



# BRC

## THE BUSINESSWEEK

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## AND RADIO

MARCH 12, 1962

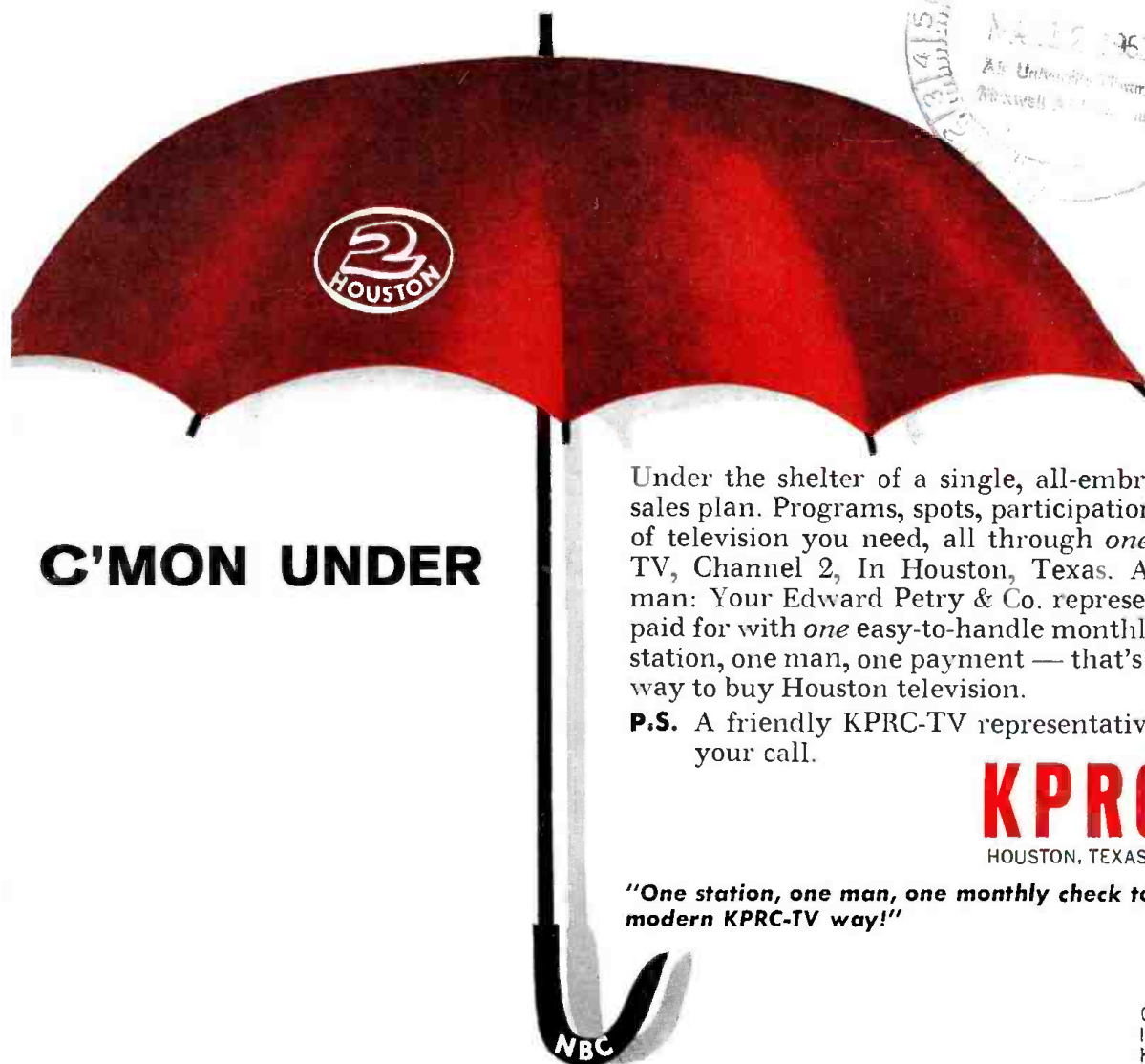
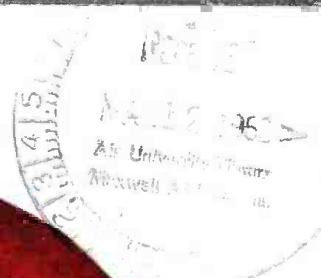
ASCAP names price for reduction in tv fees:  
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Sugar from Uncle Sam now sure to sweeten  
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How now fare uhf areas in the U.S. flatlands?  
BROADCASTING reports six years later . . 70

It looks like FCC's coming unglued from plan  
for both deintermixture, all-channel set . . 42

COMPLETE INDEX PAGE 7



### C'MON UNDER

Under the shelter of a single, all-embracing KPRC-TV sales plan. Programs, spots, participations — every kind of television you need, all through *one* source: KPRC-TV, Channel 2, In Houston, Texas. All through *one* man: Your Edward Petry & Co. representative. And all paid for with *one* easy-to-handle monthly payment. One station, one man, one payment — that's the *one* modern way to buy Houston television.

**P.S.** A friendly KPRC-TV representative is waiting for your call.

# KPRC-TV

HOUSTON, TEXAS CHANNEL 2

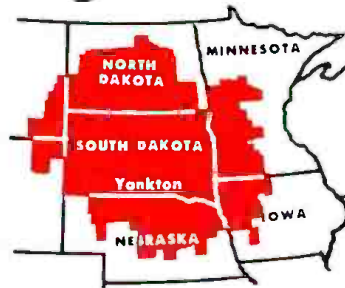
**"One station, one man, one monthly check to pay — that's the modern KPRC-TV way!"**

Courtesy of Travelers Insurance Companies, Hartford 15, Connecticut

**BIG AGGIE LAND . . . THE NATION'S**

**40<sup>TH</sup>**

**RADIO MARKET**



**SOLD ONLY BY**

**WNAX**

Far removed from the bright lights of New York and Chicago stands the most exceptional market in this country today. It's Big Aggie Land, the home of more than 2¼ million people in parts of five states who spend \$2,250,000 a year at the retail level. It's an exceptional market because you need buy only power-

ful WNAX-570 to cover this huge chunk of Mid-America. More than 80% of Big Aggie's radio families dial WNAX-570 three to seven times a week. Big Aggie Land is important . . . sell it on WNAX-570 . . . the station most people listen to.

