. meeting, Lansing.

April 26—15th anniversary ball of Bedside Network of Veterans Hospital Radio & Tv Guild, Plaza Hotel, New York.

April 26-27—Ninth annual Oregon Broadcasting Conference, Oregon Assn. of Broadcasters, Village Green Motor Hotel, Cottage Grove, Ore.

April 26-27—Virginia AP Broadcasters meeting, Executive Motor Hotel, Richmond. Awards in the VAPB newscasting and telecasting contests and for public service will be presented on first night at the banquet.

April 27—UPI Broadcasters Assn. of Massachusetts, The Charterhouse, Waltham.

April 27-28—Spring meeting of Kansas AP

Radio-Tv Assn., Baker Hotel, Hutchinson.

April 28—Milline Club meeting at Masquers in Hollywood, Calif. Mel Blanc, president of Mel Blanc Assoc., humorous advertising consultants, will talk on "How To Avoid Speaking Before Advertising Groups and Other Religious Cults."

\*April 28-30—Annual meeting, Chamber of Commerce of the U. S., National Chamber Bldg. and various hotels, Washington, D. C.

\*April 28-May 5—Meeting of Canadian radio and television station executives, Royal York Hotel, Toronto, in conjunction with the annual convention of the Canadian Assn. of Broadcasters, May 1-3. Luncheon on May 2 will be addressed by NAB President LeRoy Collins.

\*April 29-30—AWRT board of directors meeting, Sheraton Hotel, Philadelphia.

April 29-May 1—Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

April 29-May 4—"Rose d'Or" Contest; May 20-25, 1963—Television Symposium and Tv Equipment Exhibition. The two events are part of the Third International Television Festival announced by The City of Montreux, Switzerland. For further information write to Box 97, Montreux.

\*April 30—AWRT Educational Foundation board of trustees meeting, Sheraton Hotel, Philadelphia.

\*April 30-May 1—Spring conference of Missouri Broadcasters Assn., Columbia, Mo. April 30 session will be held at MFA Insurance Co's. auditorium and May 1 all-day session in connection with U. of Missouri Radio-Tv Day of Journalism Week.

## MAY

\*May 1—Comments are due on FCC proposal to reserve for 600-mile radius operation of ch. 37 at U. of Illinois radio astronomy observatory, Danville, Ill.

\*May 1—Stockholders meeting, Goodwill Stations Inc., 2800 Fisher Bldg., Detroit.

May 1—New deadline for comments on FCC proposed rulemaking to allow daytime stations to go on the air at 6 a.m. or sunrise, whichever is earlier.

\*May 1—AWRT advisory council meeting, Sheraton Hotel, Philadelphia.

May 1-3—Canadian Assn. of Broadcasters annual convention, Royal York Hotel, Toronto. CAB convention was formerly scheduled for April 1-5. Speakers include NAB President LeRoy Collins.

May 1-3—Illinois Broadcasters Assn. spring convention, Springfield.

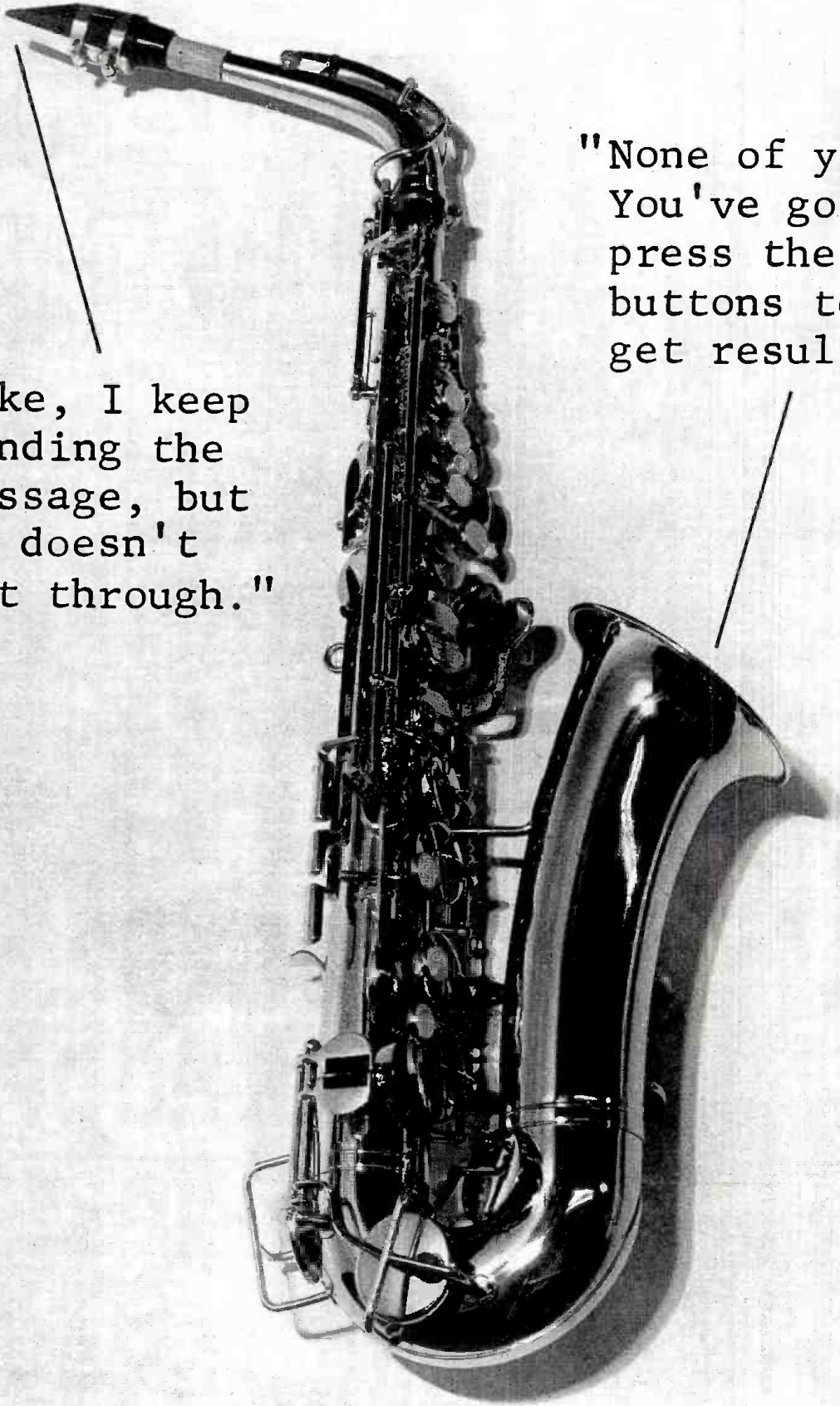
\*May 2—Seminar on radio broadcasting and community leadership under joint auspices of Southern California Broadcasters Assn. and U. of Southern California Dept. of Telecommunications, USC campus, Los Angeles.

\*May 2—Publicity Club of Los Angeles clinic-seminar to answer the question: "But will it sell?" Tyler McDonald, of Hixson & Jorgensen, will be the keynote speaker, and Richard Aszling, executive vice president of Interpublic-Infoplan, will deliver the luncheon address.

\*May 2—Marketing Workshop of New York chapter of American Marketing Assn., Chemist's Club, 52 East 41st St.

May 2-3—Illinois Institute of Technology conference on present and future communications satellites. Sponsored jointly by the Committee for Economic and Cultural Development of Chicago, the National Aeronautics and Space Administration, IIT and its Armour Research Institute, the meeting is part of the 3rd National Conference on the Peaceful Uses of Space to be held in Chicago May 1-9. Some 400 scientists and engineers are expected at the IIT conference, entitled "Technical Aspects of Communication Satellites," in the institute's Grover M. Herman Hall, 33rd and Dearborn Sts. Keynote address by Dr. Leonard Jaffe, NASA.

May 2-4—Spring convention of Alabama



"Like, I keep sending the message, but it doesn't get through."

"None of your lip! You've got to press the right buttons to get results."

Key your sales to the television station that's in tune with the entire North Florida/South Georgia regional market. WJXT plays to 307% more homes outside the metro area than the other station and 27% more homes inside Jacksonville itself. With 46 out of the 50 top breaks, and consistent leads in audience, channel 4 in Jacksonville is the button to push for results that are music to any advertiser's ear!

Represented by TvAR

**WJXT**



JACKSONVILLE, FLORIDA

**POST-NEWSWEEK**

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

# MOVE OVER NEW YORK OVER AM/RADIO

**4 MONTHS  
IN A ROW**

**WTFM**

**SHOWED UP  
ON THE HOOPER  
RADIO INDEX**

THE ONLY EXCLUSIVE FM STATION  
TO DO SO... **WTFM**

103.5 FM *of course*  
LONG ISLAND EXPRESSWAY  
FRESH MEADOWS, N. Y.

# BROADCASTING PUBLICATIONS INC.

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## BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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 TELECASTING\* was introduced in 1946.

\*Reg. U. S. Patent Office

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BROADCASTING, April 15, 1963

Broadcasters' Assn., Holiday Inn, Florence.  
 Principal speakers include Alabama Gov.  
 George Wallace and NAB President LeRoy  
 Collins.

\*May 2-5—Twelfth annual convention of  
 American Women in Radio and Television,  
 Sheraton Hotel, Philadelphia. Speakers in-  
 clude Mrs. Lyndon B. Johnson, wife of the  
 Vice President of the United States, and  
 James T. Quirk, publisher of TV Guide.

May 3—Indiana U. Radio and Television  
 Department banquet, Bloomington, Ind.  
 Julian Goodman, vice president for news,  
 NBC, will be guest speaker.

\*May 3—Annual dinner for President Ken-  
 nedy, Radio-TV Correspondents Assn., In-  
 ternational Inn, Washington, D. C.

\*May 3-4—Annual spring meeting of West  
 Virginia Broadcasters Assn., Charleston  
 Press Club, Charleston.

May 5-7—Television Programming Confer-  
 ence annual meeting (formerly SWAPDT).  
 Royal Orleans Hotel, New Orleans. Speakers  
 include: Hon. Kenneth Cox, FCC, Washing-  
 ton; Lynwood King, NBC, New York;  
 Pamela Iliott, CBS, New York; Walker  
 Spangenberg, Spangenberg Scenic Studios,  
 New Orleans; Robert Buchanan, Soundac  
 Films, Miami. For further information con-  
 tact Jerry Romig WDSU-TV New Orleans.

\*May 6-7—Fifth annual meeting of Council  
 on Medical Television of the Institute for  
 Advancement of Medical Communication,  
 National Institutes of Health, Bethesda, Md.

\*May 7—Annual RCA stockholders' meet-  
 ing, 30 Rockefeller Plaza, New York City.

\*May 8-11—Annual convention of the  
 Montana Broadcasters Assn., Bozeman.

## OPEN MIKE ®

### Cacophony in Chicago

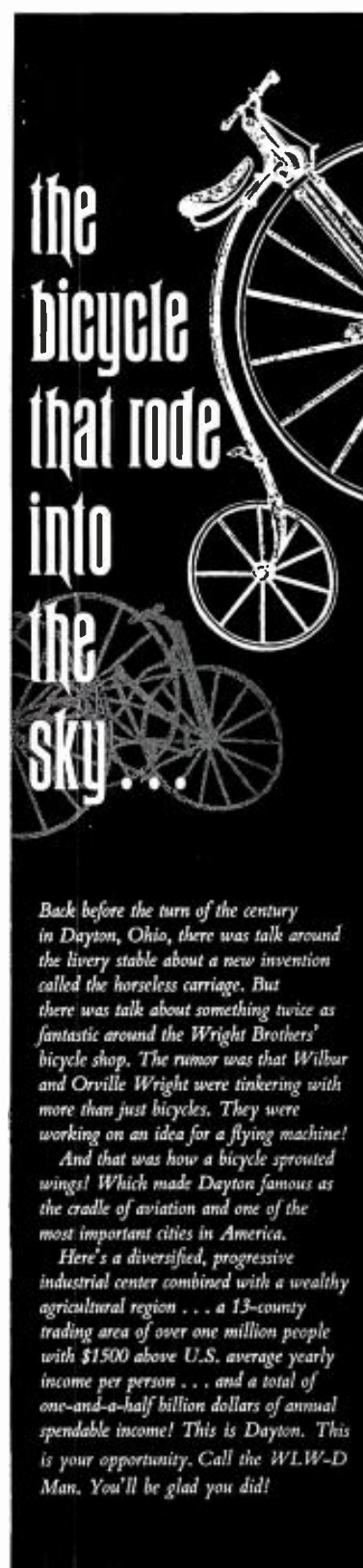
EDITOR: . . . Is it not possible with the  
 vast collection of electronic talent gath-  
 ered in the NAB Engineering Confer-  
 ence and downstairs at the engineering  
 exhibits, to get some decent public ad-  
 dress sound system operation upstairs?  
 The constant breakdowns, poor pickup,  
 distortion and inadequate speaker place-  
 ment during the FCC panel quiz was a  
 disgrace to our business. The NAB  
 should appoint its own sound engineers  
 and quit leaving the job to some care-  
 less electrician using inadequately serv-  
 iced gear. Our business is built on  
 sound. Let's prove we know it.—S. A.  
 Cisler, WLVL-FM Louisville, Ky.

### Professor gives high mark

EDITOR: . . . I intend to use your re-  
 ports on the ratings hearing for my  
 current freshman class in mass com-  
 munications, and I'm sure the material  
 will provide much useful information  
 for the students. Your stories are by  
 far the most comprehensive I've run  
 across in the trade press, hence their  
 usefulness for me in teaching.—Ray-  
 mond Simon, associate professor of  
 public relations, Utica College of Syra-  
 cuse U., Utica, N. Y.

### Quickest draw in any town

EDITOR: My compliments on the pulling  
 power of BROADCASTING. On Dec. 24,



Back before the turn of the century  
 in Dayton, Ohio, there was talk around  
 the livery stable about a new invention  
 called the horseless carriage. But  
 there was talk about something twice as  
 fantastic around the Wright Brothers'  
 bicycle shop. The rumor was that Wilbur  
 and Orville Wright were tinkering with  
 more than just bicycles. They were  
 working on an idea for a flying machine!

And that was how a bicycle sprouted  
 wings! Which made Dayton famous as  
 the cradle of aviation and one of the  
 most important cities in America.

Here's a diversified, progressive  
 industrial center combined with a wealthy  
 agricultural region . . . a 13-county  
 trading area of over one million people  
 with \$1500 above U.S. average yearly  
 income per person . . . and a total of  
 one-and-a-half billion dollars of annual  
 spendable income! This is Dayton. This  
 is your opportunity. Call the WLW-D  
 Man. You'll be glad you did!

NBC/ABC

**WLW-D** dayton  
 television

the other dynamic WLW Stations

| WLW-T      | WLW-I        | WLW-C      | WLW   |
|------------|--------------|------------|-------|
| Television | Television   | Television | Radio |
| Cincinnati | Indianapolis | Columbus   |       |

CROSLY BROADCASTING CORPORATION  
 a subsidiary of Ares



### *How to Better A Pair of Aces*

It isn't easy. Not when the aces are a couple of nonpareils like Chet Huntley and David Brinkley. And not when the program you're dealing with—"The Huntley-Brinkley Report"—is television's outstanding news program, devouring trophies as if they were jelly-beans.

But in line with our whole, extra-diversified '63-'64 schedule, we've found a way to give added dimension even to this pacemaker of TV journalism.

We are doubling the show's air-time. Starting September 9, the Monday-through-Friday program featuring the medium's two best-known newsmen will be expanded to a half-hour.

It's a change that means greater variety and depth of news coverage, more background features and analysis, more human-interest items—all tied together by the unique style of David, Chet and NBC's correspondents all over the world.

As before, "The Huntley-Brinkley Report" will be backed up by the world's largest and best news-



gathering organization. But now, the show's own production staff will be greatly expanded.

This extra breadth will continue "The Huntley-Brinkley Report's" pre-eminence in television news, not only in the eyes of awards committees and critics, but also in the homes of the American public. For the show's viewers have consistently made it the most popular news program in all of television, regardless of the competition.

The expanded "Huntley-Brinkley Report" is one of many big reasons NBC-TV's variegated fall

schedule looms as the greatest in its history.

It's a roster that includes not only the broadest range of information programs, but also established entertainment favorites like "The Virginian," and "The Eleventh Hour." In addition there'll be such promising new weekly series as Richard Boone's drama-in-repertory and MGM's "Mr. Novak," starring Jim Franciscus and Dean Jagger against the background of a modern high school. From any angle at all, a grand gamut.



Look to NBC for the best combination of news, information and entertainment.

# WIBC

The Friendly Voice of Indiana

Another  
WIBC  
Exclusive!



THE INTERNATIONAL NICKEL COMPANY, INC.  
30 WALL STREET NEW YORK 6, N.Y.

March 27, 1963

Mr. Richard H. Fairbanks  
President and General Manager  
Radio Station WIBC  
201 North Illinois Street  
Indianapolis 5, Indiana

Dear Mr. Fairbanks:

We are pleased to note the 10th anniversary of Inco's sponsorship of "Fred Heckman & The News" at 7:00-7:10 AM on Monday, Wednesday and Friday.

Our pleasant association with your radio station commenced March 3, 1953 and WIBC enjoys the unique position of being the first station to reach a 10-year broadcast anniversary in association with Inco newscast sponsorship.

To commemorate this occasion, we have forwarded to Indianapolis newspapers and broadcasting trade publications the attached news release. It is one example of the important role which Inco plays in the sponsorship of radio newscasts and the policy of freedom of the press. Perhaps WIBC itself will feel this occasion warrants local publicity of some type, which it can initiate.

At our rate, we believe of The International Nickel Company, Inc. let us express appreciation for the fine service provided by WIBC. We of this mutual relationship which helps the public ahead of the latest developments - International, national and local.

Sincerely,  
*Frederick P. Wood*  
FREDERICK P. WOOD

FPM:ada  
A/ten

LEADS IN ACCEPTANCE

"We are pleased to note the 10th anniversary of Inco's sponsorship of 'Fred Heckman & The News' at 7:00-7:10 AM on Monday, Wednesday and Friday.

"Our pleasant association with your radio station commenced March 3, 1953 and WIBC enjoys the unique position of being the first station to reach a 10-year broadcast anniversary in association with Inco newscast sponsorship."

The "Inco News" is but one of 38 newscasts heard daily on WIBC where news is a serious business. A 7-man staff, including Indiana's only full-time State House Reporter, cruises with broadcast facilities and consistent editorials are just a part of the combination that has made WIBC Radio News Indiana's most respected, most listened-to news.

LEADS IN SERVICE

WIBC Radio News is but one of the reasons WIBC has maintained the largest audience morning, afternoon and evening in Indianapolis and Indiana.\*

\* Pulse Indianapolis and 46-County Area Survey, October, 1962.  
C. E. Hooper, Inc., July, 1962.

2835 N. Illinois Street  
Indianapolis 8, Indiana

50,000  
WATTS
WIBC
1070  
KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY

National Representative

6

WIBC IS A MEMBER OF  
THE BLAIR GROUP PLAN

1962, your OPEN MIKE carried a brief letter of mine concerning an available position with an international organization in Geneva. The requirements called for highly specialized competence in radio-tv news editing and news production and with language competence in French as well as English. Believe it or not, I received 85 replies, either by telephone or letter. These replies came from throughout the U. S. and from foreign countries.

Considering the specialized requirements, I regard the results as tremendous.—*Richard P. Doherty, Television-Radio Management Corp., Washington, D. C.*

## The effect lingers on

EDITOR: . . . We are still getting inquiries about our earlier productions [mentioned] in BROADCASTING about a year ago. This certainly speaks well of BROADCASTING and its effectiveness in reaching the right people.—*Ed Ronne, Argonne National Laboratory, Argonne, Ill.*

## Entry totals understated

EDITOR: I was delighted to see the Millbrook Bread Toy Sweepstakes success story at WTEN (TV) in your special report March 25. There is, however, an error. . . . Actually, almost 3,000 entries were received during each of the first five weeks.—*Marc Edwards, promotion manager, WTEN (TV) Albany-Troy-Schenectady, N. Y.*

(The story, "Sales Successes Build Film Markets," said that over 3,000 entries were reported sent in during the first five weeks of the eight-week promotion.)

## BOOK NOTES

"The Radio Amateur's Handbook," edited by Byron Goodman. American Radio Relay League, West Hartford 7, Conn. 751 pp. \$3.50.

This is the 40th edition of the annual standard manual of amateur radio communication. The chapters on radio communications theory have been updated and material on equipment construction has been revised.

The *Handbook* contains a catalog section and 14-page index.

"Understanding Amateur Radio," by George Grammer. American Radio Relay League, West Hartford 7, Conn. 320 pp. \$2.00.

*Understanding Amateur Radio* presents the fundamentals of amateur radio theory, construction and operation in a manner to attract beginners to the ham radio field.

The theory sections, written with the beginner in mind, present the fundamentals of receivers, transmitters, power supplies and antennas without undue complication.



## Follow the Sun

**Your most pallid time period takes on a vigorous new look. 30 vigorous hours from the top quality studios of Twentieth Century Fox TV., Inc.**

444 West 56th Street, New York 19, New York—Columbus 5-3320

**'FOLLOW THE SUN'** Stars Barry Coe as Ben Gregory, Brett Halsey as Paul Templin, Gigi Perreau as Kathy Richards, and Gary Lockwood as Erick Jason; And Features Guest Stars Such As... Keenan Wynn • Inger Stevens • Everett Sloane • Tuesday Weld • Charlie Ruggles • Dennis O'Keefe • Yvonne de Carlo • Julie London • Martha Scott • William Bendix • Jayne Mansfield • David Janssen • Celeste Holm • Rhonda Fleming • Keith Andes • Wally Cox • Jim Backus • Cesar Romero • Laraine Day • Gene Nelson

## Television generates the most enthusiasm

The American people have become enormously blasé. While I was watching the countdown for the Schirra shot on the television screen in New York's Grand Central terminal, a woman standing near me said, "Haven't they done that already? What are they doing it again for?"

Whether it's a matter of diets, hula-hoops, Milton Berle or roller derbies, we seem to have acquired an infinite capacity for getting up a great head of enthusiasm and then finding ourselves yawning.

Whether business likes it or not, advertising gets involved with these blasé attitudes. If you accept the thesis that one of the important goals of advertising is to excite salesmen or dealers or distributors, and to spur them forward to greater efforts on your product's behalf, then you see where the blasé approach hampers your efforts. You can produce the best, most efficient, most exciting advertising campaign known to man, and six months after it appears, your salesmen are saying, "What have you done for me lately?"

Until recently, the advertising program of the Institute of Life Insurance was an ideal case history in frustration brought about by this attitude. Shortly after the institute was founded 25 years ago as the "public relations arm and central source of information" for the life insurance business, it was decided that paid advertising should be one of its prime public relations outlets. For a variety of reasons, among them the fact that life insurance was deemed too complicated a subject for presentation on the air, newspapers were selected as the basic medium.

The first campaign opened to the enthusiastic applause of the entire business. Nothing like it had ever been done before on an institutional level, and there was general tossing of hats in the air.

**Just Faded Away** ■ The applause didn't die away all at once, but after awhile one needed an ear trumpet to hear it. True, everyone said they thought the institute was "doing a grand job" in bringing facts about life insurance to the attention of the public, but the old zing—the climbing on chairs and applauding—was gone. This was most emphatically not the fault of the medium, the advertising or the agency involved. The ads were competently done and were rewarded with good readership. But their ability to serve as a rallying point and a focus of enthusiasm for the business was sadly diminished.

So, after considerable soul-searching,

the staff and agency came to the institute's board of directors in the summer of 1962 with a series of recommendations, which were approved:

Keep the print media rolling at current levels; discard the idea that you couldn't say something important about life insurance in a minute on television; appropriate an additional \$1 million for tv experimentation (bringing the total budget to nearly \$3 million), and instead of talking only about the problems life insurance can solve, paint a new portrait of the modern life insurance agent.

**Liked Tv Medium** ■ To say that the results have been astonishing, even with a modest budget, is rank understatement. The first program consisted of half-sponsorship of the CBS-TV 1962 election package: three 60-minute shows plus the election night marathon.

The sales force of the country responded with a roar of enthusiasm. They liked the portrait of themselves, and they liked the medium selected to introduce it. They wore buttons declaring "See Me on Tv!" They distributed millions of tune-in cards and fined their associates who were not at their sets when the programs were on the air. And they wrote us thousands of letters.

This was more than we had hoped for, but we knew that the real test lay in our ability to repeat. We had heard applause fade out before.

We followed the election campaign with a spot campaign in 50 major markets, and then this spring bought two specials: Chet Huntley on *The Problem with Water is People* and Frederic March narrating *American Landmark: Lexington-Concord*, both on NBC-TV.

For this fall, we have bought a portion of the CBS-TV *National Collegiate Football Game of the Week*. The first announcement of this to the life insurance business has been greeted with the

most applause of all. By varying our approach, from straight news to economic problems to historical landmarks to sports, we are not only picking up new publics but renewing the attention of people in our business who have a wide range of interests.

We are not deluding ourselves. We know that the bitter test will be in the years ahead. But we are comforted by the fact that there has been no discernable diminishing in the sounds of approval coming from within the life insurance business.

A good part of this approval stems, we have found, from the pride taken by the life insurance agent in the statements we are making about him. We emphasize his training (which few laymen knew much about, but which is extensive and complicated) and the wide spectrum of services he is equipped to perform. We do not show him on the screen; he is the camera, and we hear him talking with his clients as he goes about performing his services.

Without in the least demeaning other advertising media, which serve us well, we have yet to find a vehicle which can generate so much enthusiasm as tv. This is highly important to a business where the morale of the sales force means the entire difference between failure and success. Even if the public ignored our messages—and our research shows it certainly has not—their galvanizing effect on 250,000 volatile, highly-charged salesmen has been worth the cost.

We are not saying to ourselves that we have found the antidote for the blasé attitude. But we do believe we have acquired a morale-builder and a morale-sustainer, which is of infinite importance to a business that lives by its salesmen.

We don't plan to be taken for granted in the near future.

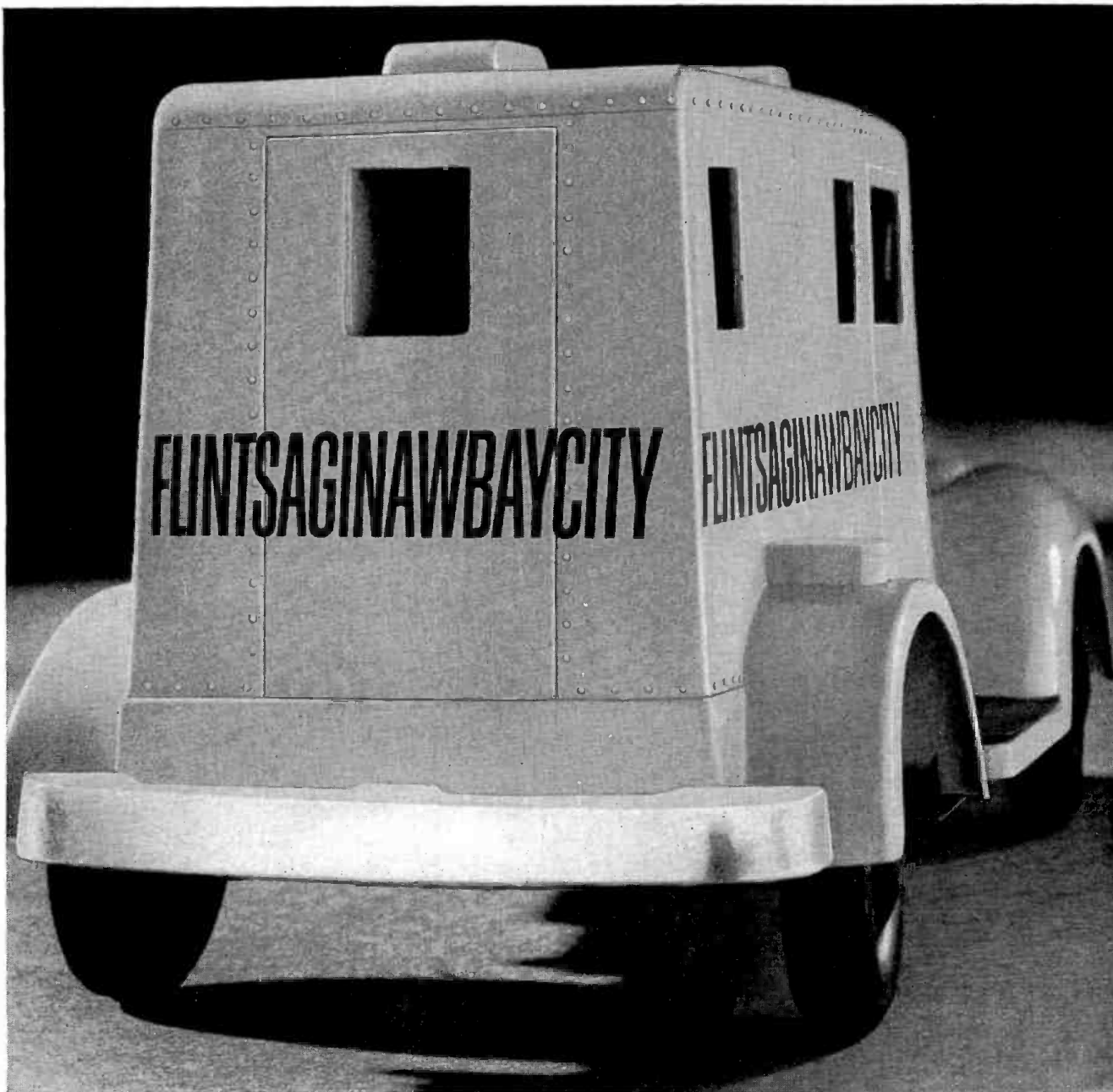


Donald Barnes, has been associated with the advertising field and the life insurance business for nearly 27 years. He started with the "New York Herald Tribune" in 1935. A year later, he became the editor of the "Life Association News," and subsequently he became an executive with its parent, the National Assn. of Life Underwriters. In 1948, he joined the Institute of Life Insurance, New York, as head of advertising and promotion. He was elected a vice president in 1957.



**FAVORITE THROUGHOUT MARYLAND** UNITED STATES NAVAL ACADEMY, ANNAPOLIS, MARYLAND

**WBAL-RADIO 1090**  **BALTIMORE** MARYLAND'S ONLY 50,000 WATT STATION  
NATIONALLY REPRESENTED BY MCGAVREN-GUILD COMPANY, INC.



## You're talking a 1.3-billion-dollar payroll when you say it all at once!

In short, you're talking about America's 37th metropolitan television market when you put it all together and say FLINTSAGINAWBAYCITY!

Because every time we turn our transmitter on, three Michigan cities come together in a single television buy. And come together as a single market with a mam-

moth \$1.3 billion to spend—about \$500 more per year per household than the U.S. average.

Sound interesting? Your Harrington, Righter and Parsons agent will delightedly tell you more. WJRT/Flint-Saginaw-Bay City/ABC Primary/Division: The Goodwill Stations, Inc.

# WJRT

# \$40 MILLION FOR TRANSCONTINENT

- Taft offer would bring TTC stockholders \$21.20 cash per share
- Complicated deal involves hurdles of IRS, FCC yet to be jumped
- San Diego, Bakersfield will be available for other buyers

The largest sale of radio and television stations in broadcast history, amounting in the aggregate to a net of \$40 million, is in the process of negotiations and may very well entail one of the most complex transactions ever to be submitted to the FCC.

Taft Broadcasting Co. is preparing to pay \$21.20 a share for all of Transcontinent Television Corp.'s over 1,800,000 shares of outstanding stock, held by more than 2,800 stockholders.

Exempted from the transaction is Transcontinent's WDOK - AM - FM Cleveland. This property was given a value of 80 cents a share.

Because of the FCC's multiple ownership regulations, Taft may not acquire more than two vhf television outlets and one additional uhf station.

Taft wants, according to informed sources, TTC's WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, and uhf WNEP-TV Scranton/Wilkes-Barre. This leaves Transcontinent's KFMB-AM-FM-TV San Diego and uhf KERO-TV Bakersfield, Calif., available for other buyers. Already TTC is being inundated with offers from brokers representing buyers anxious to acquire the two properties Taft will sell.

Taft already owns WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, WBRC-AM-FM-TV Birmingham and uhf WKYT-TV Lexington, Ky.

**Time Table** ■ A major speculation in industry circles, made almost immediately after the announcement of the negotiations was made April 10, is how long it may be before the FCC approves the transfers.

Previous major financial transactions of this size ran the FCC gauntlet for from six months to over a year. The best guess by knowledgeable lawyers and brokers is that this may very well take the limit.

A subsidiary question which intrigues some observers familiar with the Washington scene is just how much difficulty the FCC majority may make for the principals in the transaction. Although no one believes the commission will turn it down, the consensus is that commission New Frontiersmen may use the very magnitude of the Taft-TTC agree-

ment to raise social and philosophical questions involving policy.

One of the interesting elements of the transaction is that the Taft-TTC negotiations are being held with the strict proviso that Transcontinent's Cleveland stations are expressly exempted from consideration. This, it is believed, will take care of the FCC's three-year rule, promulgated last year, which requires a hearing for a station sold which has not been held by the current owner for at least three years—unless good reason is given.

Transcontinent bought WDOK-AM-FM last year for \$1.4 million. If the entire TTC group was involved in the deal, this fact would cause the whole package to be thrown into a hearing, since by FCC interpretation the most recent acquisition is considered the date from which the three years must run.

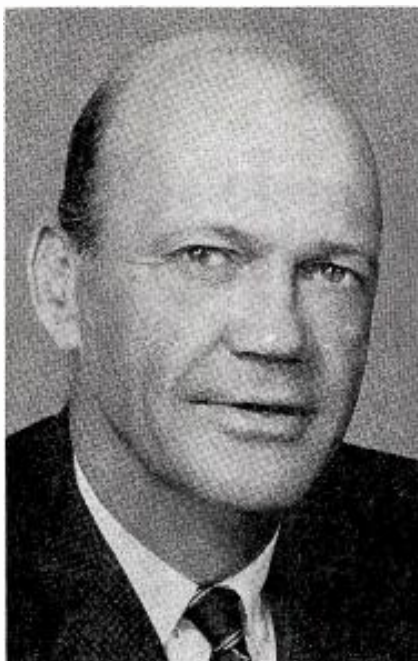
It is presumed that Taft also would be interested in acquiring the Cleveland radio properties when they are eligible for transfer in May, 1965.

**Strict Rules** ■ Ordinarily, negotiations for the purchase or sale of broadcast stations are hidden by tight security but in this case it was thought that Taft felt it had to follow the letter of regulations of the New York Stock Exchange. Taft Broadcasting was listed on the big board last May.

The official announcement of the negotiations was presented this way:

"Taft Broadcasting Company, through its president, Hulbert Taft Jr., announced that, with the approval of the principal stockholders of Transcontinent Television Corporation, it has entered into negotiations looking to an agreement whereby Taft would acquire Transcontinent's outstanding stock. Transcontinent shareholders would receive approximately \$21.20 per share in cash and would retain their interest in radio stations WDOK-AM and FM (Cleveland) valued at approximately 80 cents per Transcontinent share.

"Any agreement negotiated will be subject, among other conditions, to the



A new high in station sales is the \$40-million deal between Taft and Transcontinent groups. Shown here are the



presidents of the two companies: Hulbert Taft Jr., Taft stations (l), and David C. Moore, Transcontinent (r).

## \$40 MILLION FOR TRANSCONTINENT continued

obtaining of certain rulings from the Internal Revenue Service and final approval by the Federal Communications Commission of all necessary transfers or assignments of licenses of the broadcasting stations involved. . . .

"As the multiple ownership rules of the FCC preclude Taft from operating all of the stations presently operated by Transcontinent in addition to Taft's present stations, the negotiations to be entered into between Taft and Transcontinent will include a determination of which stations will ultimately be retained by Taft."

**Amortization Case** ■ The reference to the Internal Revenue Service, it is believed, refers to the question of double taxation on capital gains.

Although no breakdown of figures for the individual stations are available, a conservative estimate among brokers is that Buffalo is worth \$18 million; Kansas City, \$14 million; San Diego, \$9 million; Scranton, \$3.5 million and Bakersfield and Cleveland, \$1.5 million each.

Knowledgeable industry sources believe that Buffalo's combined sales topped \$6 million last year, with about \$5.5 million attributable to tv. Earnings in Buffalo, it's thought, should have been over \$2¼ million, with tv accounting for most of this.

Other estimates: Sales in Kansas City about \$5 million, with tv accounting for about \$4 million. Earnings would be over \$1¼ million, with tv accounting for over \$1.5 million. San Diego sales between \$3.5 and \$4 million, with tv accounting for between \$3¼ and \$3½ million. Earnings in the order of \$1.5 million, mostly due to tv. Scranton sales, over \$1 million, with earnings about \$300,000. Bakers-

field, sales over \$1 million, earnings about \$175,000. Cleveland, revenues between \$500,000 and \$750,000, with earnings in the order of \$150,000.

Buffalo, Kansas City and Bakersfield stations are all affiliated with NBC; San Diego, with CBS; Scranton, with ABC and Cleveland, with Mutual.

**Strong Bid In** ■ Although it's no secret that Taft and TTC have been on the receiving end of perhaps a dozen bids for San Diego, Bakersfield and other elements of the Transcontinent empire, one \$46.5 million bid was actually submitted April 2 by Hamilton-Landis & Assoc. for the entire TTC package. Representing four broadcast groups, the purchase offer was repeated on April 5.

One of the groups is California Television, offering \$10 million for the San Diego properties. California Television, which is headed by George C. Fleharty, owns KJEO (TV) Fresno, KVIP-TV Redding-Chico and KVIQ-TV Eureka, all California.

California Television is selling its Redding station for \$1¼ million to Sacramento Valley Telecasting Co., in which William B. Smullin has a 25% interest. Sacramento Valley is one of the applicants in hearing seeking ch. 9 in Redding. The station sale is pending FCC approval.

**Balance Sheet** ■ In 1962, Transcontinent had total revenues of \$15.6 million, with a net income after taxes of \$1.6 million (92 cents a share). The company paid 50 cents a share in dividends in 1962.

Total assets of TTC in the 1962 balance sheet were listed at \$29 million. Of this, over \$5.6 million was listed as current assets, \$6.7 million as fixed as-

### Transcontinent dividend

The board of Transcontinent Television Corp. declared a dividend of 12½ cents a share, payable May 15 to stockholders of record April 30. This brings to 25 cents a share dividends declared or paid by TTC this year.

sets after depreciation, and \$15.8 million as intangible assets.

Total current liabilities were \$3.5 million, with long term indebtedness over \$5 million, and estimated liability for contingent and deferred income taxes at \$3.5 million. Capital surplus was carried at \$7.5 million and retained earnings, \$5.3 million.

Major stockholders of Transcontinent, which is traded over the counter, are Buffalo industrialists and financiers Paul A. Schoellkopf Jr., 13%; J. Fred Schoellkopf IV, 5% and Seymour H. Knox III, 5% (all individually and as trustees). Also owners: Jack Wrather, 11% and Edward Petry & Co., 12.6%, both of whom became substantial stockholders when Wrather's Marietta Corp. was merged with TTC in 1958.

Last Thursday, Transcontinent over-the-counter stock closed at 19¼ asked, 18½ bid. During this year, TTC stock was as low as 10¼ and as high as 17½ bid.

The genesis of TTC occurred in 1955 when the Schoellkopf group bought into WGR-TV Buffalo. The next year they joined with NBC vice president Hamilton Shea in buying WSVA-AM-FM-TV Harrisonburg, Va. Purchase price was \$560,000.

Also in that same year, TTC bought the then WHAM-AM-TV and WHFM (FM) Rochester, N. Y., from Stromberg-Carlson Co. for \$5.1 million and later disposed of the radio stations.

In 1958, TTC acquired both the San Diego and Bakersfield stations when Marietta Broadcasting Co. was merged into TTC. Marietta stockholders, principally Jack D. Wrather and Edward Petry & Co., received stock in this transaction.

Also in 1958, it merged both uhf stations, WARM-TV Scranton and WILK-TV Wilkes-Barre into what is now WNEP-TV, assuming a 60% ownership, with former owners Gov. William A. Scranton and family (WARM-TV) and Mitchell Jenkins and family (WILK-TV) splitting the remaining 40% between them. That deal was estimated at \$1.5 million. In 1962, TTC paid \$600,000 for the remaining 40%.

In 1960, TTC bought the Kansas City stations from National Theatres for \$9,750,000.

And last May, Transcontinent bought the Cleveland radio stations for an

### ABC-Paramount merger next biggest deal

There aren't very many group sales of the magnitude of the Taft-Transcontinent transaction, but broadcasting does have three earlier major multiple station acquisitions that carried eight-figure considerations:

The first was the merger of ABC and United Paramount Theatres in 1953, resulting in the establishment of American-Broadcasting-Paramount Theatres Inc. Although the merger was accomplished by exchange of stock, the transaction was estimated to be equal to \$25 million.

The second was the purchase by Corinthian Broadcasting Corp. of the C. Bruce McConnell holdings in 1956. Corinthian paid \$10 million

for WISH-AM-TV Indianapolis and WANE-AM-TV Fort Wayne.

One year later, Time Inc. paid what was up to then considered the very top price in the station sales market: \$15,750,000 for the Harry M. Bitner group—WFBM-AM-FM-TV Indianapolis, WTCN-AM-FM-TV Minneapolis-St. Paul, and WOOD-AM-FM-TV Grand Rapids.

In the single station category where consideration was over \$10 million, CBS paid \$15.6 million for WCAU-AM-FM-TV Philadelphia in 1958, plus another \$4.4 million for real estate. And only two years ago, Capital Cities Broadcasting Co. paid \$14 million for WKBW-AM-FM-TV Buffalo.

approximate \$1.4 million.

During this eight-year period, TTC sold two of its properties. In 1959 it sold its interests in Harrisonburg to the *Washington Evening Star* (WMAL-AM-FM-TV Washington, D. C.). Actually, the *Star* bought TTC's 50% and also 1% from Mr. Shea to give it 51% ownership, paying a total of \$700,000.

And, last year, TTC sold its Rochester tv station for \$6.5 million. The station was actually bought by Veterans Broadcasting Co. (operating WVET-TV) and by Gannett Newspapers (operating WHEC-TV), both of which were sharing ch. 10 in Rochester. After the transaction, Veterans received full occupancy of the WROC-TV channel, and WHEC-TV of ch. 10.

**Taft Earnings** ■ For its 1962 fiscal year which ended March 31, 1962, Taft reported net revenues of \$10.9 million with net income after taxes of

\$1.9 million (\$1.20 a share). During its year, Taft paid 50 cents in dividends and provided a 2½% stock dividend.

For the third quarter of its fiscal year, which ended Dec. 31, 1962, Taft reported net earnings after taxes of \$863,343 (55 cents a share) on total net revenues of \$3.6 million. At that time the Taft board raised its dividend rate to 15 cents a quarter and also declared again a 2½% stock dividend.

Taft's total assets were given as \$15.35 million in its consolidated balance sheet of March 31, 1962. This included current assets of \$5.1 million and license and goodwill figures of \$5.2 million. Current liabilities totaled \$3.4 million, and long term debt, \$1.4 million. Over 3,600 stockholders own more than 1.5 million shares.

In addition to its broadcast stations, Taft in the last year acquired two bowling centers in the Cincinnati area.

During this year, Taft stock has had

a low of 17½ and a high of 25. At the market's closing last Thursday, Taft was quoted at 26¾.

Principal owner of Taft Broadcasting Co. is the Taft family of Ohio, which in the aggregate owns over 50%. Hulbert Taft Jr. owns 8.1%; estate of David G. Taft, 6.5%; Fred A. Ingalls and Robert Taft Jr., as trustees, 13.9%.

The Taft group, which has owned the Cincinnati stations since 1939 (television since 1949), began its expansion moves in 1953 when it bought the Columbus stations for \$1.5 million. In 1957 it bought the Birmingham stations for \$6,350,000, and in 1958 the Lexington uhf station for \$100,000.

Originally, Taft owned 30% of WBIR-AM-FM-TV Knoxville, Tenn. In 1959 it bought the remaining 70% for \$2.1 million, and in 1960 it sold the Knoxville property to WMRC Inc. (WFBC-AM-FM-TV Greenville, S. C.) for \$3¼ million.

## BROADCAST ADVERTISING

# Trend to tv developing among airlines

## TOE-IN-WATER TECHNIQUE PRODUCES VIGOROUS BUYS BY 6 CARRIERS

The commercial airlines are paying more attention to television than at any time in their recent advertising history.

But just how much the attention will pay off in actual use of the medium is in question. Reports of a decided "trend" among major commercial airlines toward more tv advertising buying prompted BROADCASTING last week to conduct inquiries among seven leading domestic and three foreign-based passenger carriers.

Within the last three months, the usually-conservative commercial airlines have approached the tv market with everything from a "test the water with my big toe," attitude to one of "last one in is a rotten egg," abandon.

The result has meant millions in additional billing for tv from six of seven major airlines surveyed, and produced a cautious prognosis that a trend toward more permanent tv advertising among the commercial airlines may be in the making.

Whatever the result, the last three months have seen more vigorous activity on the part of airlines in advertising than at any other time in the industry's history, a fact which the Television Bureau of Advertising expects to be reflected quite significantly in a quarterly report on spot tv due in three weeks.

Of the seven domestic airlines consulted, only one—Pan American—wasn't increasing its television time buy-

ing. Pan American, however, has been a regular customer in five markets, and indicated it planned to stay pat with its current television schedule.

The other six, however, were hardly so demure, with plans ranging from TWA's conservative estimate that it "will expand within tv in proportion to our general advertising expansion," to Northeast's drastic switch from 80% newspaper advertising in 1962 to 70% tv-buying in 1963.

**Between Extremes** ■ The four others—Eastern, National, American, and United—fell somewhere between the two extremes, but with a decided leaning toward Northeast's enthusiastic entry into the market. National and American are in the process of beginning their first major campaigns; Eastern is just completing its first major campaign, and altering it for further seasonal presentation; and United is in the midst of its first television campaign since 1959.

The group's big spender appeared to be Eastern, which placed close to \$1 million into a three-month campaign. Though most airlines remained close-mouthed about their budgets, Northeast indicated it planned to increase its overall advertising budget from \$1.2 million in 1962 to \$2 million in 1963, of which approximately 70%, or \$1.4 million would go into tv advertising.

Most airlines consulted felt the general reason for the sudden surge toward tv advertising was an industry-wide ef-

fort to broaden the mass appeal of air travel, a belief keynoted by a statement from Eastern official H. Wallace Cutshall, who said "... it (is) imperative for the industry to get new people into the air and to broaden the base of the air travel market."

An American Airlines spokesman said that "as far as our current market is concerned, the airline industry is practically at a standstill, and has reached the point where the competing airlines are only exchanging customers and not showing any appreciable increase for the whole industry."

"We must take people out of their automobiles and put them into airplanes," Television, he said, was only a part of a broad program the airline was conducting for greater mass appeal.

National's vice president in charge of traffic and sales J. Dan Brock said "we will tap a vastly larger market than in previous years when television wasn't used"; and United advertising executive James McBride added that for his airline, it's "just a case of recognizing tv as a powerful means of communication."

There were other reasons, too. United said, "We felt competitive pressures," and Eastern advertising official George Howard added, "back in January when we started our campaign, we thought we'd be all alone. Then suddenly everybody around us was advertising on television too."

**Strike a Factor** ■ The recently-ended

New York newspaper strike was a possible factor also, coming in the midst of the winter Florida travel season. Speaking of the switch to television of Northeast, a prime Florida vacation carrier, an executive at the airline's agency Sullivan, Stauffer, Colwell and Bayles said, "I think possibly the newspaper strike had as much to do with the decision to switch to tv as did an already prepared report recommending increased tv buying."