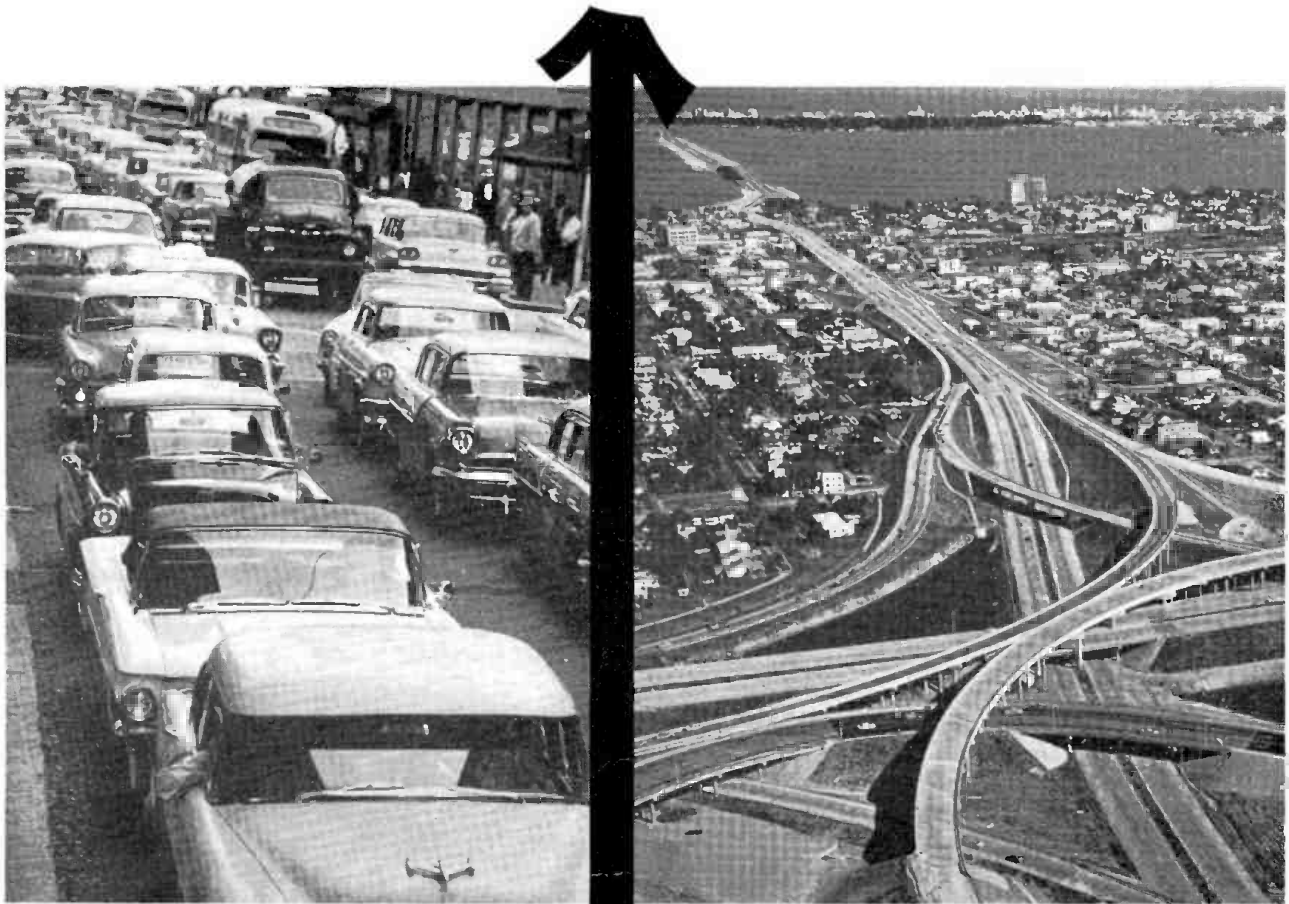


**WNAX-570 CBS RADIO**

**PROGRAMMING FOR ADULTS OF ALL AGES**

PEOPLES BROADCASTING CORPORATION  
Sioux City, Iowa, Sioux Falls and Yankton, South Dakota  
Represented by Katz

	<b>PEOPLES BROADCASTING CORPORATION</b> WNAX, Yankton, S. Dak. KTVV, Sioux City, Iowa WGAR, Cleveland, Ohio WRFD, Columbus-Worthington, Ohio WTTM, Trenton, N.J. WMMN, Fairmont, W.Va.
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## WHO'S BEING TAKEN FOR A RIDE ON FLORIDA'S ROADS?

Once again WCKT's news teams stepped out in their 7-league boots, getting firsthand facts and film from one end of the country to the other, to present a comprehensive, responsible, analysis of Florida's complicated and sometimes confused highway and road programs. The resulting half-hour documentary, *THE BATTLE AT HIGHWAY PASS*, brings the whole Florida road picture into sharp focus this month.

Camera 7 crews journeyed clear to California to study the freeways-vs-toll roads controversy, visiting Los Angeles and San Diego, and interviewing Gov. Brown. They went to Washington, D.C. and put sound cameras in front of the nation's road planners and controllers. They extensively traveled the highways and byways of Florida itself, investigating charges of poor planning, revealing the good and bad of Florida's present road system.

Never before have South Floridians had the advantage of such mature, searching insight into one of their most vital problems. Another example of television citizenship with showmanship . . . typical of WCKT's dynamic New Force Journalism!

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



**BISCAYNE TELEVISION CORP.**

WCKR-Radio 610 • MIAMI, FLORIDA







1906  
 Maude Adams  
 Limited



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

**WGAL-TV**  
*Channel 8*

**Lancaster, Pa.**  
**NBC and CBS**  
 STEINMAN STATION  
 Clair McCollough, Pres.



Maude Adams

Courtesy of The Bettmann Archive

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

## Three-year rule

Passed over at last week's FCC meeting—but coming up again this week—final decision which would prevent sale without hearing, of radio-tv stations held by licensee for less than three years (CLOSED CIRCUIT, Feb. 12). Sale would be permitted in less time under certain circumstances, such as ownership death or divorce settlement. "Inadequate" operating funds will not be reason for sale approval, as originally proposed, but "unavailability" of funds will be.

*Rule, as proposed over year ago, also has been tightened to delete death of key employes and "human factors" as valid reasons for selling. Despite near-unanimous opposition of industry, rule is expected to be cleared by FCC. It was issued in December 1960 on 5-2 vote.*

## K-K clearance

Postponement of Kennedy-Khrushchev exchange of television talks from March 25 to date uncertain, alleviates tensions precipitated over manner in which networks were "instructed" by White House to clear for unprecedented event. While networks are reluctant to discuss matter, strong inference is that White House news secretary, Pierre Salinger, in effect, ordered clearances rather than suggested availability of program.

*Custom on all White House broadcasts including news conferences, has been to notify networks of events, with clearances handled on live or delayed basis at discretion of networks—if at all. There's no doubt that all networks would have jumped at opportunity to carry K-K exchange because of obvious newsworthiness but expected to be asked rather than told. Indefinite postponement developed because principals decided climate isn't right. Format decided upon by Soviet and U. S. is for President to speak in English for 15-minutes over Soviet system and his remarks to be translated into Russian. Khrushchev would be given equal treatment on U. S. tv networks.*

## Cross reappointment

Whether FCC Commissioner John S. Cross will be nominated for another term on FCC was in doubt last week—less than four months before June 30 expiration of his term. Leading candidate to succeed Arkansas Democrat is Kenneth A. Cox, for past year chief of Broadcast Bureau, who came to FCC from private law practice in Seattle, Wash., and who served as

# CLOSED CIRCUIT®

special counsel of Senate Commerce Committee on communications matters for several years.

*Mr. Cross is avowed candidate to succeed himself and is understood to have unqualified support of Arkansas Congressional delegation. But White House last week was represented as having made no decision on reappointment. Mr. Cross, former State Department telecommunications expert and ex-Navy captain, was appointed to FCC in 1958 to fill unexpired term of Richard A. Mack.*

## Commercial standards

Station Representatives Assn. and American Assn. of Advertising Agencies are agreed on joint recommendation setting up guides for physical handling of spot tv commercials by agencies and tv stations. Treated will be such oft-irritating details as standards and specifications in commercials.

## Three new MCA TV series

MCA TV understood to be placing two one-hour and one half-hour network series into immediate release to stations via its Films Syndication Div., and plans to release three additional half-hour series later this year. New "off-network" programs are one-hour *Thriller*, now on NBC-TV, and *Frontier Circus* (CBS-TV) and half-hour *Wells Fargo* (which is now one-hour series on NBC-TV). MCA TV now has ten "off-network" shows in syndication.

*MCA TV reportedly acquired complete interest in Thriller after Hubbell Robinson, its producer, decided to return to CBS-TV as senior vice president, programming (WEEK'S HEADLINES, page 10). Mr. Robinson produced series for sale throughout MCA TV.*

## Those mixed-up taxes

Most confused people in broadcasting are those who handle tax procedures for tv stations but there's some hope light will be shed later in year. Internal Revenue ruling that film rental costs must be deducted in pro rated sums (BROADCASTING, March 5) left taxpayers up in air because of vague language. Hope for clarification centers on (1) proposal now being studied at NAB for industry tax conference and (2) petition filed by KIRO-TV Seattle with U.S. Tax Court challenging regional revenue office decision against station's film-rental deductions.

## FCC's housing held

FCC isn't getting its own headquarters building in foreseeable future but it will improve its position considerably under plans approved by General Services Administration, housekeeping agency for federal government. Substantial portion of old Evening Star Building, at 11th and Pennsylvania Avenue, just block away from FCC's "borrowed" space in Post Office Building, has been allocated to FCC to enable it to consolidate its Washington operations in two neighboring locations instead of four scattered sites. Star Building, now being extensively remodeled, will be available by summer but commissioners' offices and hearing rooms will be retained at present Post Office location.

*GSA Administrator Bernard L. Boutin says new location provides "semi-permanent" measure to alleviate FCC's housing plight but it does not preclude eventual new headquarters building. FCC now occupies 163,000 sq. ft. and its projected requirements (1970) are for minimum of 200,000 sq. ft. GSA action comes almost coincidental with formation last month of committee under auspices of Federal Communications Bar Assn. to foster establishment of new headquarters building for FCC. Committee will hold its second meeting March 21. (CLOSED CIRCUIT February 12.)*

## Jerrold back in cable tv

Jerrold Electronics Corp., Philadelphia, is re-entering catv. It plans to hook up group of small communities in California coastal area and Salinas, Calif., is one of them. Salinas is city which asked FCC for guidance on granting franchise and received FCC letter two weeks ago (AT DEADLINE, Feb. 26). Jerrold, pioneer in catv operations—as well as equipment—sold its nine systems in 1960 for \$5 million to H&B American Corp.

## Running scared?

Is fear of the long-range consequences of the upcoming hearing causing some network officials to go soft in union negotiations? One mid-west official of a minor technical union seems to think management is running scared over local "anti-labor" label. He was amazed last week to discover New York contacts seemed virtual push-overs for demands which he said were normally resisted stoutly.



# Why WKOW-TV bought Seven Arts' "Films of the 50's"

## Says Tony Moe:

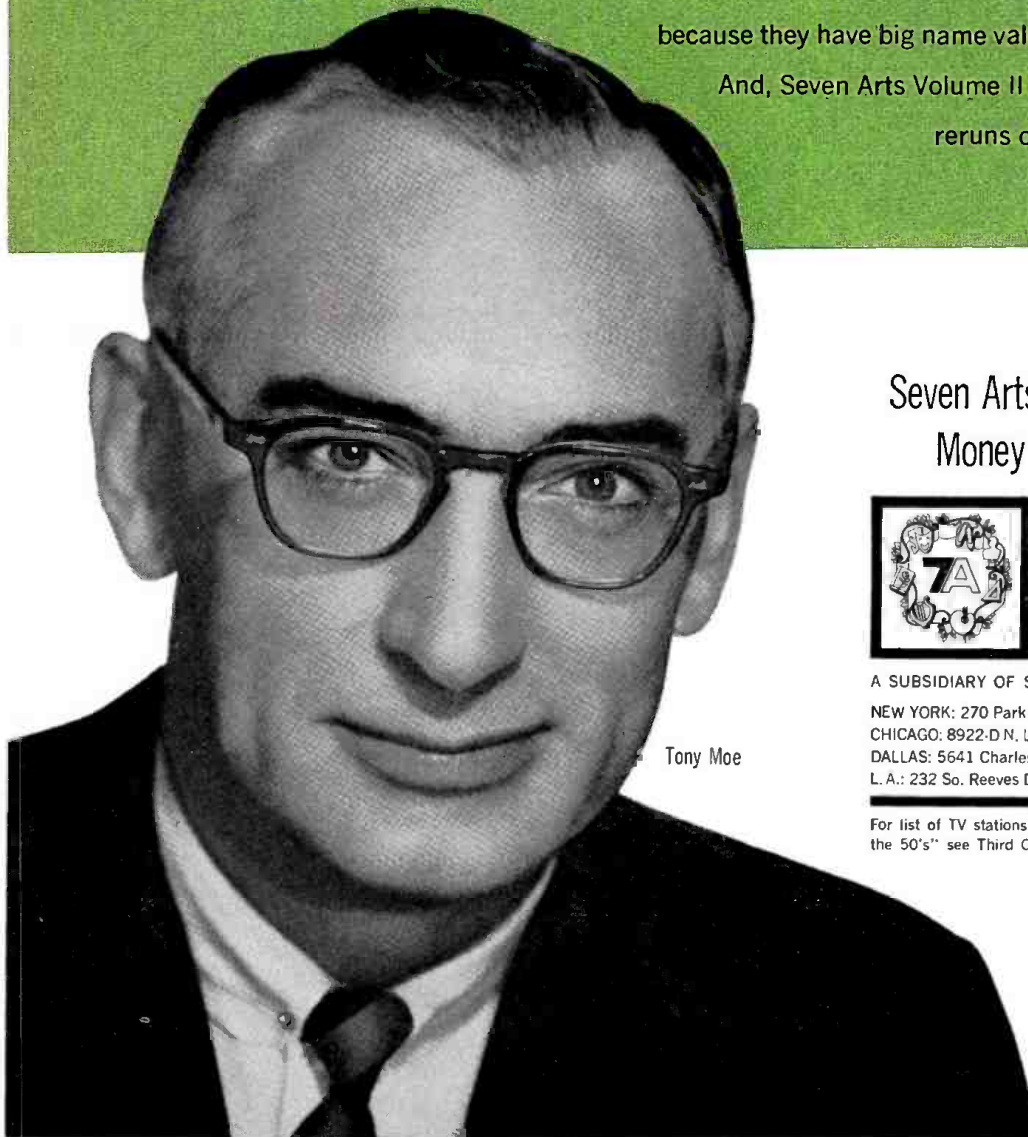
Executive Vice President, WKOW-TV, Madison, Wisconsin

"These Warner features give us the strongest product available for our 10:00 P.M. Saturday showcase "Fanfare." We are confident these pictures will more than maintain "Fanfare's" position as the highest-rated feature film in Madison. They will reach out and pull a still larger audience. And certainly they are

# MORE SALEABLE

because they have big name value that advertisers like.

And, Seven Arts Volume II has plenty of power for reruns on our Encore Theatre."



Tony Moe

## Seven Arts' "Films of the 50's" Money makers of the 60's



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717  
CHICAGO: 8922-D.N. La Crosse, Skokie, Ill. ORchard 4-5105  
DALLAS: 5641 Charlestown Drive ADams 9-2855  
L. A.: 232 So. Reeves Drive GRanite 6-1564--STate 8-8276

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

# WEEK IN BRIEF

Next to taxes, the legal aspects of copyright tend to drive even lawyers to drink, or even suicide. Now in works is a plan by which ASCAP would cut music rates 16% and broadcasters would be out of BMI. See lead story . . .

## BMI CAUGHT IN SQUEEZE? . . . 27

The sky is bright and the trees will soon be turning green and spot television's looking up. First quarter of 1962 looks terrific and final figures for last three months of 1961 should show 12% increase. See . . .

## SPOT TV OFF FAST IN '62 . . . 30

Ever since tv went commercial nationally in the late 40s the pay-television idea has kept in the limelight from time to time. The latest—a federal court decision upholding FCC's right to grant a test. See . . .

## TOLL TV TEST UPHELD . . . 44

It's obvious now that Uncle Sam's pocketbook will give a boost to educational tv stations. Last week the House passed a bill giving \$25 million of matching funds. Senate approval was given a similar plan. See . . .

## HOUSE OKAYS ETV BILL . . . 50

The deintermixing situation is starting to jell, or unmix or whatever these things do. FCC now is showing symptoms of abandoning development of uhf by this formula, if an all-channel set law is passed. See . . .

## DEMIXING MAY BE DROPPED . . . 42

Maybe the argument will go on for months over who's to own a satellite facility for international communications. The administration has met opposition to its own plan but now the Attorney General will testify. See . . .

## SATELLITE SOLUTION SOUGHT . . . 48

Now comes the first legal break in the complaint of A. P. Management Corp. charging Young & Rubicam and nine rep firms damaged it \$16 million worth by allegedly conspiring to exert pressure on radio clients. See . . .