Whatever the reasons, and there are doubtless many, airlines are in tv—whether or not to stay remains to be seen.

Airline tv advertising conventionally is mostly in spots hitting particular markets on a seasonal basis, and thus is subject to fluctuations from month to month. Advertising men also point out the great difficulty in assessing the value of tv advertising. "It's not like counting the number of toothbrushes sold," said one. "We hear people say nice things about our ads, but we have no really accurate measure of their effectiveness."

United, through N. W. Ayer, Chicago, has hit heavily in the New York market, and is currently in Los Angeles too. It is also maintaining its previous sponsorship of a post-game baseball scores show in Chicago. The airline

has also bought spots in Pittsburgh, Cleveland and San Francisco.

The Eastern campaign, handled by Fletcher, Richards, Calkins and Holden, reached 11 markets in its peak during the first quarter as well as network exposure on NBC-TV's *Today* show, but will drop off to two markets in a planned seasonal cycle during the next quarter.

Pan American based its reluctance to increase its tv buys on the fact that "we believe our market is still too specific to be greatly increased by further use of television at this time," according to account executive Robert Weikart of J. Walter Thompson.

Three foreign-based airlines—KLM (the Netherlands), El Al (Israel) and Sabena (Belgium)—indicated they had bought tv advertising from time to time, and had been generally pleased with the results; but they claimed their markets were too specialized for intensive campaigns, and that print media better serve their purpose as well as their budgets.

Even with its radical move to television, Northeast "could change again quite easily. There's no way to predict the future of this account," according to the agency official. And an American Airlines spokesman said "like everything else we do here, we'll be analyzing

ourselves to death on this campaign.

With the exception of Eastern, which used some network time as well as prime-time spot buys, most of the airlines followed a similar pattern in their campaigns, buying especially into such programs as weather and news reports. Some airlines' spokesmen said that other media would not be hurt by the increase in tv buying—that a general increase in advertising expenditures would cover the tv spending. Only two of the seven airlines indicated that other media might suffer.

**Increasing Buys** ■ TWA, through Foote, Cone and Belding, increased its spot market buys from four (New York, Chicago, Los Angeles, and San Francisco), to seven, adding Pittsburgh, St. Louis and Boston, but TWA's Roy McElfresh, manager of domestic media advertising, said, "we're maintaining full magazine and newspaper schedules."

Northeast's campaign has been heavily concentrated in the New York area; while American and National have both spread out more extensively. American, which admits it's "just now getting its feet wet in television," began campaigns through Dane Bernbach in New York and Detroit. National, through Papert, Koenig and Lois, has announced plans to open tv campaigns April 21 in Los Angeles, Houston and New Orleans, and eventually expand to 11 major markets in 37 cities by the end of the month.



### All-American featured in Rambler spots

Terry Baker, All-American quarterback from Oregon State, has signed with the Greater Portland Area Rambler Dealers and will be featured in a series of tv and radio spots. The dealers have in the past sponsored Oregon State football and basketball . . ."

In the picture above, Mr. Baker is shown (second from right) at a welcoming ceremony in his honor, flanked by (l to r) Frank Antone, Rancho Rambler Inc.; Charles Wentworth Jr., Wentworth & Irwin Inc.; and Myrl McKee, McKee, McKee Rambler Inc.

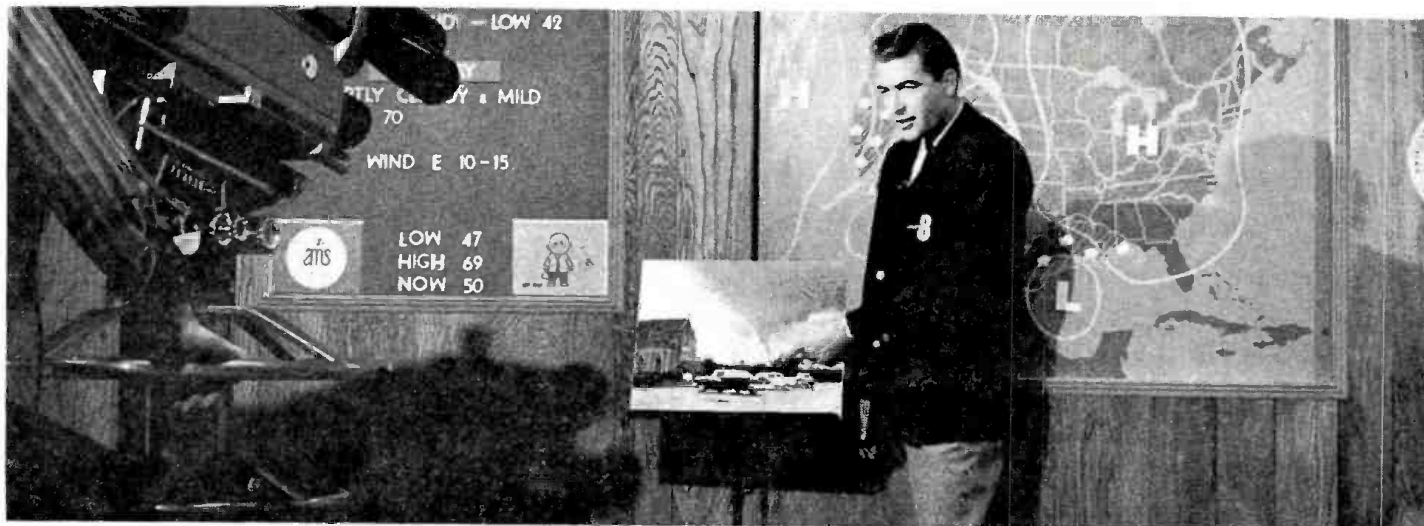
### Revlon drops NC&K as agency for 2nd time

Revlon Inc., New York, has severed its relationship with Norman, Craig & Kummel, New York, its largest billing agency, for the second time, the company announced last Monday (April 8).

Revlon, which represents about \$5 million in billings for NC&K, and the agency, "amicably agreed" to part company as a "result of a basic difference of opinion," Erwin D. Swann, Revlon vice president of advertising, said.

NC&K will continue to handle the account—which includes Living Curl, eye make up, Touch & Glow, lipstick, nail enamel, and Satin Set—until a new agency is chosen. The agency's relationship with Schnick Inc., a \$3 million account in which Revlon owns a controlling interest, is not affected.

The agency gained the Revlon account for the first time in 1948. It lost the account in 1956 when BBDO took over the advertising. The agency was again named to handle the Revlon account late in 1961, when it took \$5 million of the \$7 million billings from Warwick & Legler. Grey advertising, with the company since February 1960 and Warwick & Legler, a Revlon agency since 1955, continue to handle some Revlon products.



Close



Closer



**Closest** to the Dallas, Fort Worth market. tornado on the way. Or a sudden freeze. Or a quick drop in temperature. Whatever the weather . . . people of Northeast Texas are **interested**. They have to be. That's why they depend on Dale Milford, the pro among staff meteorologists. His is one of the few programs in the state to receive coveted recognition from the American Meteorological society. Just one more reason why WFAA-TV is closest to the Dallas, Fort Worth market.

**WFAA-TV**

## Gallagher surveys television's economic conditions

More than four out of five stations believe gross business for the year 1963 will be an average 11.2% above 1962 whereas only two out of three stations expect higher profits, averaging 15.2%, according to a cross-section sample of top tv station executives surveyed by *The Gallagher Report*, New York media-advertising letter.

The survey, covering replies from 152 high executives of tv stations, covered a wide range of topics from income trends to station personnel practices.

Of the tabulated replies, 92.3% reported 1962 tv billings exceeded 1961 figures by an average 13.2%; 4.1% said billings were down by 8.3%; 2.7% reported same billings.

Analyzing sources of gross billings, the Gallagher survey showed that local revenue accounts for 37.4% of all stations' gross; national spot 35.9%; network 23.7%; and regional networks 3.0%. Local accounts for 47% of income of stations billing under \$1 million; 25.9% of stations with more than \$1 million. On the other hand national spot meant 49.6% of income for sta-

tions billing over \$1 million and 24.4% for those under \$1 million. Networks brought just under 24% of income for both classes.

Over half, or 52.6%, of all stations had billings under \$1 million last year, it was shown. As to profits, 75.8% said 1962 profits averaged 34.9% over 1961; 16.6% said profits were down 13.2%; 7.6% said they were the same for the two years.

Looking at the percent of gross business accounting for 1962 net profit or loss, 88.9% reported 16.9% profit before taxes; 11.1% said 17.4% loss before taxes.

In surveying the calibre of work performed by trade associations, the report showed these results: Television Bureau of Advertising, 60.3% said excellent, 36.8% fair, 2.9% poor; Assn. of Maximum Service Telecasters, 58.2% excellent, 27.3% fair, 14.5% good. Top tv station executives gave NAB these ratings—42.8% excellent, 44.3% fair, 12.9% poor; Television Information Office 28.8% excellent, 50.8% fair, 20.4% poor.

A question asking how executives

feel about the proposed creation by the industry of a television audit bureau controlled by advertisers, agencies and the tv industry showed 37.7% were in favor, 20.3% opposed, 42% uncertain; 89.3% see too much emphasis on ratings, 10.7% said "about right."

Rating services were surveyed this way: 87.3% buy American Research Bureau, 84.5% Nielsen, 8.5% Pulse, 1.4% Hooper and 1.4% Trendex. They rated their work this way: ARB, 13.1% excellent, 62.3% fair, 24.6% poor; Nielsen, 11.5% excellent, 63.9% fair, 24.6% poor; Pulse, 7.7% excellent, 23.1% fair, 69.2% poor; Hooper, 0% excellent, 25.0% fair, 75% poor (Hooper does not furnish tv ratings); Trendex, 11.1% excellent, 44.5% fair, 44.4% poor.

Within five years, the survey indicated, 22.7% of respondents expect film syndicated shows to be more common than today, 45.3% about the same, 32% expect a decrease. Of respondents, 89.3% subscribe to the NAB code; 63.2% say the code is just right, 20.6% too strict, 16.2% too lenient. 87.7% are NAB members.

## 12 more agencies added to BAR roster

More than a dozen major agencies, in the aggregate representing more than \$555 million in annual television billings for time and talent, now are being provided with daily monitoring reports of the top tv markets in the United States.

Broadcast Advertisers Reports, which signed Young & Rubicam last month as the first agency client to gain access to a round-the-clock check on every client commercial run on all tv stations in the cities monitored by BAR, reported today (Monday) that an additional 12 agencies have signed two-year contracts.

These agencies, plus Y&R, represent some \$185 million in the placement of spot television billings. The additional agencies are Benton & Bowles, Compton Advertising, Dancer-Fitzgerald-Sample, William Esty Co., Foote, Cone & Belding, Grey Advertising, Lennen & Newell, Arthur Meyerhoff Assoc., Morse International, Ogilvy, Benson & Mather, Street & Finney and Tatham-Laird.

**More to Come** ■ According to BAR, still additional agency contracts are in last stages of negotiation.

Robert W. Morris, BAR's president, said that agency subscribers last year were provided with data on about 150,-

000 tv hours, and that during this year, monitoring will be up to some 700,000 hours, and by 1964, the figures will be more than double (about 1.5 million hours).

BAR independently audits proof-of-performance 24 hours-a-day, every day of the year. In addition to reports on the agencies' clients, competitive product track records will be available for each agency's checking. The monitoring will provide a check on product protection and over-commercialization as well as audit the performance.

When the Y&R signing was announced in early March, BAR was monitoring 48 stations in 12 markets. It has been adding stations and cities and is now tabulating 76 tv stations in 21 cities. By the end of this year, BAR will be monitoring 236 tv stations in 75 key television market areas.

**Field Reports** ■ All of the service's monitoring is accomplished from tape recordings made in the field. These are played back at the BAR production plant in Philadelphia and the detail handled by data processing equipment.

The nine cities of Cincinnati, Columbia, Cleveland, Dallas, St. Louis, Houston, Miami, Tampa and Birmingham have been added to the 12 markets in which tv stations were being audited a month ago.

Those 12 cities are Atlanta, Balti-

more, Boston, New York, Los Angeles, Chicago, Philadelphia, Detroit, Minneapolis, Washington, Pittsburgh and San Francisco.

In effect, the monitoring service permits the agencies to review each station's affidavits for every client's spot that is run on all stations in the markets covered.

## Agency appointments...

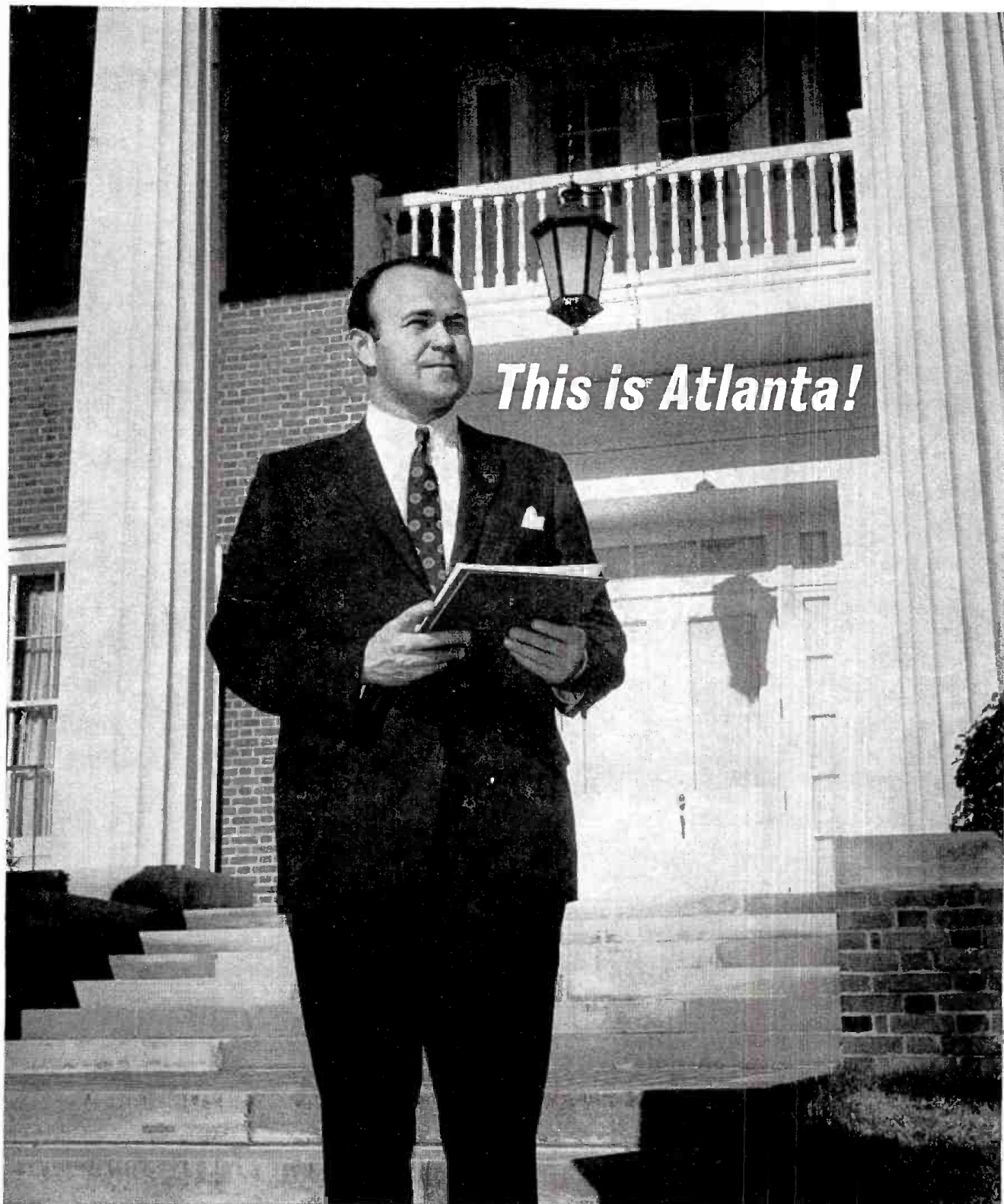
■ West Baking Co., Indianapolis, has appointed Ruben Advertising Agency, that city.

■ Hamilton-Pax Inc., Chicago, maker of a patented personal check protector that can be carried in a lady's purse, names O'Grady-Anderson-Gray there as agency for all consumer products. Tv-radio will be used.

■ Honda, Japanese manufacturer of motorcycles, has appointed Kenyon & Eckhardt Ltd., London, for Honda in the United Kingdom.

■ The Continental Insurance Co.'s, New York, appointed Doyle Dane Bernbach, New York, as its agency, effective July 1.

■ Hotel Corp. of America's Hotel America, new hotel to open in 1965 in Boston, appointed Chirug & Cairns, Boston and New York.



FROM THE WHITE HOUSE TO WHITE COLUMNS! Sander Vanocur observes the forward look of today's Atlanta . . . the Nation's 21st television market. The dominance of WSB-TV is an important contributing factor in the continuing growth of a great city.

**WSB-TV**  
Channel 2 Atlanta

*Represented by*



Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.



## 25 food set-ups in 15-second sequence

Lavern Gelow (l), advertising manager of Peter Eckrich & Sons, Fort Wayne, Ind., meat specialty company, checked the development of a tv commercial as it was filmed recently by The Film-Makers Inc., Chicago. With him are Helen Stamm, a home economist, and Edward E. Katz, board chairman of Film-Makers.

The 20, 30 and 60-second commercials are now appearing on television stations in Indiana, Michigan and northwestern Ohio. They are being used in connection with Eck-

rich sponsorship of special events programs, such as local high school basketball games, ski meets, special choruses and the victory dinner following the Indianapolis 500-mile auto race.

Action in the commercials features tight camera close-ups of hands working with the packaged meats and illustrating food preparation and cooking. One scene shows 25 different food set-ups in a 15-second film sequence.

Eckrich's agency is Bonsib Inc., Fort Wayne.

# CLEVELAND RADIO-TV BACK TO NORMAL

## Broadcasters feel they gained ground during strike

Cleveland radio and television returned to normal in a hurry last week following the longest—129 days—newspaper strike in the nation's history. The general feeling among broadcasters was that they improved an already high public image and gained—on a long-term basis—more than might have been lost through increased costs during the strike.

Some broadcasters felt that some lengthy analyses and soul-searching would take place before they learn just what effects the strike had.

But the facts that air media could, if given a chance, do a selling job was proven with:

■ Cleveland's Hanna Theatre where new attendance and box office records

were set during the runs of "How to Succeed in Business Without Really Trying" and "Camelot." Milton Kranz, manager of the theatre and a 30-year veteran of live theatre, had always used newspapers exclusively to promote his shows. But with the strike on, he put his budget in radio and on a four-week 315-spot schedule in advance of "How to Succeed" had a box office advance of \$200,000.

Through radio advertising he's calling this season the "best in his history." After this, he said, his budget will be split 60-40 in favor of radio.

■ Suburban Theatres, a group of about 15 neighborhood and suburban theatres, ran a series of 10-second spots on radio during the 18 weeks of the

strike. The message simply told listeners to "Call Main 1-4500 for Dial-a-movie." The phone number connected with the classified ad department of the *Cleveland Plain-Dealer* (the classified employees were not on strike). Average number of calls per night was 5,000-6,000.

■ Sales Marketing Executive, a management refresher course, in its previous five years had spent its \$250 budget on newspaper ads. It used the budget this year on 10 spots over five days and drew 20 inquiries for its \$285 course. The 20 inquiries were greater than any they had received from any two-year total through newspaper ads.

The reasons for this success? One Cleveland broadcaster summed it up by saying the Lake Erie city is not as dependent on newspapers as is New York; Cleveland is a commuter's city, where radio is big and trade groups work together for the common good.

However much of the broadcaster feeling about what good radio-tv derived from the newspaper blackout echoed the feelings expressed by New York broadcasters when newspapers in that city resumed publication (BROADCASTING, April 8).

■ Some stations reported more than usual business in the December-March period.

■ Most stations said portions of their expanded news coverages would be retained.

■ All stations agreed that air media had made friends during the strike, among listeners and sponsors.

KYW-TV, which had added 90 minutes daily to its news schedule, is returning to normal.

KYW-AM-FM, which had increased its 3 hours and 20 minutes of news to 6 hours daily, will maintain the increased schedule. The stations said January-March was the best first quarter in their history. While previous radio sponsors were given preference in buying additional time, the stations said print advertisers who were forced into radio seemed satisfied and they see a good chance of converting at least 20% of these new accounts to long-term dollars.

WJW-AM-FM kept its news schedule constant and did not add any programs during the strike. It did not gain short-term strike advertisers, but picked up several year-long contracts from accounts not on the station previously.

At WJW-TV, news broadcasts which had been expanded were cut back to pre-strike schedules. An increase in business was reported, but percentage attributable to the strike was slight.

At WEWS (TV), the news operation was back to normal, after being expanded one hour daily during the strike. Business was reported as normal.

WERE-AM-FM, which ran 4 hours

## *The voices that influence Indiana's most dynamic market*

In Indianapolis, wholesale and retail center of Mid-Indiana's thriving 55-county concentration of diversified industry and business, progress is a *co-operative* project. Here is the hub of a vast super-market, kept active and healthy by able industrial, civic and cultural leaders such as those pictured above.

Three of the co-operative influences in the forward

surge of this great market are The WFBM Stations, which blanket this rich area with communication facilities that help inspire Mid-Indiana families to individual and collective action. These facilities are available to advertisers of worthwhile products and services. Use the voices of WFBM to broadcast your selling message.

THE WFBM STATIONS

INDIANAPOLIS, INDIANA

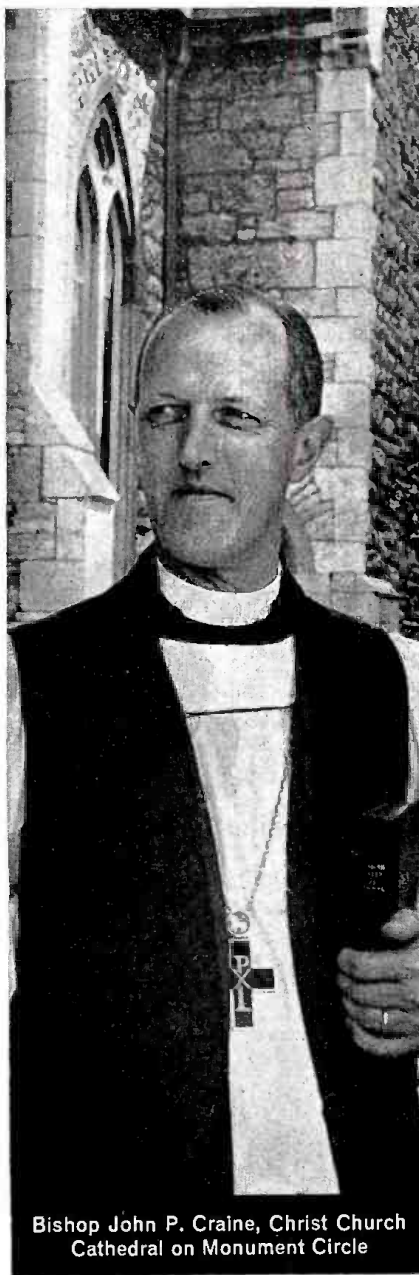


TIME-LIFE BROADCAST INC.

Represented Nationally by The KATZ Agency



G. Barron Mallory, President of  
P. R. Mallory Company Inc.



Bishop John P. Craine, Christ Church  
Cathedral on Monument Circle



Robert E. Morehead, President of the  
1963 "500 Festival" Committee

of news daily above the regular schedule, has returned to pre-strike operations. The only carryover is birth announcements in the *Bob Neal Show*.

WHK-AM-FM is retaining three of its expanded newscasts with other news shows going back to normal. The station reported a major increase in additional business from regular sponsors. Business which could be attributable to the strike was less than 4% of the station's total.

At WGAR-AM-FM, the station is retaining an hour-and-a-half of expanded news and features, which had reached three hours daily during the strike. The station reported a considerable gain in December through January business, but said March had already returned to normal buying patterns.

WDOK-AM-FM's news schedule is returning to normal. A slight increase in business did not offset the station's expanded payroll. As a result, the station said it actually lost about 10% during the strike.

WNOB (FM) is returning to its normal news schedule and reported a light increase in business during the blackout.

At WABQ, a Negro-oriented station, the expanded news coverage is being retained. A slight increase in business was reported.

WJMO, also Negro-oriented, said it

was keeping its enlarged news schedule and reported that business during the strike had nearly tripled over the same period a year ago.

WXEN-FM, which had broadcast in 12 languages before the strike, increased its news coverage to 15 languages and said it will continue to operate under the expanded schedule. Business remained about the same.

## Marvin show purchased by regional sugar firm

The Savannah Sugar Refining Corp., Savannah, Ga., a long-time user of syndicated film, has bought United Artists Television's *Lee Marvin Show* in seven southern markets, starting this fall.

The regional buy will cover Atlanta; Columbia, S. C.; Bristol, Va.; Greensboro, Winston-Salem, Charlotte, and Washington, all North Carolina. The agency for Savannah Sugar is Burton E. Wyatt Adv., Atlanta.

The half-hour, first-run series has been sold in a total of 67 markets. The latest station sales were to WTOP-TV Washington; KLZ-TV Denver; WCHS-TV Portland, Me.; WSLs-TV Roanoke, Va.; WLOS-TV Asheville, N. C.; WRGB-TV Albany-Schenectady-Troy; KGUN-TV Tucson, Ariz.; WFMJ (TV) Youngstown, Ohio; and WPRO-TV Providence.

## Young & Rubicam agency merges two departments

Young & Rubicam has merged its merchandising and sales promotion departments to improve and expedite client services, according to an announcement today (April 15) by Edward L. Bond Jr., president.

The new department will be called the marketing and promotion services department and will be headed by Hadley Atlasi, now Y&R's vice president and merchandising director. The department will have two new divisions. Peter Calley will be manager of marketing services, and Arthur Burdge will be manager of creative sales promotion. Both have been elected vice presidents.

## Business briefly...

**General Mills Inc.**, through Needham, Louis & Brorby, Chicago, plans a heavy schedule of daytime network tv spots plus supporting local spot in selected tv markets starting May 1 for six weeks to promote two new products, Betty Crocker mint fudge brownie mix and Butterscotch Squares mix. Four-color magazine schedule also is being used.

**Goodyear Tire & Rubber Co.**, through Young & Rubicam, and **Wilson Sporting Goods**, through Campbell-Mithun,

## TvB rewards local salesmen's efforts

Local sales efforts of five tv salesmen will be rewarded today (April 15) when the Television Bureau of Advertising names winners of its "Outstanding Salesmen" competition.

Scheduled to receive the honors, on the basis of videotaped reports of specific sales stories: Del Greenwood, KOA-TV Denver; Bill Kelley, KDKA-TV Pittsburgh; Dick Janick, KTTV (TV) Los Angeles; Bob Saracen, WGAN-TV Portland, Me., and Bob Walton, WRBL-TV Columbus, Ga.

Entrants in the TvB contest submitted 10-minute video tapes summarizing the sales techniques used to get clients "on the dotted line"

for tv time. A number of the tapes received by TvB include appearances by clients and statements of their satisfaction with results of tv promotion.

Twenty of the tapes received will be transferred to film and made a part of the TvB library, available to the organization's member stations.

The winners' sales initiative stories in brief:

■ Mr. Janick, KTTV, got "new tv money" for his station by convincing Liberty Records of the benefits of a tv campaign for Christmas albums. Record companies normally depend on radio plays for their broadcast promotion.

■ Mr. Kelley, KDKA-TV, sold sponsorship of a Pittsburgh pops concert to Pittsburgh National Bank. Such concerts had previously been regular sustaining features on the station.

■ Mr. Saracen, WGAN-TV, ran into difficulty in talking a building contractor into tv promotion of a modern "Medallion home." The solution: co-promotion by 14 sub-contractors working on the home and by the local electric power company.

■ Mr. Walton, WRBL-TV, sold his client, Metcalf's Clothing Store, on tv's efficacy in moving goods. Says the store's owner Bud Metcalf, "I've found that it pays to make the tv station my partner in business."

■ Mr. Greenwood received a reported \$8,000 for KOA-TV from the Ridgewood Realty Co., for advertising a model home. The home, which became known as the "house that KOA-TV built," during its promotion, was sold immediately after construction. A spokesman for the realty company said "this demonstrated to us, how we could use tv effectively."



Mr. Greenwood

Mr. Kelley

Mr. Saracen

Mr. Janick

Mr. Walton



Only the sunshine covers South Florida better than WTVJ



South Florida's Largest Daily Circulation

**WTVJ**



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally

by Peters, Griffin, Woodward, Inc.



WTVJ  
WLOS-TV

KVOS-TV  
WFGA-TV  
Affiliate

# Fertilizer firm buys country music special

If you are faced with a 45-day selling season, foresee increased competition within a few seasons and want to make maximum impact this year within your specialized, regional markets, what do you do?

One approach is that which Southern Nitrogen Co. of Savannah, Ga., is taking in telecasting a country music spectacular over 13 stations in a six-state area Thursday (April 18), the firm's first venture into tv programming.

The 90-minute taped special is being brought in for about \$75,000 and Southern estimates that the cost per viewer-prospect will be about 10 cents.

The show's cost is in addition to Southern's annual \$200,000 outlay for advertising, which is split 50-50 between broadcast and print media. Normally the company runs two radio-tv flights a year, in the spring and fall, with over 50% of the annual volume coming between March and May.

Southern's agency, Dennis, Parsons & Cook Inc., Jacksonville, Fla., devised the country music format and went to Nashville to produce the show. Glenn Reeves, a veteran country music writer, performer and recording artist, coordinated production at WSIX-TV Nashville, with Bill Heintz directing. The program was taped on Feb. 26 starring members of the *Grand Ole Opry*, including Patsy Cline, who was killed in an air crash March 5.

**Seek Investors** ■ The nine min-

utes of commercial time is not devoted strictly to selling fertilizer. At least half is designed to interest potential investors. The theory behind this, as expressed by John R. Riley, Southern's president, is that investors

"with agricultural interests—farmers, supply dealers and bankers—would provide Southern Nitrogen with an advantage over future competition in the Southeast."

Promotion for the spectacular is



Glenn Reeves (r), producer of country music spectacular, goes over shooting script with Ferlin Husky, one of the show's stars.

will sponsor a 90-minute color telecast by NBC-TV of the climax of this year's Tournament of Champions golf match in Las Vegas (May 5, 4:30-6 p.m. EDT).

**Tidewater Oil Co.**, through Grey Advertising, Beverly Hills, Calif., will sponsor five minutes of *Don Allen News*, on ABC Radio West (116-station hookup in the 11 western states), Monday-Friday at 8-8:10 a.m. starting April 22. Tidewater will also be co-sponsor of ABC Radio West's *Weekend West*, eight 5-minute human interest programs broadcast weekends on the half-hour from 9:30 a.m. to 4:30 p.m.

**Chrysler Corp.'s Dodge Div.** through BBDO, Detroit, is adding flights of radio spots for May in 65 markets while continuing heavy use of its tv mix of network spots and fringe min-

utes as in the first quarter. Dodge also is adding weekend radio network spots adjacent to news and sports.

**Ford Div. of Ford Motor Co.** for the second season will sponsor *The Lively Ones*, an eight-week musical series which will replace *Hazel* on NBC-TV Thursdays, July 25 through Sept. 12. *Hazel*, also sponsored by Ford, will return Sept. 19. J. Walter Thompson Co. is the agency.

**New York Telephone Co.** has started an advertising campaign for its Yellow Pages directory in New York State. Twenty- and 60-second announcements on daytime and evening tv began April 1 in six markets. One-minute radio spots, a portion directed to the Spanish-speaking listener, will begin June 2 in seven upstate markets. Agency: BBDO, New York.

## Rep appointments...

- **KMSO-TV** Missoula, Mont.: Avery-Knodel Inc., New York, as national representative.
- **KRZY** Albuquerque, N. M., and **KDAB** Denver: Ewing/Radio, Los Angeles, as national representative.
- **WJAY** Mullins, S. C.: T-N Spot Sales, Raleigh, N. C., as national representative.
- **KXOA** Sacramento, Calif.: Blair Radio, New York, as national representative.
- **WPGC** Morningside, Md.: Mort Bassett & Co. as national representative.
- **KRGN (FM)** Las Vegas: Herbert E. Groskin as national representative.
- **WWOR-TV** Worcester, Mass.; **WETB** Johnson City, Tenn.; **WKXV**

being placed in all media. One-minute spots are scheduled on 84 stations, ads will appear in over 250 weekly newspapers in the 13-market area, some of the show's performers will do radio and television spots, 39 ads will run in seven farm magazines and others in *TV Guide* regional issues, plus a direct mail campaign directed to 70,000 dealers and consumers.

Lee DeYoung, director of advertising and promotion for Southern Nitrogen, estimates that some 85% of total farmer-prospects in the six-state area will see the program.

The company is also planning to take its own rating of the show through an advance notice and questionnaire being sent to a representative list of customers and dealers. A telephone sampling survey is also scheduled for selected viewing areas.

**Best Markets** ■ The show will be seen in prime markets in the six states which provide the largest number of farmer prospects. The stations are WALB-TV Albany, WJBF-TV Augusta, WRBL-TV Columbus, WMAZ-TV Macon and WSAV-TV Savannah, all Georgia; WTVC (TV) Chattanooga, Tenn.; WIS-TV Columbia, WSPA-TV Spartanburg, both South Carolina; WTVY (TV) Dothan, WAFG-TV Huntsville, both Alabama; WNCT (TV) Greenville, WECT (TV) Wilmington, both North Carolina, and WCTV (TV) Tallahassee, Fla.

The majority of the stations will air the program between 7:30 and 9 p.m. and the total viewing audience is estimated at more than 2.5 million.

Knoxville, Tenn.; WTID Newport News, Va., and WNXT Portsmouth, Ohio: Vic Piano Assoc. as national representative.

■ KVKM-TV Monahans and KVLFTV Alpine, both Texas: Jack Masla Co. as national representative.

## Cigarettes to lose taint of cancer, Cullman says

Cigarettes "will ultimately be exonerated" of charges that smoking them causes lung cancer, Joseph F. Cullman III, president of Philip Morris Inc., predicted last week at the firm's annual stockholder's meeting in Richmond, Va.

He said studies are showing increasing evidence that indicates factors other than smoking are the major contributors of development of cancer in humans. The National Cancer Society

and the Atomic Energy Commission have announced a joint study "to investigate the roles of radiation, viruses and chemicals as causes of cancer," Mr. Cullman told the stockholders.

The tobacco industry has reacted to the charges with "restraint and logic," he said. "The ultimate answers will be found in the laboratories. . . ."

Mr. Cullman said that Philip Morris had a record year in 1962 and predicted the first quarter of 1963 will

show "modest increases" over the \$128,-620,000 in sales and \$4.8 million in earnings for the first four months last year. Two new Philip Morris brands, Paxton and Saratoga, were successfully tested in two markets each in February and soon will be promoted nationally, he said. Both are king-size, filter cigarettes packed in the Humiflex plastic package. The company also makes Philip Morris, Marlboro and Parliament cigarettes.

## EXPECTATION IS TWO-WAY STREET

Advertising, management roles discussed at ANA meeting

What top management expects of its advertising people and what advertising people should expect of top management were topics discussed at the 17th western meeting of the Assn. of National Advertisers (AT DEADLINE, April 8). More than 200 advertising executives and agency and media guests attended the meeting in Santa Barbara, Calif.

Alan C. Stoneman, president of Purex Corp., said management expects advertising people to "possess knowledge, skill and experience in their profession." They should be "both creative and good mechanics and well grounded in the economics and technologies of their industries." The good ad man also should have a philosophy that makes him regard "change as the only constant . . . and time to be as important as any asset in his operation. . . ."

Mr. Stoneman continued that the good ad man "will think of market as untapped potentials . . . of competition as a constructive force to be coped with through innovation, better product and better value . . . not as something which should be met head-on in the market place in a toe-to-toe slugfest."

The other side of the coin—what advertising people should expect of business management—was presented by Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, Chicago. The first thing the ad man expects, Mr. Cone said, is an understanding of the simple fact that "advertising is what you do when you can't go see somebody."

He continued, "If what one does in advertising . . . is exactly what one would say and do in person, face to face with the object of his attention, it can no more be wrong than that face-to-face meeting. On the other hand, it can't possibly be better."

**Honest and Complete** ■ When advertising is good, Mr. Cone stated, "it will not only be honest but it will also be complete, concise and compelling to its proper audience." Every businessman should learn these simple rules, he continued. There is also an "easier

. . . cheaper . . . much surer way: This is to insert a first-rate, experienced advertising man into top-level management ranks with equal rank and full authority." Such a man "should be a member not only of the top management 'team' but also of the board of directors" and he should, like any other man in that management, be capable of "ascending the ladder to the very top."

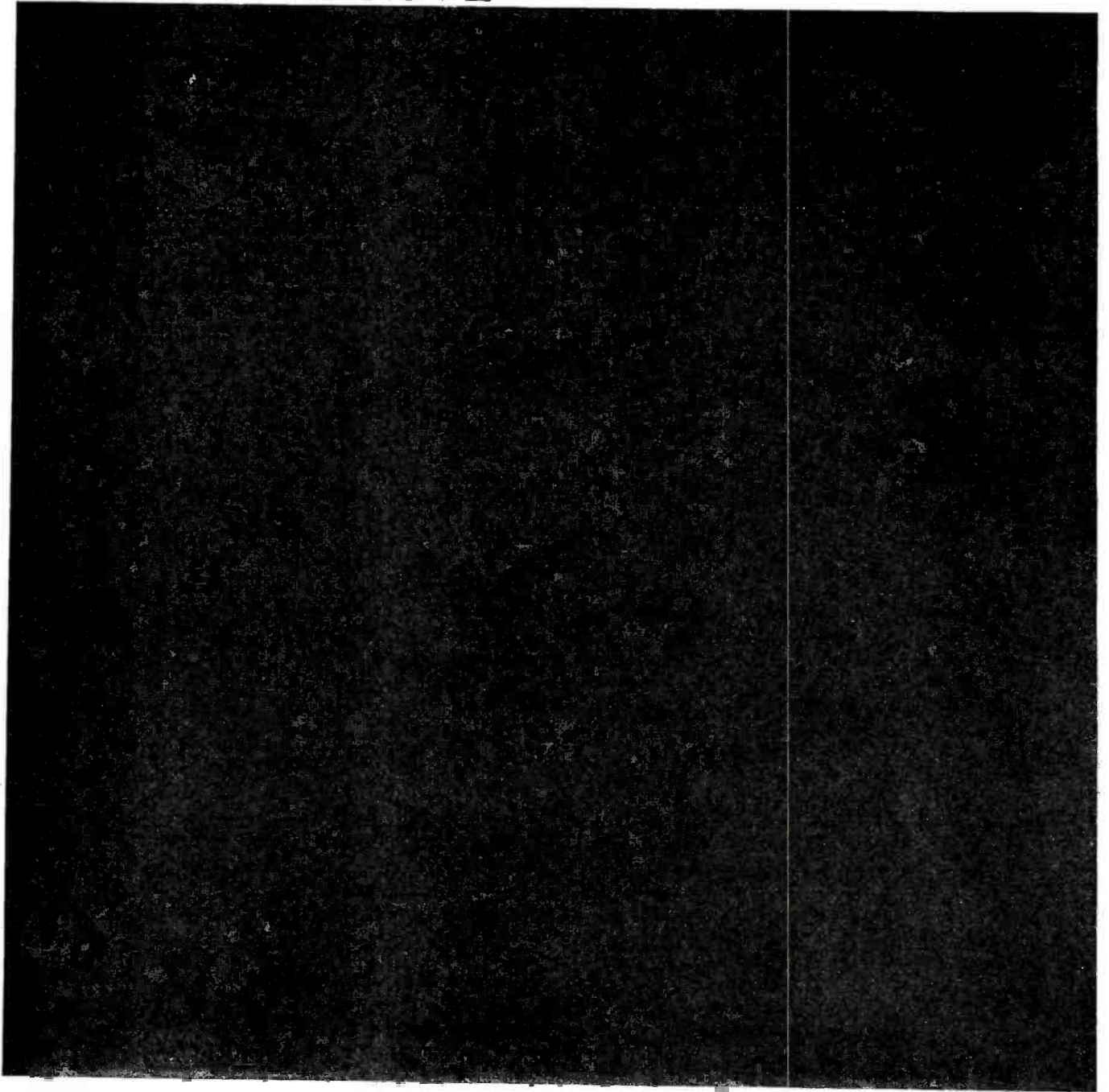
Robert V. Zacher, professor of advertising at Arizona State U., reported that only 35 American universities and colleges offer programs for advertising majors. Eleven are in schools of business and 24 are in schools of journalism. The scarcity of academic advertising courses and the confusion of where they should be given he blamed on the professional advertising executives who have not taken the trouble to decide what "kinds of people they want to hire and what they expect them to know and to be able to do."

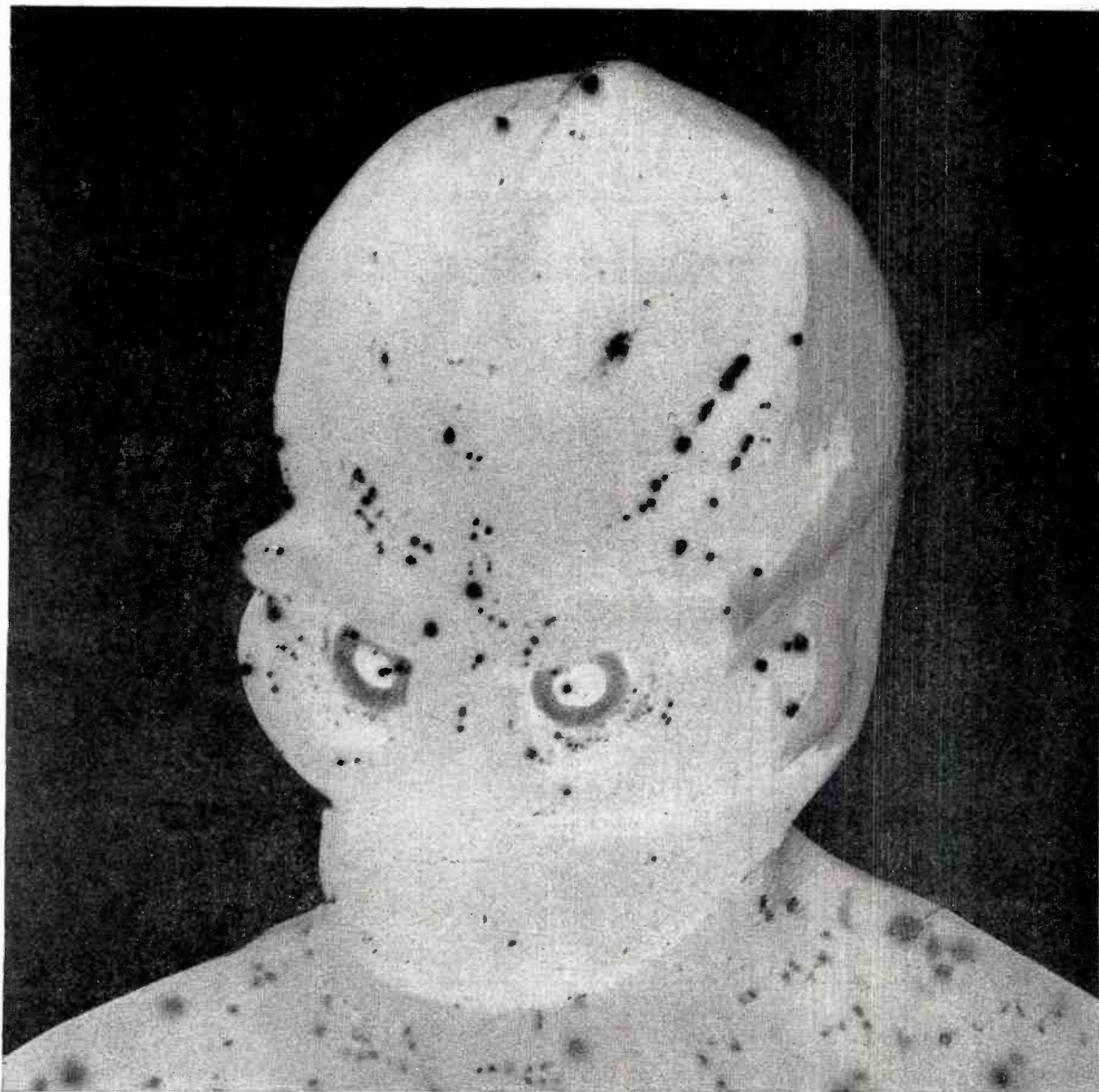
Advertising, he continued, has lost much of the glamour that once made it an attractive career to college graduates, since the dawning of the space age. To attract bright students, agencies will have to offer starting jobs better than mailroom positions and salaries will have to be raised to compete with those offered engineering students. Mr. Zacher said the average beginning salary for graduates placed in advertising by his university's placement bureau last year was \$515 a month, while engineering students got jobs at over \$700.

Gilbert H. Weil, ANA general counsel, reported on government trends affecting advertising. He described the main danger as politicians who realize that every voter is also a consumer and who rush to get headlines and votes as the protector of the consumers' interests. Another danger, he said, was the delegation by Congress of increased power of control to regulatory agencies. Mr. Weil urged advertisers to put their own houses in order and then to fight any attempt to subject them to unjust rulings.

A. H. de Grassin, director of advertising of Kaiser Aluminum & Chemical Corp., presided over the session.

A FACE ONLY  
MILLIONS OF SCIENCE FICTION  
FANS COULD LOVE





He (or it) is the surprise guest in one episode of "The Outer Limits."

This not-so-down-to-earth science fiction series takes viewers into hour long probes of outer space and into new areas of imaginative entertainment.

Each week, another suspenseful drama.

Each week, another big name guest star. Cliff Robertson, who got the JFK role in "PT-109", stars in one episode, (along with the friend in our photo).

"The Outer Limits" was created by Leslie Stevens, and is produced by Joseph Stephano, whose credits include writing "Psycho."

The show premieres this fall on ABC Television—along with no less than 12 other new shows.

Innovations, new faces and formats, new ideas—all with one thing in common. Entertainment.

Fresh programming that attracts the younger, larger families we, and you, both want to reach.

**"THE OUTER LIMITS" ONE OF THE BIG  
NEW SHOWS ON ABC THIS FALL** 

# VOLVO TAKING CUE FROM DETROIT

## Refutes radio-tv cutback of other foreign car importers

At a time when many of the once-flourishing foreign car importers are re-treating and burning their broadcast advertising budgets behind them, at least one firm is staging a counterattack.

Volvo, the Swedish import, stands alone now among major foreign makes with a national radio-tv advertising campaign in progress.

While such leaders as Volkswagen, Renault and Jaguar report broadcast advertising through local distributors

only and others gave a flat "no" to inquiries about such campaigns, Volvo now enters the fifth week of a 14-market campaign which is scheduled to run into June.

Volvo advertising manager James C. LaMarre insists that this isn't an experiment for his company. "Am I getting paid to be a trailblazer? No, indeed—this is sound business. Already, as a direct result of the television campaign, I can report the best day of sales and

the best week of sales in our history.

"We are not taking our cue from other foreign car importers. We are following Detroit, and we consider our competition to be the American-made compact cars."

**Plush Days Gone** ■ From time to time, other importers have used national television as an advertising outlet, but such advertising has declined recently as the boom of what one spokesman called "the plush days," began to subside.

In its place, importers report that broadcast advertising has been encouraged through local dealerships. A few said that dealerships of some of the foreign brands were too spotty for national television advertising; another simply said, "We're just not selling enough cars for a national campaign." One importer, British Motor Corp.-Hambro Inc. (Austin-Healey, MG, Sprite), indicated that it may test one market in the fall for a possible national or regional campaign.