## PETKER FIRM WINS INJUNCTION . . . 38

A load of trouble hit the fan in Chicago last week as the four tv stations received the official questionnaires for the FCC's public investigation of local programming. Read the text of this document. See . . .

## FCC READIES CHICAGO PROBE . . . 46

# SPECIAL REPORT: UHF ISLANDS

While Washington has testimonial tremors for and against deintermixture as well as all-channel sets, several uhf-only markets lead normal lives. A look at two uhf islands—South Bend-Elkhart and Fort Wayne. See . . .

## UHF WINS OWN MARKET . . . 70

Revisiting the two Northern Indiana cities after six years, a BROADCASTING reporter finds they're like any other tv markets despite belittling claims often made about uhf's coverage, service and signals. See . . .

## STORIES OF TWO MARKETS . . . 72

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**BROADCASTING**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS Inc. Second-class postage paid at Washington, D. C.

Subscription prices: Annual subscription for 52 weekly issues \$7.00. Annual subscription including Yearbook Number \$11.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number \$4.00 per copy.

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



## Top new comedy next season?

(with a little bit of luck!)

A very American branch of a very Scotch clan inherits a very rare heirloom.

And the butler who goes with it.

One Stanley Holloway, that is. *Our Man Higgins*.

What happens thereafter

can best be described as a riotous replay of the American Revolution—won, this time, by the British.

And bound to win, we'd venture to say, laughs by the millions.

And ratings to match.

*Our Man Higgins* is slotted in on Wednesday night, 9:30 P.M. Fits nicely into the new lineup—along with *Wagon Train*, *Going My Way* and *Naked City*.

Looks like another solid ABC-TV night.

**COMING UP ON ABC-TV: STANLEY HOLLOWAY IN "OUR MAN HIGGINS."**



## House group hears deintermixture pros, cons BUT AS HEARING ENDS, MOST FAVOR ALL-CHANNEL LAW

Pro- and anti-deintermixture forces clashed Friday as House Commerce Committee wound up hearing on legislation to bar FCC for substituting uhf for existing vhf channels (see story, page 42).

Legislation to require television-set manufacturers to build only all-channel receivers, also under consideration, received virtually unanimous endorsement of more than 20 witnesses.

Robert Coe, ABC vice president for station relations, favored selective deintermixture, calling it essential to establishment of competitive, nation-wide television system. He said FCC's proposal to deintermix eight markets would, if implemented, provide four million viewers with full three-network service for first time.

Lester Lindow, executive director of Assn. of Maximum Service Telecasters, countered with argument that selective deintermixture is "geographically impossible." It would lead to all-uhf television, he said, resulting in "tragic waste" of tv's potential. He urged enactment of legislation to protect public against deintermixture action by FCC.

**The Affirmative** ■ Support for deintermixture was voiced by Rep. William H. Ayres (R-Ohio), concerned about WAKR-TV Akron; Mark Evans, vice president of Metromedia, Inc., owner of WTVP (TV) Decatur, Ill.; John English, WSEE (TV) Erie, Pa.; and Gene Posner, WXIX (TV) Milwaukee. All are uhf outlets. Decatur and Erie stations would benefit from proposed deintermixture proceedings.

Their views were opposed, however, by representatives of several vhf stations threatened with deintermixture: Paul W. Morency, president, WTIC-TV Hartford; Arthur M. Ingram, general manager, WICU-TV Erie, Pa.; Joseph M. Baish, vice president, WREX-TV Rockford, Ill.; Ernest W. Jennes, counsel for WCIA (TV) Champaign, Ill.; and Richard Shafto, president, WIS-TV Columbia, S. C.

Lawrence H. Rogers II, executive vice president, Taft Broadcasting Co., also endorsed legislation to prohibit deintermixture.

H. Walter Watts, RCA group executive vice president and director, endorsed all-channel set legislation as means of furthering development of uhf. He asked, however, that language be tightened so that regulatory author-

ity over set design could not extend beyond requirements for vhf and uhf tuners. He also suggested that excise tax on all-channel sets be eliminated to bring their cost to consumer in line with that of vhf-only sets.

Committee in addition received delegations from South Carolina, including states attorney general, and Alabama. They pleaded for retention of vhf channels in their states that FCC has marked for deletion—ch. 10 Columbia, S. C., and ch. 12 Montgomery (WSFA-TV).

## Kennedy, Nixon, Minow laud Stanton

President John F. Kennedy, former Vice President Richard M. Nixon and FCC Chairman Newton Minow sent congratulations to Radio & Tv Executives Society of New York and CBS Inc. president, Dr. Frank Stanton, on occasion of presentation of RTES gold medal award to Dr. Stanton (see story, page 63).

President Kennedy paid tribute to Dr. Stanton for his "substantial accomplishments and contributions" to broadcasting and communications field. Mr. Nixon wired that "no man could be more deserving of your gold medal award."

Mr. Minow, praising Dr. Stanton's leadership in broadcasting, said: "I'll bet NBC would trade Dr. Kildare and ABC would trade Dr. Ben Casey for Dr. Frank Stanton, at least tonight."

## Pay tv foes to appeal court's Hartford stand

Joint Committee Against Toll Tv reported Friday (March 9) it will appeal—to U.S. Supreme Court—decision by U.S. District Court of Appeals in Washington, D.C., which sustained FCC's authorization of pay tv experiment in Hartford (see story, page 44). Philip F. Harling, chairman of joint committee, said writ of certiorari to be filed with Supreme Court will seek to determine whether FCC can authorize test.

## Pabst, Melnor buy part of horse race classics

Only one-quarter participation sponsorship remains unsold in CBS-TV's

telecasts of horse racing's triple crown in May and June. Pabst Brewing Co., Chicago, through Kenyon & Eckhardt in that city, purchased half sponsorship. Quarter participation was bought by Melnor Industries, Brooklyn, lawn sprinkler manufacturer, through Smith/Greenland, New York. Triple crown races are Kentucky Derby, May 15; Preakness, May 19, and Belmont Stakes, June 9.

## FCC warns stations on 'double billing'

"Double billing" practices of broadcasting stations have reached such proportions that FCC issued warning Friday (March 9), it will institute "appropriate proceedings" when evidence is found that any licensee is engaging in this "reprehensible" practice.

In its announcement, FCC said it has got complaints against station practice of submitting two bills to local advertiser. Second bill is larger than actual cost of spots aired and is sent on to manufacturer or national advertisers by local firm to support claim for cooperative reimbursement.

FCC spokesman said "not many" complaints have been received—they are primarily from advertisers and newspaper associations—but agency itself has turned up several instances of double billing in station investigations. "The practice is widespread" in broadcasting, FCC said.

**Not so New** ■ Another FCC official remarked that broadcasters did not in-

### Merger for JFK?

Some members of Radio-Tv Correspondents Assn.—to which broadcast newsmen accredited in Washington belong—are talking up merger of that association's annual black tie dinner with similar affairs sponsored by White House Correspondents Assn. and White House Photographers Assn. Reason: President Kennedy has let it be known he won't attend all three dinners each year. White House correspondents and photographers have already joined for single dinner which President is expected to attend April 27. Highest ranking official at Radio-Tv dinner Feb. 24 was Chief Justice Earl Warren.

## WEEK'S HEADLINERS



Mr. Robinson



Mr. Hylan



Mr. Reynolds

**Hubbell Robinson**, CBS programming executive from 1947 until his resignation as executive vp in charge of network programs in 1959, returns to CBS-TV as senior vp-programs.

Also elected senior vps in new posts announced by James T. Aubrey Jr., CBS-TV president, were **William H. Hylan**, sales, and **John T. Reynolds**, Hollywood. Mr. Hylan has been with CBS since 1937; he has served as vp for sales administration, CBS-TV, since February 1957. Mr. Reynolds joined CBS-TV in December 1959; he has served most recently as vp and general manager, network programs, Hollywood.