The Volvo campaign is being run on the basis of 20 per two-week period on tv, and 10 per two-week period on radio. The 14 markets receiving the campaign are Orlando, Daytona Beach and Tampa, all Florida; Washington; Providence; New York; Lancaster, Pa.; New Haven and Hartford, both Connecticut; Boston; Denver, Colorado Springs and Pueblo, all Colorado; and Philadelphia. The agency is Carl Ally Inc., New York.

## 'Product Q' enters market ratings field

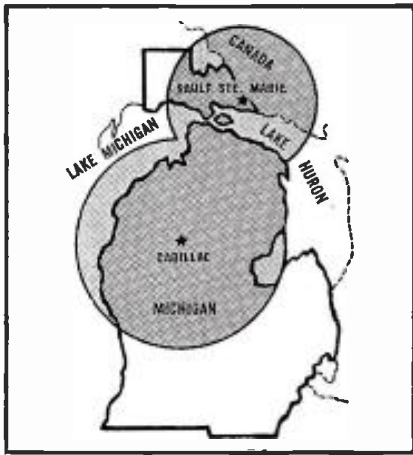
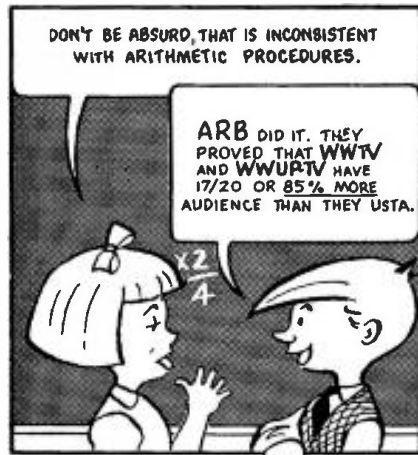
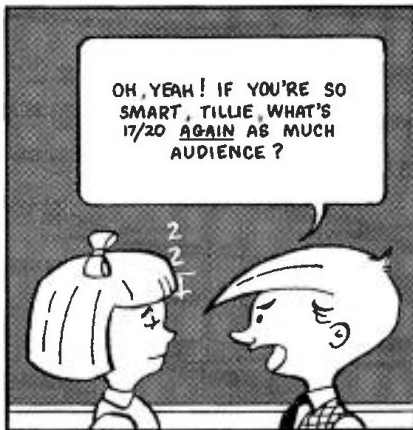
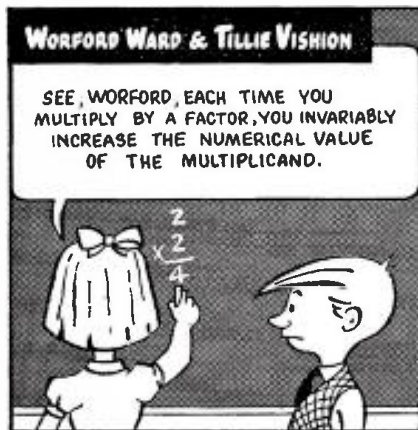
A new rating service, "Product Q," has been established in New York. Jack B. Landis, co-founder of the firm, said, "we feel this is a good time to be entering the field. The hearings in Washington have shown up chinks in the armor of the biggest ratings services, and this could work to our advantage."

Marketings Evaluations, of Manhasset, N. Y., will provide the Product Q service. Mr. Landis indicated that its early services would be limited to marketing, but it eventually planned to expand into media studies. Founding the company with Mr. Landis, formerly director of developmental research at J. Walter Thompson, is Henry Brenner, currently president of Home Testing Institute-TvQ and formerly director of research for Standard Brands.

"Product Q will be a complete service going far beyond the mere offering of numbers," the company said. Mr. Landis added, "We will never offer a client a list of unexplained figures."

Product Q intends to fill what the firm considers "the information gap," by investigating the consumer's "state of mind and behavior."

Such a study, conducted monthly



## Here's real market growth!

Yes, we've *greatly* increased our market AND audience! The November, 1962 NSI and ARB show that WWTV/WWUP-TV have increased their audience almost miraculously over November, 1961. Why? Because we've really gone great guns with our new satellite in Sault Ste. Marie!

And ARB estimates that we now cover an area with 492,100 TV homes—actually more

TV homes than the *entire* population of Atlanta!

Upstate Michigan is as yet America's greatest "undiscovered opportunity," to many advertisers. Nearly a million people. Retail sales, nearly a BILLION. If you want to increase sales in Michigan as a whole, use the *easy* place to do it! Ask Avery-Knodel, Inc. for the proof.

**The Felzer Nations**

**RADIO**

WROZ KALAMAZOO-BATTLE CREEK  
WDET GRAND RAPIDS  
WOPM GRAND RAPIDS-KALAMAZOO  
WWTV-DM CADILLAC

**TELEVISION**

WROZ-TV GRAND RAPIDS-KALAMAZOO  
WWTV CADILLAC-TRAVERSE CITY  
WWUP-TV SAULT STE. MARIE  
WUW-TV LINCOLN, NEBRASKA  
WUW-TV GRAND ISLAND, NEB.

# WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

CHANNEL 9 / CHANNEL 10  
ANTENNA 1440' A. A. T. / ANTENNA 1214' A. A. T.  
CBS • ABC / CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

# SPECIAL PROJECTS

Just what is Blair Television Special Projects? It's not too easy to specify. Basically, Special Projects is Blair's specialized effort to bring together national advertisers who have localized problems with special features of exceptional local appeal available for sponsorship.

It is also Blair's answer to the increasing need of national advertisers to pinpoint advertising to their most logical customers.

Blair Special Projects does not fit the so-called established programming pattern, yet offers uncommon values to the advertiser who wants to take advantage of localizing his product and identifying it more strongly with individual communities.

No one knows his community better than the Blair Television Station Manager, and it is logical to assume that with his programming skill and his intimate feel of his market, he can devise programs with unique local appeal and community interest. City-by-city ratings prove that no nationally broadcast program has universal appeal; tremendous variations market-by-market are always present. A local program directed to Seattle television viewers dealing with an incipient dock problem would be of little interest to a mid-western TV viewer, but would be of the utmost interest to those

in that Seattle community. The program, "Lost Cargo", triggered a \$10,000,000 Bond Issue by the city to improve the docks.

This imaginative development of specialized programming is only part of the project—selling programs of this type requires creative thinking and hard work, and that's where Blair Special Projects takes over. It is an additional selling force designed to influence the men who are behind marketing and media planning.

Has Special Projects been successful? Nearly 200 of those tough sales have been made for our stations in the last 18 months.

If you are a national advertiser, ask Ralph Allrud or Earl Thomas about Special Projects and what it can do to help you win good will with your dealers and the customers for your products. As an illustration, consider a national brand-name bread, successful nearly everywhere else, that couldn't crack the New Orleans market until a Blair projects man stepped in.

He showed that a year-round schedule of special events with wide local appeal on community-minded WDSU-TV could win customers faster than anything else.

It's the first time such a sales division has been created by a station representative—not unusual for Blair, for Blair sets the pace.



## BLAIR TELEVISION

## The favorite programs of the lady of the house

Life may begin at 40, but for tv's *Dr. Kildare* show, it also gets quite a boost at 49.

A survey among women viewers last week by American Research Bureau indicates that *Ben Casey* dominates the female viewers between ages 18 and 49; but over 49, the gals go for *Dr. Kildare*.

Overall, the survey indicated that

almost 20 million women watch *Ben Casey*, as compared to slightly more than 18 million for *Dr. Kildare*, but among those over 49, *Dr. Kildare* leads by over a million.

The two doctor shows led a listing of top 10 tv shows preferred by the ladies. *The Defenders* was a distant third, followed by *Dick Powell* and *Lassie*.

ARB ESTIMATED ADULT FEMALE VIEWERS BY AGE GROUPS  
(PRIME TIME GENERAL DRAMA SHOWS)  
February 15-28, 1963

| Rank | Program             | 18-29     | 30-39     | 40-49     | Over 49   | Total Adult Females |
|------|---------------------|-----------|-----------|-----------|-----------|---------------------|
| 1    | Ben Casey (ABC)     | 4,275,480 | 5,247,180 | 4,664,160 | 5,635,860 | 19,822,680          |
| 2    | Dr. Kildare (NBC)   | 3,725,400 | 3,725,400 | 3,911,670 | 6,705,720 | 18,068,190          |
| 3    | Defenders (CBS)     | 2,590,460 | 2,438,080 | 3,504,740 | 5,028,540 | 13,561,820          |
| 4    | Dick Powell (NBC)   | 3,347,040 | 2,928,660 | 3,068,120 | 4,183,800 | 13,527,620          |
| 5    | Lassie (CBS)        | 2,430,900 | 3,079,140 | 2,592,960 | 4,537,680 | 12,640,680          |
| 6    | Nurses (CBS)        | 2,747,350 | 2,986,250 | 2,747,350 | 3,464,050 | 11,945,000          |
| 7    | Eleventh Hour (NBC) | 2,905,440 | 3,147,560 | 2,542,260 | 3,268,620 | 11,863,880          |
| 8    | Empire (NBC)        | 2,361,180 | 1,642,560 | 2,155,860 | 3,387,780 | 9,547,380           |
| 9    | Going My Way (ABC)  | 1,515,750 | 1,919,950 | 2,425,200 | 3,637,800 | 9,498,700           |
| 10   | Loretta Young (CBS) | 1,789,830 | 1,960,290 | 1,789,830 | 2,386,440 | 7,926,390           |

and based on the reactions of 2,500 consumers across the country, will be reported three times a year, and will provide, the company feels, "a before-and-after assessment of campaigns or promotions no matter when they occur."

"In addition to the detailed statistical data, a comprehensive analytical report will be issued evaluating the current standings of the client brand versus competition and exploring the reasons for good or poor performance."

Speaking for the firm's first client, Scott Paper Co., an official said, "While Nielsen can give us such things as sizes of audience and penetration, we are hoping to learn from Product Q about the share of mind, mental knowledge and attitude of the consumer."

## 'Saturday Review' cites several tv advertisers

*The Saturday Review* cited several television advertisers last week for their support of "programming in the public interest."

Named as winners in the broadcast category of the magazine's 11th annual advertising awards competition were: Bristol-Myers, for its sponsorship of NBC-TV's *White Paper* series, "especially for 'The Battle of Newburgh'; Shell Oil, for sponsorship of CBS-TV's *N. Y. Philharmonic Young People's Concerts* and to CBS-TV for its *Tour of the White House* special, "a historic coup . . . the biggest 'person-to-person' show in the annals of broadcasting. . ."

Runners up named by the *Review* are Lever Bros., All-State, Brown & Williamson and Bristol-Myers for spon-

sorship of CBS-TV's *The Defenders*; Standard Oil (N.J.) for NBC-TV's *The Tunnel*; Douglas Fir Plywood Assn. and Pittsburgh Plate Glass Co. for NBC-TV's *David Brinkley's Journal*; Metropolitan Life Insurance Co. for CBS-TV's *CBS News Specials* and Texaco for its sponsorship of the Metropolitan Opera over its special radio network.

The awards were given on the basis of programming content alone, with emphasis on advertiser willingness to support programming of controversial subjects and "high quality" shows, without undue regard for size of viewing audience.

## Half-hour news shows reach 75% sales mark

The new half-hour newscasts to be seen on NBC-TV and CBS-TV next season are attracting advertisers. As of late last week, both networks could report the programs three-fourths sold.

In a formal announcement, NBC-TV said advertisers for its Monday-Friday, 7-7:30 p.m. *Huntley-Brinkley Report*, starting Sept. 9, include R. J. Reynolds Tobacco (William Esty), American Home Products (Ted Bates), American Chicle (Bates) and Aluminum Corp. of America (Fuller & Smith & Ross).

CBS-TV, it was acknowledged, has Philip Morris, Procter & Gamble and Whitehall signed as advertisers for that network's 7-7:30 p.m. news programs which begin Sept. 2, also on a Monday-Friday basis.

NBC noted that its news operation

(NBC News) in 1962 presented 1,201 hours of network tv programs, or about 26% of the entire network schedule. This was more than a 70% increase in news and informational programming over the past five years.

## Also in advertising . . .

**Forjoe moves** ■ Forjoe & Co. and Forjoe Tv Inc., radio and tv station representatives, have moved their Los Angeles offices to 451 N. La Cienega Blvd., zone 48. Telephone is Oleander 5-7755.

**AFA Hall of Fame** ■ The Advertising Federation of America is soliciting nominations for its 1963 Hall of Fame election. The award honors outstanding contributions to the advertising industry. Cut-off date for nominations (nominees are recognized posthumously after a two-year period) is April 26. They should be mailed to AFA, 655 Madison Ave., New York.

**Agency move** ■ The Van Sant Dugdale advertising, marketing and public relations firm has moved its offices from 15 East Fayette St., Baltimore to 1 North Charles St., same city. Phone: LE 9-5400.

**New office** ■ Street & Finney Adv., New York, has moved its offices to 535 Fifth Ave.

**Filmways New York outlet** ■ Filmways of California has opened editing and completion facilities in New York for commercial films the company produces in Hollywood. Phil Larschan of Preferred Film Service, New York, will represent and supervise Filmways in that city. The new facilities are located at 2 W. 45th St.

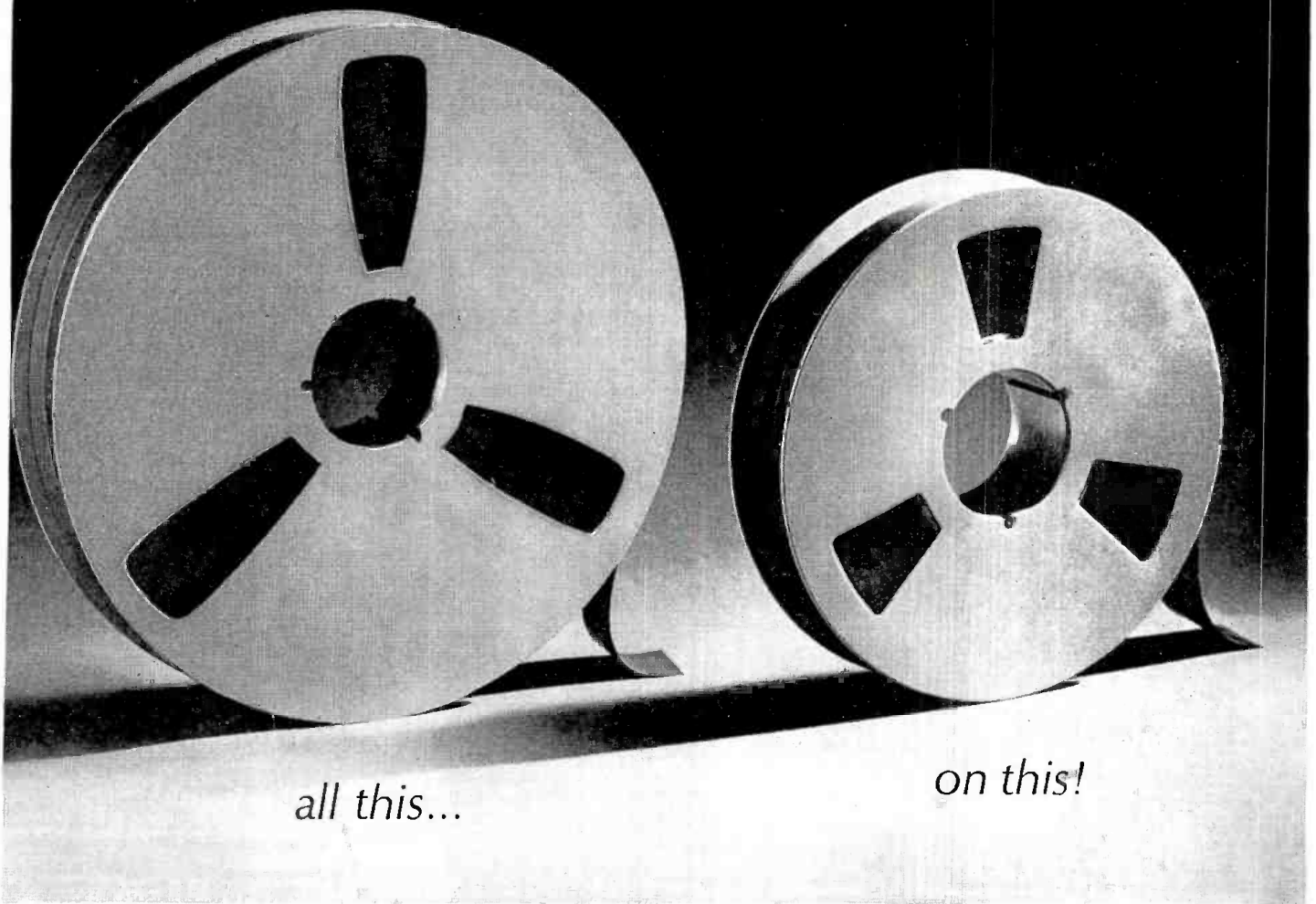
**Marketing course** ■ Columbia U.'s Graduate School of Business will conduct a short intensive course in marketing management for senior marketing executives May 5-10 at Arden House in Harriman, N. Y. Details about the course are listed in a brochure available at Columbia U. Business School, New York 27.

## 4As moves headquarters

A move of a few blocks in mid-Manhattan is scheduled to be complete this morning (April 15) of the American Assn. of Advertising Agencies' headquarters office. The AAAA has been at 420 Lexington Ave. (Graybar Bldg.) but starting today it's open for business at the new Pan Am Bldg. at 200 Park Ave. (near Grand Central Terminal). The new phone number: 972-7200.

# ...CUT YOUR TV TAPE COSTS IN HALF!

*pack twice as much programming on a reel!*

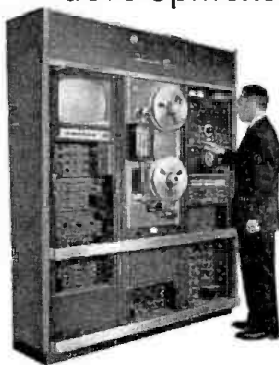


*all this...*

*on this!*

Photography Courtesy Reeves Sound Studios, Inc.

Another RCA first! Now for color—as well as monochrome—this RCA development enables you to operate any RCA recorder at full or half speed



- Permits 50% Cost Reduction in Tape Inventory
- Reduces Tape Storage Space
- Cuts Tape Distribution Expense

This new engineering advance, available only for RCA TV Tape Recorders, combines all the benefits of standard quadruplex recording with the savings of half-track recording. It provides for tape speed to be switchable from conventional 15 inches per second to half speed at 7½ ips.

Since this new approach uses quadruplex recording, tapes are interchangeable with other standard machines. Regular 2-inch tape is used. Standard editing techniques are employed. There are no picture discontinuities. And there is no discernible difference in resolution. *You get the same high quality, the same color fidelity, that you are now getting from RCA recorders.*

**HOW IT WORKS:** A new RCA headwheel assembly and capstan motor make it possible to use half-track recording and to cut tape operating speed in half. The new recorded track is only 5 mils wide as compared with 10 mils for conventional recording. As a result, twice as many tracks can be recorded on the same length of tape—permitting twice as much programming to be packed on a standard reel.

See your RCA Broadcast Representative for complete details. Write RCA, Broadcast and Television Equipment, Dept. UC-22, Building 15-5, Camden, N.J.



The Most Trusted Name in Television

# NIELSEN 'MASTER PLAN' CHARGED

## Harris subcommittee recesses after hearing Sindlinger, Seiler giving broadcasters, agencies time to suggest solutions

The House subcommittee which has been exposing inadequacies of broadcast measurement services since early March was told last week that the A. C. Nielsen Co. has been following a "master plan" to dominate the media research field since 1949, and has been "very successful" in its execution.

Last week's only witnesses before the Special Subcommittee on Investigations were two men who had fought long court battles with the giant firm while struggling to get their own meter-based survey companies off the ground. They described how the Nielsen company

economic pressure which he said even his close friends considered "fantastic."

James W. Seiler, director of American Research Bureau—Nielsen's only competitor in tv audience measurement—told the subcommittee its investigation of ratings had shown serious need for improvement in media research and his firm intended to announce soon that it would double all sample sizes (and necessarily raise rates) to improve the accuracy of its reports (see page 48).

(It was learned at the NAB convention in Chicago two weeks ago that Nielsen was substantially raising the

casters, advertising agencies and advertisers had had ample warning from Congress about problems in broadcast measurement, noting hearings had been conducted on the subject as long ago as 1958. If that's not time enough "to give the American people truth and honesty," Rep. Harris said, "then I don't know what is."

The subcommittees next order of business will be to seek remedies for the mess it has uncovered. It can be expected to call on agencies and the promotion arms of broadcasting for ideas.

The positions of Television Bureau of Advertising, the Advertising Research Foundation and Radio Advertising Bureau already are public knowledge. TvB President Norman E. Cash and ARF Chairman Lyndon O. Brown said last month that measurement methodology needed refinement and recommended an industry group to work with the rating firms themselves (BROADCASTING, March 4). RAB President Edmund Bunker proposed a radio-ratings methodology study at the NAB convention (BROADCASTING, April 8).

The position of major broadcast advertising agencies, however, is in disarray, with little sign of agreement (BROADCASTING, April 1), although several urge self-reform by the raters.

Before Chairman Harris recessed the hearing, he took pains to warmly congratulate the work of his staff, particularly Robert E. L. Richardson and Rex Sparger, the two men who conducted the bulk of the investigation, starting in August 1961. The chairman said the two assistants began "without knowledge" of the rating business, but quickly became knowledgeable, "as the hearing has shown." He said their work, under the direction of Charles L. Howze Jr., staff director, had been "splendid."

**The Sindlinger-Nielsen Conflict** ■ Mr. Sindlinger recounted his tribulations with the Nielsen company and its founder on Tuesday. Although A. E. Sindlinger & Co. began to measure ABC Radio network audiences last year after the Nielsen company cancelled ABC in May, his firm has not really been in the broadcast measurement field in any substantial sense since his court fight ended in 1952. That legal battle was against Mr. Nielsen, his company, and several associates, including Henry A. Rahmel, executive vice president



Chairman Harris

Time to "give the American people truth and honesty"

used its industry influence and large financial resources to wear them down, reduce their will to prolong court actions and yet maintained its supremacy in the measurement market.

Albert E. Sindlinger, president of the market research company bearing his name, charged A. C. Nielsen Sr. has used every means at his disposal to thwart Mr. Sindlinger's efforts to enter the broadcast measurement field with a competing meter device, previously Nielsen's exclusive domain.

Mr. Sindlinger quoted from stacks of Nielsen documents he had subpoenaed for a \$2.5 million civil suit against the company 13 years ago, and wove a tale of alleged monopoly conspiracy and

prices of its local tv reports, costs of improvements the firm said had been instituted more than a year ago. No increase in sample size was announced by the company [BROADCASTING, April 8].

**Hearing Recessed, But...** ■ The hearing was recessed Wednesday (April 10) for Congress' annual Easter week pause, but Rep. Oren Harris (D-Ark.), chairman of the subcommittee and its parent Commerce Committee, said he had in mind some other things related to the ratings probe which he would take up with the subcommittee at an executive (closed) session, probably next week.

Chairman Harris said at the conclusion of testimony last week that broad-

and general manager, the same man who carried the weight of Nielsen testimony earlier in the congressional hearing.

His suit was based on three major contentions, Mr. Sindlinger told the subcommittee last week:

- That Mr. Nielsen had created a monopoly and "that his actions against our company were part of the conspiracy to create a monopoly."

- That Mr. Nielsen had made slanderous allegations against him and his company.

- That the Nielsen company used a patent application on a meter as a claim of patent infringement against a similar device on which Mr. Sindlinger had been seeking a patent.

The suit ended with a \$75,000 out-of-court settlement paid to Mr. Sindlinger on Feb. 22, 1951. His attorneys had told him recently that the reason the defendant decided to settle was the issuance a month earlier of a subpoena

been assistant to Mr. Nielsen but who left the company to become Mr. Sindlinger's general manager. Mr. Weaver, now an executive with a Philadelphia food firm, has said he does not have the book.

Mr. Weaver's association with the Sindlinger Co. ended when the boss became concerned about "mysterious trips to Chicago" (Nielsen headquarters) by Mr. Weaver and subsequent problems which developed among a group of Chicago backers of his firm, Mr. Sindlinger testified. They abandoned financial support of Sindlinger's effort to launch Radox, the instantaneous audience measurement device for which patents were sought by the competing firms, he said.

Mr. Rahmel, identified by Mr. Sindlinger as a co-author of the Nielsen company plan, denied knowledge of the document earlier in the hearing.

The subpoena which Mr. Sindlinger said led to quick settlement of his suit was prepared from his notes and requested "documents which enumerate and discuss the following plans:

- "A. The development of a patent program designed to block any future competition and to hinder and/or eliminate any existing competition in the measurement of national radio and subsequently television audiences, by mechanical, electronic or automatic devices;

- "B. A merger with the C. E. Hooper Co. [Nielsen Co. did reach an agreement with the Hooper firm which later left tv measurement];

- "C. The development of long-range contracts to hinder and to eliminate future competition;

- "D. A program of 'capturing' through a form of tie-in sales and/or agreements, advertising agencies and clients."

Some of the other points Mr. Sindlinger testified about:

- The late Edgar Kobak, representing the Advertising Research Foundation at a Sindlinger Radox presentation before the NBC Radio Network affiliates committee on Feb. 7, 1952, was instructed by Mr. Nielsen that "your duty is to stop Mr. Sindlinger." Mr. Sindlinger said he overheard these instructions while eavesdropping on a telephone conversation between Messrs. Nielsen and Kobak prior to the presentation.

He later learned, Mr. Sindlinger said, that Mr. Kobak had purchased Mr. Weaver's stock in Nielsen and placed it in his wife's name before he sat in on the Radox presentation as an ARF "observer." A non-profit organization, ARF objectives, among others, are to evaluate existing research methods.

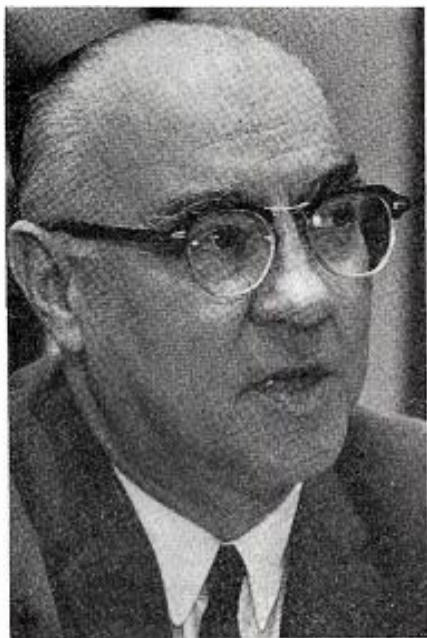
- Mr. Sindlinger said he had arranged to show Hugh Beville, NBC's director of research, a cluster of Nielsen

Audimeter homes which he had discovered in an unusually dense grouping in Appleton, Wis., where NBC signals then came in with considerable difficulty but where CBS was clearly heard.

It was known then that NBC had been trying to get Nielsen to redistribute its sample because, Mr. Sindlinger said, it tended to favor locations where CBS affiliates were predominant.

But Mr. Beville, abruptly decided not to visit the meter area. He wired Mr. Sindlinger: "Not interested in going ahead with the job we discussed." However, Mr. Beville had in his possession a list of 12 Nielsen households which Mr. Sindlinger had furnished him, he testified. Shortly thereafter, it was noted, NBC announced a circulation plan through the Nielsen company.

The Nielsen company learned the location of Radox homes in New York City and how the system operated by talking with telephone company em-



Mr. Sindlinger  
Uncovers Nielsen 'master plan'

for the so-called "master plan" for taking over media research. It was drawn in 1947 and 1948 by Messrs. Nielsen and Rahmel (AT DEADLINE, April 8) to persuade the Nielsen firm's board of directors that the company was on the right track in making large expenditures for its broadcast research because eventually it would achieve "complete domination not only of broadcasting, but also of magazines and newspapers," Mr. Sindlinger said.

**Sindlinger Sees Plan** ■ Asked whether he had ever seen the Nielsen "master plan," Mr. Sindlinger said he had taken notes on it when it was placed in his hands "for a few days" in October 1949 by Norwood Weaver, who had



Mr. Seiler  
Some changes being made

ployes in 1949, Mr. Sindlinger said. Mr. Richardson pointed out that if Nielsen could do this then, "somebody else ought to be able to do it." He referred to evidence that information about the location of Nielsen homes was in the hands of a client in the mid-1950's (BROADCASTING, April 8).

**Nielsen Suit Hurt ARB** ■ Mr. Seiler, founder and former president of ARB until it merged with C-E-I-R Inc. in 1961, when he became director, admitted Wednesday that a patent suit filed against his firm by Nielsen seriously impaired ARB's unsuccessful effort to enter the national rating field with its own meter device, the Arbitron. But Mr. Seiler refused to say flatly that the

## Cowles drops Nielsen tv and magazine surveys

Cowles Magazines & Broadcasting Inc. announced Thursday it is cancelling all contracts with the A. C. Nielsen Co., the nation's largest media research firm, because of the way the research company does business.

The value of the Cowles contracts was estimated at \$65,000.

Failure to answer Cowles' questions raised about alleged "cheating" by Nielsen interviewers forced the publishing firm to terminate contracts for *Look*, *Family Circle* and KRNT-TV Des Moines, said Marvin Whatmore, Cowles vice president

and general manager. He said Nielsen had breached its contract.

(The four Triangle stations which had subscribed to Nielsen service announced cancellation 10 days ago [AT DEADLINE, April 8]).

Cowles executives and representatives of the Curtis Publishing Co. were noted attending the hearing of the House Special Investigations Subcommittee, which questioned Nielsen witnesses extensively during its probe of broadcast measurement companies (see page 46).

Three former Nielsen fieldmen testified two weeks ago that it was

common practice for them and their colleagues to fill out magazine survey questionnaires themselves rather than conduct the two-hour interviews required (AT DEADLINE, April 8).

The research firm has not answered Cowles' questions about its methods, Mr. Whatmore said. "This reluctance on your part, particularly in view of serious unexplained discrepancies between Nielsen-rated magazine audiences and those reported by other research organizations for the same magazines, had been and is of major concern to us," he wrote the research company.

suit was the cause of ARB's merger with C-E-I-R Inc. or ARB's failure to establish its own meter rating service with the Arbitron.

The subcommittee, which had approved the witness' frankness during an earlier appearance when questioning centered on ARB methodology (BROADCASTING, March 18), suggested he was "very evasive" last week. Asked why the apparent change in his attitude, Mr. Seiler explained that earlier questions had been on facts, but last week's inquiries were for opinions and suppositions, and he felt he could not honestly give straight "yes" or "no" answers to many of them.

The Nielsen patent suit was filed against ARB when it had placed Arbitron meters in six major U. S. tv markets and just before it signed contracts for its instantaneous national rating service with three tv networks. Settlement of the suit Oct. 24, 1961 followed legal costs of about \$250,000 by ARB, Mr. Seiler said. A licensing and royalty agreement which was part of the settlement requires ARB to pay the Nielsen Co. 5% of its gross on any use of the Arbitron system, now confined to local ratings in New York.

Asked if ARB's merger with C-E-I-R Inc. was brought on by the costs of the patent suit, Mr. Seiler said the basic reason was that it was the best arrangement for the firms concerned. The suit had a "serious impact" on ARB, Mr. Seiler admitted, and "did drain off quite a bit of money." But the abandonment of a national Arbitron system was due to the reluctance of broadcasters to support two meter-based national services, Mr. Seiler said. He did state, however, that ARB would more likely have gone ahead with its national Arbitron system had it not been for the patent suit.

Prodded when he did not confirm or deny definitely whether the Nielsen Co. had offered him a job during the suit,

Mr. Seiler would state only that he had heard hearsay remarks "about my doing some kind of work in the Nielsen company." He was not interested, he said.

Questioning about ARB and Nielsen charges for their national audience composition reports showed that in Mr. Seiler's opinion his competitor's recent decision to offer its report for half ARB's price could put ARB out of that business. To meet the competition ARB was forced to cut its price in half to \$1,300 where it is "no longer profitable," he said.

### ARB doing its best

The American Research Bureau said last week it has done its best to alleviate the metropolitan market definition problem of Mark L. Wodlinger, manager of WZZM-TV Grand Rapids, Mich., an interim operation.

After unsuccessful efforts to obtain a redefinition of the Grand Rapids - Kalamazoo - Muskegon area for his new station by ARB and the A. C. Nielsen Co., Mr. Wodlinger has been told by ARB that it will offer two reports, one for metropolitan Grand Rapids, the other for metropolitan Kalamazoo.

Mr. Wodlinger had received strong support from the House Subcommittee on Investigations when he told the members about his metro woes during a session of the rating investigation last month (BROADCASTING, March 11). ARB Director James W. Seiler announced the change at a hearing session last week (see page 46), and was told the staff felt it was a "good settlement of the problem."

## ARB to double size of samples, prices

American Research Bureau, second biggest television audience research company, intends to announce soon it will double the size of all samples used in its national and local reports, it was learned last week.

A permanent advisory panel of blue-ribbon statisticians will consult with the company in two weeks.

Admittedly inspired by a congressional investigation of rating services, ARB's new samples will be in effect in September. New prices, 50-60% higher, will accompany the improved samples.

James W. Seiler, director of ARB, told the House Special Investigations Subcommittee Wednesday (April 10), "Of all the weaknesses pointed out at these hearings, this is one we can do something about now" (see page 46).

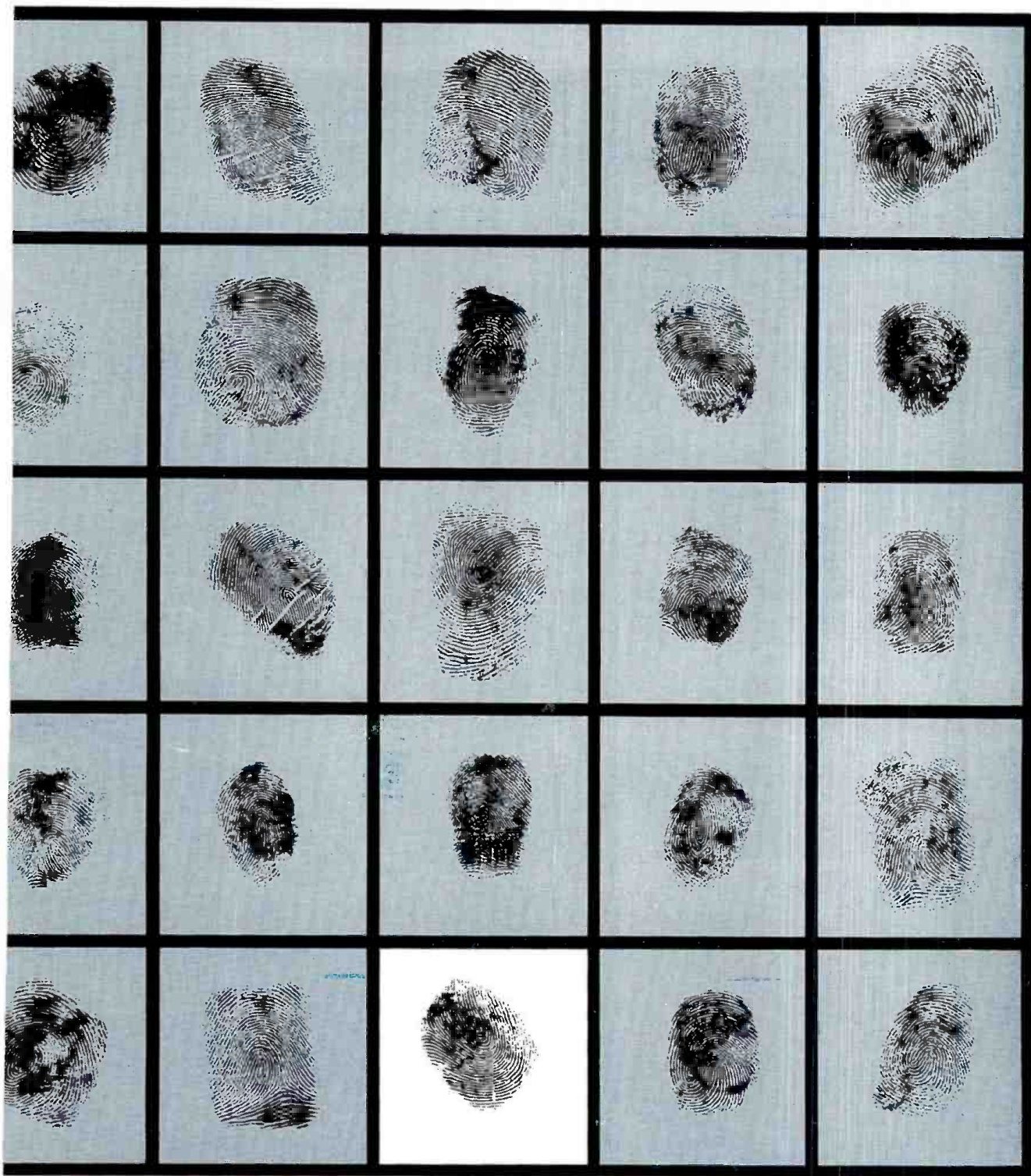
The new samples were approved later that day by the directors of C-E-I-R Inc., of which ARB is a division.

"We felt the industry could hardly ignore the implications so far and should be prepared to pay the price of doubling the sample," said Dr. Herbert W. Robinson, C-E-I-R president.

The company intends to notify each of its clients by personal letter to explain the new samples and rates in details.

ARB has tabulated an average volume of 250,000 diaries yearly; that figure will go up to 500,000. Local station charges now range from \$2,000 to \$13,000; they'll be raised from \$3,000 to \$19,000. Advertiser and agency costs which ranged from \$5,000 up for ARB's entire tv package will be raised "significantly," but no figures were available last week.

ARB's only meter system, its Arbitron sample in the 17-county metropolitan New York area, has been gradually im-



## NO TWO ARE ALIKE

There's nothing amazing about the fact that everyone's fingerprints are different. People are different, and fingerprints are just further proof of it. Actually, people could be classified by television watching habits, too, because there are remarkable differences in what people like. And this is the area where big challenges come to television stations. Applying the values of good taste and balance never hurts. And that's what WFGA-TV tries to do. Our viewers and our advertisers appreciate it, too.



# WFGA-TV

Jacksonville's *FULL COLOR* Station

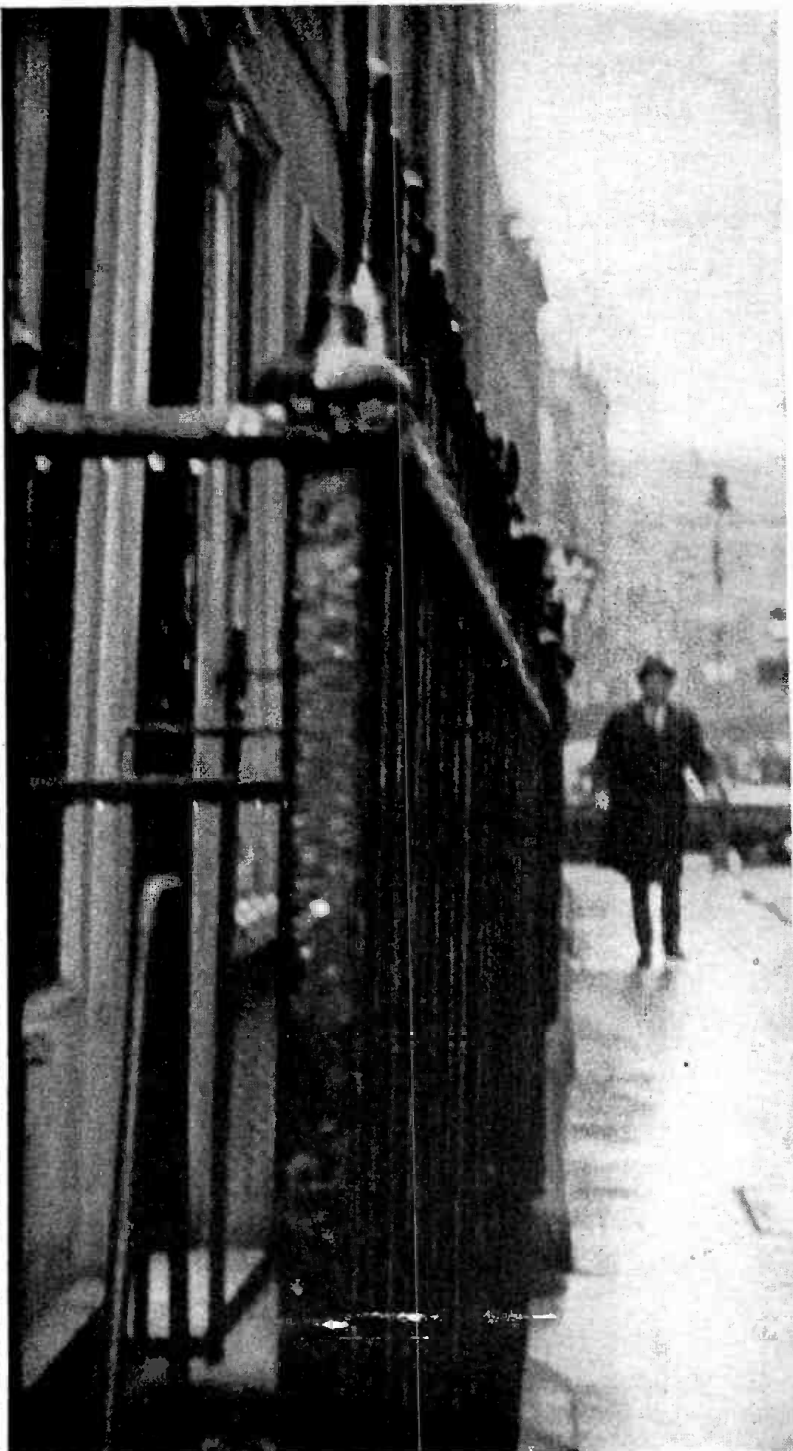


WTVJ  
WTOG-TV

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## *But Who Spies on the Spies?*

...the television viewer, of course.

At least, he will be a few months from now, when NBC-TV launches a unique drama series called "Espionage." It's one of the many distinguished offerings on our top-quality fall schedule.

The original, full-hour "Espionage" dramas will

be based on the real-life experiences of undercover specialists from countries all over the world.

But each script will explore the motivations and inner conflicts of these special agents as zealously as it explores their actual adventures.

What makes us so sure of "Espionage's" calibre and appeal is that its executive producer—Herbert Brodtkin—simply wouldn't fool with anything



second-rate. In the course of a proud television career, he's helped guide the destinies of such worthy series as "The Defenders," "Playhouse 90" and "Studio One." Now his "Espionage" shapes up as one of the most absorbing treats the nation's viewers have ever experienced. Which is one of many reasons we consider the approaching schedule the finest in our history.

For it's a diversified roster that boasts not only such established favorites as "Dr. Kildare" and "Hazel" but brand-new attractions like Bob Hope's weekly, full-hour shows and Imogene Coca's eagerly-awaited comedy series, "Grindl." Yes, there's a fresh kind of entertainment magic in store for all NBC-TV viewers this Autumn. Naturally.



*Look to NBC for the best combination of news, information and entertainment.*

## Raters unreliable

NAB President LeRoy Collins said last week he doesn't think any of the broadcast measurement services are "reliable and dependable."

Interviewed Thursday (April 11) on WTOP-TV Washington's *Newsnight*, Gov. Collins told newsman Sam Donaldson that he thought some of the rating incidents revealed by a House subcommittee investigation were extremes, "but at the same time I do not hesitate to say that I know of no rating service that I think deserves the characterization of being reliable and dependable."

He said the firms take too few samples and "extrapolate far beyond reason," but sponsors pay attention to rating results because "it's all they have."

Mr. Donaldson concluded his special report on the investigation by stating there are about 200 tv meters in the Washington area. He urged any viewer having one not to dial away from WTOP-TV "because if you do you'll be taking 28,000 viewers with you."

proved by the firm from a base of 220 meters a year ago to 320 now. The goal for September 1 is 400 meters.

The semi-annual March and November "national sweeps" conducted by ARB in all U. S. markets and covering all tv stations formerly were extracted from 42,000 usable, tabulated diaries. The next national sweep will be made with at least 84,000 diaries.

The advisory panel will meet with ARB personnel in Beltsville, Md. on April 27 when its parent company, an international firm, will bring to the U. S. 30 of its top professional people. Chairman of the panel will be Professor Maurice Kendall, president of the Royal Statistical Society of England and former chairman of the statistical department, Cambridge U.

Other members will be C-E-I-R statisticians and consultants, Herbert Solomon, Alexander Mood and Jack Moshman.

## Thomas won't run again

Rep. Albert Thomas (D-Tex.), chairman of the Independent Offices Subcommittee of the powerful House Appropriations Committee, announced Thursday (April 11) that he would not seek re-election next year.

Ranking Democrat on the subcommittee is Rep. Joe L. Evins (D-Tenn.), chairman of the Select Committee on Small Business.

# INFORMAL CHICAGO HEARING ERUPTS

## FCC probe into WYNR turns into lawyers' battle

One of the most unusual legal proceedings in the FCC's history concerning an individual station opened in Chicago last week as the commission began its investigation of McLendon Corp.'s WYNR there (formerly WGES).

The FCC is probing the circumstances surrounding McLendon's acquisition of WYNR last summer and subsequent change of programming. McLendon changed WYNR from 80% to 100% Negro programming soon after it took control, cancelling a number of foreign language programs of many years' standing.

McLendon said it did so upon studying needs of the market and learning of unfavored time brokerage by the foreign language broadcasters.

The FCC's concern: Was McLendon candid in representations about its program plans?

The commission inquiry is unusual in that it in a sense is only an informal hearing to determine whether it should consider a more formal hearing involving renewal, revocation or some other possible sanction. It is like the FCC's general inquiry into tv programming earlier this year in Omaha and last year in Chicago, but with WYNR given certain rights to question witnesses although not full rights as in a normal adjudicatory hearing.

FCC witnesses on Thursday testified to property damage at a park caused by crowds of people seeking hidden treasure during one of WYNR's contests late last fall. WYNR's prudence in such promotions also is in issue. An official of the Archdiocese of Chicago expressed disappointment that McLendon failed to seek advice about serving religious program needs as other broadcasters came forward voluntarily to do. He said his present WYNR time has proved ineffective. It's 6 a.m. Sunday, he said.

Earlier in the week counsel for the commission's Broadcast Bureau spread upon the public record virtually every scrap of paper which McLendon and WYNR supplied voluntarily from their files to the FCC investigators. These included early 1961 correspondence from the station broker, Hugh R. Norman, that in his opinion "this station can be turned around" to gross \$2 million or more annually and "make \$1.3 million before taxes."

The commission exhibits showed WGES grossed just over \$731,000 in 1961 and had a profit of nearly \$203,700. WGES in 1960 did a gross of nearly \$839,500 and a profit of \$287,500 but in 1957 it had a profit of \$308,000 on gross of almost \$761,000.

McLendon paid \$2 million cash for

WYNR which formerly was owned by Dr. John A. Dyer, his sister, Mrs. Elizabeth Hinzman, and others. Other McLendon stations are KLIF Dallas, KABL Oakland-San Francisco, WYSL Buffalo and KTSA San Antonio plus sales representation of Mexican station XTRA Tijuana (Los Angeles).

**Lawyer's Battle** ■ The hearing began Tuesday and promptly became a lawyers' battle ruled by the sharply pounded gavel of the FCC's chief hearing examiner, James D. Cunningham. It is to continue this week with presentation of McLendon's case.

The name and broadcast activities of Rep. Roman C. Pucinski (D-Ill.), who wrote the FCC last year calling for revocation of WYNR's license, became the subject of argument Wednesday. Marcus Cohn, WYNR counsel, questioned Mr. Dyer about the congressman's frequent appearances on the station, including occasional appearance on his mother's program, a Polish language show among those cancelled by McLendon.

Pat Valicente, counsel for the FCC Broadcast Bureau, objected to Mr. Cohn's questioning. The examiner sustained his objection and rejected McLendon's offer of a program information document that is part of the WGES renewal file at the FCC upon which Mr. Cohn was basing his questions of the witness. He said the document remains part of the docket however.

During another argument over testimony the FCC attorney was turned down in his efforts to question WYNR general manager Jay J. G. Schatz, long an investment broker, about notes he might have discounted for McLendon.

Asked if he had ever discounted notes for McLendon in the course of his regular business, Mr. Schatz indicated yes. Questioned about timing of the foreign language cancellations, he said verbal notice was given Aug. 13 and written notice Aug. 28. He did not recall a protest phone call from Rep. Pucinski as early as Aug. 13 but the FCC counsel, over strong WYNR protest, introduced a memo purporting to be the congressman's notes about his call to WYNR on that date. Rep. Pucinski protested via the *Congressional Record* that same day.

Barton McLendon, father of Gordon McLendon and McLendon board chairman, was the first witness called by the FCC last week. He testified that McLendon Corp. long had been interested in getting a station in Chicago and made inquiries about WGES beginning about 1959. He said the purchase finally was made without much study of the station or the market be-

*puzzle:*  
**Where  
 There's  
 Smoke . . .**



**How Much Do They Cost?**

WMAL-TV's Television Sales Dept. was locked in knotty debate in the conference room when Haywood Meeks, TV Promotion Director, looked around and discovered the smoke cover had thinned to a point where he could identify his colleagues. Thus alerted to the fact that the cigarette supply was getting dangerously low, Meeks asked Virginia Hinkle to get nine packs of Brand X. "Just take the money from petty cash and we'll settle when you get back," instructed Meeks.

Ten minutes later, Virginia returned with seven packs. "What gives?" asked Meeks.

"I took all that was left in the petty cash box," she explained, "but that left me 32 cents short of being able to buy nine packs. The best I could do was buy seven packs and bring back 24 cents change."

How much was in petty cash and what does Brand X cost in D. C.?\*  
 Send us your answer on the back of a wrapper from your favorite brand, we'll send you a new pack. (If you're on the smoke wagon and incorruptible, let us know and we'll send something else.)

*\*Everything costs more in the big city except spots on WMAL-TV's audience-pleasing spot-carriers like Ed Allen Exercise Time, Maverick, SurfSide 6, Checkmate, Bowling, Girl Talk and Woman's World. Availabilities? Check Harrington, Righter & Parsons, Inc.*

Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.  
 Address answers to: Puzzle #78, WMAL-TV, Washington 8, D. C.

**wmal-tv abc**

Evening Star Broadcasting Company  
 WASHINGTON, D. C.

*Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.*

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

# Should NAB do the FCC's dirty work?

## IT WOULD IF COMMISSION ADOPTS SECURITY DEALERS SYSTEM

Just a few weeks ago one of the oldest and largest investment houses in the nation was slapped with a penalty that rocked the securities world—a five-day suspension from doing business.

This brokerage firm, Shearson, Hammill & Co., with 47 branches, suffered a humiliating and costly blow (\$25,000 fine, \$20,000 costs) at the hands of its own trade association, the National Assn. of Securities Dealers. Three of the firm's staff were fined \$1,000 each and lost their licenses to sell securities.

NASD, operating under the umbrella of the Securities & Exchange Commission, serves as a combined investigator, district attorney, judge, sheriff and censor. Membership in NASD is compulsory for one securities house to do business with another; its membership, rules and decisions are subject to SEC review.

This is the type of shotgun NAB-FCC wedding proposed April 2 by FCC Chairman Newton N. Minow at the industry's convention in Chicago (BROADCASTING, April 8). "I would urge that the law require that every broadcaster belong to the NAB, just as most brokers belong to the National Assn. of Securities Dealers," Mr. Minow said, adding that he hoped broadcasters would get behind such a move.

**FCC Study** ■ NAB, the chairman said, should have legal power to enforce its own commercial standards, with an appeal to the FCC, "just as is done in the securities field with the SEC." The FCC is familiar with the SEC-NASD operation, its personnel having made a careful study of every phase of this government-industry marriage.

At Chicago during the NAB's March 31-April 3 convention, and all last week, broadcasters were wondering what this type of FCC-NAB regulation and enforcement would do to their industry. They were asking themselves if the history of the se-

curities business and its problems are in any way comparable to those of the broadcasting industry.

During the 1920s and the early part of the 1930s the securities business operated at what concededly was a low moral level. Brokers and their salesmen, riding the wave of a wildly rising market and assorted ethical standards, prodded people into buying most any handsomely engraved certificate whose quotations could be found on newspaper financial pages. Marginal buying prevailed; fortunes were made and lost; bucket shops abounded, and people were jumping out of skyscraper windows.

After the 1929 crash a surge of public resentment developed against the whole securities structure. Judge Ferdinand Pecora led an investigation whose findings rocked the nation.

**New Deal Era** ■ And then came the New Deal. President Franklin D. Roosevelt pushed through the National Recovery Administration and the Blue Eagle's wings enfolded the securities industry along with other segments of the economy. Securities dealers operating on a high ethical level found their NRA Investment Bankers Code a blessing and quickly developed confidence in Wallace H. Fulton, its enforcement officer.

But NRA was declared unconstitutional in 1935. The securities business, liking the code idea, voluntarily voted to continue the code structure under Mr. Fulton. The new Securities & Exchange Commission urged the code committee to keep the code operating until Congress could give it legal sanction under the SEC. A temporary Investment Bankers Conference was formed in October 1936 and legislation became operative June 25, 1938. Out of this came NASD Inc., which filed its registration statement with the SEC July 20, 1939.

This once-voluntary structure now has virtual life-and-death powers over members. Its operating record is out-

standing in American government-industry cooperation. An industry with an unbelievably ugly image has gained dignity and public confidence as crooked, widow-robbing securities salesmen have been punished and chased out of the market.

Much of the credit for this record is directed to Mr. Fulton, whose objectivity and judgments have commanded respect in and out of government as well as in and out of the securities business.

**1,000 Non-Members** ■ Mr. Fulton directs an association whose membership includes 4,800 of the 5,800 securities firms in the nation. Of the 1,000 non-members, 500 are members of the New York Stock Exchange and do not deal with the public. The other 500 are local operators who deal locally in intrastate securities sold within the state. The 4,800 members must belong to NASD or they can't stay in the over-the-counter business.

To enforce NASD rules, Mr. Fulton has 33 traveling examiners, 14 district offices and their staffs and a \$2.6 million budget (\$200,000 a quarter-century ago).

All NASD members must show the association's staff all books and records the examining staff wants to see. Examiners slip in unannounced. If a member refuses, he's automatically expelled and that's the end of the world for the firm.

Any individual anywhere who has a gripe can file a complaint against a securities salesman or broker with the NASD office and start the wheels of investigation. Examiners go to work, spending weeks and months on a single case if necessary. District committees hold hearings; all committee members belong to NASD. Stenographic records are kept.

**The NASD Route** ■ NASD decisions originate locally, are subject to review first by its board of governors and then by the SEC (which also can review acceptability of members, rate

cause Chicago's potential is so well known.

Asked if he knew about the time brokerage problem during the sale discussions, Mr. McLendon said no, although it was mentioned that foreign language shows were on the air. He said that at the time of purchase he and his son were in agreement that no

program changes would be made.

Mr. McLendon said he would have to check the books rather than rely on memory in recalling whether Mr. Schatz had discounted any notes.

**Replace with Negro** ■ Mrs. Hinzman, who had been part owner of WGES since 1945, testified that she and her brother adopted a policy "that when-

ever a foreign language program would discontinue, whether they retired or died or what have you, we would then replace the program with Negro." She said if they had continued to own WGES it eventually would have gone all Negro. She said she urged the McLendons to follow suit.

Dr. Dyer recalled discussing pro-

of assessments and NASD's own rules) and finally may go to the courts. SEC has the power (never used) to promulgate a rule which NASD would then be compelled to adopt.

The SEC act is punitive. It grew out of a desperate national emergency when the securities business and the nation's economy were in a jam. But it dealt with situations involving economic life and death. On the other hand, the NAB radio and television code structure is principally concerned with matters of taste—how deep the dagger; how many commercials at a station break.

Referring to the brokers-dealers who operate in the investment world under the jurisdiction of NASD and the government's SEC, Executive Director Fulton said, "This is a fundamental business; broadcasting is not. There are three basic sides of life—physical well-being, served by physicians; spiritual well-being, served by the church; financial well-being, served by bankers and brokers."

NASD polices unethical and unfair business practices that can financially destroy an individual or business, Mr. Fulton said, whereas NAB is concerned with problems of propriety and selection of what the public hears and sees.

In any case, NASD enforces its own policies and ethical standards as well as those of the SEC. Were the NAB radio and tv code authority to operate similarly in the case of broadcasters' adherence or lack of adherence to their own ethical rules and those of the FCC, it would operate an efficient espionage system, serve as district attorney, hear the evidence and then sit in judgment by imposing fines, suspending stations, putting them off the air for good and kicking station and network personnel out of the broadcasting business, (Chairman Minow and others have often suggested that the FCC incorporate the NAB radio and tv code advertising standards into the FCC's rules.)

**Large Staff** ■ The 1962 NASD annual report shows the addition of 11 more men to its staff of examiners, permitting it "to increase significantly all phases of inspection and compli-

ance." "A total of 2,393 examinations of member firms and branch offices were made in 1962," the report continued. "Over 36% of the 4,771 members were examined and 14% of the 4,773 branch offices. In 1961 we examined 31.4% of the members and 10.4% of the branch offices. Complaints filed from these examinations and free-riding questionnaires resulted in expulsion of 52 members and revocation of 74 registered representatives. Fifteen members and 32 registered representatives were suspended; 318 members and 64 registered



Wallace H. Fulton, czar of the securities code and holder of what is sometimes called one of the world's toughest business jobs.

representatives fined, and 332 members and 90 registered representatives censured in 1962."

In the securities business a broker's reputation is critical and even a brief suspension is considered a harsh penalty. After all, millions of dollars may change hands in a quick phone call between brokers.

Guides to advertising are laid out by NASD. Here is one of its board of governor's interpretations:

"It shall be deemed conduct incon-

sistent with just and equitable principles of trade and in violation of Sec. 1 Art. III of the Rules of Fair Practice for a member in any form of advertising (including radio and television), circular, form letter, market letter, or other sales promotional material, to employ 'come-on' techniques or to make any statements which are flamboyant, misleading or tend to mislead in the light of the context and purpose of the material presented." Further, "Exaggerated or sensational statements or claims, the implications of which may mislead, are, however, prohibited in all advertising and sales literature sponsored by members."

The *NASD Manual* is an inch-thick document with which members must be intimately familiar.

Concededly the NASD-SEC liaison has bailed out the brokerage business from the impact of reckless and swindling tactics of past eras. It's working now, most of its members agree. In their sensitive relations with the public, practitioners of the securities selling business are most sharply regulated.

**The Big Question** ■ The question then arises: Should the NAB and FCC have a similar arrangement with FCC calling the shots under an amended Communications Act and NAB serving as detective, prosecutor, judge, jury and enforcement officer holding virtual life-or-death powers over broadcaster members?

Under the NASD-SEC system, the government supervises the standards and holds the ultimate decision in its hands. This, some broadcasters argue, definitely isn't voluntary self-regulation. If the FCC adopts the NAB radio and tv codes, it must review them in detail and then approve its own version.

The NASD-SEC concept, applied to broadcasting, would find the NAB holding the power of fines, expulsion and death sentence over networks, stations and key staff people. NAB's decisions would then be subject to an appeal to the FCC and then on to the courts.

"What's this nonsense about self-regulation in Chairman Minow's speech?" one broadcaster asked.

gramming in a general way with the McLendon group during sale negotiations but he wasn't sure about specifically citing "time brokerage" contracts, a term he carefully avoided and used "bulk" time sales instead. He indicated it was general knowledge that about six Chicago stations had been long involved in time brokerage.

Father John Banahan of the Archdiocese of Chicago told Examiner Cunningham that local broadcasters are watching the hearing with an air of cynicism. He said they indicated nothing can be done to remedy the problems concerning appropriate air time for religion and foreign language shows.

When the hearing concludes Examiner Cunningham will certify the record to the full commission. He will not write a report or decision. Broadcast Bureau counsel, on the basis of the record, will make recommendations of action to the commission for consideration as a regular commission agenda item.

# CCBS WANTS RULEMAKING

## 1-A's again ask to go above 50 kw ceiling to provide improved service to 'white' areas

Clear channel broadcasters started another effort last week to break through the 50 kw power ceiling under which all standard radio stations have operated for at least 25 years.

In a petition filed with the FCC, the 13-station-member Clear Channel Broadcasting Service requested a rule-making that would permit Class I-A stations on the 25 clear channels to operate with power in excess of 50 kw.

CCBS said its petition was in accord with its "long-held conviction" that clear-channel stations operating with higher power than that now authorized represent "the only feasible means" of providing improved service to "white" areas and populations.

The petition requests a rule change to authorize one Class I station to operate "with power of not less than 50 kw" on each of the following clear channels: 640, 650, 660, 670, 700, 720, 750, 760, 780, 820, 830, 840, 870, 880, 890, 1020, 1030, 1040, 1100, 1120, 1160, 1180, 1200 and 1210 kc.

The petition also asks that two Class I stations be assigned to the remaining clear channel—770 kc—and that one be permitted to operate with more than 50 kw. WABC, the single Class I station now on that channel, has indicated it isn't interested in higher power.

**Second Try** ■ The petition represents the second time in six months that clear channel stations have attempted to break down the 50 kw limit imposed as a result of a Senate resolution adopted in 1938. (CCBS traces the 50 kw limit on clear channel stations back to 1925, when some clears were first raised to that power.)

Last fall, five clear-channel stations petitioned the FCC for approval to operate with 750 kw. They acted after the House had adopted a resolution urging the commission to authorize higher power for the clears (BROADCASTING, July 9, 1962). The commission, however, returned the applications as unacceptable, contending that approval of them would violate the old Senate resolution (BROADCASTING, Nov. 26, 1962). But at the same time, the commission suggested the clear channel stations request a rulemaking.

The CCBS petition also asks the commission to withhold implementation of its decision to duplicate at night 13 of the clear channel stations or any other action that might affect the commission's "freedom of action" in dealing with the requested rulemaking.

The House resolution favoring higher power also asked the commission to

postpone action breaking down any of the clear channels for at least one year. The commission has said it will begin implementing its decision—which was taken in 1961—this summer unless prevented from doing so by Congress.

The reasons most often cited in opposition to increased power for the clear channel stations are that it would have an adverse economic effect on other stations and tend to concentrate political, social and economic power in the hands of a small group. CCBS says comments on these points could be invited by the commission in issuing a proposed rulemaking.

**Word Spoken for Regionals** ■ Besides asking for removal of the 50 kw limit for clear channel stations, the petition suggests that the commission consider increasing the power of regional stations from 5 to 25 kw. It said such an increase appears warranted because of the "significant population shifts" from cities to outlying areas, a "significant increase" in manmade noise levels in the last 20 years, and the increase in daytime power (from 250 w to 1 kw) granted Class IV stations.

The petition says removal of the 50 kw limit on all 25 clear channels is needed to provide service to all areas of the country now without nighttime radio coverage. The petition adds that the commission itself, in various clear channel proceedings, has held that the only way service to these "white" areas can be improved is through authorization of higher power for the Class I-A clear channel stations.

### Etv funds may be on way

The first federal funds to support educational television may be on the way soon.

The House approved \$1.5 million of a total \$32 million authorization when it passed an omnibus supplemental appropriation bill last Tuesday (April 9).

Five-hundred thousand dollars less than the budget estimate, the appropriation was opposed on the floor by Rep. Sam M. Gibbons (D-Fla.), of Tampa, who contended it would open the door to federal control of etv. His amendment to kill the etv money was shouted down when the House was assured the funds were only for construction of station facilities.

In its order breaking down the 13 clear channels (BROADCASTING, Sept. 19, 1961), the commission, according to CCBS, "makes it clear" the 13 stations on the 12 remaining clear channels should be considered for higher power. Nine of these stations are CCBS members—KFI Los Angeles (640 kc), WSM Nashville (650 kc), WLW Cincinnati (700 kc), WBAP Fort Worth and WFAA Dallas (820 kc), WHAS Louisville (840 kc), WHO Des Moines (1040 kc), KSL Salt Lake City (1160 kc) and WOAI San Antonio (1200 kc).

The remaining four CCBS members, which are among those to be duplicated, are "ideally suited" for providing a skywave service to "white" areas and are "desirous of applying" for higher power, according to CCBS. They are WGN Chicago (720 kc), WSB Atlanta (750 kc), WJR Detroit (760 kc) and WHAM Rochester, N. Y. (1180 kc).

**Others to be Duplicated** ■ The other stations the commission proposes to duplicate are WMAQ Chicago (670 kc), WBBM Chicago (780 kc), WCBS New York (880 kc), WLS Chicago (890 kc), KDKA Pittsburgh (1020 kc), WBZ Boston (1030 kc), KYW Cleveland (1100 kc), KMOX St. Louis (1120 kc) and WCAU Philadelphia (1210 kc).

In asking that the 50 kw limit be removed from all 25 Class I-A clear channels, CCBS says there is no assurance the 13 stations "reserved" for higher power would be sufficient to insure that four reliable signals would be provided all areas of the country. The commission's plan to duplicate 13 of the clear channel stations with Class II outlets, the petition adds, would result in service to only some 41,582 square miles of "white" area and 234,575 "white" area residents.

CCBS says this would constitute only 3.19% of 7,343,910 "white" area residents west of the Mississippi River. It says that no "white" area residents east of that dividing line would receive an initial primary signal. The commission, however, in its order duplicating the clear channels, said the addition of 13 stations would bring a first nighttime groundwave signal to more than 600,000 people.

Another argument advanced by CCBS is that the clear channel stations need higher power if they are to live up to their potential for civil and military defense service. The petition also says removal of the 50 kw limit would put the United States "on a par" with other countries that don't observe a similar ceiling and would "place the United States in a better bargaining position" for renegotiating terms on the expiration of the 1950 North American Regional Broadcast Agreement and the 1957 Agreement with Mexico.



***...leave sooner—get there faster!***



***It's there in hours...and costs you less!***

|                           | Buses Daily | Running Time   | 10 Lbs. | 20 Lbs. | 30 Lbs.* |
|---------------------------|-------------|----------------|---------|---------|----------|
| NEW YORK—<br>PHILADELPHIA | 32          | 2 hrs. — min.  | \$1.25  | \$1.40  | \$1.65   |
| LOS ANGELES—<br>SAN DIEGO | 42          | 2 hrs. 30 min. | 1.15    | 1.25    | 1.45     |
| CHICAGO—<br>MILWAUKEE     | 14          | 1 hr. 50 min.  | 1.20    | 1.40    | 1.60     |
| CINCINNATI—<br>LOUISVILLE | 14          | 2 hrs. 40 min. | 1.30    | 1.50    | 1.70     |
| RICHMOND—<br>NORFOLK      | 19          | 3 hrs. — min.  | 1.30    | 1.50    | 1.70     |

\*Other low rates up to 100 lbs.

Save time! Save money! Ease those inventory control problems too! Ship via Greyhound Package Express! Packages go everywhere Greyhound goes, on regular Greyhound buses. Very often they arrive the same day shipped. Ship nationwide, anytime...twenty-four hours a day, seven days a week, weekends and holidays. Ship C.O.D., Collect, Prepaid, or open a charge account. Insist on Greyhound Package Express. **It's there in hours...and costs you less.**

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140 S. Dearborn St., Chicago 3, Illinois**

Please send, without cost or obligation, complete information on Greyhound Package Express service ...including rates and routes.

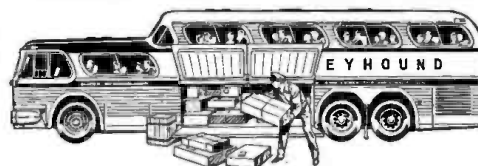
NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ PHONE \_\_\_\_\_

**CALL YOUR LOCAL GREYHOUND BUS TERMINAL  
OR MAIL THIS CONVENIENT COUPON TODAY**



# KEEP AN EYE ON THE BOYS BACK HOME

## State legislatures giving year-round DST bill big play

Daytime-only broadcasters who've been primarily interested in wheedling additional broadcasting time out of the FCC would do well to keep an eye on proposals in their own state legislatures that could take away one of the most profitable hours they now have. (Also see story on related federal activity, page 62).

These are proposals to establish daylight saving time on a year-round basis. Sunrise-to-sunset stations in states adopting such measures couldn't begin broadcasting in winter until their listeners had left for office and school.

Bills providing for 12 months of daylight saving were introduced earlier this year in the legislatures of at least three states—New York, Massachusetts and Connecticut.

In New York, the bill was shelved for this year, in part, at least, as the result of opposition of the New York State Broadcasters Assn. Consequently, Massachusetts and Connecticut lawmakers, who looked to the Empire State to take the lead, are not likely to act on the matter, either.

But New York proponents of the measure are expected to revive it when the legislature reconvenes in January.

**Highway Safety a Factor** ■ In all three states, year-round daylight saving

time is being advocated by highway safety groups who say the extra hour of daylight in late afternoon would help prevent traffic accidents. Some industry spokesmen in Massachusetts have also supported the proposal.

Not all daytimers oppose 12 months of daylight saving time. Those authorized by the FCC to begin operations before sunrise would be given another hour of daylight in the afternoon to broadcast.

But daytimers prohibited by FCC regulations from broadcasting until sunrise would lose the first—and often very profitable—hour of their broadcast day in the winter.

This was the message New York broadcasters brought to their legislature, both in testimony before the legislative committee considering the proposal, and wires and letters to their representatives in Albany.

**Late Service in New York** ■ They pointed out that in northern New York state, official sunrise during some winter months is as late as 7:45 a.m. EST. Under daylight time, they said, daytimers in those areas wouldn't be able to go on the air until 8:45 EDT.

As a result, they added, these stations wouldn't be able to broadcast their usual winter-time public service an-

nouncements of school closings, weather reports, traffic conditions and the like, at an hour early enough to be of use to their listeners.

The financial cost to the daytimers could also be high. Some said as much as 30% of their revenue comes from early morning advertising and that most, if not all, would be lost.

There has been no concerted statewide broadcaster action in Massachusetts or Connecticut, as there was in New York. But in Massachusetts, daytimers were joined in opposition to the proposal by some television stations that didn't want to be out of step, timewise, with New York and Connecticut.

In Connecticut, there appears to be no strong feeling, on the part of the public in general or broadcasters in particular, on either side of the proposal. In Hartford, the feeling seems to be that although 12 months of daylight saving time might be worthwhile, the bill shouldn't be passed without similar action in New York and Massachusetts.

## Horse race broadcasting change proposed by FCC

The FCC last week proposed to amend its rules to prohibit the broadcasting of horse race information that could be of use to organized crime through illegal gambling interests. The commission said that the rule changes should remove any difficulties the broadcaster new faces in determining whether the broadcast of particular programs would aid gambling activities.

The rule would prohibit the airing of "any program known or intended by (the licensee) to be of substantial use to persons engaged in illegal off-track gambling on horse races." The proposed rule would specify in detail what information would fall into this category. Such information, the commission said, would be prohibited whether or not there was any indication that it would be illegally used.

The broadcast of a horse race or horse race information would be exempted from the proposed rule if it is not followed by another such broadcast for a two-week period. The FCC said that such broadcasts would not be frequent enough to help gamblers.

The commission also exempted races that have a purse exceeding \$25,000, saying such a race becomes of national interest to sportsmen and the general public.

A further exception to the rule would allow a station to broadcast, on two occasions during the calendar year, a full day's racing card, provided that the race track is within 100 miles of the station and the races are connected with a local event. This would allow stations to carry racing events of local or re-

## Atheist loses plea against KNBR renewal

The FCC last week reaffirmed a finding in a 1946 decision and refused to punish a radio station for refusing to grant time to an atheist. But missing from the commission's announcement last week was even an echo of the extensive dissertation in the earlier order that atheists are entitled to air time for an expression of their views (BROADCASTING, July 22, 1946).

In both cases, the action was initiated by Robert H. Scott, of Saratoga, Calif. Seventeen years ago, the FCC denied his request to revoke the licenses of three San Francisco stations for refusing him time.

And last week, the commission, in a letter to Mr. Scott, dismissed his petition that the renewal application of KNBR San Francisco (formerly KNBC), be denied. Mr. Scott had been refused time by the NBC-owned outlet to broadcast a program in favor of atheism.

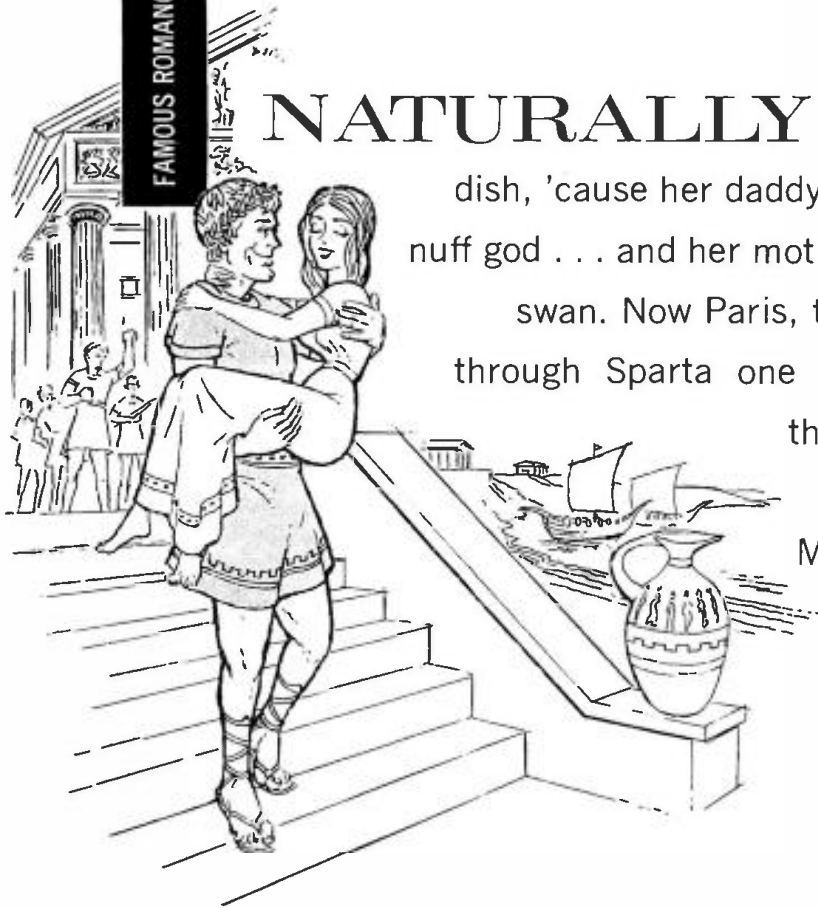
In its letter to Mr. Scott last week, the commission held there was no reason to depart from its decision on his earlier petition. At that time,

the commission said, it held that "the stations involved did not broadcast programs which were directed against you or against the position which you espoused."

"The commission," the letter continued, "determined that the facts submitted in those instances did not present situations in which stations denied the opportunity for the presentation of a controversial issue of public importance."

The commission's 1946 order, however, contained a lengthy argument in favor of granting time to atheists. "If freedom of speech is to have any meaning," a unanimous commission said, "it must be extended as readily to ideas which we disapprove as to ideas which we approve." It also said public interest considerations preclude "a policy of making radio wholly unavailable... for expression of any view which falls within the scope of the constitutional guarantee of freedom of speech."

Mr. Scott cited this decision in his action against KNBR.



**NATURALLY...** Helen was a real luscious dish, 'cause her daddy (not sugar!) was Zeus, a sure-nuff god . . . and her mother was Leda, a (dis)enchanted swan. Now Paris, the pride of Troy, while passin' through Sparta one day, spied this lusty lass in the too-tight-tunic and whisked her off (she whisked easy!). Menelaus, Helen's poorer half, took a burn (not slow!) and "launched a thousand ships" to pursue his purloined pearl. —Man, that's love!

*but naturally...*

love has a way of stirring things up . . . and we're happy to say that folks in the rich Rochester, New York area are pretty well stirred up right now with love and affection for (you guessed it!) WHEC-TV, CHANNEL 10! The ratings prove it, the rush to purchase spot availabilities proves it . . . and you can prove it to yourself by joining the crowds and reaping the sales from the ever-lovin' Rochesterians!



**WHEC 10 TV**



ROCHESTER, NEW YORK

## Rockefeller's views on 'Great Debates'

Gov. Nelson Rockefeller of New York, widely conceded to be the first Republican out of the starting gate for the 1964 presidential nomination, aired some of his views on past and future television "Great Debates" between presidential aspirants at a news conference held in Topeka, Kan.

Asked by a WIBW Topeka reporter if he would be reluctant to debate if a candidate, Gov. Rockefeller said, "Well, I should think that any aspirant for the office would push for the opportunity of a debate. I should think perhaps the incumbent might be less enthusiastic."

When queried as to the merit of the confrontations, the governor voiced the opinion that the 1960 debates between former Vice President Nixon and then—Sen. Kennedy were not really campaign debates but "sort of a discussion through an intermediary."

Asked if he believed in "the basic



principle of a face-to-face appearance of the major candidates," Gov. Rockefeller, who hasn't yet officially declared himself in the running, said, "I think it has tremendous potential."

gional interest, such as at a county fair.

**Controlled by FCC** ■ The FCC said that broadcast stations are not subject to a law passed by Congress in September 1961 which outlawed the sending of race information by interstate wire communications.

The commission said that in spite of its controls to prohibit "the broadcast of wagering information," there seems to be an increase in the broadcasting of horse race information "and that certain stations are broadcasting information which is of value to persons in illegal gambling activities." The commission said that the rule proposals are the result of a study it made in connection with the Justice Dept. (BROADCASTING, May 7, 1962). The study was to determine what minimum restrictions could be used to restrict the aiding of illegal gambling.

## House Commerce panel gets equal time bill

The House Communications and Power Subcommittee has referred to the Commerce Committee for consideration a bill which would suspend equal time provisions of the Communications Act for the 1964 presidential and vice presidential elections.

The subcommittee, headed by Rep. Walter E. Rogers (D-Tex.), did not pass on the bill's merits at an executive session Monday (April 8), but did conduct hearings on it last month (AT

DEADLINE, March 25, BROADCASTING, March 11).

The full committee is expected to consider the proposal, introduced by Chairman Oren Harris (D-Ark.), at an executive session after the Easter recess, possibly next week.

Network broadcasters sought full repeal of the equal time provision, but said they would support the proposed modification, the same that guided the national coverage of the 1960 elections. Several minority political parties opposed the bill, although it won support of the Democratic and Republican parties.

## Pape Tv revocation hearing postponed

Everybody concerned agreed last week that they need more time in the revocation proceeding against Pape Tv Co., licensee of WALA-AM-TV Mobile, Ala.

Pape petitioned the FCC for a 30-day extension to file its petition for reconsideration of the commission's order to show cause why its licenses should not be revoked for seeking payoffs to refrain from editorial attacks (BROADCASTING, March 11).

The petition said that O. W. Pape, sole owner, is involved in court proceedings on the question of his mental capacity. Pape Tv said the commission should wait until the court hands down its decision because it believes that the court's findings will have "important

bearing" in the revocation case.

The Broadcast Bureau agreed that it would be a good idea to grant Pape Tv the extension because the court's decision will have an impact on the procedure of the hearing.

Hearing Examiner David I. Kraushaar granted Pape Tv's request and extended the hearing from April 11 to June 19. The hearing will be held in Mobile.

## Minn. Senate to hear cigarette bill debate

A bill which would make it a misdemeanor in Minnesota to distribute cigarettes which have used human beings in tv and other advertising (BROADCASTING, April 8) cleared the General Legislation Committee of the State Senate by a 6-5 vote last Thursday (April 11).

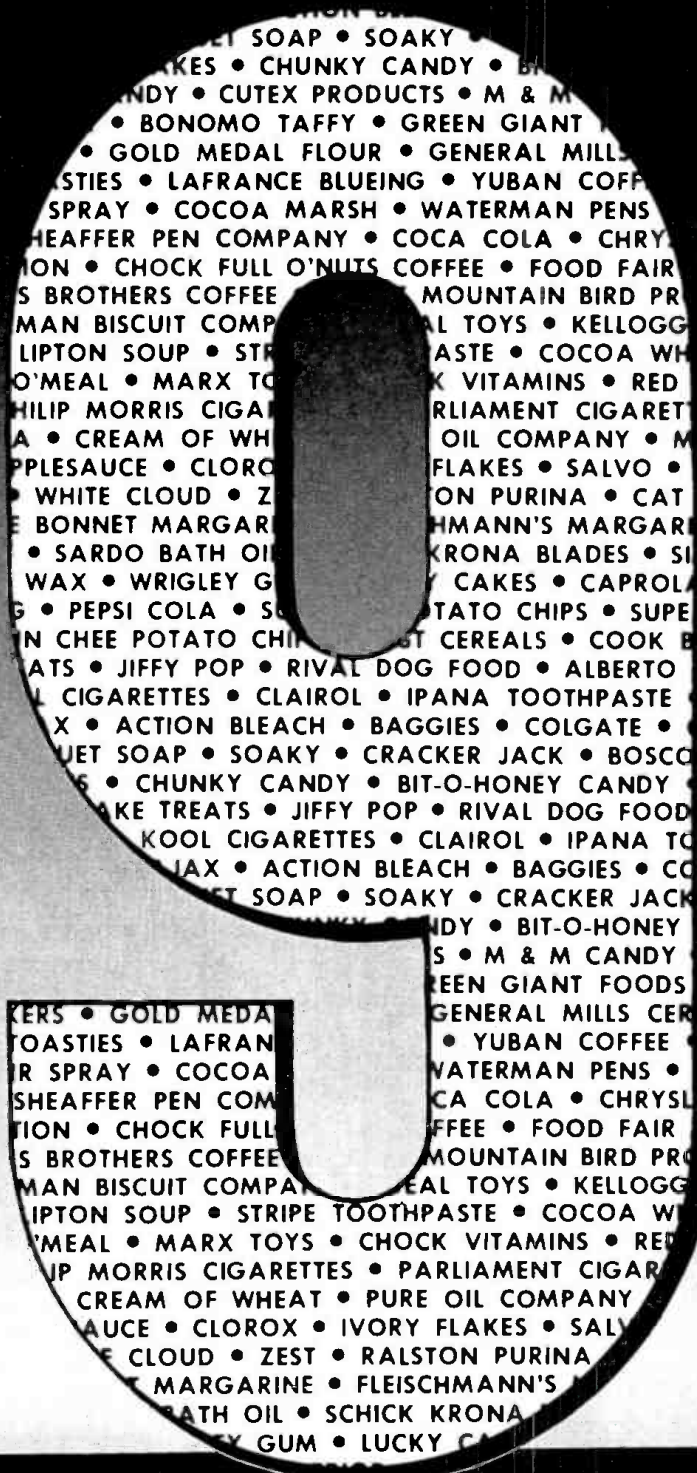
The measure (S. F. 618) now goes to the Senate floor where it is expected to be debated sometime next week. The bill is given little chance of becoming law since the state legislature has only two weeks before adjournment of that body.

Radio commercials for cigarettes presently are not covered under the bill but a proponent said that an amendment will be offered during Senate debate to prohibit personal endorsements by athletes, movie stars, etc., on radio. The bill's sponsors, Sens. Nicholas Coleman, who owns a St. Paul advertising agency, and R. G. Perpich of Hibbing, said their measure is primarily aimed at commercials and newspaper ads featuring top sports and movie stars whose endorsements of cigarettes appeal to teenagers.

As originally introduced, the bill made it a misdemeanor for tv stations and other media to broadcast or print cigarette commercials which displayed a human being. Two weeks ago, however, the committee deleted this provision and placed the responsibility on cigarette wholesalers and distributors after such advertisements are exposed to the public. The bill now prohibits wholesalers from distributing a brand of cigarettes after notification by a country attorney that complaints have been lodged against the advertising of a particular brand.

Sherman Headley, WCCO-TV Minneapolis and president of the Minnesota Broadcasters Assn., in opposing the measure before the committee, said the bill is unconstitutional and impossible to enforce. He said neither state nor federal legislation is appropriate in this particular area.

Another bill opposed by the MAB, which would restrict the height of all broadcasting towers in Minnesota to a maximum of 1,000 feet, is scheduled



- ★ Buy the Big 9 in the Big Market!
- ★ 1 Minute Avails in Class "A" Time!
- ★ Million Dollar Movie Delivers  
40% More Sell Per Week, Per Home!
- ★ At Lower Cost, M\$M Produces  
Audiences As Large As Top Network  
Shows With 1.4 Average Exposure  
Per Home!
- ★ For Deeper Penetration Into a  
12 Billion Dollar Market,  
Join Brand Name Advertisers in a  
Smart Package Buy!

# CKLW-TV

ESSEX BROADCASTERS, INC. GUARDIAN BLDG., DETROIT 26  
WINDSOR, SERVING THE WINDSOR AND DETROIT AREA



Write or call for availabilities  
or contact your  
RKO NATIONAL SALES  
DIVISION OFFICE

for debate by the State Senate tomorrow (Tuesday). It gives the state commissioner of aeronautics the authority to restrict proposed tower heights and locations even if approval already has been given by the FCC and Federal Aviation Agency.

Mr. Headley said this measure will have a "serious, adverse affect on the growth of tv in Minnesota" and upset planned coverage of new stations under the FCC's table of allocations. He noted that there are 47 unoccupied tv channels in the state and that in many instances they could not achieve maximum coverage intended by the FCC if their tower heights are restricted by the state.

The bill contains a grandfather clause protecting the three existing broadcast towers in the state higher than 1,000 ft.—KCMT (TV) Alexandria, (1,133 feet); KEYC-TV Mankato, (1,116 feet), and KROC-TV Rochester, (1,314 feet).

## El Centro to get two new vhf's

The FCC last week granted two new vhf tv stations in El Centro, Calif., on chs. 7 and 9.

The ch. 7 grant was given to KXO-TV Inc. which operates KXO in that city. KXO-TV is owned principally by Marc Hanan (50%), William J. Ewing (17.2%), and Robert N. Ordonez (15.2%).

The ch. 9 grant went to Tele-Broadcasters of Calif. Inc., which is controlled by H. Scott Killgore. Tele-Broadcasters is licensee of WPOP Hartford, Conn., KUDL Kansas City, Mo.; KALI San Gabriel and KOFY San Mateo, both California.

Both KXO-TV and Tele-Broadcasters had been applicants for the ch. 7 facility in El Centro, but the latter amended its application Nov. 9, 1962, to apply for ch. 9.

## FCC approves RKO request

The FCC last week granted a request by RKO General—which owns WGMS Bethesda, Md., and WGMS-FM Washington, two adjacent communities—and waived commission rules which stipulate that a majority of the am's programs must be originated from Bethesda.

The commission noted that the petition was granted because RKO plans to construct new studios in Washington to accommodate both stations and make them equally accessible to residents of both places. The waiver will not become effective until RKO applies for the studio relocation, is granted it and begins actual operations from the new studios.

## Celler to Loevinger: go easy in L.A. case SAYS ANTITRUST ACTION COULD BE 'UNREALISTIC'

A congressman known for his trust busting proclivities last week asked the Dept. of Justice to go easy on what he termed a violation in the interests of keeping two Los Angeles newspapers in competition with each other.

Representative Emanuel Celler (D-N.Y.), chairman of an antitrust subcommittee of the House Judiciary Committee, told Lee Loevinger, antitrust chief of the Justice Dept., that the Chandler and Hearst newspapers should not be prosecuted even though they agreed to simultaneously kill the Hearst morning *Examiner* and the Chandler evening *Mirror* in January last year. Mr. Celler said there could be situations where it would be "unrealistic" and "unjust" to prosecute.

Mr. Loevinger also testified that the only request made to the Justice Dept. in 1961 was on the question of Chandler buying the *Examiner*. He said he told the Hearst attorney that this would be against the Sherman Act. He said he observed that since both newspapers were losing money there was nothing in the law to prevent each publisher from closing its losing newspaper down.

This had been interpreted as "clearance" for the action taken last year. Norman Chandler, president of the

Times-Mirror Co., testified last month that he understood the government had no objection to the closing down of the two newspapers.

A group of Hearst executives, headed by G. O. Markuson, general manager of Hearst Newspapers, testified last week that the *Examiner* lost a total of \$4 million in the two years, 1960-61. He also related that the Chandler group offered to buy the Hearst evening newspaper, the *Herald-Express* but this was rejected by Hearst officials.

The Times-Mirror Co. publishes the morning *Los Angeles Times* and owns KTTV (TV) that city. The tv station is being sold to Metromedia Inc. for over \$10 million and is pending FCC approval (CHANGING HANDS, Jan. 21).

The hearing, which began last month with testimony from FCC Chairman Newton N. Minow (BROADCASTING, March 18) will be resumed after the committee completes its hearing on a civil rights bill. This is expected in mid-May.

## Modernizing time zone bills before committee

The Senate Commerce Committee will consider two bills intended to modernize the nation's time zone statute at a hearing April 29, Chairman Warren G. Magnuson (D-Wash.) announced last week. Sen. Gale W. McGee (D-Wyo.) will conduct the hearing.

Both bills apply to communication and transportation and would extend the four time zones now restricted to the Continental U. S. to include Hawaii and Alaska, and would double the number of zones to eight. Daylight saving time would run from the fourth Sundays in April and October. The differences in the proposals is in which agency would administer national time, presently a function of the ICC. Transportation and communication businesses would be required to follow federal time.

S. 1033, requested by the ICC and introduced by Sen. Magnuson, leaves open the question of who would administer time problems, but would require states and local communities to adhere to the statute in all official acts under penalty of a fine.

S. 1195, introduced by Sen. Norris Cotton (R-N. H.), would shift responsibility for the time statute to the Commerce Department where "all commercial interests of the nation can properly be focused on the problem." The Cotton proposal also includes fines for non-conformance to federal time, but does not require states and communities to do so.

## FCC fines teasers

Teaser announcements apparently have stripped three stations in Lafayette, La., of a total of \$1,500. The stations—KLFY-TV, KPEL and KXKW—were notified by the FCC last week that they have 30 days to contest the fines, \$1,000 for the tv and \$250 each for the am's. The commission said the fines were prompted by the stations' "repeated" airing of teaser spots without identifying the sponsor, a violation of the Communications Act.

The spots said, the FCC claimed, "On May 23rd, prices in South Louisiana are coming down." The commission said that the ads were paid for by Brown's Thrift City, a general merchandise discount store in Lafayette, although the company was not identified as the sponsor. The FCC warned nearly a year ago that teasers would be treated in the future as a "serious matter" (AT DEADLINE, June 4, 1962).

KLFY-TV is owned by Camellia Broadcasting Inc., KPEL by Radio Lafayette Inc. and KXKW by General Communications Inc.

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# Philco objects to NBC's program exhibits

## SAYS THEY ARE CONTRARY TO COMMISSION RULES

Philco Broadcasting Co. contended last week that the eight programming exhibits filed by NBC in the renewal application for WRCV-TV (ch. 3) Philadelphia, are contrary to FCC rules and undermine the principle of the proceeding.

Philco has applied for a new station on ch. 3 in Philadelphia, in competition with NBC's renewal application (BROADCASTING, March 25).

According to Philco all eight programming exhibits are based on WRCV-TV's operation after the expiration of its regular license on Aug. 1, 1960. Philco said that filing of the data violates commission rules requiring that such information be taken from a station's operation during its last regular license period. Philco referred to the decision of the presiding hearing examiner in the ch. 10 Miami case, when an exhibit submitted by L. B. Wilson concerning WLBW-TV's programming was rejected because it did not deal with the period covered by its four-month license grant.

Philco said it felt that the conclusions NBC drew from its exhibit were unreliable because they were based on programming done after the license expiration, and they did not indicate that NBC would carry-out any future proposals.

**After The Fact** ■ Programming data drawn from a period after a license renewal application has been filed is no indication, Philco said, of a station's true performance because it realizes that it is under close observation. "Indeed, the commission could have little

faith in the future performance of an existing licensee who waited until his license had expired before awakening to his responsibilities to the public," Philco said, basing its argument on the FCC's decision on the promise versus performance question in the KORD Pasco, Wash., case.

Philco said that a licensee should have to live up to the promises it made in winning its license.

Philco continued that if NBC's exhibits are admitted to the proceedings, the commission's purpose of encouraging applicants to compete with renewal applications will be undermined. Philco said that future applicants will be discouraged from applying if the party seeking a license renewal can ignore its performance during its license period. Philco said that this was the basis for its own application—that it could provide better service than NBC has provided on WRCV-TV.

Philco said that NBC will probably file its opposition to the former's petition this week, and that the question will be raised when the hearing resumes April 22.

## Court broadcasts don't mean equal time

The FCC ruled last week that the broadcasts of county court proceedings in Gary, Ind., do not constitute grounds for an equal-time demand by political opponents of the judge.

Thomas R. Feddell had complained that he should have been given time equal to that afforded Judge A. Martin

Katz by WWCA Gary in its regularly scheduled program, *Gary County Court of the Air*. Both men are candidates for the Democratic mayoralty nomination in Gary.

The commission, however, by a 4-2 vote ruled that the program constitutes "on-the-spot coverage" of a news event and is therefore exempt from the equal-time requirement of Sec. 315 of the Communications Act.

The program, which is broadcast live three days a week and on tape a fourth, has been carried by WWCA for the last 14 years. Judge Katz has been presiding in the county court for 7½ years.

In his complaint, Mr. Faddell maintained that Judge Katz controls the content of the programs and is able to tailor them to present a favorable image of himself. WWCA, however, told the commission that since the programs are broadcast live it's "impossible" for the judge to exert that kind of control.

Although holding that Sec. 315 doesn't apply to the program, the commission said the "fairness doctrine"—which requires the airing of both sides of a controversy—might apply.

The commission added, however, that it does not, "of course, express any opinion on this score and indeed, in the circumstances, could not appropriately do so in the absence of a specific complaint."

The ruling was contained in a letter to Mr. Faddell. Voting in favor of the decision were Chairman Newton N. Minow and Commissioners Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford. Commissioners E. William Henry and Kenneth A. Cox dissented. Commissioner Robert E. Lee did not participate.

## FTC orders Six Month wax to find new name

Continental Wax Co., Mt. Vernon, N. Y., must stop using the brand name "Six Month floor wax" and must stop "misrepresenting" that the wax will protect floors for six months, the Federal Trade Commission ruled last week in a final order.

The FTC held that Six Month floor wax will not endure as a satisfactory floor covering subjected to the normal wear of an average home for six months. In ordering Continental to stop using the brand name, the FTC said that "Six Month" is an allegation of performance of the product and is more than just a trade name.

The FTC rejected Continental's contention that two changes had been made in the formula of the wax and therefore the company no longer produces the product under fire. "The commission's right to enjoin false advertising of a product cannot be foreclosed by a mid-stream change in the product itself,"

## Lie detector test offered in evidence

An applicant for an am station whose credibility was questioned in a comparative hearing has gone to unusual, if not unprecedented, lengths to demonstrate his truthfulness to the FCC. He submitted to a lie detector test and asked the commission to accept the findings.

The applicant is John J. Farina, who is seeking a construction permit for a station in Mt. Holly, N. J. He is being opposed for the grant by Burlington County Broadcasting Co., which a hearing examiner's initial decision recommended be given the cp, and Burlington Broadcasting Co.