Mr. Robinson headed his own production company, Hubbell Robinson Productions Inc. during his three-year absence. Initially he left network to become executive producer of Ford Motor Co.'s series of specials on NBC-TV. Oscar Katz remains vp in charge of network programs; Thomas H. Dawson, vp, network sales; Guy della Cioppa, vp and program director, Hollywood; and Michael Dann, vp, network programs, New York.

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

vent practice, which, he said, also is prevalent in print media. FCC has received specific complaints naming stations and advertisers involved.

One advertiser claimed he was defrauded of \$7,000 in one year in one city.

Double billing is part of scheme to defraud national advertisers which could not be done without cooperation from station, FCC charged in warning to licensees. Practice usually involves using mail to defraud and may constitute unfair competition, FCC said.

"Independent of penalties that may be imposed elsewhere, the commission regards the practice as contrary to the public interest," agency said in blanket warning to all stations. Other government agencies, including Post Office Dept. and Federal Trade Commission, also are investigating double billing in advertising. Post Office has been in contact with FCC on subject.

### Radio program firm plans business series

Production and distribution arrangements for *Business World*, new weekly radio program service, are announced today (March 12) by Selective Communications Corp., New York, new radio producing and packaging firm headed by Hendrik Booraem. Address: 75 E. 55th St. Telephone: Plaza 2-6115.

Devoted exclusively to business, program service will include weekly quarter-hour show, plus six 90-second features for scheduling throughout week.

Mr. Booraem, who was unsuccessful in getting planned business program on ABC-TV (*BROADCASTING*, June 26, 1961), was formerly radio-tv director of Ogilvy, Benson & Mather. He will produce *Business World*. Editor will be Joseph Purtell, former business news editor of *Time* magazine.

### FCC, BAH to discuss that management study

Four surveyors from Booz, Allen, Hamilton meet with FCC Thursday (March 8) to explain recommendations made by BAH in management survey of FCC (*CLOSED CIRCUIT*, Feb. 5).

Verbal explanations sounded more logical than written recommendations, according to report of "amicable" session. Commissioners asked questions but FCC objections to many of BAH recommendations (*CLOSED CIRCUIT*, Feb. 6) were not discussed.

First draft of report's 22 chapters was submitted Jan. 21 and final report is due later this month. FCC has submitted list of factual errors, inconsistencies and oversimplifications to BAH but survey firm was not given copy of staff and commissioner objections to material parts of report.

### GE predicts 260 fms to go stereo in '62

Rapid growth of fm stereo from zero last May to 72 as of Feb. 2 led General Electric Co. to predict March 9 that

260 stations will be using stereo by close of 1962.

William B. Clemmens, radio marketing manager, said stereo is gathering momentum toward peak in autumn. He said current market for radios with am, fm and fm stereo "is very strong." Much of stereo enthusiasm, he said, is due to revitalized interest in music and arts plus new dimension in sound quality available with stereo.

### Ratings services get quizzing from FTC

Federal Trade Commission investigators quizzed number of tv rating service principals Friday as part of full scale inquiry into *bona fides* of program survey services. Approach, according to some of those interviewed, was in nature of "fishing expedition" with FTC attorney in charge seemingly most interested in evidence of collusion among companies pointing to possible antitrust conspiracy (*CLOSED CIRCUIT*, March 5).

Attention also seemed to be directed at possible mislabeling of information contained in surveys. Outcome of all this is uncertain but it seems likely no major illegalities will be found, leading to view that some sort of trade practice guide for rating services may result.

### Two dozen more ask to testify in Chicago

Some two dozen requests to testify at FCC's Chicago tv programming inquiry were received by agency Friday (March 9). These are in addition to about 30 received earlier (see page 46).

Among organizations who want to be heard are National Live Stock & Meat Board; Chicago Board of Rabbis; YMCA, United Cerebral Palsy Campaign; department of athletics, Northwestern U. Several individuals asked to testify, including John H. Sengstacke, editor and publisher of *Chicago Daily Defender*.

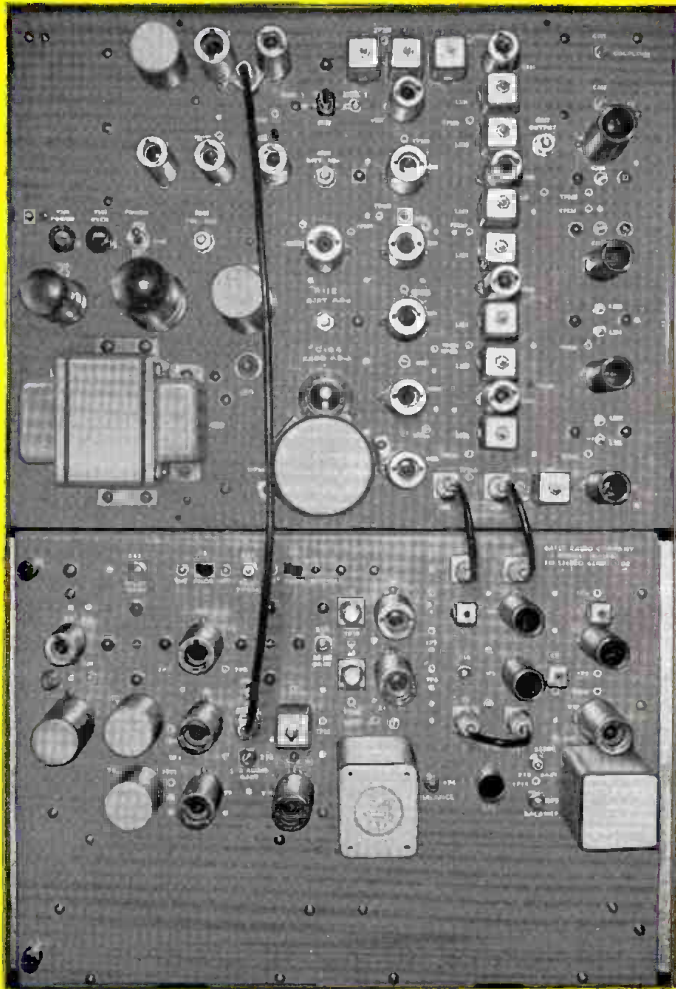
### Japanese to take part in Formosa tv outlet

Signing of Sino-Japanese joint project to establish first tv station in Formosa has been reported in Japanese advertising trade paper, *Dentsu-ho*. Four Japanese firms, Nippon Electric, Toshiba Electric, Hitachi Ltd. and Fuji Tv will share evenly in 40% of \$750,000 capital for station.

Fuji Tv, which will represent Chinese station in Japan, will also assist in sales, engineering and programming. To be located in Taiwan, station also will manufacture and sell tv receivers. It will operate on ch. 1.

CREATING A WHOLE NEW WORLD OF  
with the NEW GATES SMX-1 STEREO  
GENERATING SYSTEM

# STEREO



■ This entirely new Gates system was *built for stereo* — not just adapted to stereo. Here you have three dimensional quality . . . genuine stereo performance, reliability and serviceability unmatched in the FM radio industry.

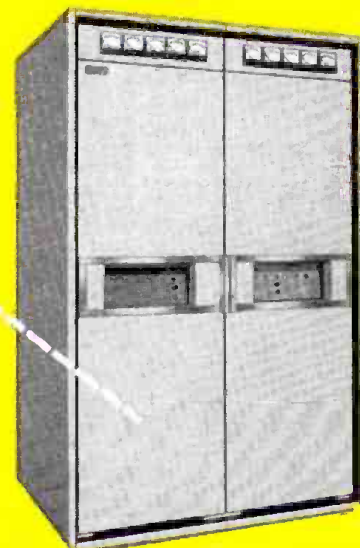
■ The basic equipment, which meets or exceeds all FCC requirements, includes an entirely new FM exciter and stereo generator.