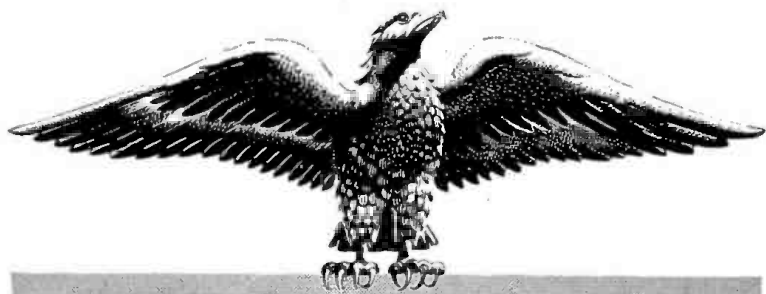
During the hearing, his credibility was brought into question twice—in connection with the amount of money he said he had to finance the station and on the number of persons he claimed to have contacted

in preparing his proposed programming.

To resolve these questions, he submitted to a lie detector test administered by Lloyd B. Furr, an expert in the use of the polygraph (lie detector). Mr. Furr concluded that Mr. Farina believed all of his answers on his application to be truthful and that "he did not lie to questions under oath at the hearing."

During the oral argument phase of the proceeding last week, Benito Gaguine, Mr. Farina's attorney, asked the commission to reopen the record to accept the test results contained in an affidavit signed by Mr. Furr.

Veteran FCC officials do not recall anyone else ever taking a lie detector test to prove his credibility to the commission.



# THE SPREAD OF THE EAGLE

*Three Roman Plays by William Shakespeare*  
**CORIOLANUS - JULIUS CAESAR**  
**ANTONY and CLEOPATRA**

*Created for television in a new  
 nine-part production by BBCtv*

Following the international success of the Peabody Award winning series "An Age of Kings", BBCtv is proud to present Shakespeare's Roman trilogy in a new nine-part serial form. Each play tells of a great personal tragedy woven into the violent tapestry of Rome's history. Each play underlines the concept of Rome as an ideal, greater than any individual—an ideal symbolized by the Roman Eagle, aloof, golden, cruel.

Produced and directed by Peter Dews who created "An Age of Kings", "The Spread of the Eagle" features a cast of hundreds with a distinguished company including Robert Hardy, David William, Keith Michell, Mary Morris, Beatrix Lehmann, Barry Jones, Peter Cushing, Roland Culver, Paul Eddington. Produced by BBCtv in one-hour episodes, "The Spread of the Eagle" will be transmitted first in Britain this year.

You are invited to contact your BBC representative for further information on the series.



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the FTC said. "Were we to hold otherwise, a loophole or escape hatch of gigantic proportions would be created." Continental, the order said, has not established that the "new" "Six Month" wax is any different from the earlier product.

## WIOK seeks denial of sale of WROK-AM-FM

WIOK Normal, Ill., informed the FCC last week that to avoid a concentration of communications media in the area of northern Illinois which lies outside of Chicago, the commission should deny the application by Rockford Broadcasters Inc. to sell WROK-AM-FM Rockford to WROK Inc.

WIOK said that the proposed assignee of WROK-AM-FM is wholly owned by the Bloomington Broadcasting Corp. which is licensee of WJBC-AM-FM Bloomington. WIOK said that due to the proximity of Normal to Bloomington it is in direct competition with WJBC-AM-FM. The Normal station also pointed out that Bloomington's only daily newspaper, *The Daily Pantagraph*, owns 50% of WJBC-AM-FM.

Bloomington Broadcasting also has 25% interest in WHBF-AM-FM-TV Rock Island which owns the *Rock Island Argus*, and has interest in KBUN Bemidji, Minn., WIOK said.

WIOK said that sale of WROK-AM-FM to the Bloomington broadcasting interests would create an anti-competitive concentration of broadcasting facilities. WIOK added that WROK Inc.'s connection with newspapers added to

## SRA to hear Harris

Rep. Oren Harris (D-Ark.) will be guest speaker Tuesday May 16 at the sixth annual Station Representatives Assn. awards luncheon at the Waldorf-Astoria.

At the luncheon, the association will announce and confer its Silver Nail award for excellence in timebuying and the Gold Key award for leadership in advertising.

the concentration which would endanger the station's competitive position.

Several weeks ago the National Assn. of Broadcast Employees & Technicians requested that the FCC deny the sale of WROK-AM-FM on grounds that WROK Inc. had refused to honor the union's collective bargaining agreements with Rockford Broadcasters. NABET also charged that \$400,000 for WROK-AM-FM is too excessive a price and would result in damaging the station's ability to maintain its performance standards.

## The FCC last week...

■ Granted petitions by KOTA-TV (ch. 3) Rapid City, S. D., and the South Dakota State Superintendent of Public Instruction and assigned commercial ch. 11 to Lead, educational ch. 9 to Rapid City and switched the channel reserved for educational use in Pierre from ch. 22 to ch. 10. This realign-

ment of reservations necessitated the substitution of ch. 7 for ch. 9 in Sheridan and ch. 4 for ch. 7 in Lander, both Wyoming.

■ At the request of the Board of Regents of Eastern New Mexico U. and the State Dept. of Education, shifted educational ch. 3 from Roswell to Portales, both New Mexico.

■ Designated for hearing, in order to clarify the issue of concentration of control, Midnight Sun Broadcasters' application to buy KIFW Sitka, Alaska, from Sitka Broadcasting Inc. Midnight Sun owns KFAR-AM-TV Fairbanks, KENI-AM-TV Anchorage, KTKN Ketchikan and has an interest in KINY-AM-TV Juneau, all Alaska.

## FCBA schedules planning meet

The executive committee of Federal Communication Bar Assn. will meet May 9 to establish procedures for a public meeting to discuss the proposals issued by members of a special committee on revisions of the Communications Act. The documents, by Leonard H. Marks, on FCC organization; by W. Theodore Pierson, on freedom from censorship; by Philip J. Loucks, on political broadcasting, and by Reed Rollo, on the common carrier provisions (BROADCASTING, Jan. 28), are due to be published in the *Federal Communications Bar Journal* in an issue scheduled to be in the mails in the next week or two. The FCBA has already received 30-40 requests for copies of the monographs, including a number from Capitol Hill.

## THE MEDIA

# Rating services 'seal' under study

## NAB COMMITTEE BELIEVED IN FAVOR OF ENDORSEMENT PROGRAM

The NAB Research Committee is leaning toward a "seal of good practice" for radio-tv rating services in its planned recommendations to the NAB board on what to do about the audience measurement crisis.

This reportedly is the direction taken by the committee in an executive meeting last Wednesday (April 10) in New York. Participants in the meeting, however, stressed that nothing definite was decided and no recommendations were adopted. Several courses of action were discussed and will be explored further.

A day after the research committee meeting, the RAB renewed its invitation for NAB support of a planned RAB study of radio measurement firms.

Under the seal proposal, the rating firms would be asked and encouraged to subscribe to an NAB-endorsed and supported program. A condition for

use of the "seal" would be that subscribing measurement services agree to "instant audits" of their field work, sample, methodology and all ingredients of a particular survey. The audit would be taken by an independent firm commissioned by the NAB.

As far as antitrust laws would allow, stations using ratings would be encouraged to subscribe only to those firms which themselves operate under the "seal."

The NAB Research Committee, it is understood, also discussed all the other proposed solutions of the ratings problem brought out by the House Subcommittee on Investigations during the six-week hearing (see page 46). Particular emphasis was given to the RAB plan at the meeting and it was reported there is "no schism" between the two groups.

The committee plans a second meeting within the next two weeks with several "assignments" given members who are to report back at that time. It is expected that a definite recommendation to the NAB will be decided upon at this time and will form the basis of NAB President LeRoy Collins' promised report to the NAB board meeting June 20-24 in Washington.

The specific assignments include more detailed study of several proposals that have been put forth by individuals and groups. These include RAB, Tv Bureau of Advertising (BROADCASTING, March 4), Needham, Louis & Brorby (BROADCASTING, April 1), and Paul E. J. Gerhold, Foote Cone & Belding (BROADCASTING, April 1). Committee members are to analyze these various recommendations and get industry reactions.

Donald H. McGannon of Westing-



Photo by Moulin Studios.

San Francisco's Chinatown—the largest Chinese community outside of China itself with a population of over 40,000. A city within a city, Chinatown boasts its own hospital and staff, 4 daily Chinese language newspapers, 2 bilingual newspapers, library, police substation, low cost housing project, Improvement Association, plus 11 Christian churches and 2 Buddhist temples. Chinatown is just one example of the audience variety found in the important San Francisco-Oakland TV market.

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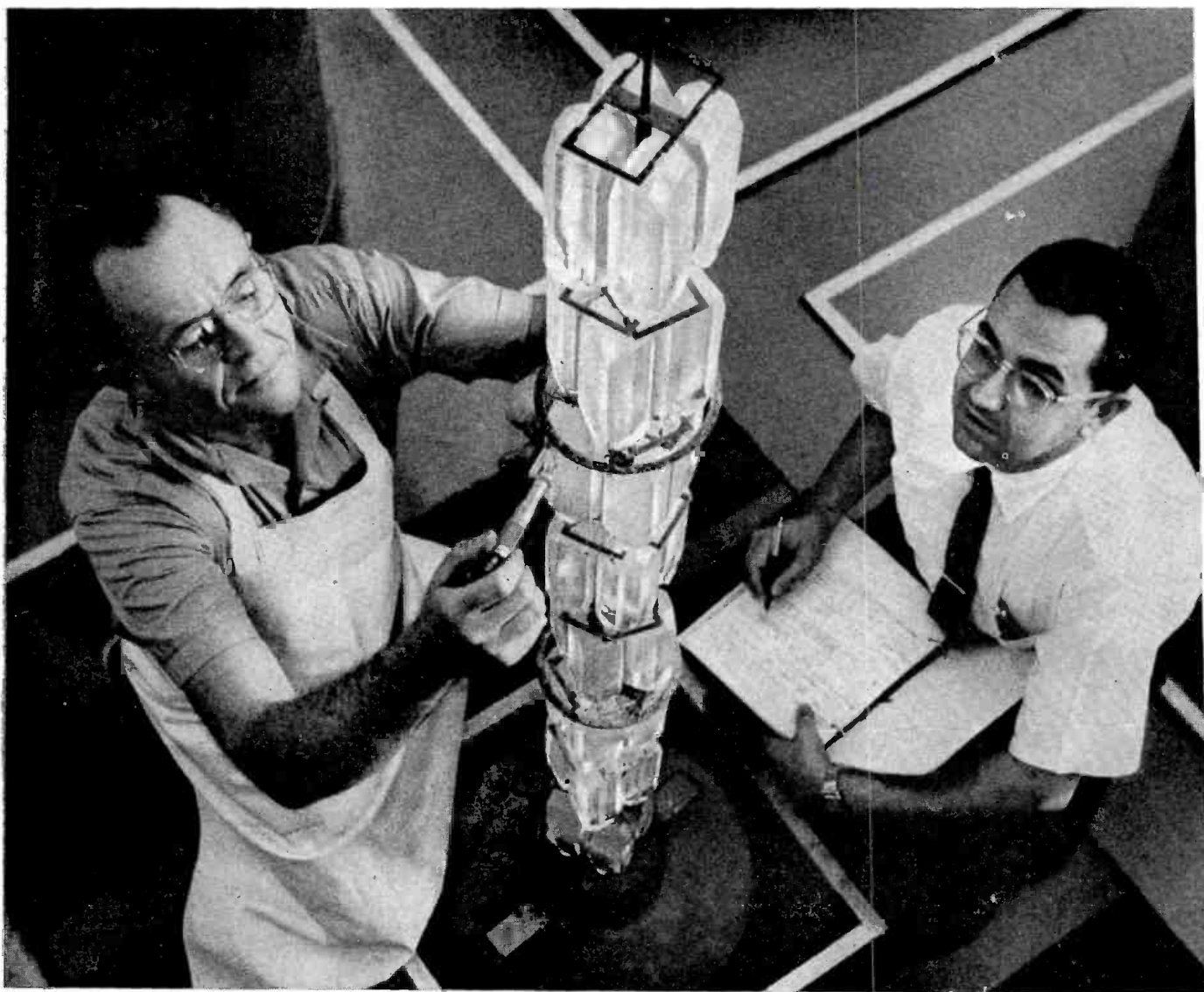
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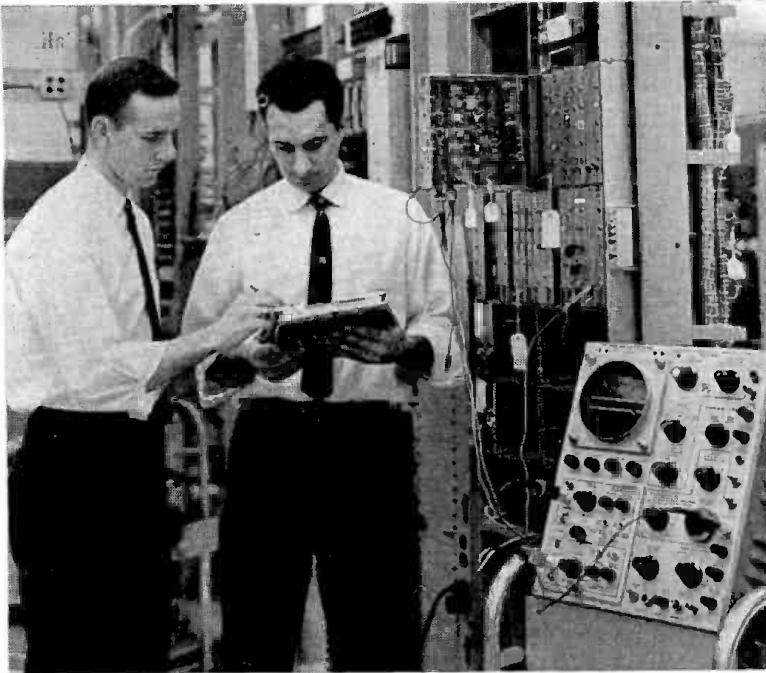
At our plant in North Andover, more than 10,000 men and women use their various skills to produce microwave radio relays, telephone repeaters and other dependable carrier and transmission equipment needed by the New England Telephone & Telegraph Company and the 20 other Bell telephone companies across America.

Last year, paychecks totalling \$60,000,000 were paid

to Western Electric's Merrimack Valley employees, most of which was spent locally. More than 2,000 Massachusetts business firms benefited from the goods and services Western Electric purchased in doing its job as manufacturing and supply unit of the Bell System. In addition, our state, county and city taxes amounted to millions of dollars. As we help provide the nation with the finest telephone services, we are also able to make important contributions to the local economies in the cities where we work throughout the nation.



**Man-Made Quartz Crystals** are the result of years of research and development by Bell Laboratories and Western Electric engineers. With this 23-day process, crystals for filters and oscillators can be produced at a lower cost and of higher quality than natural quartz. Here, W.E. Product Engineer Nick Lias (right) examines a new batch of crystals with Charles Andrew, an attendant in the Merrimack Valley Works Quartz Crystal Building.



**A Major Product** of the Merrimack Valley Works is T-1 Carrier equipment, which allows many telephone calls to be transmitted simultaneously... another result of Western Electric-Bell Laboratories teamwork. A branch of Bell Labs at W.E.'s North Andover plant enables Western Electric engineers to work closely with members of the research and development organization of the Bell System. W.E. Planning Engineer Jerry Surette (left) and Ralph Powell, a Bell Labs Senior Aide, work on the redesign of a decoding board, an essential part of the new T-1 Carrier unit.



**"Electronics and Communications** have played a major role in the economic growth of Massachusetts," comments Raymond V. McNamara, Haverhill Gazette Publisher. "Western Electric's Merrimack Valley Works is an excellent example of this. And, W.E. people have made important contributions to the area through their active participation in community and civic affairs."



**1962 Safety Fair** was held at the Merrimack Valley Works last July as part of Western Electric's continuing, company-wide safety program. Smokey the Bear (portrayed by a W.E. employee), and many other exhibits and demonstrations on off-the-job safety, were visited by thousands of men, women and children from North Andover and the surrounding area. The fair was held in conjunction with Massachusetts Safety Month.

**Over \$140 Million** was spent by Western Electric with New England suppliers during 1962. One such company, Pace Industrial Corp. of Portsmouth, New Hampshire, is operated entirely by handicapped people. The firm produces a device used to prevent overloading in carrier switching equipment. Below, President Dorothy Pace and W.E. Buyer Les Currier (left), look on as Frank Jolley, a Pace employee, connects the leads on one of these units.



house Broadcasting Co. is chairman of the NAB Research Committee. Others present last week included Vince Wasilewski, executive vice president of the NAB, representing Gov. Collins; Melvin Goldberg, NAB vice president for research; Willard Schroeder, WOOD Grand Rapids, Mich., and chairman of the NAB Radio Board until the convention two weeks ago; Nathan Lord, WAVE-AM-TV Louisville; David Adams, NBC; Tom Fisher, CBS. The network research directors joined the committee for lunch, including Julius Barnathan, ABC; Jay Eliasberg, CBS, and Hugh Beville, NBC.

**RAB to Move** ■ RAB announced last week it would have a plan outlined by April 22 and be ready by then to begin talks with the Advertising Research Foundation regarding ARF consultation on RAB's "Research Into Radio Research" study (BROADCASTING, April 8).

Edmund C. Bunker, RAB president, said he reviewed RAB's plan and renewed the invitation to NAB in a "liaison meeting" last week following the NAB Research Committee meeting.

He said that, as in his presentation at the NAB convention in Chicago the week before, he emphasized that RAB's study would be a radio project," directed with the interests of radio in mind," although "we will be happy to

furnish television . . . copies of the report and anything of value in providing know-how for improvement of television ratings—if we make any discoveries pertinent to both media."

"We are again urging that NAB join with RAB to help solve what is obviously radio's most pressing problem," Mr. Bunker said. "We would welcome NAB's financial support for the pilot study we plan to conduct."

He repeated his Chicago statement that if NAB will help support the radio ratings study "we will accept its counsel and give NAB an important place at the table in the administration of this project. We will welcome the support of any group." Although RAB plans to direct its proposed study, it is seeking ARF cooperation and guidance and plans to use an independent research organization. It has made plain that the study will be made only if it has pre-acceptance by major advertisers and agencies, and financial support by the radio industry.

## Changing hands

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

■ WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo.;

KFMB-AM-FM-TV San Diego, Calif.; KERO-TV Bakersfield, Calif.; WNEP-TV Scranton-Wilkes-Barre, Pa.; WDOK-AM-FM Cleveland, Ohio: Negotiations underway by Transcontinent Television Corp. with Taft Broadcasting Co. (see page 27).

■ WHGB Harrisburg, Pa.: Sold by Herbert Kendrick to Herbert Schorr and Stanford Stevens for \$250,000. Mr. Schorr, presently with WDAS Philadelphia, formerly had an interest in WFEC Miami, Fla., and in WRVM Rochester, N. Y. WHGB is a fulltime station on 1400 kc with 1 kw daytime and 250 w nighttime. Broker was Edwin Tornberg & Co.

■ KAFE (FM) San Francisco, Calif.: Sold by Hal Cox to McLendon Corp. for \$125,000. McLendon already owns KABL Oakland-San Francisco and KLIF-AM-FM Dallas, KILT and KOST (FM) Houston, KTSA San Antonio, all Texas, WYSL-AM-FM Buffalo, N. Y., and WYNR Chicago. KAFE, founded in 1958, operates on 98.1 mc with 100 kw.

■ KDOM Windom, Minn.: Sold by Robert D. Thompson to Ralph Wylie Sterling for \$40,000. Mr. Sterling is a management consultant. KDOM operates on 1580 kc with 250 w fulltime. Broker was Hamilton-Landis & Assoc.

## Collins names committee to plan new NAB home

A new Washington headquarters for the National Assn. of Broadcasters moved closer to reality last week with the appointment by President LeRoy Collins of a special five-man building committee.

NAB Board Chairman Clair R. McCollough, president of the Steinman Stations, Lancaster, Pa., also will chair the building committee. Other members are Ben Strouse, president of WWDC-AM-FM Washington; Ben Sanders, president of KICD Spencer, Iowa; Joseph E. Baudino, Washington vice president, Westinghouse Broadcasting Co., and Payson Hall, president, Meredith Broadcasting Co., Des Moines, Iowa.

Late last year, the NAB purchased the property adjacent to the present building at 1771 N St., N.W., as a site for the new headquarters.

## Writers continue contract talks with three networks

Negotiations on a new contract between the Writers Guild of America East and the three networks covering staff and freelance writers are expected to continue until deadline time tonight (April 15).

The pact, which originally expired

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Radio, TV, newspapers—all of the media in which we are involved have a research department. But the facts we gather have a slightly different use; these are the facts both the buyer and seller of media properties need to do business. Countless satisfied clients can attest to the value of Blackburn "research." Not to have all of the data at your disposal could prove costly. Consult Blackburn.

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on March 31, was extended to tonight by agreement. It covers more than 200 staff writers on non-entertainment shows (largely news and public affairs) and an undetermined number who function as free-lancers.

The main obstacle to an agreement is the union's proposal for a wage increase. WGAE originally had sought a 15% increase for writers but is reported to have lowered its demand.

The base salary for news writers at ABC and CBS is \$195 a week, plus time-and-a-half for work over 40 hours a week. The NBC rate is \$214 a week with compensatory time off instead of additional payment.

A union spokesman said that if "progress is made," negotiations probably will continue beyond tonight's deadline.

## Commercial tv comes to WNDT fiscal aid

Gifts from commercial television totaling \$212,000 during the last 10 days have helped educational television station WNDT (TV) Newark-New York into a position where its Board Chairman Howard C. Sheperd feels the station can meet its financial obligations by the end of the present fiscal year June 30.

Speaking to a meeting of the board of trustees Thursday, Mr. Sheperd said "while we must still raise nearly \$350,000 . . . I feel confident that we can and will do so."

CBS and NBC each contributed \$100,000 to the station, and Metro-media (Metropolitan Broadcasting Co.) made a grant of \$12,000. Earlier in the year, WPIX (TV) and RKO General contributed \$50,000 each to the station; making a total of \$312,000 commercial television has given the station this year.

**Earlier Grants** ■ A year ago, CBS, NBC, American Broadcasting-Paramount Theatres, and group station owners, Metromedia and RKO General, made grants of \$250,000 each toward the founding of the station. This year's grants raise to \$1,562,000 the amount contributed to the station by commercial television.

CBS has also taken part in the support of educational tv stations WGBH (TV) Boston, KETC (TV) St. Louis and WTTW (TV) Chicago, and various other organizations. The network said it has granted a total of \$825,000, plus technical assistance and facilities to these ventures.

In making its presentation, CBS President Frank Stanton said, "We believe in the tremendous capacities of television to supplement traditional tools of instruction."

Mr. Sheperd also told the trustees

## 3 to 4 in Berkeley today

One of radio's old-timer outlets, KRE Berkeley, Calif., is due to swap three call letters for four today (April 15).

The station, which started am operation June 11, 1922 will be identified as KPAT as the Wright Broadcasting Co. takes over its operation from Central California Broadcasters.

Wright Broadcasting, currently negotiating for other am and fm properties throughout the U. S., is moving into national headquarters June 1, in the new Sperry Rand Building, 1290 Avenue of the Americas, New York.

Thursday (April 11) that WNDT planned a budget reduction for the coming fiscal year of \$256,000 (from \$2,956,000 to \$2,700,000) taking into account the fact that the corporation had received \$800,000 in non-recurring or one-time grants in the current fiscal year. NBC's gift had been made, according to Board Chairman Robert W. Sarnoff "although ultimately we believe the station must rely on those sources

(educational organizations) for its financial support."

In a move called by the board "in the interest of economy made necessary by the new budget," Richard D. Heffner, vice president and general manager of the station, was relieved of his duties. In a staff reorganization, the position of president and general manager will be combined and held by Dr. Samuel B. Gould, formerly president of the station.

## U.S. station airs editorials to Canada

WYSL-AM-FM Buffalo created international excitement just prior to the April 8 Canadian elections by broadcasting editorials critical of Prime Minister John Diefenbaker and favorable to his opponent, Lester Pearson. The incident was still a live topic last week.

Arthur Holt, McLendon stations vice president and manager of WYSL-AM-FM, said the editorials brought wide radio, tv and newspaper coverage including a seven-column front-page story in the *Toronto Globe & Mail*. He said the editorials, 105 seconds in length, were broadcast a score of times prior to the election.

The editorial "strongly" urged Canadians to elect Mr. Pearson, citing Mr.

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**MIDWEST** —Fulltime radio station in single facility market. Gross of \$65,000.00 last year resulted in ownership earnings of approximately \$20,000.00. Total price of \$105,000.00 with 29% down. **Contact—Richard A. Shaheen in our Chicago Office.**

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Diefenbaker's "ostrich-like attitude toward defense" and calling him "a bogus politician."

"We had an opinion and expressed it," Mr. Holt said. He added that copies of the editorial were sent to Diefenbaker headquarters but by that time the 48-hour hiatus on campaigning before election had become effective and the offer of reply time was not accepted. WYSL then created a composite statement from Diefenbaker supporters.

Mr. Holt said he was on the telephone one entire night at his home, answering calls from Canadian newsmen. J. Tyler Dunn, station news director, voiced the editorials. Mr. Holt contended U. S. radio stations have as much right to comment editorially on Canadian elections as Canadian newspapers, radio and tv stations have to comment on U. S. presidential elections.

A sidelight to the excitement developed April 7 when the *Buffalo Courier Express* carried an editorial voicing concern over broadcast commercials. The newspaper deplored "a specially objectionable aspect"—placement of commercials in a way "to make mincemeat of program entertainment when they might better be introduced before and after."

WYSL criticized the newspaper's position editorially April 8 and 9, citing "a couple of examples of journalistic mincemeat in the same Sunday edition in which they graciously offered their observations on overcommercialization." The station took the 24 pages in foldout news sections as an example, pointing out that of 60,000 total lines, only 5,500 are news or copy lines; 14 pages had no news whatever.

## Baltimore candidate's equal-time problem

Equal time and free time have come to the fore in Baltimore where a local election is scheduled May 7.

At WCBM-AM-FM, Brenda C. Satterfield, who is running for a Republican City Council seat, has asked her 38 fellow candidates to waive equal time demands on the stations so she can return to the air as moderator of *Family Forum* and on-scene reporter.

Miss Satterfield, who at 21 is making her second bid for elective office in as many years, has been on the air only six weeks since March 1962. Last year she was a candidate for the Maryland House of Delegates, and because of Sec. 315, was off the air from the filing date through the November election. She went back on the air until late December when she filed in the current election.

In a letter to other candidates, asking them to waive the equal time provision,

## Where will the 1964 conventions be held?

### POLITICAL PARTIES SHOULD MAKE SELECTIONS BY JUNE

Broadcasters should know by early June where to set up their microphones and cameras for the 1964 Democratic and Republican nominating conventions. Sites of the conventions should be decided by then—if present schedules of the parties' site committees are maintained.

The GOP group, whose chairman is Jean K. Tool, Republican state chairman of Colorado, meets in Denver May 17 to "consolidate findings." Divided into teams, the committee has sent one group to Miami Beach. Others will go to Atlantic City, Chicago, Dallas, Detroit, Philadelphia and San Francisco.

The Democratic site committee, headed by William Potter, national committeeman of Delaware, has finished its tours of Atlantic City, Baltimore, Chicago, Detroit, Miami Beach, Philadelphia and San Francisco. The group is scheduled to meet with media representatives in mid-May to hear requests for space, facilities and one city for both conventions.

J. Leonard Reinsch, executive director of the Cox Stations and chairman of the U. S. Advisory Commission on Information, has been accompanying the Democratic group on its tour in an advisory capacity for questions on me-

dia needs for coverage.

**GOP Meeting** ■ A meeting with the Republican site committee and broadcasters was held in Washington with ABC, CBS, MBS, NBC and the independent broadcasters represented.

In effect all the broadcasters asked for the same things—plenty of floor space (at least 20,000 square feet each for ABC, CBS and NBC; 2,500 sq. ft. for MBS and 4,000 square feet for independents), air conditioned facilities in the convention hall, both conventions in the same city with a minimum of one week between them, or a minimum of two weeks if the conventions are held in different cities.

In 1960 the conventions were held two weeks apart. The Democrats met first at the then-new Sports Arena in Los Angeles; the GOP gathered at Chicago's International Amphitheatre. The physical separation caused broadcasters sizeable logistical problems.

Larry Beckerman, executive producer for ABC News Washington, said the network planned to send about 430 people—25% more than in '60—to cover next year's conventions. Of the cities seeking GOP favor, he said, Dallas posed the only real problem since ABC would have to transport video-

she said being off the air has been "an unnecessary hardship, entailing loss of overtime pay and the professional necessity of regular use of name and presence. . . . If all council candidates agree, I can assure you that: My broadcasts will be non-political; your name and courtesy will be mentioned in at least three broadcasts during the campaign; WCBM will adhere to its 'fair play' doctrine in every other phase of the campaign."

Miss Satterfield said 25 candidates had responded favorably and she expects the remaining 13 will also agree to the waiver.

**No Sale** ■ At WBAL-TV, the station "contrary to its previous policy . . . will not sell any program time or announcements for political purposes."

The station offered free time to Democrats and Republicans running for the three major offices and both parties accepted. The schedule began with 5-minute programs and will run through Monday, May 6, with 5, 15 and 30-minute programs.

Brent O. Gunts, vice president and general manager, said the public should "have the opportunity to see, hear and evaluate the candidates for public office. The medium through which the candi-

dates may most conveniently be seen by the greatest number of people, with a minimum of inconvenience to the candidates, is television. It is one of television's main purposes to keep the community informed and WBAL-TV does not believe that candidates should be pressed to procure funds in order to afford adequate television exposure."

The station estimates the time being offered in the campaign at more than \$30,000. In the mayoralty race, incumbent Democrat Philip H. Goodman is opposing former Baltimore mayor and Maryland governor Theodore R. McKeldin.

### Faulk to leave WINS

John Henry Faulk, one-time black-listed newscaster, has been granted a release from a "long term" contract with WINS New York where he has been host of that station's *Program PM*.

Mr. Faulk's request to terminate the contract was agreed to, "with reluctance," by station manager Mark Olds. Mr. Faulk reportedly wants to devote more time to television activities and to a book he is writing for publication this fall. The book is described as an autobiographical account of his last 10 years.

tape equipment a long distance.

Bill Leonard, executive producer of the CBS News election unit, said about 400 would work on the conventions, 50 more than last time.

Mutual's Stephen McCormick, vice president of network news and Washington operations, said the network planned to have 75 people at the conventions.

Elmer W. Lower, vice president and general manager of NBC News, indicated the network's "convention task force" of 350-400 people would be about the same. He also stressed a need for adequate back-up video and audio circuits.

Speaking for the independents was Jim Snyder, chief of Westinghouse Broadcasting Co.'s Washington news bureau. He noted that at the 1960 conventions more than 800 of the 2,000 broadcasting personnel were with independent broadcasters. He said non-network personnel were crowded together—in relation to network space—in 1960, particularly in Chicago. In 1964 more independent people are expected, especially independent film crews, he added. A growing number of broadcasters have decided that their communities require the localized reporting which only their own newsmen can give to the national conventions.

Miami Beach has been viewed with skepticism by the networks because of



## Successful election owes much to radio-tv

The political power that lies in effective broadcast presentation was forcefully brought home in Chattanooga, where 34-year-old Ralph Kelley has unseated Mayor P. R. Olgiati, who was seeking his fourth consecutive term.

Mayor-elect Kelley, shown presenting his "12 Steps to Real Pro-

gress" platform, used 10-, 20- and 60-second spots on radio and tv, daily 5-minute telecasts and several 30-minute specials. About 75% of his budget was spent on broadcasting. His campaign was managed by Bob Elmore, a partner in Goforth, Elmore & Assoc., a Chattanooga advertising agency and pr firm.

limited video cable facilities to the North. However telephone company spokesmen have assured the city that if it is chosen as a convention site, adequate cables will be provided.

Another general concern of the broadcasters is air conditioning. In 1960

facilities left something to be desired, they said.

Parking space, hotel suites, working space in GOP headquarters hotel, outlets, camera platforms, audio booths and pool arrangements were also discussed at the meeting.

## AWRT project to bring female observers to U.S.

Mrs. Lyndon B. Johnson, wife of the Vice president, will serve as honorary chairman of International Project I of the Educational Foundation of American Women in Radio & Television. Co-chairmen of the project are Mimi Hoffmeir of NBC and Ruth Walter of Voice of America.

The project, activated in cooperation with the U. S. Dept. of State, will bring foreign women broadcasters to this country to observe our radio-tv methods. The first group, consisting of three women from Korea, Cyprus and Norway, arrives today (April 15). Their itinerary includes visits to Washington, D. C. and New York; attendance at the AWRT National Convention in Philadelphia May 2-5, and separate trips to 18 local AWRT chapters.

## Media invited to briefing

Broadcasters and editors have been invited by the Department of State to attend the sixth National Foreign Policy Conference, to be held April 22-23 in Washington. President Kennedy,

Secretary of State Rusk and others will participate in sessions, many on the record, "intended to assist the information media in making available to the American public the maximum possible information in depth on current foreign policy issues," the department said in issuing its invitations. The first of these sessions were held in April 1961.

## Racing club sued by NBC

NBC and Jerry A. Sims, an NBC-TV newsreel cameraman, have filed suit in Santa Barbara (Calif.) Superior Court, asking for more than \$25,000 in real and punitive damages from the California Sports Car Club, Tom Lamona and Sam Diaz and various John Does, as an outgrowth of an alleged attack on Mr. Sims as he was covering the Santa Barbara road races last September. He charges that the defendants attacked him, threatened destruction of his camera and removed the film and exposed it to light. NBC seeks damages for interference with its business of news-gathering, syndicating and broadcasting and from the loss of income from the intended use of the destroyed newsreel footage.

## SDX announces journalism awards

Sigma Delta Chi awards for distinguished service in journalism during 1962 were announced last Thursday for WINS New York, WBZ Boston, KWTW (TV) Oklahoma City, KGW-TV Portland, Ore. and Harold Keen, public affairs director, KFMB-TV San Diego.

The awards, given annually in 15 media categories will be made at the annual banquet ceremony at the Statler-Hilton hotel in Dallas on May 11 by Walter Burroughs, president of SDX and president and publisher of the Orange Coast Publishing Co., Newport Beach, Calif.

The WINS news staff received its award for radio reporting of the Eastern Air Lines crash in New York, Nov. 30, 1962. Their coverage was "complete, comprehensive and sympathetic."

WBZ's citation was for *Suburbia's Children*, a series of monthly programs on mental health problems. The series was "highlighted by resourceful public service radio broadcasting."

KWTW was selected for television news reporting by reporter Ed Turner and cameraman Bob Mathews of *The*



Mr. Haynes

Mr. Horne

Mr. Lewis

Mr. Miller

Mr. Plante

Mr. Richter

Mr. Sack

Mr. Schoen

## CBS Foundation names eight News Fellows

CBS Foundation Inc. last week announced the selection of eight CBS Foundation News Fellows for 1963-64.

Those awarded fellowships, a year of study at Columbia U., New York, for men and women in radio and tv news and public affairs, are Milton E. Haynes, editorial researcher, CBS News in New York; Richard L. Horne, news editor, writer and producer of WEEI Boston; Will I. Lewis, radio-tv news director, School of Journalism & Communications,

and news director of WUFT (TV), etv station of the U. of Florida at Gainesville.

Also, Donald C. Miller, program supervisor of KUSD-AM-TV (U. of South Dakota) Vermillion; William M. Plante, news reporter-writer-announcer, WISN-TV Milwaukee; Robert Richter, manager of special projects, KOPA-TV Portland, Ore. (etv station); John Sack, features supervisor of CBS-TV's *Calendar* series; Louis S. Schoen, news reporter-photographer, WOW-AM-TV Omaha.

The news fellowships were set up in 1957 by CBS Foundation Inc., through which CBS makes educational, cultural and philanthropic contributions.

To date, CBS has spent an estimated \$500,000 in fees and stipends for the project that permits broadcast journalists to extend their knowledge of the field. Fellowship grants, which include the payment of school expenses plus living costs, have averaged about \$8,000 apiece. The 1963-64 year will be the seventh series.

*War at Oxford.* It was "an outstanding example of journalism excellence achieved by a local television station in the reporting of an event of national significance."

KGW-TV's award for public service in television was won for *Pollution in Paradise*, a program filmed by the station to "speak out on the health, economic and recreational problems tied to air and water pollution."

Mr. Keen, cited for his television commentaries, dealt with issues in "a clear, compelling and straightforward style at the moment they were timely and in the face of potential and actual opposition from an influential segment, if not majority of the community."

### Media reports...

**One week's sales** ■ Business written during the week of March 25 for KNX-AM-FM Los Angeles exceeded \$188,000, according to James W. Ingraham, general sales manager of KNX-CBS Radio Pacific Network. Among the accounts contributing to this first-quarter record, of which \$132,000 of this amount was booked in a single day, were General Motors, Cowles Publishing Co., Chrysler Corp., National Distillers, Humble Oil Co., Canada Dry, Tillamook County Creamery Assn. and Lanvin Inc.

**News in stereo** ■ WFOL-FM Cincinnati has announced that it has been chosen to be the sole outlet in that city for the Radio Press International news

service. WFOL-FM programs fulltime in stereo. The station said that placing emphasis on the news is part of its plan to improve its program format.

**Overflow audience** ■ Closed circuit television gave 475 high school basketball fans in Rockford, Ill., a chance to

watch a championship tournament game, after the gymnasium was sold out. WREX-TV Rockford set up the closed circuit coverage of the Auburn-East game on a Friday night in the school auditorium. The game was rebroadcast on video tape the following day over the ch. 13 facility.

**WNYC-TV civil service test** ■ WNYC-TV New York, municipal station, will test applicants this June for five tv director positions at the station. The directorships are civil service jobs paying salaries ranging between \$6,050 and \$7,490. Further information is available at the New York City Dept. of Personnel, 96 Duane St. Applications must be filed there before April 23.

**Tribute to rep** ■ Susquehanna Broadcasting Co.'s WARM Scranton, and WSBA York, both Pennsylvania, and WICE Providence, R. I., represented by Robert E. Eastman & Co., honors Eastman's Philadelphia office manager, Derrick Dyatt, at a "D-Day" celebration at the Warwick Hotel in Philadelphia Thursday (April 18). More than 100 agency guests were invited.

**Piano tuning** ■ Vic Piano Assoc., recently-formed New York radio and tv representation firm, has distributed a 38-page booklet to some 3,000 stations throughout the U.S. outlining the firm's policies and introducing its executive personnel. The booklet stresses the company's intention to work in "problem" markets for "special situation" stations.

### What do kids think of tv?

A three-part research clinic to learn from children themselves what they think about tv kid shows and the type of film fare they prefer will be held this spring at the Wisconsin Center of the U. of Wisconsin, Madison, by the Wisconsin Assn. of the American Council for Better Broadcasts. The organization sponsored a major film seminar there last year.

On three successive Saturdays, May 18 to June 1, about 200 children will view typical tv kid films, both educational and entertainment, and will tell their adult group leaders what they think about them. Each tiny tot group will be tape recorded to help in the evaluation, Mrs. S. Morris Kupchan, president of the Wisconsin association, said. The children will be chosen to represent different age, sex and geographic factors. Adult discussion of findings will be included at the June 1 meeting.

## COURT FACES JURISDICTIONAL HURDLE

Must decide right to rule on industry music appeal

The issue of television stations' right to a narrower form of license for their use of music from the repertory of the American Society of Composers, Authors and Publishers was submitted to a federal Court of Appeals in New York last week.

But the court must first decide whether it has jurisdiction to consider the issue, brought up on appeal from a lower court. The jurisdictional question and the merits of the appeal were argued at the same time.

Judges Leonard P. Moore, Henry J. Friendly and Paul R. Hays of the Second Circuit Court of Appeals heard the arguments last Wednesday (April 10) and are expected to issue a decision within two weeks.

**At the Source** ■ The case centers on efforts of the All-Industry Television Stations Music License Committee to obtain an ASCAP license that would not require tv stations to pay ASCAP for its music except when played in locally originated programs. Music in future syndicated programs and feature films would be licensed by ASCAP to the producers of these programs "at the source" instead of being paid for by stations directly, as now. (Network music is covered in separate agreements between ASCAP and the networks.)

Chief Judge Sylvester J. Ryan of the U. S. Southern District Court in New York ruled several months ago that ASCAP could not be forced to grant this sort of license. The All-Industry Committee appealed under the Expediting Act to the U. S. Supreme Court,

which on jurisdictional grounds declined to consider the appeal. The committee then appealed to the Second Circuit Appeals Court, the normal channel for appeals.

ASCAP and the Dept. of Justice—which has an interest because ASCAP operates under a consent decree—contended the Court of Appeals lacks jurisdiction.

Arthur H. Dean of the New York law firm of Sullivan & Cromwell, appearing for ASCAP, argued that the All-Industry Committee is seeking a type of license not specified in the ASCAP consent decree and therefore is seeking, in effect, to modify that decree when it has no standing to do so.

Walter Mansfield of Donovan, Leisure, Newton & Irvine, counsel to the committee, contended that the consent decree entitles broadcasters to have ASCAP music fees fixed in court and that consequently they have a right to appeal.

Joel E. Hoffman, attorney for the Justice Dept., countered that if stations have been damaged by ASCAP their remedy is to sue the society for treble damages under the antitrust laws.

Questioning by the judges indicated some skepticism about the committee's right to appeal, although Judge Moore questioned the Justice Dept.'s position. He said he would have expected the government, having played a part in putting ASCAP under a consent decree, to side with the broadcasters.

**'Block Booking'** ■ Mr. Mansfield said that in resisting the new form of license ASCAP was insisting on a sort of "block booking." All that the stations want, he said, is an extension of a principle already recognized: the right to exclude syndicated and feature-film programs from their licenses in the future, just as network programs are now excluded.

Mr. Dean argued that the stations should not be allowed to change a "fee proceeding" into one involving "modification of the consent decree."

The All-Industry Committee, headed by Hamilton Shea of WSVA-TV Harrisonburg, Va., represents more than 350 tv stations. ASCAP tv music licenses expired Dec. 31, 1961, but have been continued in effect pending a decision on new terms, with any changes to be retroactive to that date.

If the appeals court takes jurisdiction and decides that ASCAP can be required to issue the new form of license,



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Cint. Metro Area—All rated first priority

1 in PULSE—38

2nd rated station—23

Jan. '63



## ABC Easter program uses new GE camera

A new four-vidicon color film camera, co-developed by ABC and General Electric Technical Products

Operation, was used on tv for the first time on an Easter Sunday documentary (yesterday, 6:30-7:30) on

a Bell & Howell *Close-Up* episode entitled "The Vatican." The show was colorcast on ABC-TV's owned stations and those affiliates equipped to transmit in color, the network said.

The new tv film camera, that ABC, through its president of the engineering division, Frank Marx, claims to represent a major breakthrough in tv color film transmission, was shown at the NAB convention in Chicago a few weeks ago.

The vidicon tubes serve as the camera's eyes. Standard color cameras have three such tubes, one for each of the primary colors of red, green and blue. One tube in the new camera produces a sharply detailed and bright monochrome picture—the other three fill in the colors electronically and in a "coloring-book" fashion.

According to Mr. Marx, the new camera provides not only better reproduction of color film over conventional color film transmission but also a better reproduction when seen in black-and-white.

Mr. Marx (left in photo), and Robert L. Casselberry, general manager of General Electric's Technical Product Operation, Syracuse, N. Y., inspect the inner-workings of GE's vidicon camera.

ASCAP may appeal or the case may go back to Judge Ryan for further hearings on whether that form is "reasonable and should be granted. If the appeals court rules for ASCAP, the committee presumably will have a choice of procedures. These could include abandonment of efforts to get the new form and return to a straight fee-fixing proceeding before Judge Ryan; possibly some new form of litigation seeking the new type of license, or conceivably a new appeal to the U. S. Supreme Court.

## Continental/International sells radio series

Continental/International Productions, producer-distributor of four hour-long syndicated radio series, has made sales in 14 U. S. markets and 30 sales abroad, according to Sydney Yallen, executive vice president. *This Is Steve Allen*, series of 260 programs, has been sold to KBEA Kansas City, Mo., KSFM (FM) Sacramento, Calif., KMAK Cedar Rapids, Iowa, and KCTY Salinas, Calif. Sammy Davis

Jr.'s *That's Entertainment* series of 130 hours has been purchased by KDAY Los Angeles, WZUM Pittsburgh, WOOW Greenville, N. C., WCLS Columbus, Ga. This series has also been sold to the Macquarie network in Australia, plus other Australian stations, as well as in Hong Kong, Singapore, Malaya, Trinidad and Liberia. *Johnny Green's World of Music*, 260 hours, has been sold to KYME Boise, Idaho, and KSOM Tucson, Ariz. *The Milton Cross Show*, 260 hours, has been sold to KBUZ Phoenix, Ariz.; WGAR-FM Cleveland, and KSDO San Diego.

Mr. Yallen is currently on a sales trip in the East and Midwest on behalf of these radio programs, as well as the company's new tv comedy series, *Sebastian Cabot and the Crime Busters*.

## NBC-TV plans 'Kremlin' show

NBC-TV cameras penetrate the Iron Curtain May 21 for a special hour-long color presentation, *The Kremlin*. Xerox Corp., through Papert, Koenig, Lois, will sponsor the show (9:30-10:30 EDT).

William R. McAndrew, NBC executive vice president in charge of news, said camera crews spent two months in the Kremlin and were granted access to areas denied Russian tv cameramen

## STOP THE PRESSES!

Profitable fulltime radio station in beautiful, growing Pacific Northwest market. Sale includes \$50,000.00 in land and building. Priced at \$125,000.00 with \$35,000.00 down and the balance out over thirteen years. Principals available to discuss this at Washington-Oregon state association meetings the end of this month.

Box E-267, BROADCASTING

and never before filmed by a foreign organization.

Premier Khrushchev will appear in the film entering the Kremlin for a state dinner, as will Lt. Gen. Andrei Vedenin, commandant of the Kremlin.

## Economee's first quarter hits \$2.7 million sales

Economee Television Programs completed sales totaling \$2.7 million during the first quarter of 1963, presaging a record year, Pierre Weis, vice president and general manager, announced last week.

Highlighting the sales volume was a contract signed with KTWV (TV) Tacoma, Wash., covering 16 series. Mr. Weis noted that during the first quarter more than 175 individual sales were made, amounting to more than 10,000 half hours of programming, and said some stations bought several series.

The sales leaders were *The Ann Sothorn Show*, *Bat Masterson* and *The Aquanauts*. Other contracts involved *Tombstone Territory*, *Highway Patrol*, *Sea Hunt*, *Men into Space*, *Science Fiction Theater* and *Rough Riders*. Mr. Weis said that sales made during the NAB convention were incorporated into the first quarter since convention business was written during the last days of March and continued through the early days of April.

## Screen Gems to syndicate 'Naked City', 'Churchill'

Screen Gems Inc. has placed *Naked City* and *Winston Churchill: The Valiant Years*, into syndication, it was announced by Robert Seidelman, vice president in charge of syndication for SG.

Initial sales on *Naked City* have been made to WPIX (TV) New York and WGN-TV Chicago for a fall starting date. The stations will acquire 99 hours and 39 half-hours of the program, which is completing its fourth year on ABC-TV.

The Churchill series consists of 26 half-hour episodes and one 60-minute special. The programs were carried for two seasons on ABC-TV.

## New Intertel program

Intertel members, Westinghouse Broadcasting Co. and the National Educational Radio & Television Center have produced cooperatively a one-hour documentary, *The Turkish Question*, a study of political and social problems in modern Turkey.

Intertel is a program production venture of the Australian Broadcasting Commission, Canadian Broadcasting Corp., Associated Rediffusion Ltd., WBC and NETRC.

## Tv stations to jointly produce programs

### TELEVISION AFFILIATES CORP. TO DISTRIBUTE THEM

Television Affiliates Corp. plans to make available to its subscribers later this year a group of public affairs-cultural programs that will be produced jointly by various tv stations throughout the country.

Robert Weisberg, TAC vice president, reported last week that at a meeting of TAC's board of directors during the NAB convention, a proposal was made that various TAC stations collaborate to produce segments of a specific half-hour and one-hour program. To date, TAC programs are produced in their entirety by individual stations and are included in the organization's library for distribution to members. Mr. Weisberg noted there are more than 100 programs in the library.

The suggestion met the unanimous approval of the TAC board of directors and the proposal will be placed before the annual meeting of program directors of TAC-affiliated stations in Chicago on June 13, Mr. Weisberg said. Subjects to be depicted and stations to be utilized as co-producers will be chosen during the programming conference. This production approach is in-

tended to give the programs more depth and a more balanced view of a particular subject. Present plans are to produce at least four special programs during the remainder of 1963.

Six new stations were enrolled as TAC members at the NAB convention, Mr. Weisberg reported. They are WTVN (TV) Columbus, Ohio; WLBT (TV) and WJTV (TV) Jackson, Miss. (co-subscribers in that city); WZZM-TV Grand Rapids, Mich., and KAKE-TV Wichita, Kan. Fifty-four stations now belong to TAC, according to Mr. Weisberg.

## 'Price' to precede 'Casey'

ABC-TV plans to program *The Price Is Right* in a Wednesday night slot next season. It will be in the 8:30-9 p.m. period, preceding *Ben Casey* and following the new half-hour *Patty Duke* program. An advance listing of ABC-TV's nighttime schedule two weeks ago (BROADCASTING, April 1) though correct for all time periods covered, inadvertently omitted the Wednesday, 8:30-9 slot.

## Stations DO Have Personality



LES BIEDERMAN, PRESIDENT

Statistic-Retail sales in the area covered (Grade B) by WPBN-TV, Traverse City, & WTOM-TV, Cheboygan, total \$531,362,000.

### IDENTIFICATION--

Nine times out of ten, if a man says (anywhere in Michigan)

"I'm from Paul Bunyan Network," the response is: "How is Les these days, say hello from me."

Man after man, time after time, the immediate identification is with Les Biederman--an identification that personalizes the Paul Bunyan stations--that sells their products.

## The PAUL BUNYAN STATIONS

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## M-i-c-k-e-y M-o-u-s-e spells dollars in syndication

Walt Disney's *Mickey Mouse Club*, which returned to the air last fall as a syndicated series after a three-year hiatus since the end of its network career on ABC-TV, is doing better in syndication than on the network, according to Vincent H. Jefferds, director of marketing for the character merchandising division of Walt Disney Productions. "It's now on 80 stations," Mr. Jefferds said "and we expect the number to hit 150 in the next two months."

One reason for optimism is a promotional film he has just completed to help the salesmen of Buena Vista Distributing Co., Disney's syndication arm, tell the *Mickey Mouse Club* story. And, as the film tells it, it's a pretty impressive story. Since last fall, when the series started, stations carrying the program have seen their audience rise 34.5%, on the average, for the time period over the figure for the previous year, with more than half (57%) of these stations standing in first place in their markets while *Mickey Mouse Club* is on the air.

The stations which had already ranked first in their markets (48%) have not only kept top place but have boosted their ratings by 18.2%, the film states. Stations which were

in second place (34%) moved into first with an average rise in ratings of 57.5%. Stations which had been in third place have moved up with



Some of the Mouseketeers as they appeared nine years ago, when the series was new and they were young.

an average rating increase of 171.4% over the preceding year.

*Mickey Mouse Club* has attracted advertisers as well as audience, according to the promotional film, which states: "Many important sponsors have instructed their agencies to buy heavily wherever the show is placed." The program's sponsor list includes Colgate, Post cereals, Nestle, Continental Baking, Sunkist, Kellogg, Coca-Cola, Seven Up, Cracker Jack and Malt-o-Meal, all the leading toy companies and Safeway and Kroger food chains.

**Quality Sells** — One reason for this top-drawer list is the quality of the program material, Mr. Jefferds explains. More than \$16 million was put into the production of the 280 hours of *Mickey Mouse Club* shows which, after some editing for syndication, leaves enough for more than three years of programming on a half-hour a day, five days a week basis. And, he noted, new material is being added and interspersed with the original content, so "if we wanted to we could go on forever."

Another reason is the program's merchandising adjuncts, available to "substantial sponsors who commit for at least 26 weeks." Using Kroger as an example, the film shows window and interior display sheets fea-

## NBC-TV buys 'Fireball', 3rd series from ITC

Independent Television Corp. has sold its half-hour *Fireball XL5* series to NBC-TV, representing the third ITC program to be carried on the network next fall, Abe Mandell, ITC executive vice president, announced last week.

For ITC, a subsidiary of Britain's Associated Television Ltd., the sale of three programs to NBC-TV in one year represents a "breakthrough," Mr. Mandell noted. The other series are *Espionage*, a one-hour program produced in association with Herbert Brodtkin, and *Fury*, which has been on the network seven years.

NBC-TV will schedule *Fireball* Saturday, 11-11:30 a.m. It consists of 39 half-hour science fiction episodes set in the 21st century.

## 'Untouchables' sold to six

*The Untouchables*, put into syndication on the eve of the NAB convention in Chicago, has been sold to the six Metromedia stations, it has been announced by Richard Dinsmore, vice

president and general manager of Desilu Sales Inc.

Metromedia stations are WNEW-TV New York; WTTG (TV) Washington; KMBC-TV Kansas City, Mo.; KOVR (TV) Sacramento, Calif.; WTVH (TV) Peoria, and WTVP (TV) Decatur, both Illinois.

## NBC Films syndicating space cartoon series

A new half-hour cartoon series, *Astro Boy*, is being released for syndication by NBC Films, Morris Rittenberg, president of the network unit, has announced.

The animated series is being produced by Video Promotions Inc., Hollywood and, according to Mr. Rittenberg, the production budget for 52 half-hour episodes will be in excess of \$2 million. The series centers around the interplanetary adventures of a youngster in the 21st century.

Mr. Rittenberg noted that *Astro Boy* represents the first syndicated program to be released by NBC Films in three years. It is scheduled for distribution this spring.

## Hollywood Tv Service releases more serials

Hollywood Television Service has added 16 Republic "cliffhanger" serials never before released to U. S. tv to its library, which now includes 46 serials, made up of 577 installments. Of these, 202 are science-fiction and 128 jungle adventure. The new additions include *King of Jungleland* starring Clyde Beatty, *Underseas Kingdom*, *King of the Rocket Men* and the Rod Cameron starrer *Manhunt in the African Jungle*.

The new package was officially announced at the NAB convention in Chicago, although a pre-release sale had already been made to WPIX (TV) New York. David Bloom, HTS sales manager, said the company's sales of cliffhangers in the first three months of this year equalled the entire receipts for these films last year. He attributes the boom to the company's persistent campaign to have the episodes shown on a daily strip basis.

"Attempts to program serials with full week intervals between chapters during the earlier days of television just about killed them off as effective sales

turing Disney characters, special Mouseketeer Club trading stamp books for youngsters who collect their own stamps, Mouseketeer hats redeemed for Kroger bread wrappers, Disney characters in peanut butter and jelly glasses, family contests with trips to Disneyland as prizes, character cut-outs and records, shelf talkers and counter displays.

Merchandising assistance is available to stations as well as advertisers, Mr. Jefferds says. Personal appearances of Chief Mouseketeer Jimmy Dodd, the kids and the Disney characters can be arranged to help launch the broadcasts, their sponsorship, or to help jack up ratings where they are below the national average. There is a heavy demand for Disney merchandise, he reports, noting that from a slow start in the fall, orders for Mouseketeer hats now total 24,000 a day.

Half of the stations start the *Mickey Mouse Club* at 5 p.m., with 30% starting before then (mostly at 4:30 p.m.) and the remainder later than 5 (chiefly 5:30 p.m.). Outside the U. S., the series is "doing great" where there is open competition, but it has been impossible to clear time for 2½ hours a week in countries where tv is government controlled, Mr. Jefferds said.

product," Mr. Bloom stated.

"It is understandable that this practice was adopted in view of their success in theatres on a Saturday matinee exhibition policy. But cliffhangers simply cannot be treated on tv as they were in theaters and still maintain the suspense so vital to their entertainment content," he explains. "This suspense factor is diluted by the vast amount of other tv entertainment beamed between weekly showings."

## Program notes...

**Griffin for Skelton** ■ Merv Griffin has been selected as host of *Talent Scouts*, which replaces *The Red Skelton Hour* this summer on CBS-TV (Tuesday, 8:30-9:30 p.m.), starting July 2. Sponsors of *Scouts* will be the regular advertisers on *Skelton*: Best Foods (Lennen & Newell), S. C. Johnson & Son (Foote, Cone & Belding), Lever Bros. (BBDO) and Philip Morris (Benton & Bowles).

**Nation's response** ■ "Shape of the Nation," a half-hour physical fitness program, will be presented on the Army's *Big Picture* tv series during the weeks

of May 6 through 18. Host-narrated by Bob Hope and Jerry Colonna, the film will be carried by 350 tv stations in conjunction with the President's Physical Fitness Council and the U. S. Junior Chamber of Commerce.

**Western tandem** ■ Four Star Distribution Corp. is filming introductions and bridges, enabling its two off-network series, *The Rifleman* and *Dick Powell's Zane Grey Theatre*, to be scheduled by stations as a one-hour western block. Chuck Connors, star of *The Rifleman*, is featured on the introductions and bridges.

**Night at theatre** ■ KDKA-TV Pittsburgh, the Pittsburgh Playhouse and Stoney's Brewery are collaborating for an April 25 telecast of "Angel Street," Broadway show now playing the Iron City. The pickup will be 7:30-9 p.m. from the station's Gateway Center studio where sets have been specially designed by Art Director Jack Guest. The play originally was on Broadway and in the movies as "Gaslight." Agency is Cavanaugh Morris Adv., Pittsburgh.

## McLendon Broadcasting to enter catv field

McLendon Broadcasting Co., which owns five southern radio stations, last week announced plans to join the growing list of broadcasters who have entered the community antenna tv field. John McLendon, president, announced the formation of McLendon Cablevision Co. "to construct and operate catv systems in the southeastern U. S."

At the same time, he announced that catv veteran Fred R. Rutledge has been appointed executive vice president and operational manager of Cablevision. Mr. Rutledge, former president of the California Catv Assn., has operated catv systems for Jerrold Electronics and H&B Communication Corp.

McLendon Cablevision does not presently own any systems or franchises for catv but it was reported the company is negotiating to buy several operating systems in the Southeast. Company headquarters will be in Jackson, Miss.

McLendon Broadcasting owns WOKJ Jackson, WENN Birmingham, Ala.; KOKY Little Rock, Ark.; WYOU Tampa, Fla.; and KOKA Shreveport, La.

## 'A la Carte' sold to 16

Mark Century, New York, reports the sale to 16 stations, all in major markets in the U. S. and Canada, of its new "Radio a la Carte" programming service. The firm said all 16 sales were made in February of this year.

## 'Workshop' shows going to Educational Network

*Repertoire Workshop* productions of the five CBS-owned tv stations will be given to the Eastern Educational Network, it was announced last week by Merle S. Jones, president, CBS Television Stations Div.

Each CBS-owned tv station is producing seven shows for the *Workshop* series this year, creating a programming pool of 35 half-hours for telecasting on each of the five stations. Of the 35 half hours, 16 will be selected by the educational station group for programming to begin in May.

Eastern Educational Network stations receiving the programs are WETA-TV Washington; WGBH-TV Boston; WMHT (TV) Schenectady; WNED-TV Buffalo; WQED (TV) Pittsburgh; WENH-TV Durham, N. H. and WCBB (TV) Augusta, Me.

Object of the *Repertoire* series as explained by the CBS Tv Station Div. is to introduce new talent and to showcase performers of professional caliber who lack star-credit status.

## North offering 'Action'

A new program package division has been formed by North Adv., Chicago, to offer a two-hour daily, five times weekly radio program service, *Action*, under supervision of William E. Connor, vice president. *Action* format includes celebrity interviews, current affairs, beauty hints and other features designed for young adults. North President Don Nathanson is part owner of KFBB-AM-TV Great Falls, Mont., KTWO-AM-TV Casper, Wyo., and KKAR Pomona, Calif.

## Las Vegas recording studio

A modern commercial recording studio in Las Vegas will be constructed by United Recording Corp., Hollywood. One large and one small studio and master control facilities will be contained on the Western Avenue property, according to M. T. "Bill" Putnam, president of United and Western Records of Hollywood and Coast Records of San Francisco. Mr. Putnam is also founder and board chairman of Universal Recording in Chicago.

## Clark show on 36 stations

The *Dick Clark Show*, produced by Mars Broadcasting Inc., has been bought by 12 more radio stations, bringing the total number of stations carrying the two-hour show to 36 and raising the total sales mark to nearly \$350,000.

New stations signed: WKIX Raleigh, N. C.; WKYE Bristol, Va.; KOEL Oel-

wein and KMNS Sioux City, both Iowa; KRGH Grand Island and KFOR Lincoln, both Nebraska; KSAL Salina and KLIB Liberal, both Kansas; KIXZ Amarillo and WACO Waco, both Texas; WRGA Rome, Ga.; and WMEX Boston.

## 11 writers to script 'Adventure' series

Top names in music composition and in script writing have been selected by CBS-TV for its new *The Great Adventure* series that will be on the network, Fridays, 7:30-8:30 p.m., next season. Originally this series was called *The Free and The Brave*. Its episodes will dramatize historical events in the U. S.

Richard Rogers has been signed to compose the series' theme music and 11 writers have been assigned to script the shows. The writers and some shows they've worked on: Charles Beaumont (*Twilight Zone*), George Bellak (*The Defenders*, *The Nurses*,

*Playhouse 90* and *Studio One*), A. I. Bezzerides (motion pictures, novels), Otis Carney (*The General Electric Theater* and feature films, books), Francis Cockrell (*Alfred Hitchcock Presents*, *Alcoa Premiere* and the *General Electric Theater*), David Davidson (*Defenders*, *Playhouse 90*, novels), Emmett Lavery (stage and screen credits), Arthur B. Tourtellot (*The March of Time*, *Crusade in Europe*), Malvin Wald (*Hollywood*, *The Golden Years*, *Playhouse 90*, *Climax* and feature films); Jerome Lawrence and Robert E. Lee, co-authors of Broadway's "Inherit the Wind" and "Auntie Mame" and motion pictures).

## World War I history on CBS

CBS News announced plans last week for a tv documentary series dealing with the history of World War I, which will be programmed during the 1964-65 season. The study, entitled "The Great War," will be produced by John

Sharnink in association with Burton Benjamin and Isaac Kleinerman.

Blair Clark, CBS News general manager and vice president, explaining the series last week, said it would give a detailed account of the period from 1900 through the Russian revolution.

## Notre Dame 'Hamlet' available

WNDU-TV South Bend, Ind., has announced that it is making a U. of Notre Dame production of Shakespeare's "Hamlet" available to stations that are interested.

The two-hour video-tape show was produced and directed by the Rev. Arthur S. Harvey, C.S.C., who is director of the Notre Dame's theater.

WNDU-TV will make the play available to stations if they supply the video-tape stock and handle shipping charges. There is also a fee of \$50 to stations that charge less than \$700 per hour for network time, and \$100 for stations that charge more than \$700 per hour.

## FINANCIAL REPORTS

### Storer gets \$12.5 million for Class B stock

#### STOCKHOLDERS APPROVE PURCHASE AT \$28.50 A SHARE

Stockholders of Storer Broadcasting Co., by more than two-thirds vote of both classes of the company's issued and outstanding stock, have voted to approve the purchase by the company of George B. Storer's 439,700 shares of Class B common stock at \$28.50 a share.

This will reduce Mr. Storer's holdings from 858,290 shares of Class B stock to 418,590 (20.9%). Mr. Storer, who is chairman and chief executive officer of the broadcasting company, retains the right as trustee to vote an additional 206,250 shares (10.4%) of Storer stock, giving him a total vote of 31.3%.

The company will buy the stock for \$12,531,450 cash and it will be held as treasury stock, available for future acquisitions as necessary, the company said. The transaction will be financed by an eight-year bank loan of \$15 million at 5%. The excess of the bank loan over the purchase price of the Storer stock will be used for other corporate purposes, including repayment in full of an existing \$5 million bank loan.

The Class B shares, not traded publicly, are convertible to Class A common stock on a share-for-share basis. They have been receiving an annual dividend of 50 cents a share; regular common dividends have been running at \$1.80 a share, and closed at \$35.75 on the New York Stock Exchange on April 8.

First quarter earnings, the company

announced at the stockholders meeting last week, were the largest in its history before non-recurring gains. On net revenues of \$3,361,468, net income after taxes was \$1,627,218 (67 cents a share). For the same period in 1962, net revenues were \$2,862,030, with net income before non-recurring gains of \$1,238,627 (51 cents a share).

Merrill B. Johns Jr., a midwest investment executive and rancher, was elected to the Storer board. All other directors were re-elected for regular one-year terms.

Storer Stations are WGBS-AM-FM Miami, WHN New York, KGBS Los Angeles, WIBG-AM-FM Philadelphia, WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WJW-AM-FM-TV Cleveland, WAGA-TV Atlanta and WITI-TV Milwaukee. Storer also publishes the *Miami Beach Sun* and controls Standard Tube Co., Detroit.

### 20th-Century Fox has \$39 million loss in '62

Twentieth-Century Fox Corp. announced last week that the company had a loss of \$39,796,094 for the year ended Dec. 29, 1962, larger than the company's earlier estimate of a \$30 million loss.

The loss includes \$33,374,000 representing "downward revision of inventory values of pictures in release at the end of the year and other reserves and

writeoffs." Fox noted that the loss made it possible to claim a refund of \$7,327,691 in federal income taxes paid in 1959 and 1961. It added that approximately \$20 million of 1962 losses can be carried forward and will be available of offset future profit for tax purposes.

Fox's total income dipped to \$96,355,871 from \$114,665,797 in 1961. Film rentals, including television, amounted to \$90,201,567 as compared with \$107,476,709 in 1961. Television licensing contracts in 1962 amounted to \$2,758,354 as against \$2,820,542 in 1961.

This financial information was provided by Fox in a written statement. The full annual report will be issued on or about April 20.

### Broadcasting net up 11.4% for Outlet Co.

Both gross sales and net revenues in tv and radio operations of The Outlet Co. showed substantial increases for the fiscal year ended Jan. 31, Joseph S. Sinclair, president of the company, has reported.

Net earnings from broadcasting were up 11.4% to \$900,259. Last year net earnings from broadcasting totaled \$807,886.

The Providence, R. I., department store owns WJAR-AM-TV that city and has pending FCC approval on its \$5.5 million purchase of WDBO-AM-FM-TV Orlando, Fla. The company is also a 50% owner of Salt City Broadcasting Corp., an applicant for ch. 9 Syracuse, N. Y.

For the 12 months of the fiscal year,

BROADCASTING, April 15, 1963

total revenues were \$19,454,270 compared to the previous year's \$19,329,437. Net income after taxes was \$945,007 (\$1.90 a share) after deducting a special non-recurring charge primarily for the demolition of a warehouse. In 1961, net earnings were \$958,820 (\$1.93 a share).

## Dynamics Corp. purchases International Electronic

Dynamics Corp. of America, New York, producer of communications equipment, has purchased International Electronic Research Corp., Burbank, Calif., manufacturer of heat dissipating devices for electronic tubes and transistors, for a combination of DCA preferred and common stock, valued at approximately \$7 million.

The transaction included acquisition by DCA of the three manufacturing divisions of IERC and majority interests of two IERC subsidiaries; 97% of Riggs Nucleonics Corp. and 80% of High Reliability Circuit Systems.

DCA reported net earnings for 1962 of \$3,572,778 on sales of \$75,014,106. IERC reported sales of \$7,674,644 for the year and profits of \$583,145.

## 'Felix' leads earnings parade at Trans-Lux

Trans-Lux's *Felix the Cat* series "continues to enjoy the best earnings record" of any of the company's tv series, Percival E. Furber, chairman of Trans-Lux Corp. has reported in the company's yearend financial report.

For 1962 Trans-Lux had consolidated gross revenues of \$7,063,617 with net income after taxes of \$616,539 (83 cents a share). This compares with the previous year's gross of \$6,904,702 and net of \$567,379 (76 cents a share).

Trans-Lux expects to start in September national release of *The Mighty Hercules* series of cartoon programs for tv. Each episode is 5½ minutes long. It has also signed for a children's comedy series *Mack and Myer—For Hire*, starring Joey Fay and Mickey Deems. Trans-Lux also distributes feature film for tv and to movie houses, owns 15 theatres in five cities and operates a communications service (stock market ticker projection, closed circuit tv for brokers' offices).

## Cowles 1962 net earnings top \$3 million mark

Cowles Magazines & Broadcasting Inc. reported net income after taxes of \$3,447,209 (\$1.16 a share) on gross income of \$118,509,729 for 1962. This compares with 1961's net of \$2,843,311 (\$1.05 a share) on a gross of \$103,-

738,574. The 1961 net income includes a gain of \$487,943 from the sale of WHTN-TV Huntington, W. Va. to Reeves Broadcasting & Development Corp. for \$1,925,000.

Cowles owns KRNT-AM-TV Des Moines and has pending FCC approval for the \$8 million purchase of WREC-AM-TV Memphis, Tenn. It also publishes *Look* and *Family Circle* magazines, the *San Juan* (P.R.) *Star*, the *Gainesville* (Fla.) *Daily Sun*, the *Insider's Newsletter*, and books and encyclopedias.

## Financial notes . . .

**Six months net** ■ Official Films' unaudited figures for the six months ended Dec. 31, 1962 show a net profit before taxes of \$11,000. Seymour Reed, president, has reported to stockholders.

**Audio Devices net up** ■ Audio Devices Inc., New York (magnetic tapes), reported 1962 net income of \$457,587 (54 cents a share) on net sales of \$8,177,588. This compares with 1961's net income of \$308,456 (36 cents a share) on net sales of \$7,350,710.

**Chirurg & Cairns up 20%** ■ Chirurg & Cairns Inc., one of few publicly owned advertising agencies, has reported to its stockholders an increase in equity of \$102,423 during the past year, and a

Dun & Bradstreet rating of A-plus-A1. President Wallace L. Shepardson said, "We have on the books as a result of growth from present clients and the addition of new accounts, an increase in volume of approximately 20% over a year ago."

**AB-PT dividend** ■ American Broadcasting-Paramount Theatres Inc. has declared the second quarterly dividend of 25 cents a share on outstanding common stock of the corporation, payable June 15, 1963, to stockholders of record on May 17, 1963.

**Tower up** ■ Tower Communications Co., Sioux City, Iowa, announced consolidated sales and earnings of over \$11.8 million for 1962 with earnings before federal income tax of nearly \$680,000. Both exceeded 1961 figures of \$7.4 million sales and \$450,000 earnings. Firm's backlog Dec. 31 totaled \$4.6 million. Tower and its subsidiaries design, manufacture and install buildings, towers and passive reflectors for use in microwave systems.

**WINS up 50%** ■ WINS New York has registered highest first quarter billings in its history, according to Arthur Harrison, WINS sales manager, who reported business up 50% over the first three months of 1962. This gain does not include increases attributable to the New York newspaper strike.

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# MONTREAL SALE STOPPED

**BBG says CFCF-AM-FM transfer would set bad precedent; also denies sale of tv in Victoria**

Authorization to purchase CFCF-AM-FM Montreal, Canada's oldest station, by suburban Montreal station CKVL-AM-FM Verdun, was denied by the Board of Broadcast Governors at its meeting at Ottawa late in March. BBG announced the denial on April 5 at Ottawa, along with denial of the bid from CKNW New Westminster, B. C. (a suburb of Vancouver), to purchase CHEK-TV Victoria, B. C. The BBG felt it would be setting a bad precedent in approving the sales. In the case of Montreal, this would give the new owners two am and fm stations in Montreal. In the CHEK-TV purchase, this would give CKNW a tv outlet which could be focused primarily on Vancouver, already with two tv stations.

BBG recommended Canadian Broadcasting Corp. for a new tv station at St. John's, Nfld., on ch. 8 with 196 kw video and 98 kw audio. The recommendation to the minister of transport for this license stated that transmission should not be before Oct. 1, 1964, and that for the first two years the station refrain from obtaining local or national

spot business. CBC will assist CJON-TV St. John's, independently-owned station now on CBC network, to obtain microwave facilities for alternate network facilities from the mainland, and will cooperate with CJON-TV to ensure that Newfoundland has alternative tv network service.

CBC was recommended for a tv re-broadcasting station at Port Rexton, Nfld., to pick up programs of the new St. John's, station on ch. 13 with 17 kw video and 8.5 kw audio.

CJOX-TV Argentia, Nfld., was authorized to change from ch. 10 to ch. 3, and increase power from 200 watts to 6.7 kw video, and from 100 watts to 3.4 kw audio.

CJCN-TV Grand Falls, Nfld., is authorized on ch. 4 to increase power from 8.6 kw to 26 kw video, and 4.3 kw to 13 kw audio.

## IRTS panel to discuss overseas use of spots

The problems of preparing tv commercials for use overseas will be discussed at a series of six workshops sponsored by the International Radio & Television Society.

The series, which begins tomorrow (Tuesday) and continues each Tuesday until May 21, will be held in New York at the Johnny Victor Theater, 5:30-7 p.m. Each session will be an open forum discussion led by a panel aided by samples of filmed commercials. Registration fee is \$15.

Topics include "Universality of Approach" (April 16); "Interchange of Ideas" (April 23); "Control of Content" (April 30); "Legal and Ethical Considerations" (May 7); "Creative Challenge" (May 14); and "Wrap Up and Philosophy" (May 21).

Registration, limited to 60, may be made at IRTS' office, 444 Madison Ave. Non-members of IRTS will be accommodated subject to space availability.

## Three British companies plan joint pay tv test

Three companies with a major interest in Britain's television, radio and entertainment industries are pooling their resources and applying for a license to take part in British experimental pay tv services.

They are: the Associated British Picture Corp., the \$78 million motion picture group whose subsidiary, ABC

Television, provides the independent television programs for the Midlands and the North of England on weekends; British Relay Wireless & Television, the \$48 million relay and rental group, and British Home Entertainment, a new company formed by a number of big names in the entertainment world to promote programs produced specifically for pay television.

The purpose of the experiments is to establish whether there is an adequate demand for such a system in Britain and also whether it can provide a satisfactory type of program.

If the experiments prove successful and the government decides to allow the introduction of pay tv on a permanent basis the three groups will continue to operate—and hope to expand—on a joint basis.

## BBC to get 100% of tv set license fees

Starting Oct. 1, the BBC is to get an extra \$36 million a year from tv license fees. This was announced by Britain's Chancellor Reginald Maudling in his budget proposals last week.

At present, British viewers pay an annual fee of \$11.20 but the government keeps \$2.80 of this as tax. This tax will now be abolished and the money diverted to the BBC. Thus the viewers' bill will be unchanged but the BBC, instead of only getting three-fourths of it, will now receive all.

BBC faces a steep rise in the cost of its services—principally for the provision of its second tv network, due to start transmission in a year's time.

BBC forecasts that it will soon need even more money and British viewers will probably be asked in 1965 to pay \$16.80 a year for their set licenses.

## Japanese tv will permit feature film showings

Sale of feature films for exhibition on tv in Japan will be permitted subject to approval by Japanese Finance Ministry, according to the Motion Picture Export Assn. of America.

MPEA issued a clarification statement following published reports that Japan planned to ban feature films intended for tv during 1963-1964 fiscal year, which began April 1 (BROADCASTING, April 1).

## CBC-TV buys MGM features

A total of 18 post-'48 MGM feature films have been licensed for telecast by the Canadian Broadcasting Corp.

CBC-TV will televise nine feature films from MGM's 30/63 group and



### K&E in Spain

David C. Stewart (r.), president of Kenyon & Eckhardt, looks on as Alfonso Fierro, founder of Publinsa Advertising and Marketing, Madrid, signs contract in New York under which K&E acquires a stock interest in the Spanish agency. The agency henceforth will be called Publinsa-Kenyon & Eckhardt with Mr. Stewart and Giancarlo Rossini, K&E international vice president, serving on the board of directors.

## Foreign production not necessarily easier or cheaper

U. S. producers who plan to tape or film television programs abroad must be prepared to cope with myriad problems in the areas of customs, transportation, insurance and language, Gil Cates, executive producer of the *International Showtime* series on NBC-TV, revealed last week after returning to New York from an extensive shooting schedule in Europe.

"This all adds up to expense," Mr. Cates said, "and I want to offer a word of caution to any producer who thinks it's cheaper to produce abroad. It isn't. I would say that when you add the costs of transportation of equipment and crews, customs and duties, insurance and the money it costs just because you don't know the language perfectly, your budget is just as high as for a comparable show made in the U. S."

Each one-hour episode costs about \$100,000, he said.

Mr. Cates stressed that shooting abroad enhances the value of a program like *International Showtime*, which presents performances of circuses, ice shows and variety and magic acts, from the main centers

of the world. During the past two seasons, the program originated from



Gil Cates (r), and his brother, Joseph, also associated with the tv series now in its second year on NBC-TV, are shown on location at Mount Hafelkar, Innsbruck, Austria.

Munich, Paris, Tokyo, Vienna, Antwerp, Copenhagen, Bern and Lille, France. Budapest, Innsbruck, Amsterdam and several other cities not yet selected will be added for the 1963-64 season.

Mr. Cates utilizes a key production group of seven Americans including a continuity writer, a lighting director and a producer, and employs other technical and general help in the countries in which the program originates. The unit has two tape machines of its own and an electrical generator. Mr. Cates explained that this is necessary because the show, although sold in some foreign countries, is produced primarily for the United States audience and must meet American technical standards. Don Ameche, the host, travels with the show to each locale.

Mr. Cates advises producers planning to work abroad to enlist the cooperation of government and entertainment company officials in various countries and, later, to keep a file of business organizations and personnel that may be useful on return business trips.

nine from a recent group of 30 licensed to NBC-TV for use on the network next fall.

MGM's 30/63 features, available on a market-by-market basis, have been licensed in an additional 13 markets in the United States this month, bringing the total domestic market to 42 since the first of the year.

### Three pick K & E

Kenyon & Eckhardt Ltd., London, has announced its appointment as exclusive advertising agency by three English firms. Naming the Anglo-American agency were James Booth Aluminium Ltd., Rhymney Breweries and Airwoods (electric fanmakers).

### Abroad in brief...

**Rep appointment** ■ CHVC Niagara Falls, Ont., and CKRM Regina, Sask., have appointed Air Time Sales Ltd., Toronto and Montreal, as exclusive representative.

**New building** ■ CFRB-AM-FM Toronto, Ont., plans construction this summer of 12-story office building with studios at 36-40 St. Clair Ave. West. The building will contain some 112,000 square feet of floor space.

**Cannes competition** ■ An estimated 1,000 entries will be screened at the

10th annual International Advertising Film Festival in Cannes, France, scheduled for June 17-21. About 600 producers and agency executives from around the world are expected to attend the competition. Tv commercials and theater advertising films will be judged.

**Limit on tv movies** ■ As a concession to movie house owners, who threatened a nationwide shutdown, the Italian state tv network last week agreed to show no more than one motion picture a week on each of its two channels.

### Europe sees Churchill ceremony via Relay

A special telecast of ceremonies in Washington in which Sir Winston Churchill was proclaimed an honorary U. S. citizen was transmitted via the Relay communications satellite to Great Britain and seven European countries last Tuesday (April 9) between 3 and 3:15 p.m.

Sir Winston and his wife, Lady Clementine, witnessed the ceremony from England. The former prime minister, unable to come to the United States, was represented by his son, Randolph, at the White House ceremony.

The satellite, designed and built for the National Aeronautics and Space

Administration by RCA, transmitted tv pictures that were carried live by networks in great Britain, Austria and The Netherlands, and were recorded for later transmission in France, Belgium, West Germany, Hungary and Czechoslovakia.

The event was covered by the cameras of the combined American tv networks in the White House Rose Garden. The ceremony was held to coincide with a short period of mutual visibility on Relay's 910th revolution.

### British style Dodd inquiry

Britain's Home Secretary Henry Brooke, concerned at mounting criticism of the supposed effect of television on young people, has set up a special committee to look into the problem.

The inquiry, which will last about two years, will be the most comprehensive ever undertaken into the impact of British tv. Special attention will be given to crime and immorality.

The Independent Television Authority will finance the estimated \$300,000 inquiry.

## ADMIRAL SETTLES ARMSTRONG FM SUIT

Two of 21 patent-infringement cases remain

The 19th of 21 fm patent-infringement suits filed by the late Major Edwin H. Armstrong, inventor widely regarded as the father of fm, was reported last week to have been settled.

An attorney for the Armstrong estate said the suit, against Admiral Corp., was dismissed in the U. S. District court in Wilmington, Del., after Admiral had agreed to pay the estate an unannounced sum in lieu of damages.

He said the still pending suits are against Motorola and Philco. Like the others, they do not set a figure on the amount of damages sought.

Dana M. Raymond, New York attorney for the estate, declined to disclose the amount of the Admiral settlement but said the total received by the estate from the 19 settlements altogether would amount to "several million dollars." To be more specific, he said, might influence the outcome of the pending cases.

Aside from the 21 companies sued by the late inventor, 28 other radio manufacturers and users of fm previously took licenses under Major Armstrong's patents and paid a total of about \$4.5 million in royalties to him between 1940 and his death in 1954, according to the lawyer.

The 19 companies which have settled suits brought by Major Armstrong were listed by Mr. Raymond as Admiral, RCA, Arvin Industries, Avco Mfg., Bendix Aviation, Allen B. Dumont Labs, Emerson Radio & Phonograph, Fada Radio & Electric, Gilfallan Bros., Hoffman Radio, International Telephone & Telegraph, Packard-Bell, Philharmonic Radio & Tv, Radio Craftsman Inc., Radio & Television Inc., Raytheon Mfg., Sentinel Radio, Sylvania Electric Products and Wells Gardner & Co.

Among the 28 licensees under Arm-

strong patents were listed General Electric, Zenith, Stromberg-Carlson, Westinghouse, Western Electric, Western Union, Hallicrafters and Stewart-Warner.

Major Armstrong, a professor of electrical engineering at the Columbia U. of School of Engineering & Applied Science from 1934 until his death, was credited with a number of major developments in radio transmission and reception in addition to fm. He died at the age of 63 in a fall from his 13th floor apartment in New York. Police listed his death as suicide.

## RCA tv set sales hit 1st quarter high

Tv set sales, paced by gains in both color and black and white, are at a new high for RCA Victor for the first quarter of this year.

RCA Victor's president, R. W. Saxon, announced April 10 that the January-March period's total tv volume surpassed the previous high, set in the "boom year" of 1951.

Color tv sales, he said, marked a 30% rise over a year ago for a new record. In portable units, the increase was 37%. Mr. Saxon took these gains as indicators for the tv industry in 1963 to enjoy its biggest sales volume year.

Victrola phonograph sales, Mr. Saxon reported, are 20% ahead of a year ago, and total home instrument volume in the quarter is up 10% above the same period in 1962—the best level in 12 years.

From current volume, Mr. Saxon said, expectations are that portable receivers will account for more than 65% of all RCA black-and-white unit sales this year. A 30% sales increase in port-

ables last month was responsible for the best March ever recorded for that line, RCA said. In radio, sales at the distributor level showed an 11% increase over the first quarter of last year, which again had been the best first quarter since 1951. Also showing a steady growth pattern are tape cartridge recorder sales which were up some 30% in the comparable periods.

## ITA convention sales reach \$100,000

Sales of equipment at the NAB convention totaled \$100,000 and a lengthy list of prospects was developed by ITA Electronics Corp., Lansdowne, Pa., according to G. P. Wilkinson, executive assistant to President Henry E. Rhea.

Main interest at the ITA display, Mr. Wilkinson reported, centered on the new compact 50 kw am transmitter and the new production model of the documentor. The transmitter, he said, is the first to use the Eimac 4CX35,000 tetrode. Inherent advantages are the low air requirement and efficiency, he said, with less than 200 w required to drive the 50 kw unit and only 8,500 volts on the plate. Other advantages, he said, are the high safety margin and the need for only 56 square feet of wall space.

ITA's documentor is based on a 9-inch disc that records 12½ hours per side. It records 750 lines per inch with the stylus impressing the disc without actually cutting. A new feature in the production model is an automatic time selector by which a broadcaster can select any portion of the disc in a matter of seconds. Mr. Wilkinson said a complete year of programming based on a 24-hour day can be stored on four inches of shelf space. The basic unit sells for \$1,395.

## Technical topics...

**Low-cost camera system** ■ Continental Electronics Products Co. has introduced a new low-cost vidicon camera system for use in closed-circuit educational, commercial and industrial applications. The model is identified as the 20A-1 and consists of the vidicon camera, a control unit and power supply unit. Continental also offers a complete line of accessories for the camera system.

**Wireless mike** ■ Minatronics Corp., Pittsburgh, Pa., has developed an eight-ounce wireless fm microphone with a range of over 200 feet. The new mike is claimed to be static-free because it uses fm transmission. The vest-pocket instrument was reported successfully tested by Pittsburgh's Civic Light Opera Co. recently. Further information can be obtained by writing Minatronics at 1515 W. Liberty Ave., Pittsburgh 26.

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## BROADCAST ADVERTISING

**Robert E. McDonald**, vp and management supervisor of J. Walter Thompson Co., New York, resigns to become assistant to John Richardson Jr., president of Free Europe Committee Inc., that city. FEC operates Radio Free Europe and three other divisions engaged in research, publishing and East European emigre relations. Mr. McDonald's responsibilities will be in general administration and public relations areas.



Mr. McDonald

**William A. Hosie**, director of corporate publicity and broadcast advertising at Hill & Knowlton, New York, elected vp. Mr. Hosie joined Hill & Knowlton in 1952 from NBC-TV.

**Charles A. Bier** elected vp-account supervisor of Clay Stephenson Assoc., Houston advertising agency. **Edward B. Ingeman**, formerly with N. W. Ayer & Son, Philadelphia, joins Stephenson as account executive.



Mr. Gunn

**Buckingham W. Gunn**, senior vp-director of broadcast services for Clinton E. Frank Inc., Chicago, elected chairman for central region of American Assn. of Advertising Agencies, succeeding **George A. Bolas**, Tatham-Laird. Other new central region officers: **Charles S. Winston Jr.**, Foote, Cone & Belding, vice chairman, and **George A. Rink**, Earle Ludwig & Co., secretary-treasurer.

**Dwight Bohmbach**, creative director of Knox Reeves Adv., Minneapolis, elected to agency's board of directors. Mr. Bohmbach joined agency last year. He formerly headed his own firm in Chicago. **Rembert Brown**, copy supervisor at Ogilvy, Benson & Mather, New York, joins Knox Reeves as copywriter.

**Clark Robinson**, creative director at Ketchum, MacLeod & Grove, New York, elected vp. **Vincent H. Drayne Jr.**, account executive, promoted to account supervisor.

**James P. Roos**, who worked for eight years with Needham, Louis & Brorby, Chicago, before leaving last year to join Leo Burnett Co., that city, returns to NL&B as account supervisor. NL&B also announced following promotions to account supervisors: **Robert K. Swanson**, **Norval B. Stephens Jr.**

and **Bradley M. Wyatt Jr.** **Philip T. Perkins** named account executive.

**Bert Berman**, former director of daytime programs for CBS-TV and producer of that network's *The Verdict Is Yours*, has joined Young & Rubicam, Los Angeles, as liaison between agency and upcoming Bob Hope anthology series to be sponsored by Chrysler. He will be located at Revue Studios in Studio City, where new series is being produced. **Robert Hussey**, Y&R vp, continues as supervisor of this series and other Chrysler tv activities.

**Norman L. Peterzell**, formerly vp and account supervisor of Lennen & Newell, New York, joins Vick Chemical Co., division of Richardson-Merrell Inc., that city, as advertising manager for selected group of Vicks proprietary drug products.

**Richard S. Perry**, on creative staff of Roche, Rickerd, Henri, Hurst, Chicago, promoted to media director.

**William B. Lee**, corporate secretary and former advertising manager of Bell Brand Foods, rejoins McCann-Erickson, Los Angeles, Bell's agency, as director of that company's account. Prior to joining Bell four years ago, Mr. Lee had been with M-E for 23 years.

**Stanford C. Kaatz**, former senior copywriter with Phillips & Cherbo, Chicago, appointed director of radio-tv for R. Jack Scott Inc., that city.

**Andrew Purcell**, media director of McCann-Marschalk, Miami, Fla., trans-

fers to McCann-Erickson, Chicago, as media supervisor.



Miss Seidenberg

prior to joining Smith/Greenland.

**Mike Navarro**, account executive with Atherton-Privett Inc., Beverly Hills, joins Grey Adv., Los Angeles, in similar capacity.

**Robert J. Guthrie**, account executive with Weed Television Corp., joins Wesley Assoc., New York advertising agency, as media director.

**Lorraine Robertson**, formerly radio-tv buyer at Cole & Weber, Portland, Ore., joins Guild, Bascom & Bonfigli, Seattle, as media buyer.



Mr. Oliver

**Neale H. Oliver**, vp in charge of Detroit and Chicago offices of Motion Picture Advertising Service Co., joins Potts-Woodbury Inc., Kansas City, as vp in charge of account development. Mr. Oliver returns to Kansas City after absence of five years. Previously he was production manager of Crawford Co.'s branch there from 1951 until 1953, and in 1954 was named director of syndicated tv program sales of United Film Service (now Motion Picture Advertising Service Co.).

**Ellen Kourtides**, former timebuyer at Geyer, Morey, Ballard, New York, joins Chirug & Cairns, that city, in similar capacity.

**Ronald A. Rogers**, formerly with KRMA-TV Denver, joins broadcast department of Rogers & Smith Adv., Dallas, as writer-producer.

**Bern Kanner**, vp and media manager at Benton & Bowles, New York, appointed director of media. Mr. Kanner joined B&B in 1952. **Sol Dworkow** and **Edwin A. Bihl** elected vps. Mr. Dworkow was also named manager of commercial tv production department. Mr. Bihl is creative supervisor.

**Dr. Milton Alexander** joins Kratochweiner Inc., New York agency, as marketing research consultant.

**Edwin C. Brunst**, vp and merchandising supervisor at Foote, Cone &

## 'Alumnus of the Month'



Mr. Purdon

**Roger Purdon**, president of Kudner Agency Inc., New York, is being honored by the Pace College (New York) Alumni Assn. as "Alumnus of the Month" for April 1963. Mr. Purdon, class of '37, was cited for "restoring confidence in creative, intuitive thinking as the prime mover of quality products to the American consumer. . . . His accomplishments in the world of advertising—the profession which has contributed to happier living for many millions of Americans—reflect honor and prestige on his alma mater."

Belding, Chicago, appointed director of merchandising.

**Harry R. Levin**, advertising manager of Penn Fruit Co., Philadelphia, named director of advertising and sales promotion.

**Dale Kreachbaum**, with Atkinson & Briscoe Inc., Columbus, Ohio, advertising and pr firm, joins staff of Gutman Adv., Wheeling, W. Va.

**Jay Kholos**, with Carson/Roberts, Los Angeles, appointed creative director of Asher-Gould Adv., that city.

**Newton K. Thornburg** joins Klau-Van Pietersom-Dunlap, Milwaukee, as copywriter. He formerly was copywriter with Taylor-Crook Assoc., Bloomington, Ill., and freelance writer.

**Wim Van Der Graaf**, formerly with Roche, Rickerd, Henri, Hurst, Chicago, joins Waldie & Briggs, that city, as member of creative staff.

**David G. Wylie**, former executive art director of Young & Rubicam, San Francisco, joins Campbell-Mithun, Chicago, in similar capacity.

## THE MEDIA



Mr. Pye

**Charles G. Pye Jr.**, vp in charge of sales for WORL Boston, elected executive vp and general manager. Prior to joining WORL two years ago, Mr. Pye was with sales staffs of Independent Television Corp. and Ziv Television Programs of New York, covering New England area.

**Dave May**, formerly with WGSA Ephrata, Pa., appointed general manager of WRFY-FM Reading, Pa. **Bob Fallon** and **Anthony B. Batta** join WRFY-FM sales staff. **Bom Minnick**

## N.Y. State broadcasters

**Merl L. Galusha**, WGY, WGFM (FM) and WRGB (TV) Schenectady, elected president of New York State Broadcasters Assn., succeeding **Sam J. Slate**, WCBS-AM-FM New York. Other newly elected officers are **R. Peter Straus**, WMCA New York, vp; **Elliott Stewart**, WIBX Utica, secretary; **John B. Lynch**, WWSC Glens Falls, treasurer; **Harold M. Van de Car**, executive director; and **John Tabner**, counsel.

joins station's news staff.

**Thad M. Sandstrom**, general manager of Topeka Broadcasting Assn., licensee of WIBW-AM-FM-TV Topeka, Kan., elected vp of that company and a director of parent firm, Capper Publications Inc.



Mr. Kelly

Kelly was with WSOY Decatur, Ill.

**Dey Raycee** and **Richard Eichner** named station manager and sales manager, respectively, of WDEE-AM-FM Hamden, Conn.

**Jerry Webb**, program director of KCOL Fort Collins, Colo., promoted to station manager.

**Hugh Del Regno**, director of business affairs for WNBQ (TV) and WMAQ-AM-FM Chicago, named controller of KHJ-AM-FM-TV Los Angeles.

**Mario Messina** joins Clark Brown Co., Dallas-based station representative firm, as sales manager.

**Eugene W. Wilkin**, general manager of Gannett Broadcasting Services (WGAN-AM-TV Portland, Me.), elected vp, and **Donald S. Moeller**, assistant general manager of WGAN-TV, promoted to general manager. Mr. Wilkin joined Gannett tv division in June 1961 from WPRO-TV Providence, R. I., where he was sales manager. Mr. Moeller, who was also sales executive for WPRO-TV, came to WGAN-TV as assistant general manager in August 1961.



Mr. Wilkin



Mr. Moeller

**Jerry Jones**, general manager of KASK Ontario, Calif., joins KRNO San Bernardino, Calif., in similar capacity.

**Robert Bochroch**, former national sales representative for WCAU Philadelphia, joins CBS Radio Spot Sales, Chicago, as account executive.



Mr. Barrickman

**Charles W. Barrickman**, salesman at ABC-TV Spot Sales, Los Angeles, named sales manager. Mr. Barrickman has been with ABC-TV Spot Sales since inception of Los Angeles office in August 1961. Prior to joining ABC, he was with KHJ-TV Los Angeles as account executive. In his new post, Mr. Barrickman succeeds **Richard Beesemyer**, who recently was appointed general sales manager of WABC-TV New York.

**Neil M. Flanagan** appointed news editor of WJW-TV Cleveland.

**Sandy Holzer** and **Michael Jackson** join KHJ-AM-FM Los Angeles as account executive and air personality, respectively.

**Gary Blackmon**, former sales manager of KMEO Omaha, joins WOW-TV, that city, as time salesman.

**Roy Blair**, **Jim Hamilton** and **John Carter** named operations manager, production director and chief engineer, respectively, of WMGS Bowling Green, Ohio.

**Franklin Rohner**, director of business affairs for CBS-TV network in Hollywood, assumes complete executive responsibility of that department.

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**Merritt H. Coleman**, formerly in charge of business affairs in Hollywood, named to new position of director of contracts, music and rights.

**Billy Liebert**, arranger, conductor and composer with CBS since 1954, appointed musical director of *Panorama Pacific* on CBS-owned KNXT (TV) Los Angeles.