■ FM exciters developed by Gates were selected by several manufacturers for original stereo research, with this equipment used in one of the two stereo systems initially approved by the FCC. Now, with this completely *new* FM exciter—included as standard equipment on all Gates FM transmitters from 10 watts to 40,000 watts — a whole new world of stereo has been created.

■ The stereo generator features built-in matrix and silicon power supply, and was designed along vertical construction lines for instant accessibility. Space is also provided for the optional sub-channel generators with automatic muting.

■ Gates stereo design objective, in addition to delivering the finest stereo performance, is also to provide space for 2-channel SCA\* in the same unit without compromising the broadcasters' SCA multiplex performance requirements. This is a Gates performance exclusive and permits broadcasting FM stereo and 67Kc SCA simultaneously.

*Let us tell you more about the technological advances of this new stereo generating system. Write today for Bulletin No. 95 — yours for the asking.*



NEW GATES FM-5C 5 KW FM TRANSMITTER

\*Subsidiary Communication  
Authorization

## GATES

### GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS  
INTERTYPE  
CORPORATION

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



**WIBC** *The Friendly Voice of Indiana*

*Goal-Editorials  
with a conscience*



### LEADS IN SERVICE

Any station can editorialize . . . many do so. WIBC decided at the outset of its consistent program that any editorial must meet certain criteria. It must be well-researched, timely and truthful. To this end an editorial board, including a university professor of political science, was created to research, write and deliver WIBC editorials.

### LEADS IN ACCEPTANCE

WIBC has received much response to the editorials delivered over the years. Teenagers, housewives, businessmen, farmers, factory workers, congressmen . . . all have written their comments. Some agreed . . . others disagreed . . . many commended us for taking a stand regardless of whether or not they agreed with the stand.

### LEADS IN AUDIENCE

Consistent editorials are only a part of the programming philosophy that has given WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.\* That audience is available to you . . . the national advertiser.

\*Pulse 46-County Area Survey, April, 1961

\*Pulse Metropolitan Area Survey, October, 1961

2835 N. Illinois Street  
Indianapolis 8, Indiana

50,000 WATTS **WIBC** 1070 KC

*The Friendly Voice of Indiana*

**JOHN BLAIR & COMPANY**  
National Representative



WIBC IS A MEMBER OF  
THE BLAIR GROUP PLAN

## DATEBOOK

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

\*Indicates first or revised listing.

### MARCH

\*March 12—**Hollywood Advertising Club** workshop session on creative management techniques, 12 noon at Hollywood Roosevelt. Oliver H. Crawford, regional manager, TV Guide, chairman; Tom McCray, vp and general manager, KRCA(TV); William Eldrige, management consultant; Jose C. Melendez, art director, Playhouse Pictures; Charles Bowes, president, Charles Bowes Advertising; Loyd Sigmon, executive vp, KMPC Los Angeles.

March 12-16—**American Management Assn.**, "Effective Advertising" course for management, in Chicago for the first time. La Salle Hotel, Chicago.

March 13—**RTES**, Time Buying and Selling seminar: "Introduction to Broadcast Research." CBS Radio, 49 E. 52nd St., New York.

\*March 14—**Western States Advertising Agencies Assn.** dinner meeting at Nikabob Restaurant, Los Angeles. Hal Stebbins, head of his own Los Angeles advertising agency; James P. Felton, vp and director of advertising, Seaboard Finance Co., and Walter Criswell, head art director, BBDO, Los Angeles, will conduct a panel discussion on "Creativity: Who's got it? What is it?" with Marvin Cantz, president, Tilds & Cantz Adv., Los Angeles, as moderator.

\*March 14—**Georgia AP Broadcasters meeting**, Dinkler-Plaza Hotel, Atlanta, Ga.

\*March 14—**Radio & Television Executives Society luncheon**, industry discussion of daytime tv. Palm Terrace, Hotel Roosevelt, New York.

March 14-16—**Electronic Industries Assn.**, committee, section, division and board meeting. Statler-Hilton Hotel, Washington, D. C.

March 15—**Southern California Broadcasters Assn.**, monthly luncheon meeting, noon. N.W. Ayer & Son, Hollywood, will be guest agency. Michael's Restaurant, Los Angeles.

\*March 15-16—**West Virginia Broadcasters Assn.**, spring meeting. Registration Thursday afternoon; legislative dinner on Thursday evening; workshop Friday morning. Sheraton Park Hotel, Washington, D. C.

March 16—**Advertising Federation of America**, board of directors meeting. New York.

March 16—**Louisiana Assn. of Broadcasters**, spring meeting. Washington-Youree and Captain Shreve Hotels, Shreveport.

March 16—**Indiana Broadcasters Assn.**, spring meeting. Feature speaker will be C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp. Site in Indianapolis to be announced.

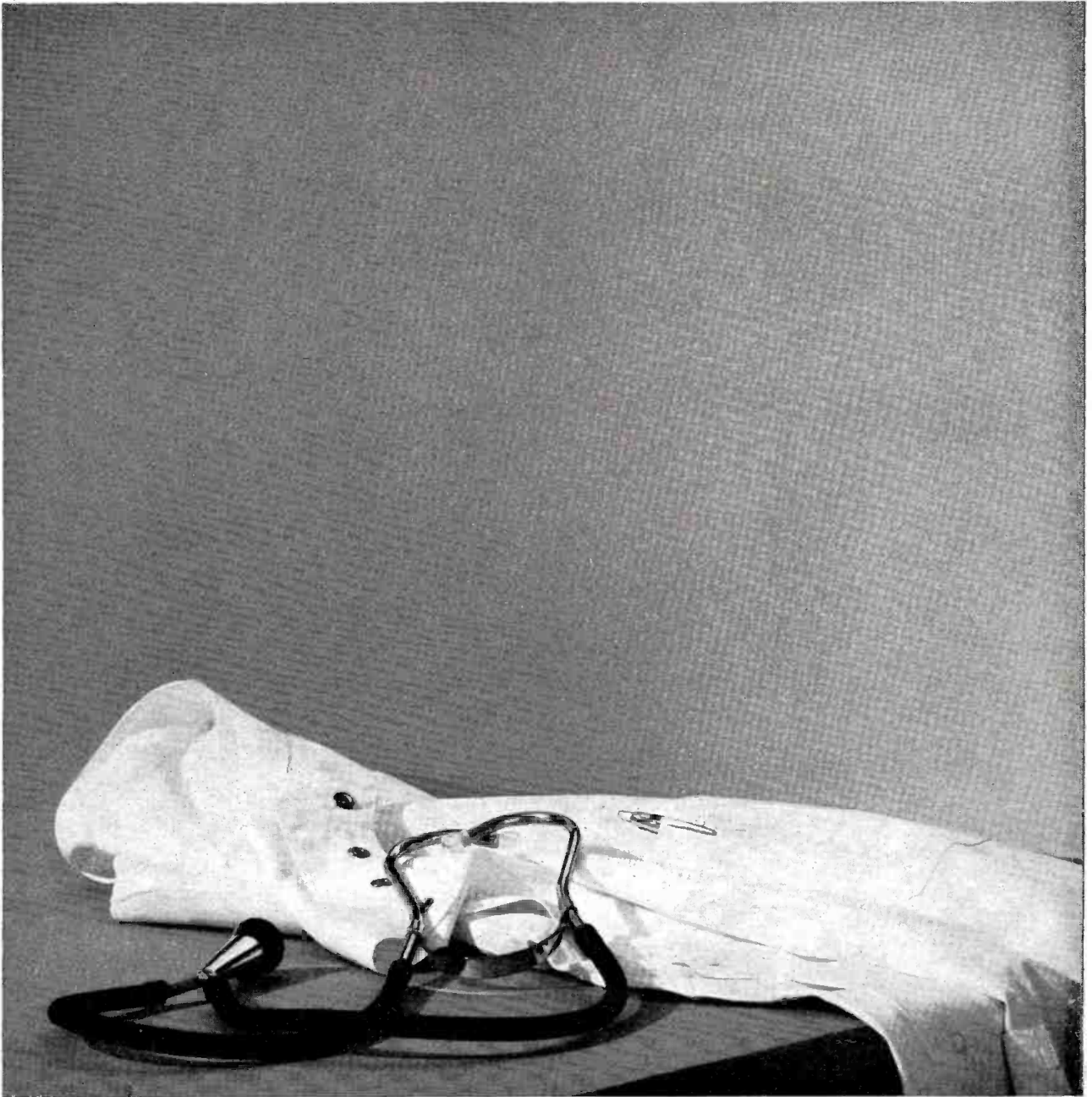
March 16-17—**Arkansas Broadcasters Assn.**, spring meeting. Sam Peck Hotel-Motel, Little Rock.

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

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

\*March 19, 26, April 2, 9, 18—**Five-session management seminar**, The Computer in Advertising, 5-7 p.m., sponsored by Central

BROADCASTING, March 12, 1962



**IS THERE A DOCTOR IN THE HOUSE?**



**BIGGER than  
PORTLAND, OREGON**  
One Buy Delivers  
**IDAHO - MONTANA**  
plus 11 counties in Wyoming  
at lower cost per thousand

SKYLINE TV NETWORK delivers more TV homes than the highest rated station in Portland — at less cost per 1,000. SKYLINE delivers 92,300\* night-time homes every quarter-hour Sunday through Saturday. Non-competitive coverage. One contract — one billing — one clearance. Over 254,480 unduplicated sets in 5 key markets. Interconnected with CBS-TV and ABC-TV.

IDAHO — KID-TV Idaho Falls  
KUX-TV Twin Falls

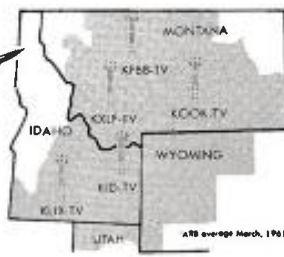
MONTANA — KXLF-TV Butte  
KFBB-TV Great Falls  
KOOK-TV Billings

*Skyline*  
**TV NETWORK**

P. O. Box 2191 Idaho Falls, Idaho



Call Mel Wright, phone Jackson 3-4567 - TWX No. 1F 165  
or your nearest Hollingbery office or Art Moore in the Northwest



Media Bureau, Advertising Club of New York.

March 19-23—Georgia Assn. of Broadcasters, first annual regional meetings of broadcasters will be held at following five sites: Griffin, Albany, Baxley, Augusta, Canton.

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

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

March 21-23—Audio Engineering Society, spring convention. Ambassador Hotel, Los Angeles.

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

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

March 26-30—American Management Assn., course in trade practice regulations. Hotel Astor, New York.

March 28-28—Canadian Assn. of Broadcasters, annual convention. Queen Elizabeth Hotel, Montreal, Que.

March 28-29—Institute of Radio Engineers, international convention. Waldorf-Astoria Hotel and New York Coliseum, New York.

March 28-30—National Sales Promotion & Marketing Exposition of Advertising Trades Institute. Hotel Biltmore. New York City.

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

March 30-31—Advertising Federation of America, sixth district meeting. Detroit.

March 31-April 1—National Assn. of Fm Broadcasters. Program and business meeting March 31; joint NAB-NAFMB "Fm Day" April 1. Conrad Hilton Hotel, Chicago.

\*March 31-April 2—Assn. of Maximum Service Telecasters, annual membership convention and board of directors meetings. Technical committee meeting, 2:30 p.m., Blackstone Hotel, March 31; first meeting of directors will be held at the Blackstone Hotel at 6:30 p.m. Annual membership meeting April 1, Beverly Room, Conrad Hilton Hotel, 9:30 a.m., board of directors meeting, Bel Air Room, Conrad Hilton, 12:30 p.m. Meetings will be in Chicago.

**APRIL**

April 1-4—National Assn. of Broadcasters,

**TVB sales clinics**

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

**talk  
about  
efficiency!**

If you're thinking of efficiency in terms of total reach, Nielsen shows that WCKY reaches millions of people weekly in 16 States; if you're thinking of it in terms of better prospects, Pulse shows that WCKY reaches the adults with money to spend. Your salesman from H-R will show you that WCKY reaches them at a cost-per-thousand in the pennies!

**wcky • radio**

**50,000 WATTS • CINCINNATI**

LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida





## YES!

MEDIC starring Richard Boone. A powerful, award-winning series with a star who is one of television's biggest attractions. Just what the doctor ordered for healthy audiences in your area! ■ Cited as "one of TV's most absorbing adventures" by Life Magazine; regarded as "required viewing for every television writer, director, producer" by the N.Y. Times; praised for accuracy by the American Medical Association; MEDIC owns one of the greatest critical ovations in television history. ■ Here's prime nighttime quality that set the pattern for "Ben Casey" and "Dr. Kildare"—both in the current top ten. Here's impact that catapulted Saran Wrap into national recognition . . . that attracted such first-rank advertisers as General Electric, Procter & Gamble, Revlon. Here's a program that'll capture more viewers and new sponsors in any market. ■ That's why, in a matter of days, eight new stations (including WBZ-TV, Boston; WTCN-TV, Minneapolis; WDSM-TV, Duluth; WGAN-TV, Portland, Maine; WBTV, Charlotte; KHVH-TV, Honolulu) all put MEDIC into their program lineups. ■ MEDIC is on call for your station, too . . . just dial

NBC FILM 

your key to more  
Virginia homes

**WRVA-RADIO's**  
Coverage Area Is  
Equivalent to a Metro  
Ranking of 15th In  
Retail Sales\*

*\*50% and over penetration. Sales  
Management Survey of Buying Power—1961*

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

National Representative:  
PETERS, GRIFFIN, WOODWARD, INC.

annual convention. Conrad Hilton Hotel Chicago.

April 4-6—Assn. of National Advertisers, West Coast meeting. Del Monte Lodge. Pebble Beach, Calif.

\*April 4-6—American Institute of Electrical Engineers south central district meeting. Hotel Peabody, Memphis, Tenn.

April 6-7—Region 11 (southeastern) conference, National Assn. of Educational Broadcasters. U. of Georgia, Adult Center for Continuing Education, Athens.

April 7—Intercollegiate Broadcasting System, annual convention. Yale U., New Haven, Conn.

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

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

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

April 11-13—New York State Educational Radio & Television Assn., spring meeting. WNED-TV. Hotel Lafayette, Buffalo.

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

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

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

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

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

\*April 19-20—Atlanta Advertising Club 13th annual advertising institute. Dinkler Plaza Hotel, Atlanta, Ga.

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

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

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

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

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

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

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

April 28-29—Sigma Delta Chi Region 8 convention. Pioneer Hotel, Lubbock, Tex.

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

\*April 30-May 4—Society of Motion Picture and TV Engineers, 91st convention. Advances of color motion pictures and color tv is the convention theme. Ambassador Hotel, Los Angeles.

**BROADCASTING PUBLICATIONS INC.**

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**BROADCASTING**

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

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Sol Taishoff

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

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# NEW 1962 AYER DIRECTORY JUST OFF THE PRESS

*A reservoir of new information*

122,000 new facts not in last year's Edition.

Over 525 new publications. 1600 pages.

70 maps. 1960 Census results.

A big reference library in one volume of easy "finger-tip" facts. 94th Annual Edition of the most complete and authoritative single source of information on the newspapers and magazines of the United States and its territories. Also Canada, Bermuda, Panama and the Philippine Islands.