**Murray Seeger**, formerly with *Cleveland Plain Dealer*, joins staff of KYW-TV Cleveland as anchorman of *Open Circuit* program.

**Ed Baker**, formerly of WFEA Manchester, joins WTSN Dover, N. H., as host of *Night Train* show. **Jerry Lipman**, WTSN manager, elected chairman of Downtown Board of Trade.

**Jack Wells**, Baltimore-Washington radio-tv personality, joins KABC-AM-FM Los Angeles as host of *Open Line* program.

**Karl King** named news director of KFJZ-AM-FM Fort Worth, Tex.

**Mort Crim**, formerly with KFAB Omaha, named news announcer at WLS Chicago.

**Jack Berning**, sales manager of WFIE-TV Evansville, Ind., named general sales manager of KTVT (TV) Dallas - Fort Worth, Tex. Mr. Berning served for five years as administrative assistant for Evansville Chamber of Commerce, was sales director for Muzak in that city and joined WFIE-TV in 1960.



Mr. Berning

**Jim Slade**, night news editor of WOWO Fort Wayne, Ind., joins news staff of WIND Chicago.

**Ralph O'Brien** appointed assistant merchandising manager of WWLP (TV) Springfield, Mass.

**Fred W. Koester**, for past year radio-tv copy writer-producer for Al Herr Adv., Milwaukee, returns to WISN-TV, that city, as assistant merchandising director. He was continuity director at WISN-TV before leaving to join Herr agency.

**Claire Beach**, news and weather personality with WJZ-TV Baltimore, joins WRC-AM-FM-TV Washington for nightly weather forecasts, beginning

## An award for NBC

**Robert W. Sarnoff**, board chairman of NBC, today (April 15) will accept a special award from the National Council of Catholic Men in recognition of NBC's "33 years of creative leadership and cooperation in religious broadcasting." The presentation will be made in Washington, D. C., at a preview of *I Am With You*, a four-part history of the Catholic Church and its Ecumenical Councils. The series will be telecast on NBC-TV Sundays, May 5, 12, 19 and 26, 1:30-2 p.m. EST.

today (April 15). Previously, Miss Beach was weather forecaster for WBOC-TV Salisbury, Md.

**Judy Noll**, publicity director of Allen, de St. Maurice & Spitz Adv., San Francisco, joins KEX Portland, Ore., as assistant director of promotion.

**Al Henderson** appointed publicity and sales promotion director of WGAR-AM-FM Cleveland.

**Thomas J. Brown** appointed director of industrial relations for WICC Bridgeport, Conn.

**Robert A. Campbell**, announcer with WTTG (TV) Washington, D. C., assigned to Office of Information, Headquarters Command, USAF Washington, D. C., as information specialist.

**Don Gregory** joins announcing staff of KTVB (TV) Boise, Idaho.

**Arthur Clark**, freelance announcer-actor, appointed staff announcer at WNYC-AM-FM-TV New York.

**Thomas N. Tyler**, formerly with WBAX Wilkes-Barre and WRAW Reading, Pa., joins WZOO Spartanburg, S. C., as air personality.

**Dan Tyler**, formerly with KHOW Denver, joins KGBS Los Angeles as air personality.

**Woody Lester** joins WINT Winter Haven, Fla., as air personality.

## INTERNATIONAL

**John R. Markey** elected vp and general manager of joint operation of Collyer Adv. Ltd. and Kastor, Hilton, Chesley, Clifford & Atherton (Canada) Ltd., both of Toronto.

**W. R. Campbell** elected vp and time-buyer of newly formed Canaline Adv. Agency Ltd., Toronto.

**Hugh Gauntlett**, network program officer of Canadian Broadcasting Corp., Toronto, named assistant program di-

rector of CBC English television network, that city.

**Bruce Hogle**, news director of CKSO-AM-TV Sudbury, Ont., and CKRM Regina, Sask., named public relations secretary of Canadian Medical Assn., Saskatoon, Sask.

**Gould Maynard**, former administrative assistant to Rev. Dr. Martin Luther King Jr., joins audience research division of Radio Liberty in Munich, Germany, as editor. Radio Liberty, the voice of former Soviet citizens, broadcasts in 17 languages of Soviet Union from transmitters in Western Europe and Far East.

## EQUIPMENT & ENGINEERING



Mr. Schrey

**Jack W. Schrey**, general controller of The Magnavox Co., New York, elected vp-controller. Mr. Schrey joined Magnavox in 1948 as general auditor and subsequently became assistant controller in charge of

financial accounting, assistant general controller and, in 1961, general controller. His office is in Fort Wayne, Ind.

**John G. Clarke** elected vp of consumer and technical products division

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of Owens-Illinois Glass Co., responsible for glass tv bulbs and precision glass components for electronics industry. Mr. Clarke succeeds **G. Pryor Molloy**, who has been named vp and general factories manager of Cristaleria Peldar, S. A., Medellin, Colombia.

**Douglas M. Heller**, assistant general manager for radio division of The Bendix Corp., Baltimore, and also manager of division's government products group, promoted to divisional general manager, replacing **A. E. Abel**, who resigned. Mr. Heller joined Bendix radio division in 1947.

## GOVERNMENT

**Chalmers B. Yarley**, chief of trade regulation rules division of Federal Trade Commission, named director of FTC's industry guidance bureau, replacing **Bryan H. Jacques**, who resigned to become staff director of Small Business Committee of U. S. House of Representatives. **Sherman R. Hill** named attorney-in-charge of special legal assistants to commission. **H. Paul Butz** appointed chief of trade regulation rules succeeding Mr. Yarley.

**Newton N. Minow**, FCC chairman, will receive honorary doctor of laws degree from U. of Wisconsin at commencement ceremonies June 9.

**Allen Cordon** and **Martha P. Shaffer** appointed legal assistant and confidential assistant, respectively, to FCC Commissioner **Kenneth A. Cox**. In addition, **Frances R. Jarvis**, who was Mr. Cox's secretary when he was chief of Broadcast Bureau, will fill one of secretarial posts in his new office, and **Elizabeth N. Harris**, who was on Commissioner Craven's staff, continues in same capacity. Mr. Cordon joined FCC in 1956 and has specialized in tv translator matters. Mrs. Shaffer is former secretary on staff of Senate Communications Subcommittee.

## PROGRAMMING

**J. Brooks Emory Jr.**, former vp of BBDO, New York, joins Composers Alliance, that city, as president. Mr. Emory will direct business, administrative and sales activities of newly formed music service. He has served as account supervisor and vp at Young & Rubicam with responsibility for radio-tv programming.

**Robert M. Clark** elected president and director of Vumore Co. (catv systems), and **Kenneth C. Blackledge** elected president and director of Video Independent Theatres, both subsidiaries of RKO General Inc. Mr. Clark joined Vumore organization in 1946 and has been vp-general manager. His appoint-



## Some new and old faces on NAB boards

**LEFT PHOTO**—The six members of the NAB tv board elected for two-year terms at the annual convention in Chicago got together for the first time shortly after their selection April 3 (BROADCASTING, April 8). Three were re-elected, three are new to the board and the terms of all six expire

at the 1965 convention.

From l to r (seated): **Glenn Marshall**, WJXT (TV) Jacksonville, Fla.; **James D. Russell** (re-elected), KKTU (TV) Colorado Springs, and vice chairman of the tv board; **Otto Brandt** (reelected), KING-TV Seattle; standing, **Joseph Baudino**, West-

ment as chief executive officer is part of reorganization in which Vumore has been separated from its former parent company, Video Independent Theatres, to become an autonomously operating unit. Mr. Blackledge joined Video firm in 1929. As chief executive officer, he assumes former responsibilities of **C. O. Fulgham**, who was elected board chairman.

**Morrie Price**, national sales manager of United Artists and former vp in charge of sales for Mercury Records, joins MGM Records, New York, as director of sales, marketing and merchandising.

**Robert T. Richardson**, former senior writer-producer at J. Walter Thompson Co., New York, joins Van Praag Productions, that city, as director of creative services.

**Carl Davis**, producer of artists and repertoire at Columbia Records, Chicago, appointed manager of artists and repertoire for Okeh label.

**William E. Kosh** joins staff of On Film Inc., Princeton, N. J.

**Charles M. Powell** joins publicity-promotion staff of Paramount Pictures, New York.

**Lee Watson**, tv lighting consultant with United Nations, joins Videotape Productions of New York as third staff lighting director.

**Peter Kortner** will produce three episodes of *Hazel* and **William Crowley** six episodes at Screen Gems, filling in for series' regular producer, **James Fonda**, who is on leave of absence. Production of next season's programs began last week with goal of completing enough to allow Shirley Booth, starring in title role, to spend summer at Cape Cod.

**John Rhone**, associate producer at Screen Gems, will produce two episodes of *Dennis the Menace*, taking over for vacationing **Winston O'Keefe**. Mr. Rhone is first of Screen Gems-UCLA Fellowship winners, who began his fellowship in fall of 1960 and was retained on Screen Gems staff. Fourth fellowship winner, **James Wotring**, has commenced his five-month tenure at Screen Gems.

**Paul Weston**, conductor-composer, named musical director of Television Academy of Arts & Sciences 15th annual Emmy Awards ceremonies to be broadcast on NBC-TV network, Sunday, May 26 (10-11:30 p.m. PDT; 9-



inghouse Broadcasting Co.; **John F. Dille**, WSJV (TV) South Bend-Elkhart, Ind., and **Robert F. Wright** (re-elected), WTOK-TV Meridian, Miss.

New chairman (now **William B. Quarton**, WMT-TV Cedar Rapids, Iowa) and vice chairman will be elected at the June 24-28 board meeting in Washington, as will a chairman of the NAB combined radio-tv boards

to succeed **Clair R. McCollough**, Steinman Stations, not eligible for reelection to the tv board.

**RIGHT PHOTO**—New members of the NAB radio board, elected by mail referendum in February, meet with their chairman and vice chairman, both selected the convention.

From l to r: (seated) **Richard W. Chapin**, KFOR Lincoln, Neb., vice

chairman; **Ben Strouse**, WWDC-AM-FM Washington, chairman; **Gene Trace**, WBBW Youngstown, Ohio; **Hugh Turner**, KTIM San Rafael, Calif.; (standing) **Kenneth Giddens**, WKRG Mobile, Ala.; **Cecil Woodland**, WEJL Scranton, Pa.; **John H. Lemme**, KLFT Little Falls, Minn.; **John Coyle**, KVIL Dallas, and **Jack Lee**, WPRO Providence, R. I.

10:30 p.m. CDT). **Normal Morrell** appointed show's associate producer; **Richard Schneider** as producer-director of New York-originated portion of ceremonies, and **Robert Goldman** as writer.

**Stanley Niss** has been signed by Revue Studios, Universal City, Calif., to produce several episodes of *Arrest and Trial*, 90-minute dramatic series scheduled for September on ABC-TV.

## ALLIED FIELDS

**Charles M. Meehan** and **William H. Borghesani Jr.**, formerly associates, named partners of Washington, D. C., communications law firm of Keller & Heckman, 1712 N St., N.W.

**Donald E. Brown**, radio-tv professor, U. of Illinois and executive secretary of Illinois News Broadcasters Assn., appointed professor of mass communications at Arizona State U., Tempe.

**Walter Hobbs**, advertising manager for baking division of American Machine & Foundry Co., elected president of Greater New York Alumni Assn. of Alpha Delta Sigma, national professional advertising fraternity. Other newly elected officers: **Lee Gaynor**,

Rust Craft Broadcasting, vp; **Charles Wirth**, L. W. Froelich Co., secretary, and **Leiter Bamburger**, Muller & Co., treasurer.

**Dr. Elmer H. Schulz** named vp and associate director for Armour Research Foundation of Illinois Institute of Technology, Chicago. **William R. Cox**, formerly with Raytheon Co., Lexington, Mass., named director of press relations. **Edward J. Hansen**, assistant director of press relations for ARF and Illinois Institute of Technology, promoted to director of press relations for IIT. Both posts formerly were handled by **Myron T. Noar**, who has joined Merck, Sharp & Dohme, Philadelphia.

**Blake Tabor**, formerly with stations in Southwest, and **R. G. Berdine** have formed Promotions Unlimited, a programming, promotion and public relations service specializing in southwest market. Address is P. O. Box 883, Tucson, Ariz.

**Frank Kahn**, former research analyst with ARB Surveys Inc., joins Department of Speech faculty at Queen College of City U. of New York as lecturer and broadcast production supervisor.

**Margaret Anderson**, former script editor at Cathedral Films, Berkeley,

Calif., joins Episcopal National Council, New York, as associate secretary of audio-visuals, division of radio-tv and audio-visuals.

## DEATHS

**Frank M. Boucher**, 62, executive manager of *TV Guide* magazine in Washington, D. C., area, died April 6 of kidney infection at Doctors Hospital. Mr. Boucher joined Triangle Publications (publishers of *TV Guide*) in 1953.

**Harry F. Jones**, 76, retired vp and board member of Campbell Soup Co., died April 8 in Camden, N. J., after brief illness. Mr. Jones, who as advertising executive spent 49 years with Campbell, retired in December 1953 as vp-distribution, continuing as director until 1958 when he was designated director emeritus.

**Burt Zinn**, 47, one of founders of Radio, Television, Recording & Advertising Charities of Hollywood, and RTRA executive director since organization's inception in 1950, died April 8 of heart attack.

**Helen Hutson Weber**, 64, publicity director of Prism Productions, New York, died April 7 after short illness.

# STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING April 4 through April 10 and based on filings, authorizations and other actions of the FCC during 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.

Compilation in this issue runs somewhat shorter than past issues due to the fact that the commission did not meet during the week of March 31 when commissioners and staff personnel were participating in the annual NAB convention in Chicago.

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 station

### APPLICATION

Ft. Worth, Tex.—Trinity Bestg. Co. Uhf ch. 20 (506-512 mc); ERP 483 kw vis., 242 kw aur. Ant. height above average terrain 1119 ft., above ground 1064 ft. P. O. address c/o W. C. Windsor Jr., 2212 E. 4th St., Ft. Worth. Estimated construction cost \$834,100; first year operating cost \$318,500; revenue \$325,000. Studio and trans. locations both Ft. Worth. Geographic coordinates 32° 45' 47" N. Lat., 97° 13' 07" W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-25G. Legal counsel Scharfeld, Bechhoefer, Baron & Stambler, consulting engineer Jules Cohen & Assoc., both Washington, D. C. W. C. Windsor Jr. is sole owner. Trinity is licensee of KJIM-AM-FM Ft. Worth. Ann. April 4.

## Existing am stations

### APPLICATIONS

WSSO Starkville, Miss.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 10.  
KFLW Klamath Falls, Ore.—Cp to increase daytime power to 1 kw from 500 w. Ann. April 9.

## New fm stations

### ACTION BY FCC

\*Hampton, Va. — Hampton Institute. Granted cp for new \*fm on 88.3 mc, ch. 202, 10 w. Ant. height above average terrain 200 ft. P. O. address End of E. Queen St. Estimated construction cost \$10,444; first year operating cost \$3,000. Principals: board of trustees. Action April 9.

### APPLICATION

Lynn, Mass.—Charter Bestg. Corp. 105.3 mc, ch. 287, 1.4 kw. Ant. height above average terrain 330 ft. P. O. address Freda M. Sullivan, 42 Longmeadow Rd., Belmont 78, Mass. Estimated construction cost \$27,559; first year operating cost \$23,500; revenue \$25,000. Principals: Edward T. Sullivan and Frederick M. Cusick (each 50%). Mr. Sullivan is union employee; Mr. Cusick is employee of WEEL Boston, Mass. Ann. April 4.

## Existing fm station

### APPLICATION

WDRN (FM) Darien, Conn.—Mod. of cp (as modified, which authorized new fm station) to change ant.-trans. location and studio location, operate trans. by remote control from studio, install new trans., increase ERP to 1.034 kw, increase ant. height above average terrain to 151.7 ft., and change location to Norwalk, Conn. Ann. April 4.

## Ownership changes

### ACTIONS BY FCC

WJAM Marion, Ala.—Granted transfer of control of licensee corporation, Radio Marion Inc., from Rowdy McGee (25%) to J. Dige Bishop (33% before transfer, 58% after); other ownership remains stable. Consideration \$5,500. Action April 4.

KGUC Gunnison, Colo.—Granted assignment of license from Roger W. Peppard (100%), d/b as Gunnison Bestg. Co., to Mr. Peppard and his wife, Enid C. Peppard (each 50%), tr/as company of same name. No financial consideration involved. Action April 3.

WMBR-FM Jacksonville, Fla.—Granted assignment of license and SCA from WMBR Inc., wholly owned by WWDC Inc. (Leslie Katz and Benjamin Strouse, executors of estate of Joseph Katz), to Robert C. Whitehead Jr. (sole owner) tr/as Good Music Inc. Consideration \$7,500 rental for one year lease. Good Music operates WKTX Jacksonville. Action April 3.

WAAF Chicago, Ill.—Granted relinquishment of positive control of licensee corporation, Corn Belt Publishers Inc., by First National Bank of Chicago and Adah W. Neff, (84.14%), co-executors of estate of Ward A. Neff, deceased, to First National (42.07%) as trustee; other ownership remains stable. No financial consideration involved. Action April 3.

WBET-AM-FM Brockton, Mass.—Granted transfer of negative control of licensee corporation, Enterprise Publishing Co. (458 shares voting stock issued), from estate of Charles L. Fuller (80 shares) to Albert W. and Charles A. Fuller, (each 40 shares), who now own stock and together will control majority interest after transaction; other ownership remains stable. No financial consideration involved. Action April 3.

WHBI (FM) Newark, N. J.—Granted transfer of negative control of licensee corporation, Cosmopolitan Bestg. Corp., from Suburban Bestg. Inc. (50%) to parent corporation, VIP Radio Inc. (50%). No financial consideration involved. Action April 3.

KFST Fort Stockton, Tex.—Granted transfer of negative control of licensee corporation, KFST Inc., from Kenneth Z. Bond and R. L. Billingsly (each 25%) to James W. Hawkins (50%); other ownership remains stable. Consideration \$26,000. Mr. Hawkins is KFST gen. mgr. Action April 10.

## APPLICATIONS

KPAS Banning, Calif.—Seeks assignment of license from Calvin R. Jasspon (88.2%) and others, d/b as Stevens Bestg. Inc., to Chet Darwin (100%), tr/as Darwin Bestg. Co. Consideration is assumption of debt owed Mr. Darwin, former owner of KPAS. Ann. April 10.

KLAC-AM-FM Los Angeles, Calif.—Seeks assignment of license from M. W. Hall (100%), d/b as Hall Bestg. Inc., to Metro-media Inc. Consideration \$4,500,000. Metro-media owns KMBC-AM-FM-TV Kansas City, Mo., WHK-AM-FM Cleveland, Ohio, WIP-AM-FM Philadelphia, Pa., WNEW-AM-FM-TV New York City, WTTG (TV) Washington, D. C., WTVH (TV) Peoria and WTVP (TV) Decatur, both Illinois, and 98.43% of KOVR (TV) Stockton, Calif. Ann. April 4.

KLST (FM) Colorado Springs, Colo.—Seeks transfer of control of licensee, Little London Bestg. Co., from Ransom J. (50%) and Norma J. (45%) English to Donald G. Bennet (50%) and more than 15 others; Hugh E. Crawford (5%) retains interest. Consideration \$3,800. Mr. Bennet is manager of KLST (FM). Ann. April 4.

WDRN (FM) Darien, Conn.—Seeks assignment of cp from Joel L. Parisi (30.97%), Walter F. Ranchinsky (21.75%) and others, d/b as Independent Bestg. Inc., to George Steiner & James Stolez (each 49%) and Naomi E. Crawford & I. Russel Hearing (each 1%), tr/as WBUX Bestg. Co. Consideration \$6,000 and legal fees. Applicant owns WBUX Doylestown, Pa. Ann. April 4.

WDSP De Funiak Springs, Fla.—Seeks assignment of license from Cal Perley & Ken Collins (each 16.8%), Dr. Dan W. Holloway (16%) and others, d/b as Collins, Perley & McDermott Inc., to Luverne Foster Jr. (100%), receiver. No financial consideration involved. Ann. April 4.

WTMC Ocala, Fla.—Seeks assignment of license from Ray H. Gunckel (100%), d/b as WTMC Inc., to William L. Matheson (72.72%) and Robert M. Marks (27.28%), tr/as Marion County Enterprises Inc. Consideration \$142,500. Mr. Matheson is lawyer; Mr. Marks owns advertising agency. Ann. April 4.

WDBO-AM-FM-TV Orlando, Fla.—Seeks transfer of control of licensee corporation, Cherry Bestg. Co., from William H. Goodman, Clarence H. Gifford Jr., Walter F. Gibbons, Mollie B. Cherry & Rhode Island Hospital Trust Co. (75% in trusteeship), William H. Goodman & Mollie B. Cherry (each 10% individually) and Arnold F. Schoen Jr. (5%) to Outlet Co., corporation with over 50 stockholders. Consideration \$6,100,000. Outlet Co., department store, owns WJAR-AM-TV Providence, R. I. Also see application below. Ann. April 10.

WDBO-AM-FM-TV Orlando, Fla.—Seeks assignment of license from Cherry Bestg. Co. to Outlet Co., parent company of Cherry. No financial consideration involved. Contingent on grant of above application. Ann. April 10.

KBTO El Dorado, Kan.—Seeks assignment of license from El Dorado Bestg. Co. to company of same name; only change is transfer of stock from O. A. Tedrick (16 2/3% in-



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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 10

|    | Lic.  | ON AIR<br>Cps. | NOT ON AIR<br>Cps. | TOTAL APPLICATIONS<br>for new stations |
|----|-------|----------------|--------------------|----------------------------------------|
| AM | 3,768 | 62             | 126                | 419                                    |
| FM | 1,071 | 31             | 108                | 192                                    |
| TV | 518   | 62             | 81                 | 117                                    |

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 10

|                | VHF | UHF | TOTAL<br>TV |
|----------------|-----|-----|-------------|
| Commercial     | 487 | 93  | 580         |
| Non-commercial | 47  | 21  | 68          |

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31

|                                                 | AM    | FM    | TV  |
|-------------------------------------------------|-------|-------|-----|
| Licensed (all on air)                           | 3,768 | 1,070 | 518 |
| Cps on air (new stations)                       | 62    | 32    | 62  |
| Cps not on air (new stations)                   | 125   | 109   | 81  |
| Total authorized stations                       | 3,955 | 1,211 | 661 |
| Applications for new stations (not in hearing)  | 240   | 178   | 68  |
| Applications for new stations (in hearing)      | 180   | 13    | 48  |
| Total applications for new stations             | 420   | 191   | 116 |
| Applications for major changes (not in hearing) | 55    | 3     | 8   |
| Applications for major changes (in hearing)     | 282   | 93    | 39  |
| Total applications for major changes            | 337   | 96    | 47  |
| Licenses deleted                                | 1     | 1     | 0   |
| Cps deleted                                     | 0     | 2     | 1   |

<sup>1</sup>Includes 3 stations operating on unreserved channels.

dividually and 16 2/3% as trustee for interest of W. B. Tedrick, deceased), deceased, to Eva. G. Tedrick (16 2/3% as executrix of estate of O. A. Tedrick and 16 2/3% as trustee for interest of W. B. Tedrick). No financial consideration involved. Also see KDKD Clinton, Miss., application below. Ann. April 10.

**WKMF Flint, Mich.**—Seeks assignment of license from Nellie M. Knorr, executrix of estate of Frederick A. Knorr (55.419%), deceased, and others, d/b as Knorr Bcstg. Corp., to John J. Carroll (450 shares) and Waldo E. McNaught, Robert J. MacDonald & Bernard W. Crandell (each 50 shares), tr/as Carroll Bcstg. Co. (600 shares issued). Consideration \$250,000. Mr. Carroll is minority stockholder in assignor; Mr. McNaught is pr man; Mr. MacDonald is lawyer; Mr. Crandell is pr man. Ann. April 4.

**KDKD Clinton, Miss.**—Seeks assignment of license from O. A. & William R. Tedrick and William J. Allen (each 33 1/3%), d/b as Osage Bcstg. Co., to Messrs. W. R. Tedrick and Allen and Eva G. Tedrick, executrix of estate of O. A. Tedrick, (each 33 1/3%). Also see KBTO El Dorado, Kan., application above. No financial consideration involved. Ann. April 8.

**KRHD Duncan, Okla.**—Seeks assignment of license from Duncan Bcstg. Co. to company of same name; only change is transfer of stock from Edith H. Scott, executrix of estate of Robert P. Scott (13.95%), deceased, to Mrs. Scott (6.97% individually) and Robert H. & William A. Scott (each 3.49%). No financial consideration involved. Also see KSWO-AM-TV Lawton, Okla., application below. Ann. April 8.

**KTAT Frederick, Okla.**—Seeks assignment of license from W. C. Moss Jr. and David W. Ratliff (each 50%), d/b as Tillman Bcstg. Co., to Messrs. Moss & Ratliff (each 25 1/2%) and Homer R. Holcomb & James R. Brewer (each 24 1/2%), tr/as company of same name. Consideration \$12,404. Mr. Brewer is employee of KTAT. Ann. April 4.

**KSWO-AM-TV Lawton, Okla.**—Seeks assignment of licenses and cp from Oklahoma

Quality Bcstg. Co. to company of same name; only change is transfer of stock from Edith Scott, executrix of estate of Robert P. Scott (15.5%), deceased, to Mrs. Scott (7.75% individually) and Robert H. & William A. Scott (each 3.875%). No financial consideration involved. Also see KRHD Duncan, Okla., application above. Ann. April 8.

**WHIM-AM-FM Providence, R. I.**—Seeks acquisition of positive control of licensee and permittee corporation, Buckley-Jaeger Bcstg. Corp., from James P. Haney (34.46% as trustee) and Janice D. Buckley (17.23% as trustee) by Richard D. Buckley (71.7% after transfer, 20% before); other ownership remains stable. Consideration is promissory notes, as Mr. Buckley originally established trusts himself. Ann. April 10.

**WGCD Chester, S. C.**—Seeks assignment of license from Dispatch Publishing Co. to wholly owned subsidiary. Dispatch Bcstg. Inc. No financial consideration involved. Ann. April 8.

**WOLS Florence, S. C.**—Granted assignment of license from A. P. Skinner, Rossane W., Alson W., Christopher P. and Melvin H. Purvis Jr. (each 20%), d/b as Florence Bcstg. Inc., to same persons in same percentages tr/as Florence Bcstg. Co. No financial consideration involved. Action April 1.

**KILE Galveston, Tex.**—Seeks assignment of license from David Nathan (19.05%) and others, d/b as Island Bcstg. Inc., to Frank Junell & Dossie M. Wiggins (each 35%), T. D. Wiggins (20%) and George N. Atkinson Jr. (10%), tr/as Galveston Radio Inc. Consideration \$165,000. Mr. Junell is part owner of KNIT Abilene, KBYG Big Spring, KEYE Perryton and KSTB Breckenridge, all Texas; D. M. Wiggins is part owner of KEYE and KSTB; T. D. Wiggins is part owner of KEYE. Ann. April 4.

**WPVA Colonial Heights-Petersburg, Va.**—Seeks assignment of license from Harry A. Epperson Jr. (100%) to James C. Davis, John T. Minges, Belia S. Bowers, Norman J. Suttles and Derwood H. Godwin (each 20%),

tr/as Smiles of Virginia Inc. Consideration \$148,000. Application owns WISP Kingston, N. C.; Messrs. Suttles, Bowers and Godwin have interest in WNOH Raleigh, N. C.; Messrs. Suttles and Godwin have interest in cp in Spring Lake, N. C. Ann. April 8.

## Hearing cases

### INITIAL DECISIONS

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of Cannon Bcstg. Co. for new daytime am on 1540 kc, 500 w, in Woodbury, Tenn. Action April 10.

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Don L. Huber for new am on 920 kc, 1 kw, DA, D, in Madison, Wis., condition, and denying application of Bartell Bcstg. Inc. to increase daytime power of WOKY Milwaukee, Wis., from 1 kw to 5 kw and change from DA-1 to DA-2, continued operation on 920 kc with 1 kw-N. Action April 4.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Griffith Bcstg. Corp. for new am on 930 kc, 1 kw-D, in Lynchburg, Va., condition and pre-sunrise operation with daytime facilities precluded. Action April 4.

### DESIGNATED FOR HEARING

**KIFW Sitka, Alaska**—Designated for hearing application for assignment of license to Midnight Sun Bcstg. Inc. on Sec. 3.35 (b) issue concerning concentration of control. Midnight Sun is licensee of KFAR-AM-TV Fairbanks; KENI-AM-TV Anchorage; KTKN Ketchikan; and has interest in KINY-AM-TV, Juneau. Comrs. Hyde and Ford dissented. Action April 10.

### OTHER ACTIONS

■ By memorandum opinion & order, commission denied petition by Ocean County Bcstg. for reconsideration of and other relief from Oct. 10, 1962, decision in Docs. 13092 et al. in so far as it denied petitioner's application for new am on 1230 kc, 100 w, in Toms River, N. J. In so doing, commission denied petition by WGBB Freeport, N. Y., to dismiss Ocean County petition; granted latter's motion for acceptance of late service, and dismissed as moot motion to strike WGBB petition. Comr. Henry not participating. Action April 10.

■ By order in proceeding on applications of WIDU Bcstg. Inc. and Al-Or Bcstg. Co. for new am stations in Asheboro and Mebane, North Carolina, respectively, in Docs. 14581-2, denied application by Al-Or for review of Review Board's Jan. 18 action denying petition to enlarge issues to include "suburban" and misrepresentation issue as to applicant WIDU. Comr. Bartley concurred in applying Sec. 1.85 (c) of rules. Action April 10.

■ By order, commission granted petition by Broadcast Bureau and consolidated proceedings on applications of Southwestern Bcstg. Co. of Mississippi for (1) increased power of WAPF McComb, Miss., and (2) new am in Port Gibson, Miss. Action April 10.

■ Commission gives notice that Feb. 13 initial decision which looked toward granting application of Tri-County Bcstg. Inc. to increase power of WIFM Elkin, N. C., on 1540 kc, D, from 250 w to 1 kw with 500 w CH; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, became effective April 4 pursuant to Sec. 1.153 of rules. Action April 8.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ By memorandum opinion & order in proceeding on am applications of Simon Geller, Gloucester, and Richmond Brothers Inc. (WMEX), Boston, both Massachusetts, in Docs. 13525, 14478, denied petitions by Geller (1) to reopen record so that "corrective engineering exhibits" may be received in evidence, and (2) for waiver of Sec. 1.354 (j) (1) of rules. Board Member Slone dissented and issued statement. Action April 9.

■ In proceeding on applications for new am stations of Eastern Bcstg. System Inc., Brookfield, Conn., Colonial Bcstg. Co., and George F. O'Brien, both New Milford, Conn., and Fairfield Bcstg. Co., Easton, Conn., in Docs. 14166 et al., denied Broadcast Bureau's appeal from examiner's Feb.

20 ruling permitting Fairfield to proceed with rebuttal case as to character issues. Action April 9.

■ By memorandum opinion & order in proceeding on applications of International Bcstg. Corp. and Mauricio Alvarez-Martin for new am stations in Carolina, P. R., denied applicants' joint petition for approval of agreement whereby Alvarez-Martin application would be dismissed and, in consideration therefor, International would reimburse Alvarez-Martin \$2,750, and would pay son, Jose Manuel Alvarez, \$1,500 to act as news consultant for one year. Joint petition did not comply with procedural rules. Action April 8.

■ By memorandum opinion & order in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., in Doc. 14577, denied appeal by Springfield Tv Bcstg. Corp. (WWLP), Springfield, Mass., and Connecticut Tv Inc. (WHNB-TV), New Britain, Conn., respondents, from examiner's ruling denying Feb. 11 request for issuance of subpoena duces tecum. Action April 8.

■ By memorandum opinion & order, granted joint petition by Northfield Bcstg. Co. and Hastings Bcstg. Co., applicants for new am stations in Northfield and Hastings, both Minnesota, respectively, and approved agreement whereby Hastings would pay Northfield \$5,000 as partial reimbursement of expenses incurred in connection with application in return for withdrawal; dismissed application with prejudice; and retained in hearing status Hastings application. Action April 8.

■ By memorandum opinion & order in proceeding on am applications of Progress Valley Bcstg. Co. and Shakopee Bcstg. Co. for new am stations in Shakopee, Minn., in Docs. 14726-7, (1) denied petition by Progress Valley for enlargement of hearing issues to include financial qualification determination as to Shakopee; and (2) withheld final action on applicants' joint petition for approval of agreement looking toward dismissal of Shakopee application, and afforded applicants 30 days to provide more detailed explanation of certain expense items. Action April 5.

■ By memorandum opinion & order in consolidated proceeding on am applications of Rockland Bcstg. Co., Blauvelt, Rockland Radio Corp. and Rockland Bcstrs. Inc., Spring Valley, all New York, in Docs. 14510-3, denied petitions by Rockland Bcstrs. and Rockland Radio for review of examiner's Jan. 15 order which granted Rockland Bcstg. leave to amend application by deleting Sidney Fox as partner of applicant. Board Member Slone concurring; Board Member Nelson not participating. Action April 5.

■ Granted petition by Mid-Ocean Bcstg. Corp., San Juan, P. R., and extended to April 10 time to reply to petition to delete issues filed by Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), P. R., in proceeding on am applications. Action April 5.

■ Granted petition by Dolph-Petty Bcstg. Co. (KUDE), Oceanside, Calif., and extended to May 2 time to file exceptions to initial decision in proceeding on am application. Action March 4.

#### ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

■ By memorandum opinion & order in proceeding on application of Rhinelander Tv Cable Corp. for new am in Rhinelander, Wis., granted petition by Oneida Bcstg. Co. (WOBT), Rhinelander, in so far as it requests examiner to reconsider ruling as to scope of issue 2 concerning financial qualifications of applicant, and denied to extent that it requests examiner to direct applicant to furnish Oneida with "detailed breakdown of construction costs." Action April 3.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Broadcast Bureau and extended time to April 8 to file proposed findings of fact and conclusions in proceeding on applications of Kent-Ravenna Bcstg. Co., Joseph P. Wardlaw Jr. and Portage County Bcstg. Corp. for new am stations in Kent, Canton and Kent-Ravenna, all Ohio, respectively. Action April 1.

By Hearing Examiner Arthur A. Gladstone

■ Granted petition by Pekin Bcstg. Co. for severance of application to increase power of WSIV Pekin, Ill., on 1140 kc, D, from 1 kw to 5 kw, with 1 kw CH in proceeding with application of Des Moines County Bcstg. Co. for new am on 1150 kc, 500 w, WA, D, in Burlington, Iowa; ordered hearing on Pekin application to proceed on April 8 and hearing with respect to Des Moines to proceed on June 24 as scheduled by order of March 13. Action April 5.

By Hearing Examiner Isadore A. Honig

■ On own motion continued April 19 prehearing conference to April 22 in proceeding on application of Fine Music Bcstrs. for additional time to construct KFIN (FM) Seattle, Wash. Action April 8.

By Hearing Examiner H. Gifford Irion

■ By memorandum opinion & order in Miami, Fla., tv ch. 10 proceeding in Docs. 14755 et al., (1) granted petition by South Florida Tv Corp. for leave to amend application to show availability of bank commitment in sum of \$1,900,000 to MacDonald Jr. Corp., which proposes to extend credit to applicant, and (2) granted motion by Miami Tv Corp. for acceptance of late filing of opposition to South Florida's petition. Action April 8.

■ By memorandum opinion & order in proceeding on application of Broward County for license covering cp for WIXX Oakland Park, Fla., granted petition by city of Oakland Park to allow filing of late appearance, and dismissed as moot applicant's petition to dismiss respondent's memorandum in support of petition to allow filing of late appearance. Action April 3.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Secretary of Army to extent of extending from April 9 to April 29 hearing in proceeding on application of KDIA Inc. to increase power of KDIA Oakland, Calif., on 1310 kc, unl., from 1 kw to 5 kw, with DA-1. Action April 8.

By Hearing Examiner Chester F. Naumowicz Jr.

■ By order, formalized certain agreements reached and certain rulings made at April 4 prehearing conference in proceeding on am application of Golden Triangle Bcstg. Inc. (WEEP), Mt. Oliver, Pa., and scheduled certain procedural dates and hearing for May 14. Action April 4.

■ Advanced April 22 prehearing conference to April 18 in proceeding on am application of K-FIV Inc. (KFIV), Modesto, Calif. Action April 3.

By Hearing Examiner Herbert Sharfman

■ Received in evidence exhibit F of Rockland Bcstg. Co. and closed record in proceeding on application and those of Rockland Radio Corp. and Rockland Bcstrs. Inc. for new am stations in Blauvelt and Spring Valley, both New York, respectively. Action April 9.

■ Upon request by Broadcast Bureau and without objection by other parties in proceeding on application of Beamon Adv. Inc. for new am in Daingerfield, Tex., rescheduled from April 15 to April 16 hearing for introduction and receipt of written case (no witnesses present). Action April 8.

■ By memorandum opinion & order, granted petition by Beamon Adv. Inc. for leave to amend application for new am in Daingerfield, Tex., to show availability of \$10,000 line of credit for financing proposal. Action April 2.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Broadcast Bureau and extended from April 8 to April 18 time to file proposed findings of fact and conclusions and from April 29 to May 10 for replies in proceeding on application of R. M. Chamberlin for renewal of license of WAXE Vero Beach, Fla. Action April 8.

■ Granted petition by Chesapeake Bcstg. Corp. (WASA), Havre de Grace, Md., and rescheduled certain procedural dates and continued April 22 hearing to May 6 in proceeding on am application and that of Accomack-Northampton Bcstg. Inc. (WESR), Tasley, Va. Action April 3.

#### BROADCAST ACTIONS

by Broadcast Bureau

##### Actions of April 9

K79AT Bishop, Calif.—Granted license for uhf tv translator station.

WIXX Oakland Park, Fla.—Granted cp to make changes in ant. system (add top loading); without prejudice to such further action as commission may deem appropriate in light of proceedings in Doc. 14963.

KKO El Centro, Calif.—Granted cp to make changes in ant. system (remove top loading).

WXXW Troy, N. Y.—Granted cp to make changes in ant. system (remove resistor).

Knorr Bcstg. Corp., Dearborn, Mich.—Granted authority to transmit programs from Briggs Stadium, Detroit, Mich., and

other American League baseball parks via WKMH Dearborn, to CFRA Ottawa, Ontario.

WGHF (FM) Brookfield, Conn.—Granted authority to reduce ERP from 20 kw to 6.5 kw for period ending June 9.

WKLK Cloquet, Minn.—Granted authority to operate 5:55 a.m. to 7 p.m., Monday through Friday, 5:55 a.m. to 8 p.m., Saturday, and 6:55 a.m. to 8 p.m., Sunday, except for special events or sports, for period ending June 1.

##### Action of April 8

Barton Television Translators Inc., Barton, Md.—Granted cp for new vhf tv translator station, on ch. 8, to translate programs of KDKA-TV (ch. 2) Pittsburgh, Pa.

##### Actions of April 5

KWBB-FM Wichita, Kan.—Granted SCA on sub-carrier frequencies of 87 kc and 41 kc.

WTIC-TV Hartford, Conn.—Granted renewal of licenses (main trans. and ant.) and aux., on which action had been deferred, for normal license term.

\*KPFF (FM) Los Angeles, Calif.—Remote control permitted; without prejudice to such further action as commission may deem warranted as result of investigation into affairs of Pacifica Foundation.

WLYN-FM Lynn, Mass.—Granted mod. of cp to change type ant. and decrease ant. height to 175 ft.; condition.

WNOB (FM) Cleveland, Ohio—Granted mod. of SCA to change equipment and use control tones.

KTPM (FM) Sun City, Ariz.—Granted extension of authority to remain silent for period ending May 1.

■ Following stations were granted extensions of completion dates as shown: WKBN-TV (main trans. and ant.) Youngstown, Ohio, to Oct. 9; W70AG, Great Lakes Tv Co., Titusville, Pa., to Oct. 5.

##### Actions of April 4

K72BE, K76BC Walker, Minn.—Granted licenses for uhf tv translator stations.

KIXI Seattle, Wash.—Granted mod. of license to change studio location; remote control permitted; conditions.

WSEB Sebring, Fla.—Granted authority to remain silent for period ending June 6.

KVOX-FM Moorhead, Minn.—Granted request and cancelled cp mod. and SCA; delete call letters.

KMJ-TV Fresno, Calif.—Granted extension of completion date (main trans. and ant.) to Oct. 2.

■ Granted licenses for following vhf tv translator stations: K08DN, Devils Lake Junior Chamber of Commerce, Devils Lake, N. D.; K10EM, Village of Park Rapids, Park Rapids, Minn.

##### Actions of April 3

■ Granted SCA on sub-carrier frequency of 87 kc for following stations: WQXT-FM Palm Beach, Fla.; KPOL-FM Los Angeles, Calif.; WOIA-FM Saline, Mich.; condition.

WMBR-FM Jacksonville, Fla. — Waived Sec. 3.208 of rules and granted mod. of license to move main studio to WKTX studio site at Atlantic Beach, Fla.; conditions.

WVON Cicero, Ill.—Granted licenses covering use of old main trans. as aux. daytime and alternate main nighttime trans.; and increase in daytime power and installation of new trans.

WAMO-FM Pittsburgh, Pa.—Granted mod. of SCA to add sub-carrier frequency of 41 kc.

##### Action of April 1

WHSI Wilmington, N. C.—Granted extension of completion date to Sept. 15.

#### Rulemakings

##### PETITIONS FOR RULEMAKING FILED

■ WENH-TV Durham, N. H.—U. of New Hampshire. Requests institution of rulemaking proceeding looking toward reserving chs. 24 at Littleton and 45 at Keene as educational as further step toward establishment of statewide etv system. Received April 1.

■ WDXR Paducah, Ky.—E. Weaks McKinney-Smith. Requests institution of rulemaking proceeding so as to change rules governing requirements which demand first-class telephone operators be on duty at all times during operation of WDXR and similar stations. Received March 22.

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
  - DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising requires display space.
  - All other classifications 30¢ per word—\$4.00 minimum.
  - No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.
- APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

Commercial manager. Immediate opening lucrative 5000 watt fulltime radio. Pleasant northern New England. Send resume and photo. Box E-119, BROADCASTING.

Exceptional opportunity. Newly created position of business manager for five station operation. If you have proper educational background and experience send full details. Box E-207, BROADCASTING.

Manager, strong in sales. Midwest single now billing six figures. Good incentive pay plus fringes. Box E-243, BROADCASTING.

Immediate opening for chief engineer-salesman capable of management. Salary open. KUSH, Cushing, Oklahoma. Gordon R. Rockett.

Require strong sales experienced station manager for new 50,000 watt fulltime directional station presently under construction in Princeton, New Jersey. Middle of the road music, community service, sports and news approach. Excellent growth opportunities for right man. Herbert W. Hobler, President, WHWH, 295 Mercer Road, Princeton, New Jersey.

### Sales

Columbus, Ohio... good salesman, management experience, or ready. Top independent. Growing chain, good salary plus. Please write full. Box E-114, BROADCASTING.

Eastern North Carolina 5 kw seeking hard-working, experienced salesman with good character. Opportunity unlimited. Straight 40% commission or salary plus 15%. Box E-142, BROADCASTING.

SELL. Are you ready to move up to sales manager? AM small market, east coast. Guarantee \$125. Box E-120, BROADCASTING.

WBBC in Escanaba has immediate opening for capable salesman. Requirements are honesty, willingness and a good background which will be investigated. Excellent draw against commissions. Contact A. E. Dahl, General Manager.

Outstanding opportunity for salesman. Forward looking, progressive station looking for salesman to take over established account list. Station 15 years old. Community is industrial, located 75 miles from Chicago. Station is number one in six county area, has hospital insurance plan, pension plan, fringe benefits. One of the nation's most successful non-metropolitan stations. Part of small group with progressive ideas. Chance to move up in the organization. Write to Bill Dahlsten, WLPO, LaSalle, Illinois. If you phone, please call before Friday at LaSalle, 223-3100.

Soft sell-dj-plus part time selling for mother station of Christian Broadcasting network affiliates... growing operation with opportunity for right man. Must be dedicated and aggressive. Tapes, photos and resumes considered and returned immediately. WTOF, Box 909, Canton, Ohio.

Broadcast Employment Service, openings for all sales and management personnel. Move ahead—write now. 4825 10th Ave. So. Minneapolis 17, Minnesota.

## Help Wanted—(Cont'd)

### Announcers

If you have over two years commercial announcing experience, mature voice, are creative and have desire to advance middle road 5 kw within 50 miles New York City needs morning man with promotion potential. Car essential. Will wait for right man. Send tape, resume, photo, and salary desired. Box E-47, BROADCASTING.

If you think you can handle our afternoon drive time slot, I want a tape and resume. We are the number one format station in the area. Don't waste your stamps if you are not a top performer, and a true modern sounding personality. Box E-82, BROADCASTING.

Experienced dh. newsmen. Permanent position open with expanding 4 station operation. Must be steady, reliable. Happy versatile, family man with good references. Western Pennsylvania daytime modified top 50, medium market, near large metropolitan area. Rush audition, resume, photo, recent earnings to Box E-69, BROADCASTING.

Our identity may not be obvious to you—but everyone in our gigantic coverage area knows everyone on the staff. One of the nation's fastest growing, most powerful stations—top 40 operation—part of a chain operation—looking for an outstanding personality for mid-morning or afternoon. Must swing, have good voice, have production ability, be friendly, get along with people, have good credit, and want to work to maintain the station's number one rating. The market's competitive—a beautiful Southwestern United States City of 110,000. If you want to come to a city to stay—have a good job with good pay, good benefits, and if you can do a good job, send tape and resume today. We'll return the tape and answer every single reply with a personal letter. Box E-118, BROADCASTING.

Like exciting radio? We're for you. Progressive station in beautiful midwest city needs another dj. Tell us what you're worth and send tape, resume and photo. Box E-124, BROADCASTING.

Need bright morning announcer-newsman, Missouri. With mature, smooth delivery. Must send photo, tape and complete resume. Box E-224, BROADCASTING.

Modern midwest station, hooper-rated #1 in large medium market seeks talented personalities and newsmen with 1st tickets. No maintenance. Send tape and resumes to Box E-237, BROADCASTING.

Red hot opportunity for 1st phone tight board jock in major midwest market. Box E-265, BROADCASTING.

Announcer - copywriter - experienced. Good music station. Salary open. Send complete resume and tape to Joe Lobaito, KMAQ, Maquoketa, Iowa.

Wanted: Announcer with first phone for summer relief. WAMD, Aberdeen, Md.

If you have a 1st phone and can pull maintenance, have a mature voice and are interested in announcing, we have an immediate opening for you. Call Station Manager, Don Novelli, WBUZ, Fredonia, N. Y. This is a permanent position.

Announcer first phone, experienced classical music, established am/fm (fm stereo); pleasant conditions, fringe benefits. Send tape, resume: WCRB, Boston 54, Mass.

## Help Wanted—(Cont'd)

### Announcers

Good music and news station, CBS affiliate, wants experienced afternoon personality. Air mail tape, background, references, picture, complete details to Carl Hallberg, WDBO, Orlando, Florida.

Announcer engineer must have 2 years experience credit and character must be good. Reference closely checked. Immediate opening. Salary open. WFRB, Frostburg, Maryland.

WFMT, Chicago, is seeking a classical music announcer with an unpretentious, straight forward delivery. Send a brief non-returnable tape and resume to Mr. Robinson, 221 North LaSalle Street, Chicago 1, Illinois.

Announcer or announcer-salesman for Gadsden's number one radio station. Pay commensurate with ability. Good variety of duties. Must be experienced. Contact Ed Carrell, WGAD Gadsden, Alabama.

Swingin' dj's and hip newsmen: outstanding opportunity in major and medium markets with top rated group. If you have talent this can be your last stop before the really big time. Excellent pay, fine conditions and sincere interest in your career. If you dig being with a winner rush your tape to Myron Jones, 335 California Drive, Erie, Pa. Openings at WEEP Pittsburgh, WHOT, Youngstown, WJET, Erie.

Experienced morning man for old established music & news station, in pleasant college community, salary open. Excellent opportunity for advancement in 4 station group. Rush tape, resume and recent earnings to: Jim Nicholson, Manager, WMGW, Meadville, Pennsylvania.

Announcer-strong on news. Some experience. WVOS, Liberty, N. Y.

DJ's saying it right means success. 300 clever, intelligent, interchangeable record intros by top writers for girl, boy, group, vocal and instrumentals. \$3.95. Broadcast Intros, 975 North 35th, Milwaukee 8, Wisconsin.

Broadcast Employment Service has choice latest AM or TV openings. Confidential professional placement. 4825 10th Ave. So. Minneapolis 17, Minnesota.

### Technical

If you are a competent engineer with experience and a real love for the challenge of good am, an above average east-coast chain would like to hear from you immediately. Send resume and salary requirements to Box C-327, BROADCASTING.

Experienced radio technician wanted for chief engineer position with high class Illinois operation. Ability to maintain transmitter and studio equipment essential. Excellent starting salary plus raises for competent man with proven ability, fine equipment, best working conditions. List age, references, experience etc. in letter to Box E-129, BROADCASTING.

Southwest Pennsylvania independent immediate need for 1st class engineer. State salary required and earliest available date. Box E-251, BROADCASTING.

Engineer announcer needed. Good working conditions. Must do limited maintenance & announce part-time. WDLT, Indianola, Mississippi.

## Help Wanted—(Cont'd)

### Technical

Engineer-announcer for 5 kw good music eastern Pennsylvania am-fm outlet wanted immediately. First phone, some maintenance. Early morning air trick included. New modern facilities, permanent position. Reply immediately with air check, photo and resume to WGSa, Ephrata, Pennsylvania.

Engineer with first phone license for 5 kw fulltime number one regional station. Send resume to D. E. Reifsteck, Chief Engineer, WIRL, 121 Northeast Jefferson, Peoria, Ill.

Immediate opening 1st class engineer no announcing or board work. Good working conditions. Fine community. AM-FM operation. G. J. Cassens, WLDS, Jacksonville, Illinois.

Chief engineer announcer opening. Top salary, pension, and fringe benefits. Send all information and qualifications to WNNJ, Newton, New Jersey.

Experienced chief engineer for adult music station. Excellent equipment. Transmitter one year old. Must be able to assume complete maintenance responsibilities. Announcing ability an asset, but not necessary. Send resume, references, tape and salary requirements to Manager, WRTA, Altoona, Pa.

Broadcast Employment Service, professional placement. Let us move you up. Confidential. Write! 4825 10th Ave. So. Minneapolis 17, Minnesota.

### Production—Programming, Others

Announcer (Girls wanted) Can you run a control board, read news, write copy? Openings now in New Hampshire. Send resume, photo. Box E-26, BROADCASTING.

Negro broadcasters wanted by top rated major market station excellent salary immediate openings. News department seeks professional broadcast journalist must have authoritative voice and delivery, capable 100 percent rewrite. Bright fast paced air personality also needed. Experienced only. No dialect or accent. Send air check and complete professional and personal resume to Box E-155, BROADCASTING.

Program director with top 20 format experience capable of doing good sports, including play by play football and basketball. Must have good program and contest ideas, plus ability to develop exciting commercials. Immediate opening in 4 station south central city, 100,000 population, for a stable man who wants to locate permanently with aggressive organization. Salary \$500 monthly, plus talent. Send complete details and snapshot. Box E-256, BROADCASTING.

Continuity writer... for Missouri daytimer. Send resume, references, photo, salary requirements to Box E-225, BROADCASTING.

Wanted newsmen for am-fm operation. Heavy on local and area news, special events. We are looking for a man who can also do some sports with a 1st phone. Send tape and resume to WILQ, AM-FM, Box 283, Frankfurt, Indiana.

Continuity writer... full time position with established etv stations. College graduate, radio-tv writing experience essential. Write Otto Schlaak, Manager, WMVS, Milwaukee 3, Wisconsin.

WBBC in Escanaba, Michigan has opening for qualified newsmen: Must be experienced in gathering, delivering and editing local news. Your background will be checked. Excellent starting salary. Contact A. E. Dahl, General Manager.

Swinging giant of Portland Maine WJAB, has immediate opening for combo newsmen/dj. Emphasis on news gathering ability, imaginative reporting. Top price for young aggressive man who wants to hit the top on Maine's top rated pulse station. No beginners please. No tapes returned. Rush tape, resume and photo to Bob Fuller, P.D., WJAR, Portland.

## RADIO

### Situations Wanted—Management

Manager 1,000 watt station six years, will manage your sick station for substantial ownership. Can show impressive profit record, excellent references. Box E-185, BROADCASTING.

Manager or manger-salesman positions only. First class license, \$175 weekly. Expert curbing expenses. Box E-98, BROADCASTING.

16 years in radio. Complete knowledge all phases from staff announcer to station manager. Seven years as station manager. Will relocate in New England or Middle Atlantic states. Prefer community of 30 to 50 thousand population within 30 miles of major market. Married, very active in community. Available for personal interview at your expense. Box E-126, BROADCASTING.

General manager. Creative-top seller with ideas, civic minded. Experienced in all phases. 10 years in radio. Family, with top notch radio sales spouse if required. Presently small market. Would like room for sales expansion. Will consider all openings. Box E-187, BROADCASTING.

Ohio-Pennsylvania area. Am selling minority interest and present ownership will recommend. Available immediately. 38 years old, know how to sell in tough market. (5 fulltimers in a city of 85,000). No floater-4 stations in 16 years. No hotshot-just honest and square dealings. Box E-206, BROADCASTING.

General manager available soon for major market. Complete management experience. Box E-209, BROADCASTING.

Manager-14 years experience. Familiar every phase. Top references. Available now. Write Box 7161, Orlando, Florida. Phone 423-9900.

### Sales

Commission Salesman desires sales-part interest in midwest station. 6 years experience Illinois grad., radio major, 32. Box E-227, BROADCASTING.

Salesman with managerial experience. Fine record in advertising, radio and allied fields. In fact we probably have met. Want to live in Denver again. Leaving New York soon for interviews. Box E-260, BROADCASTING.

### Announcers

For summer. Presently announcing in medium midwest on regional network affiliate. First ticket, some maintenance, can be your vacation time chief. Five years experience, can write, sell. Two years college, 21, single. Box E-20, BROADCASTING.

Experienced d.j. 27, creative, original, dependable. Ready for large market. Box E-24, BROADCASTING.

Looking for June opening in Gainesville, Florida area. Wife is school teacher, can't leave till then. Box E-166, BROADCASTING.

People laughing while getting ready for work... laughing on the way to work. At what? This clever morning man with wide appeal and tremendous acceptance. Box E-187, BROADCASTING.

Top notch personality dj with 1st phone, metro market experience. Box E-168, BROADCASTING.

Versatile announcer, copywriter, and newsmen wants job in small market. Not afraid of work. Present employment in pop music. \$100 per week. Box E-170, BROADCASTING.

Help! Suffering from pecuniary strangulation. If you have cure for this dread disease let my five years as qualified engineer, announcer, copywriter, news director save you from moneybelt thrombosis. I'm no screaming meenie, otherwise write Box E-174, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

Summer replacement or permanent. DJ-news-production voices. 3 years experience all formats. Veteran. Box E-141, BROADCASTING.

Announcer, 1st phone, negro college grad. Great vocal and production seeking heavy air work. Married, reliable. Right man to round out your announcing staff. Box E-153, BROADCASTING.

U. S. Army will honorably discharge May 16th, 2½ years of varied commercial announcing young, married, excellent references. Tape, resume sent on request. Prefer midwest. Box E-173, BROADCASTING.

Bright air personality, 3 years experience, married, authoritative news, no floater or prima donna. Box E-178, BROADCASTING.

Announcer d.j. Air personality, disc jockey announcer, newscaster announcer, authoritative news, large bright, swinging show crisp news, type production. Fast board. Not floater or prima donna. Will settle. Box E-175, BROADCASTING.

Hooper rated number one in 300,000 market, five years pro. Box E-180, BROADCASTING.

Now working southwestern major market, seeking to relocate. Box E-181, BROADCASTING.

California radio man wants job that offers advancement opportunities and pays a family man's salary. I have first phone, 6 years plus experience. Resume on request. Box E-182, BROADCASTING.

Announcer/dj. 6 years experience wants northeast states only. New England, New York, etc. Good references. Box E-183, BROADCASTING.

Sportscaster. Seeks first commercial job. Did college play by play. Box E-184, BROADCASTING.

I'm a jock ready to rock. Experience galore, loads of talent. (News & sports). Could be your next big personality. Prefer Ohio, will consider others. Box E-192, BROADCASTING.

Announcer-dj air personality, bright fluid delivery, authoritative news, fast board tight production, not a prima donna, married, will settle. Box E-195, BROADCASTING.

Sports director-employed ready for major market. Can't beat me on basketball. Exciting baseball and football coverage. Tapes will convince. Will relocate. College grad. Box E-198, BROADCASTING.

Announcer, dj, pleasant, tight board. Authoritative news, Negro, first phone. Box E-200, BROADCASTING.

Experienced first phone announcer desires position at station within 200 miles of San Francisco; (other areas considered). Box E-202, BROADCASTING.

Major market announcer available immediately. 7 years experience, all phases but rock. The kind whose work people follow. Box E-203, BROADCASTING.

Are you a fulltime middle of road medium or major market station in need of an intelligent night or midnight six personality or newscaster? Write Box E-214, BROADCASTING.

Good all around announcer desires announcer newsmen chores. 26, married, steady want permanent employment. Box E-219, BROADCASTING.

Disc jockey announcer top 40. Will travel, available immediately for the summer months as a summer replacement. Can write commercials. Box E-221, BROADCASTING.

Young family man, 7 years experience in radio, including sales, dj, production, programming, and some tv. Looking for a future. Box E-223, BROADCASTING.

DJ-flexible, swinging, young, cheerful, experienced. Seeks format/promotional station. Box E-253, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

Attention Hawaii. Preferably Maui, Hawaii, Kauai. Need program director announcer mature with ideas or staff announcer? (not a screamer) Nine years experience, contact me now. Box E-232, BROADCASTING.

Hooper rated #1 "Bacon and eegs" jock-chief engineer in medium market. Ready to move up... Available 15 days. Tape, pic and references on request. Minimum \$650. Box E-242, BROADCASTING.

Swinging format announcer: Well known in Washington D. C. area. Looking for employment in southwest, Georgia, Texas, Alabama, Florida, others considered. Experienced, extremely tight board. Available now!! Box E-241, BROADCASTING.

Conscientious, capable announcer with 12 years experience, including 3 at one of nation's top 50 kw's, desires permanent position with good music station. Excellent references. Box E-231, BROADCASTING.

Experienced announcer with authoritative voice. Now working and desire permanent position metro market. All letters answered. Box E-244, BROADCASTING.

First phone dj, local newsmen seeks responsible position. Experienced. Presently 5kw. Box E-247, BROADCASTING.

DJ/announcer. Now employed. Seeks adult programming opportunity. Versatile. Reliable. Box E-252, BROADCASTING.

News that sells! 12 years experience, news director, desire steady position. Family. Box E-255, BROADCASTING.

Announcer, 1st phone, negro college grad. Great vocal appeal and production seeking heavy air work. Married, reliable. Right man to round out your announcing staff. Box E-153, BROADCASTING.

Announcer dj, fast tight board. Bright personality, good news, not a prima donna. Desire to settle. Box E-258, BROADCASTING.

Country dj—New York, New Jersey. College graduate, family man. Fast board, have large country library authoritative news. Know sports. Box E-259, BROADCASTING.

Announcer: first phone, some announcing experience write, J. Tierno, 37-46 92nd Street, Jackson Heights, N. Y.

Announcer tired of night work. Looking for day time only. Mature age 32, have first phone. Available now. Johnney Jackson, Cardwell, Mo. OL 4-2174.

Young man, 23, desires announcing job. 1 year, experience. Prefers small midwest market... but will travel further. Tape, photo and resume available. Contact: Dan Wilson, 245 Wagner, Northfield, Illinois.

Available immediately. Experienced announcer. Personal interview necessary. Desire midwest. Phone 342-4892. Ted Wilk, 495 Tompkins, Galesburg, Illinois.

Experienced announcer-engineer desires change to small or medium southern market. Family man. Sober, reliable. Telephone Frank White, at 562-7848, LaFollette, Tenn.

First phone announcer, p.d. and d.j. c&w, r&r or top 40. 10 years experience. Call or write Steve French, 1215 Stonington, San Pablo, California. Phone 235-5842.

Hark major markets. 3½ year Crowell-Collier trained air personality seeking top 40 relocation. 8 years experience, 1st phone, superb references. I work like a horse. Telephone Mr. Ed. At 612-777-4959.

Attention Philadelphia area stations: young, versatile, experienced announcer with bright, intelligent delivery, desires weekend position. Will audition in person. Phone 125- Gladstone 5-4825.

Announcer experienced. Good, mature, resonant voice. Sales, first class license, if required. 227½ Maple St., Ashland, Ohio. Phone 4-8262.

## Situations Wanted—(Cont'd)

### Announcers

Young man, 21, announcer and dj, good voice, 2 years college, some training and experience. Willing, midwest. Don Sibley, 113 E. Prentiss, Iowa City, Iowa.

C & W dj available immediately. Will move N.W. or S.W. Reliable family man. Ray Wolfe, 145 Gillette, San Francisco.

### Technical

Two years experience radio operating engineer. No announcing, need employment. Box E-190, BROADCASTING.

Competent chief all phases radio. Seven years tv experience. Excellent references. Prefer Florida, other areas, positions, considered. Box E-169, BROADCASTING.

Chief engineer wishes to relocate. Experience with directional, remote control, automatic tape, tv studio, vtr. Presently employed, proven record, good references. Prefer west coast. Box E-145, BROADCASTING.

1st class (licensed) engineer. Experienced (four years as chief) in am & fm construction and maintenance. Also announcing, production, news and copy writing in spare time Seeking position with prestige southwestern station. Personal interview a must. Presently employed. Box E-226, BROADCASTING.

13½ years broadcast field. 6½ years chief engineer, 5 kw am-da and fm. Some board work. No announcing. Family car. Available June 1st. Have good job but no time off. Box E-236, BROADCASTING.

First fone, fifteen years, one year combo. Married, prefer south. Box E-238, BROADCASTING.

Chief engineer wants position with a progressive station. Prefers Maryland, Virginia area. Lack of co-operation warrants change. \$150 per wk minimum. Box E-240, BROADCASTING.

Presently chief engineer and announcer, married college graduate, well versed in both radio and tv. Call 601-453-2230.

## Production—Programming, Others

Editorializing? Want Help? Community subjects skillful researcher-writer for local station. Unique background. East or west coast. Box E-75, BROADCASTING.

Young lady, fifteen years of capable and proven experience in music programming for adult listening. Interested only in metropolitan market station. Box E-186, BROADCASTING.

Newsman—experienced radio and newspaper reporter moving west mid-May seeking appointments personal interview and audition Arizona, California, etc. Resume and personal information. Box E-171, BROADCASTING.

Major market newsmen, flagship station 6 state network ready for top 25 metropolitan, thoroughly experienced, authoritative, concise, colorful. Harvard graduate, 32, family. Box E-285, BROADCASTING.

Newsman married, three children, responsible. 12 years experience looking for a station that wants these qualifications. Have my own methods, but adaptable to yours. Box E-199, BROADCASTING.

Realistic public affairs-special events director. Prepared to take total responsibility for your public service commitment: A running tap on public service announcements, production of low budget effective public affairs shows and general community relations. Box E-211, BROADCASTING.

Continuity director. Experienced all advertising media. Advanced degree. Available immediately. Box E-213, BROADCASTING.

## Situations Wanted—(Cont'd)

### Production—Programming, Others

News director: 50 kw's de-emphasizing department. Consider staff top station. Box E-208, BROADCASTING.

Program director seeking financial growth opportunity. In six months I have increased billings 55% at this major market good music station. Mature, able, aggressive specialist in adult programming. Formerly news editor for America's most respected chain. Can completely take charge of staff and programming. Now seeking permanent position with growth potential in good market. Box E-228, BROADCASTING.

Versatile, creative program executive invites inquiries from quality broadcasters interested in achieving or maintaining top major market adult sound status. Will consider either multi station or single operation program administration. Personal and professional background allows closet scrutiny. Can be available June first. Box E-239, BROADCASTING.

All-around radio man; 14 years experience, 11 years as pd; deejay, news, writing production. Don Frost, 1211 South Georgia, Mason City, Iowa Code 515-423-1899.

Creative female-adept in "facts" or "fancy motif." At home on mike as well as behind the scenes. English literate and whimsical. Woman's program, children's show, public service. New York only. Box E-257, BROADCASTING.

College and announcing school graduate. One year experience in announcing and newswork. First phone license, no maintenance. Box E-261, BROADCASTING.

Newsman announcer. Year experience in news gathering, writing, airing and announcing. First class ticket. Box E-282, BROADCASTING.

Sports, play by play; news. Seven years experience all phases radio. Box C-223, BROADCASTING.

## TELEVISION

### Help Wanted—Management

General manager wanted. Must be man of highest integrity, with a minimum of 10 years experience in tv station management. Must be experienced in all phases of multiple tv and radio station operations. Tremendous opportunity for the right man with educational and sober background, and a record of accomplishments. Minimum starting salary \$50,000 per year, with options of stock purchases and other benefits. Give complete details first letter, with accompanying photograph. Replies held strictly confidential. Will return application, if desired, should it be unacceptable. Box E-158, BROADCASTING.

### Sales

New small market uhf in southwest will need good all around broadcaster strong on sales, capable of management. Right person can write his own ticket, will consider handicapped or older person. Investment optional. Box E-193, BROADCASTING.

Top 20 midwestern market has opening for alert, aggressive, young salesman. Desire young man with great potential, limited only by age and experience. Excellent opportunity for advancement. Box E-245, BROADCASTING.

Two station North Carolina market in top 50 needs hard working local salesman. Prefer stable man willing to grow with expanding market. Salary plus commission. Mail resume and photo to Bernie Whitaker, Sales Manager, WRAL-TV, Box 9583, Raleigh, North Carolina.

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## Help Wanted—(Cont'd)

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### Announcers

TV booth announcer, mature, authoritative, personable, tv experience not required. Top station in Iowa market. Send picture, tape, complete details. Manager, Box E-165, BROADCASTING.

We are seeking an experienced announcer, capable of handling both weather in detail and acting as a back-up man for our Farm Director. Must look and sound good. Write and tell us your story. Box E-217, BROADCASTING.

### Technical

Wanted . . . tv transmitter engineer. Remote installation. Housing furnished, man and wife. Give experience and wages expected in letter. Write Box E-179, BROADCASTING.

Latin American TV station needs chief engineer able take complete charge of planning, installation and maintenance. Knowledge Spanish essential. Box E-188, BROADCASTING.

Near Washington D. C. Maximum power vhf is looking for top flight operations technician. First class license required. Must have videotape and switching experience. Permanent position for right man. Furnish complete personal background and recent photograph. Box E-96, BROADCASTING.

Engineer. First phone. Salary commensurate with experience. Send qualifications, references, salary requirements and recent photograph to Mr. Strang, KKTU, Colorado Springs, Colorado.

Studio and transmitter technicians to build new facilities. Experience necessary. Please send resume to Iad Hlavaty, Chief Engineer, WQAD-TV, 1630 Fifth Avenue, Moline, Illinois.

Two technicians with 1st or 2nd class phone licenses to attend uhf translators in Chicago and Detroit retransmitting airborne tv instruction programs to city schools. Twenty hour weekly broadcast schedule offers unique opportunity for individuals desiring to further education in off-duty hours. Send qualifications, references, and salary requirements to Director of Engineering, MPAT, Inc., Memorial Center, Purdue University, Lafayette, Indiana.

1st class engineer for vacation relief work in engineering department of KWWL-TV, Waterloo, Iowa. Position includes work at both studio and transmitter. Previous television experience desirable but not essential. Contact E. M. Tink, V. P. Engineering.

### Production—Programming, Others

Southwest VHF needs newsman photographer experience in gathering and writing news. Box E-104, BROADCASTING.

Opportunity for alert newsman who can gather, write and voice news, Texas station. Box E-107, BROADCASTING.

Are you interested in joining a progressive tv station in the southwest? We need experienced people in the following areas: Art, photo, continuity, floor, film, directing, sales. No, we're not cleaning house, but we are developing a tight creative production unit. Forward complete resume to Box E-216, BROADCASTING.

Opportunity for advancement. Some experience preferred. Some production writing ability necessary. Here is a chance to prove you are a good idea man. Contact Ed Lamy, WAFB-TV, Channel 9, Baton Rouge, Louisiana.

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## TELEVISION

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### Situations Wanted—Management

Midwest tv manager seeks relocation for greater opportunity. Would consider part ownership. Proven ability, long in sales and public relations. Excellent background. Pay commensurate to accomplishments. Box E-196, BROADCASTING.

General sales manager available June 1st. Can delivery national to local sales experience. Box E-212, BROADCASTING.

### Sales

Top television salesman available. Big or small market. 7917 West Normandy Street Miramar, West Hollywood, Florida.

### Announcers

Major market announcer available immediately. 7 years experience, all phases but rock. The kind whose work people follow. Box E-203, BROADCASTING.

Radio-television announcer, college grad. Married 6 years experience all phases. Prefer tv or combo. Tony Richards, 233 W. Howry, Leland, Florida. RE-4-3890.

### Technical

Chief engineer: Experienced tv, am & fm chief engineer. Over 20 years experience in all phases of management, operations, planning, installation, maintenance and building facilities. Large station experience. Best references. Available short notice. Box E-131, BROADCASTING.

Working assistant chief seeking position with a challenge. Nine years all phases tv & willing to relocate. Excellent references. Box E-249, BROADCASTING.

1st phone, good technician. 12 years radio experience, 5 years chief. Can announce. Desires television maintenance or control. Box E-222, BROADCASTING.

Vacation relief, 1st phone studio, film, photo. Now in Denver. Box E-234, BROADCASTING.

Have you opportunity for engineer with 12 years television experience including color, planning, construction? Last 4 years assistant chief. Box E-201, BROADCASTING.

### Production—Programming, Others

News writer, experienced radio and newspaper reporter moving west mid-May seeking appointments personal interview Arizona, California etc. Resume and personal information. Box E-172, BROADCASTING.

Experienced news director; seeks station leading or planning to lead competitive market. News in depth specialist; award winning techniques, top voice, references. Box E-176, BROADCASTING.

Newsman, aggressive, experienced. Nine years professional journalism, 5½ broadcasting (mostly television), 3½ newspaper. Now in major market. Prefer New York, Washington, Miami or Los Angeles. Extensive knowledge film, videotape, documentary. Single, but marriage soon. Box E-48, BROADCASTING.

Newsman, experienced all phases. Supervise gather, edit, and air. Two degrees. Box C-271, BROADCASTING.

Experienced news director. Dedicated professional. Organizer. Cooperative, community promoter. Friendly. Box E-215, BROADCASTING.

College grad, age 24, single, and draft free. Producing directing experience in ETV. Desires position in commercial station, but will consider etv. Knows all phases of production and lighting. Re-location desirable. Will send resume and references on request. Available immediately. Box E-220, BROADCASTING.

Experienced tv newsman. Solid background. Gather, film on air, now employed. Box C-272, BROADCASTING.

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## Situations Wanted—(Cont'd)

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### Production—Programming, Others

Experienced television radio newspaper reporter, 29, wants fast moving job. Box E-246, BROADCASTING.

Creative female-adept in "facts" or "fancy motif." At home on mike as well as behind the scenes. English literate and whimsical. Woman's program, children's show, public service. New York only. Box E-257, BROADCASTING.

Available, program manager. Extensive medium-major market experience in television programming, production, films. Experience includes all phases of general operational procedures. Currently employed major market. 14 years broadcasting background. Seeking to relocate with aggressive operation. Box E-263, BROADCASTING.

## WANTED TO BUY

Wanted: A number of radio transcriptions featuring Russ Columbo (radio crooner of 1930's). The transcriptions will not be rebroadcast or duplicated, wanted for research purposes only, will pay \$25.00 each. Write: Roy Steifel, P.O. Box 511, Winston-Salem, North Carolina.

## WANTED TO BUY

### Equipment

Wanted used automatic programming equipment, gates nite-watch, etc., also interested in remote pickup equipment. Box E-254, BROADCASTING.

Do you have a dimmer board that is now gathering dust, or non-productive? We need one so send the info on yours and maybe you can turn it into ready cash. Box E-218, BROADCASTING.

Wanted: 1600 feet RCA 3 1/8 inch. line; RCA 3-inch IO camera chain. Wm. C. Grove, General Manager, KFBC-TV, Cheyenne, Wyoming.

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

Wanted—prices on used GE synchrolite B&H projector head in operating condition. Interested in other synchrolite parts—tubes, transformers, etc. Box E-266, BROADCASTING.

2 used guide towers for am station 240' appx. height down and ready to ship. Ramsey Broadcasting, 1712 Rosewood Street, St. Paul 9, Minnesota.

## BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

## Miscellaneous

Helicopters for lease, yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. \$5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

## For Sale

### Equipment

RCA 10 kw fm transmitter, type BTF-10B, \$5,200, and H/P fm monitor, type 335B, \$800. Both for \$5,500. Good operating condition and appearance. Box 221, Lebanon, Tennessee.

One (1) Seeburg 200-record library unit... \$150. Ampex stereo 352-2 in console... \$1000. GE fm monitor... \$400. Box E-248, BROADCASTING.

Will sell or trade 2 Geloso tape recorders G-255 in excellent condition. Need portable battery tape recorders. Best offer. Box E-197, BROADCASTING.

Federal 101-C field intensity meter. 3 loops, 530 to 7000 kc. Hardly used. Ori. cost \$1,114. Sell for \$450. Box E-229, BROADCASTING.

For sale: RCA BTA-1KX kilowatt transmitter like new, complete with conelrad crystal. Kit available for 250 watt cutback. \$3,000. WSLM, Salem, Indiana.

**Xmission Line:** Teflon insulated, 1 1/2" 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. Templar 2-3527.

Fidelipac tape cartridges. Best prices, same day shipment. Old cartridges reconditioned. Write for complete Sparta equipment brochure. Sparta Electronic Corporation, 6450 Freeport Blvd., Sacramento 22, California.

Composite fm kilowatt transmitter: General Electric BT-2-2 fm transmitter with Gates M-5534 Exciter. Now in use. Exceeds FCC requirements. Available April 10th. Best offer over \$1,500. General Electric FM BY-4-a, 4-section Circular antenna with De-jicers "as is." Best offer over \$200. WYZZ (FM), Wilkes-Barre, Penna.

2 Neumann U47a mikes, power units, 25 ft. cables, used 20 hrs., \$200 ea. David Pascal, 309 Dunlap Street, Woonsocket, Rhode Island.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Magnetite model 610-SD professional field tape recorder, excellent condition. Spare tubes, tapes, battery and microphone included Postpaid \$140.00 Box E-143, BROADCASTING.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

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.

## INSTRUCTIONS—(Cont'd)

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

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. 43rd, N. Y. OX 5-9245.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

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 class starting April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are April 29, July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, 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.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

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**BROADCASTING**

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

## RADIO

### Help Wanted—Announcers

#### ANNOUNCER-EMCEE

50 kw Southwest major-market station seeks stable announcer for varied staff duties. Outstanding facility, perfect climate, good pay and company benefits for right man. Send resume, recent photo and tape, (includes news, sports, music show and commercials) to:

Box E-146, BROADCASTING

### Production—Programming, Others

Radio News Director wanted for: West Coast Major Market-50,000 Watts

To: Reorganize and direct news operation

Operate out of mobile unit

Voice all local news

Strawboss-three-man team.

Must have: Outstanding record in news digging and delivery, outstanding news voice. This is an early rise, late bed every day thing. It's work, work, work. Your past must be spotless. We'll pay top money, but drive you without mercy. Send recent tape, all details to:

Box E-205, BROADCASTING

## RADIO

### Situations Wanted—Sales

#### SALES MAKING STATION MANAGER

Last place I worked we upped sales 50% in six months. I want to join your sales or promotion organization in New York City or suburban radio. Full details by writing to:

Box E-189, BROADCASTING

### Production—Programming, Others

#### Radio-tv Executive Assistant

Fifteen years all phases in largest markets. Broadcast supervisor for scientific foundation. University instructor. Ten years commercial experience as operations director, tv director, production director, program manager, BS, MA degrees, family. References include present employer.

Box E-230, BROADCASTING

## TELEVISION

### Situations Wanted—Announcers

Radio TV Personality, ten years experience. Now successful in medium market, ready for major market. All the talent is not on your doorstep. Let me send you a tape and/or VTR; if this generates any interest I'll come to you for a personal interview. You have nothing to lose but a letter.

Box E-210, BROADCASTING

## Situations Wanted—(Cont'd)

### Production—Programming, Others

**NEWS DIRECTOR—TV & Radio**  
Experienced in all phases of news. Now employed in third market, large eastern state. Seeks position as tv newsman or reporter, or both, in major market, established chain or large independent operation. Must be willing to pay for excellent product. **SOF & RESUME AVAILABLE.**  
Box E-191, BROADCASTING

## INSTRUCTIONS

### RCA will train you in TV DIRECTION, PRODUCTION, AND STUDIO OPERATIONS

Thorough and professional training courses in every phase and detail of television and radio production. Train with experts on professional equipment. Day and Evening coeducational classes. Write for FREE career information. RCA Studio School: Dept. B-15, 1600 Broadway, N.Y.C.

RCA INSTITUTES, INC.

A Service of Radio Corporation of America



The Most Trusted Name in Electronics

## Miscellaneous

### "BLUEPRINTS FOR SUCCESSFUL JOB- HUNTING IN RADIO & TV"

This authoritative new information piece tells you how to organize your campaign, resumes and tapes. Available by mail order only. \$1 for postpaid copy, prompt delivery. You can also obtain other new releases prepared by specialists, easy-to-use. Send \$2 for "HOW AND WHEN TO PLAN YOUR OWN ADVANCEMENT." Send \$3 for "HOW TO SELL YOURSELF BY WRITING BETTER LETTERS AND RESUMES," with samples of "ideal" copy. P. O. Box # 1688, Grand Central Station, New York 17, N. Y.

## EMPLOYMENT SERVICE

### TV ENGINEERS

Now placing broadcast engineers in tv stations exclusively, in all 50 states. Beginners or experienced with first class tickets get excellent placement results if qualified. FREE REGISTRATION. Excellent opportunity for radio men to get into TV.

**Professional Placement**  
458 Peachtree Arcade  
Atlantic 3, Georgia, JA 5-4841

## WANTED TO BUY

**WILL PAY \$25.00**  
Each for old radio transcriptions. See classified section under Wanted to Buy ! ! !

## For Sale

### Equipment

April showers bring...  
Lightening too...  
Complete stock of RF ammeters and transmitter mica capacitors.  
Write or call for off-the-shelf shipment.

Dept. B-1  
**Gates Radio Company**  
Subsidiary of  
**Harris-Intertype Corp.**  
Quincy, Illinois

Used 19" Rack-Mount Cabinets  
10½" High to 48" High  
PRICED TO SELL  
Also Assorted 19" Rack Panels 7" to 37¼" High  
Box E-127, BROADCASTING

### ITA FM TRANSMITTERS

6,000 and 10,000 Watts New and Used

CLOSE-OUT PRICE

Box E-128, BROADCASTING

## WANTED TO BUY

### Stations

### LOOKING TO BUY IN OHIO

An AM Radio Station in a medium sized or smaller market.  
All contracts confidential.  
Box E-264, BROADCASTING.

## For Sale

### Stations

### FORCED LEGAL SALE

SOUTHEAST'S MOST FABULOUS  
METRO GROWTH MARKET OF 200,000

Country—Western Dream

About once in 15 years an opportunity like this presents itself.

For authentic legal reasons—after 10 years of highly successful operation—this fine fulltime 5 KW Day, 1 KW Night facility must be sold.

Only one station in this market has changed hands in over 15 years. Excluding Florida, this is the most solid growth area in the Southeast—not just population, but retail sales, construction, bank deposits, etc.

All equipment, buildings, in excellent condition. Transmitter site is only small part of valuable industrial tract owned by company.

Country-Western Market wide open—begging—½ all record sales this type. Only substantial principals with considerable cash resources need inquire to owner.

Box E-151, BROADCASTING

## For Sale—(Cont'd)

### Stations

### 5KW-MAJOR MARKET

non-directional daytime, in East Coast State. Album music programmed, low-cost operation high profit potential, now in the black and growing. \$210,000 on terms.

Box E-204, BROADCASTING

### CONN. RADIO STATION

for sale. Good potential for owner-management. Excellent low frequency, daytimer with wide coverage in growing market. Only reasonable amount cash required. Only answer if financially qualified.

Box E-177, BROADCASTING

### WESTERN

Full time, independent, one tower. Ideal for working owner. \$15,000 down balance long term.

Box E-194, BROADCASTING

### STATIONS FOR SALE

CALIFORNIA. Daytime facility. Serves market of close to 200,000. Priced at \$141,000. 29% down.

SOUTHEAST. Daytime facility. Serves market of one million. Priced at \$225,000. 29% down.

**JACK L. STOLL & ASSOCS.**  
Suite 600-601 6381 Hollywood Blvd.  
Los Angeles 28, Calif. HO 4-7279

|       |        |          |      |       |
|-------|--------|----------|------|-------|
| Ga.   | single | daytimer | 55M  | terms |
| Tenn. | single | daytimer | 48M  | 25M   |
| N.Y.  | small  | daytimer | 125M | 36M   |
| S.E.  | small  | fulltime | 33M  | 10M   |
| Fla.  | medium | power    | 150M | 30%   |
| Mass. | metro  | daytimer | 185M | 29%   |
| Pa.   | metro  | daytimer | 120M | terms |
| N.E.  | metro  | daytimer | 200M | 50M   |

And others

**CHAPMAN COMPANY**  
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

To buy or sell Radio and/or TV properties contact.

**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN 17, TEXAS

### NEED HELP?

**LOOKING FOR A JOB?  
SOMETHING TO BUY  
OR SELL?**

**For Best Results  
You Can't Top A  
CLASSIFIED AD  
in**

**BROADCASTING**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO



## OUR RESPECTS to Seymour Louis Adler

### A tv station's most important service—news

"News is the most important service a tv station can render," S. L. Adler, vice president and general manager of KTLA (TV) Los Angeles, said last week. "Informed citizens are the best citizens and it's up to all of us in the communications business to help keep them informed. That's why KTLA is primarily a news station, although we try to entertain our viewers as well as inform them."

How well Mr. Adler's news-first policy has worked was indicated last fall, when the Radio & Television News Assn. of Southern California awarded six of its 10 "Golden Mike" awards for tv news excellence to KTLA. In addition to citations for the best news film, best commentary, best documentary and best special news report (for its two-day coverage of the Bel Air fire), KTLA was given a special award for its coverage of the demise of two of Los Angeles' daily papers and the station management was honored with the award for "the most outstanding support of a tv news operation."

The effectiveness of Mr. Adler's management policies can be measured by another standard, that of economics. Here, the story is short and sweet. In 1960, the year before he came to KTLA, the station's financial report showed a loss of just under \$1 million. In 1961, the first year under his direction, KTLA reported a profit of nearly \$600,000. Last year net earnings more than doubled to \$1.4 million.

**What's in a Name?** ■ Seymour Adler was born Oct. 16, 1918, in Philadelphia and got along very well without a middle name until a recruiting sergeant asked him, "D'ya wanta go through life as N.M.I. [no middle initial]?" So he took his father's first name—Louis—as his middle name. But what he is universally called even in KTLA's news releases, is "Stretch." The reason is obvious when he stands up and reveals his full height of 6 feet 4 inches.

While he was still a babe in arms, his family moved to Cincinnati, where his father bought a big, old house in the wrong part of town. Stretch was the rich kid in a poor neighborhood, and of necessity, became an expert boxer. Even so, when he tried to enlist in the Navy he was rejected for not having enough teeth ("the result of talking when I should have been listening"). After grammar and high school, he entered the U. of Cincinnati, where he spent as much time as possible at boxing, baseball, basketball and football, and as little as possible at his books.

**A Fly Boy** ■ Crazy about flying, with a pilot's license before he was out of

his teens, Stretch left the university after two years for a job as an airplane engine tester for Curtiss-Wright. The testing was done in the shop, not the air, and after 18 months he quit to become a flyer. The Army was not as particular as the Navy about his dental status, so, with his new middle name, he went through his training and on Jan. 9, 1941, got his commission as a second lieutenant in the Army Air Corps. For more than two years he served as an instructor, teaching cadets to fly.

Capt. Adler then was given command of a squadron on its way overseas. In the next two years he logged 29 missions (he flew twice as many more as an observer) and collected a Silver Star, a Distinguished Flying Cross and "some of the other hardware they handed to everyone within sight." When he added a piece of flack to his hardware collection, he was hospitalized for six months. Another six months of duty with the Ferry Command in Memphis and in September 1945 he was discharged after 5½ years of service.

**Trucking to Television** ■ Out of uniform, Stretch tried the produce trucking business ("but I didn't like the business") and manufacturing point-of-sale displays ("but I didn't like my partners") and selling syndicated radio programs for Frederic W. Ziv. ("My territory was Kentucky and Tennessee, except for Louisville and Memphis.") Television was coming in and Stretch wanted to get in at the beginning, so he left Ziv to return to Cincinnati as a tv time salesman, first for WCPO-

TV, then for WLWT (TV).

Switching from time to talent, he joined the William Morris Agency and spent two years in Chicago as head of the agency's radio-tv department. Next, he joined forces with Robert Stabler to produce *Rimfire* "tv's first adult Western and a good show, only we were ahead of our time and couldn't sell it." So Stretch went with Screen Gems as senior sales executive. After a couple of years he moved to Guild Films as sales manager and after another couple of years he took a similar post at Official Films. Then came an offer from Paramount which took him first to the executive offices in New York and then to Hollywood in his present position of vice president and general manager of Paramount Television Productions, licensee of KTLA.

Stretch and his wife, nee Marjorie Duhan, a successful writer of plays, short stories and tv scripts whose first novel is now in publication, live in a Hollywood Hills home with their two dogs, Rock (a German Shepherd) and Pebble (a Kerry Blue). Swimming in his own pool is Stretch's major athletic activity today, he admits. "The sports I used to play I now enjoy from a box seat. I keep planning a weekly golf game with a KTLA foursome but something always happens to prevent it. I guess you could say that my work is my hobby, because I'm often on the phone with New York at 6:30 in the morning and I'm at the office from 8 a.m. until after 7 p.m. six days a week, which doesn't leave much time for anything else."



KTLA (TV)'s 'Stretch' Adler (l.)  
In the station's 'Telecopter'

## Post-strike opportunity

**M**ARATHON newspaper blackouts have just ended in two of the nation's largest markets. The strikes lasted 114 days in New York and 129 in Cleveland, extending through much of the holiday buying season. With no place else to go, print-oriented department stores and other retailers flocked to the air. A whole new advertising world was opened for many of them.

Through forced feeding local advertisers learned much about the values of radio and television. Circumstances made them give broadcasting a trial and most of them, coached by broadcasters and agencies, learned how radio and tv could serve them best. Many hard-case print advocates were pleasantly surprised with the excellent results. Others may have been disappointed due to inexperience or poor advice.

Now comes the test. How many of these advertisers will radio and television be able to retain with newspapers again rolling off the presses? Not all, to be sure, because the broadcast media cannot hope to replace newspapers in the retail field. What happens in New York and Cleveland will set the pace in all other markets through the retailers' grapevine.

The result will be determined by the efforts made now by the Radio Advertising Bureau, the Television Bureau of Advertising and the broadcasters themselves. Working together they must make the most of the wind-fall by selling sales through air power.

There never was a better opportunity.

## Be kind to broadcasters

**S**OMETIME soon the White House reluctantly will accept the resignation of Newton N. Minow. At or about the same time President Kennedy will nominate a new member of the FCC, but not necessarily the new chairman.

Who the new commissioner or chairman will be is known only by the President if, indeed, either yet has been selected. It is now clear that the reason the Minow resignation, tendered in February to become effective in June, has not been confirmed was because the President wanted to select his successor without exposing a "lame duck" situation.

The search for the new commissioner is on. There are at least a half-dozen candidates. We are told there isn't a whiz kid among them.

We are told, moreover, that the administration isn't anxious to further irritate broadcasters. There is the hint of a "be kind to broadcasters" approach. This seems politically prudent because a presidential election year is coming up. Broadcasters are important to an administration that won on the wings of the Great Debates by the narrowest of margins. To provoke broadcasters unduly now would be bad "station relations."

If the new commissioner is not designated chairman, the choice will be among the three Democratic incumbents. Of these the fair-haired one seems to be 33-year-old E. William Henry, Tennessee New Frontiersman handpicked last August by Attorney General Robert F. Kennedy.

Mr. Henry may be young, but he also is bright, ambitious and good-looking. In the six-months he has served, he has given broadcasters no reason to rejoice. He has seen eye-to-eye with Mr. Minow in the disposition to pour it on.

The FCC's newest commissioner—47-year-old Kenneth Cox—is regarded by his colleagues as even tougher than Messrs. Minow and Henry. In his two-year hitch as broadcast bureau chief he demonstrated a capacity for hard work and an insistence that broadcasters toe the mark, always on the ground that his job was to implement FCC policy, not initiate it. Now he is on the policy level. He would be

a strong and probably stubborn chairman.

The third incumbent Democrat is the 11-year veteran 53-year-old Robert T. Bartley. He is the only commissioner with broadcast experience, having been with the Yankee Network in Boston for four years and with the NAB for five years. He covets the chairmanship but has made no campaign for it. He is opposed by multiple owners because he invariably wants any transactions in which they are involved aired in public hearings. Usually he is in the minority.

A few weeks ago the conference of station association presidents, meeting in Washington, petitioned President Kennedy to name a practical broadcaster to the Minow vacancy.

The impulse is to applaud. But it isn't that pat. A broadcaster isn't automatically qualified. A bad broadcaster (we readily admit there are such) might be a good Democrat but not make a good commissioner. Most good broadcasters who come to mind wouldn't want to make the sacrifice.

The ideal would be selection of a statesman among broadcasters—one who doesn't need the job but knows what it is to meet a payroll and to compete. There then would be some hope of inculcating in those theorists on the FCC the practical facts of broadcasting life in a supposed free, competitive economy.

## It could be happy and easy

**O**NE of the biggest vacuums in radio's statistical picture would be filled if stations gave their support to the project for compiling dollar figures on national advertising proposed at the NAB convention.

Radio Advertising Bureau and the Station Representatives Assn. stressed the need for amounts spent by brand and by market to show the reach and influence of radio. Tom Wright, of Leo Burnett Co., cited radio billings information by product categories as a must for agencies and advertisers in planning national campaigns.

The simple need is for monthly reports on local, regional and national billings broken down by product categories. The cost to individual stations would be relatively low. Ten Los Angeles stations make similar reports for \$2 per station.

It's easier than filing a tax return and would be just as confidential and much more profitable.



Drawn for BROADCASTING by Sid Hix

"No, thanks, but tell me, is Newton Minow really going to quit the FCC and go to work for you folks?"

People  
try it  
and they  
like it

result:

KPRC-TV is first in sales in  
Houston. Next time you're  
thirsty for sales try the one  
TV station sold everywhere  
at popular prices. Just say . . .  
"HEY PETRY, KPRC-TV."



KPRC-TV, CHANNEL 2, HOUSTON

Represented Nationally by Edward Petry & Co.

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COURTESY OF THE CARLING BREWING COMPANY

## HENNESEY SAILS TO

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Boston . . . . . WHDH-TV  
Los Angeles . . . . . KNBC  
Lancaster . . . . . WGAL-TV  
San Diego . . . . . KOGO-TV  
Wilkes Barre . . . . . WBRE-TV  
Pensacola . . . . . WEAR-TV  
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New Haven . . . . . WNHC-TV  
Minneapolis . . . . . KSTP-TV  
Dayton . . . . . WHIO-TV  
Denver . . . . . KLZ-TV  
Buffalo . . . . . WBEN-TV  
Indianapolis . . . . . WLW-I  
Pueblo . . . . . KOAA-TV  
Sherman . . . . . KXII-TV  
Greenville, S.C. . . . . WFBC-TV  
Seattle . . . . . KING-TV

Flint . . . . . WJRT-TV  
Norfolk-Portsmouth-  
Newport News . . . . . WAVY-TV  
Sioux Falls . . . . . KELO-TV  
Yuma . . . . . KIVA  
Albuquerque . . . . . KOB-TV  
San Antonio . . . . . KONO-TV  
Reno . . . . . KOLO-TV  
Las Vegas . . . . . KORK-TV  
Fresno . . . . . KMJ-TV  
Sacramento . . . . . KCRA-TV  
Billings . . . . . KOOK-TV  
Butte . . . . . KXLF-TV  
Great Falls . . . . . KFBB-TV  
Idaho Falls . . . . . KID-TV  
Twin Falls . . . . . KLIX-TV  
Montgomery . . . . . WSFA-TV  
Atlanta . . . . . WSB-TV  
Houston . . . . . KHOU-TV  
El Paso . . . . . KTSM-TV  
Pittsburgh, Kan. . . . . KOAM-TV  
Jacksonville . . . . . WJXT  
Salinas . . . . . KSBW-TV  
Rapid City . . . . . KOTA-TV  
Wichita Falls . . . . . KFDX-TV

Tampa-  
St. Petersburg . . . . . WFLA  
San Francisco . . . . . KRON-TV  
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Boise . . . . . KTVB  
Syracuse . . . . . WNYS-TV  
Salt Lake City . . . . . KSL-TV  
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Amarillo . . . . . KFDA-TV  
Roswell . . . . . KSWS-TV  
Knoxville . . . . . WATE-TV  
Rockford . . . . . WREX-TV  
Madison . . . . . WKOW-TV

Shreveport . . . . . KSLA-TV  
Phoenix . . . . . KTVK  
Sioux City . . . . . KVTV  
Grand Rapids . . . . . WOOD-TV  
Odessa-  
Midland . . . . . KMID-TV  
Alexandria . . . . . KCMT  
Green Bay . . . . . WFRV  
Cleveland . . . . . WEWS  
Bangor . . . . . WLBZ-TV  
Binghamton . . . . . WBJA-TV  
Spokane . . . . . KXLY-TV  
Lexington . . . . . WKYT  
Valley City . . . . . KXJB-TV  
Columbia, S.C. . . . . WIS-TV  
Cape Girardeau . . . . . KFVS-TV  
Burlington . . . . . WCAX-TV  
Eau Claire . . . . . WEAU-TV  
St. Louis . . . . . KSD-TV  
Jefferson City . . . . . KRCG-TV  
Rock Island . . . . . WHBF-TV  
Des Moines . . . . . WHO-TV  
Harrisburg, Ill. . . . . WSIL-TV  
Brownsville, Harlingen-  
Weslaco . . . . . KRGV-TV

**AND ALL IN ONE SHORT SELLING PERIOD! 100 SALES IN MAJOR MARKETS ACROSS THE COUNTRY. 100 DECISIONS BY TOP STATIONS, WHICH ARE BEING PROVED 100 PER CENT RIGHT BY TIME-PERIOD -LEADING RATING REPORTS. COME ON BOARD WITH NBC FILMS.**