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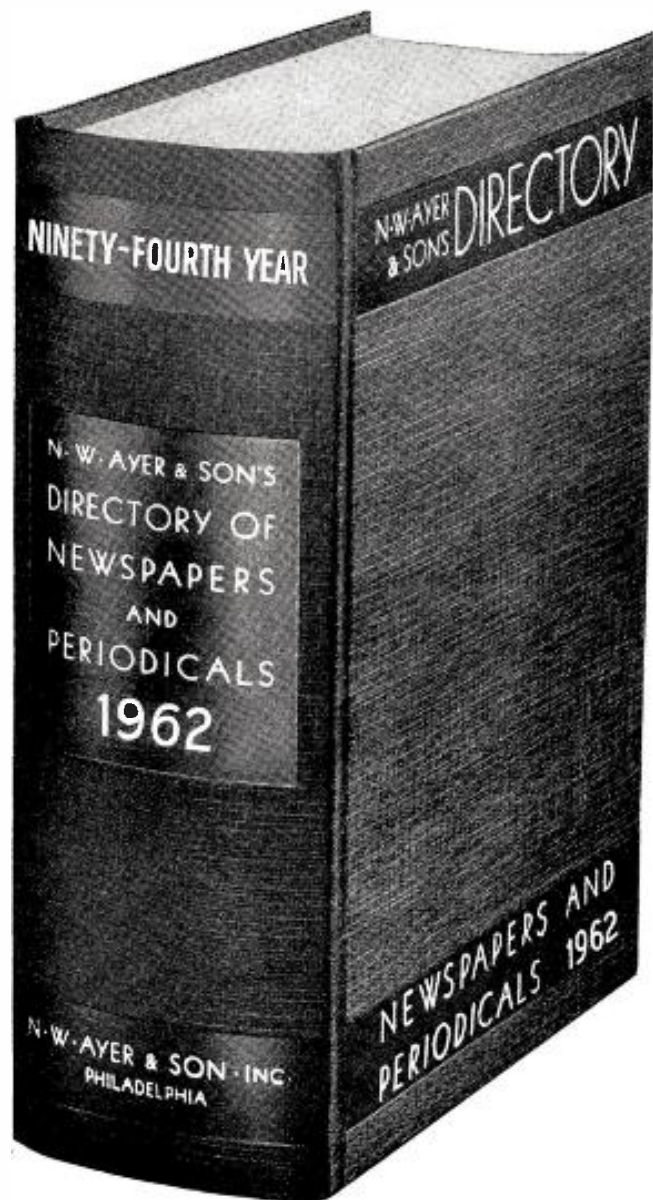
**Special interest groups:** Periodicals for college, fraternal, labor, religious, trade and technical groups. Also lists of publications covering 36 foreign languages, 12 hobbies, 20 sports.

**Order your 1962 Ayer Directory now!** Still only \$30, postpaid within the U.S.A. Order from N. W. Ayer & Son, Inc., Dept. B, West Washington Square, Philadelphia 6, Pa.

A word of appreciation to those who ordered the 1961 Edition. Our sincere regrets to the hundreds whose orders came in too late to fill. Last year's Edition was sold out earlier than usual despite the largest printing in history. Please order your 1962 copy of the Ayer Directory as early as possible.

#### ENTHUSIASTIC USERS YEAR AFTER YEAR

Advertisers	Business Firms	Public Relations Counselors
Advertising Agencies	Publishers	Schools
Bankers	Libraries	Colleges and Universities
Brokers	Market Analysts	Government Agencies





**WLW-TV**  
**CINCINNATI**

**NATIONAL  
COLOR TV  
LEADER**

...with these  
**COLOR TV firsts**

**FIRST** NBC color affiliate.

**FIRST** to colorcast daytime big league baseball on a local and regional basis. Cincinnati Reds.

**FIRST** to colorcast indoor remotes under normal lighting conditions—with new low-light color tube developed by GE and Crosley Broadcasting engineers. Cincinnati Royals and U. of Cincinnati basketball games.

**FIRST** to colorcast night-time outdoor remotes, including big league night baseball, under normal lighting conditions. Cincinnati Reds.

... which adds up to about 55 hours of color TV programs weekly on WLW-TV, including almost 1/2 of night-time programs in color.

... resulting in more color TV sets in Cincinnati per population than any other city in the U. S. A.!

So call your WLW Television Representative. You'll be glad you did!

The other dynamic WLW Stations  
**WLW-I** **WLW-D** **WLW** **WLW-C** **WLW-A**  
 Television Television Radio Television Television  
 Indianapolis Dayton Columbus Atlanta  
 Crosley Broadcasting Corporation

**OPEN MIKE** ®

**Pioneer artists**

EDITOR: As one of radio's pioneers, I was very pleased to see that you are going to salute the early stations [EDITORIALS, Feb. 26]. I only hope that you will include a salute to the many unpaid, unsung artists of the pioneer days—the people who really made radio possible. . . . Some went on to stardom, and as radio took on a professional touch, many went back to their regular jobs and gave up entertaining on radio.

In Chicago we had several music schools that filled a large amount of radio program time. We didn't use records . . . so had to keep mikes fed with live talent. . . .

. . . I was on the opening program of all stations there from 1922 to 1930. . . .—*Sandy Meek, manager, WHTC Holland, Mich.*

**Voice openings**

EDITOR: Perhaps you could include in an issue of BROADCASTING a notice that the Voice of America is always interested—and especially right now—in receiving audition tapes from men and women readers for staff positions in Washington. Broadcast material includes news, news analyses and cultural and scientific features of all kinds.

Readers are ordinarily recruited as producer-announcers and part of their duties would be radio production. Requests for audition material may be directed to: Voice of America, World Wide English Division, Washington 25, D. C.—*John Aulicino, Operations Branch, World Wide English Division, Broadcasting Service, U. S. Information Agency, Washington.*

**Davis 'Monday Memo'**

EDITOR: . . . Thank you . . . for the very nice way in which you presented my article [MONDAY MEMO, Feb. 19]. . . . I have received some extremely flattering comments. . . .—*Nissen Davis, international advertising manager, Wynn Oil Co., Azusa, Calif.*

**Pop vs. adult programs**

EDITOR: Frankly, I for one am fed up with those so-called adult-minded people who take persistent slams at pop music stations. Fed up with the so-called adult-programmed stations that show ads that depict pop stations as pertaining to teenagers. To this, I say there are good and bad programmed pop stations.

. . . You'll find that the pop stations [have] just about as many if not more

adults, plus the future adults. Regardless of what these minority-programmed stations like to say, it is a fact that the pop station programs to the mass audience, not the "ivory tower" crowd. . . .—*Ralph Petti, general manager, KOOK Billings, Mont.*

**Baseball radio-tv**

EDITOR: WOULD LIKE TO REPRINT BREAKDOWN OF MAJOR LEAGUE RADIO-TV RIGHTS AS CARRIED IN YOUR LATEST ISSUE [BROADCAST ADVERTISING, MARCH 5], WITH FULL CREDIT TO YOU. . . .—*LOWELL REIDENBAUGH, THE SPORTING NEWS, ST. LOUIS.*

[Permission granted, with appropriate credit to BROADCASTING].

**More Freedom winners**

EDITOR: We note that you failed to mention three recipients of Freedom Foundation awards [PROGRAMMING, Feb. 26]. These three stations were listed under the "Americana Awards, General," rather than the radio and television section, so the oversight was understandable. . . .

The stations were WBZ Boston, for its 1961 "Sounds of Democracy" documentary series; WFBM-TV Indianapolis, for its "Display Your Flag" campaign, its "Young Mr. Liberty" program and its three religious clinics; WEAQ Eau Claire, Wis., for its "Youth Against Communism" essay contest and "Faces of Communism" broadcast series. All three received the George Washington Honor Medal.—*By Napier, public affairs director, WEAQ Eau Claire, Wis.*

**Only the results count**

EDITOR: A full spot announcement should be charged at the full one-minute rate regardless of the fact that it may consume less time than 60 seconds and here's why:

Radio sells impact of message plus guaranteed clearance on both sides of that spot. If a sales message can be told in less than 60 seconds and you've kept faith with the sponsor by giving him the promised clearance, you've accomplished the project. The time that the message consumes is not the important thing.

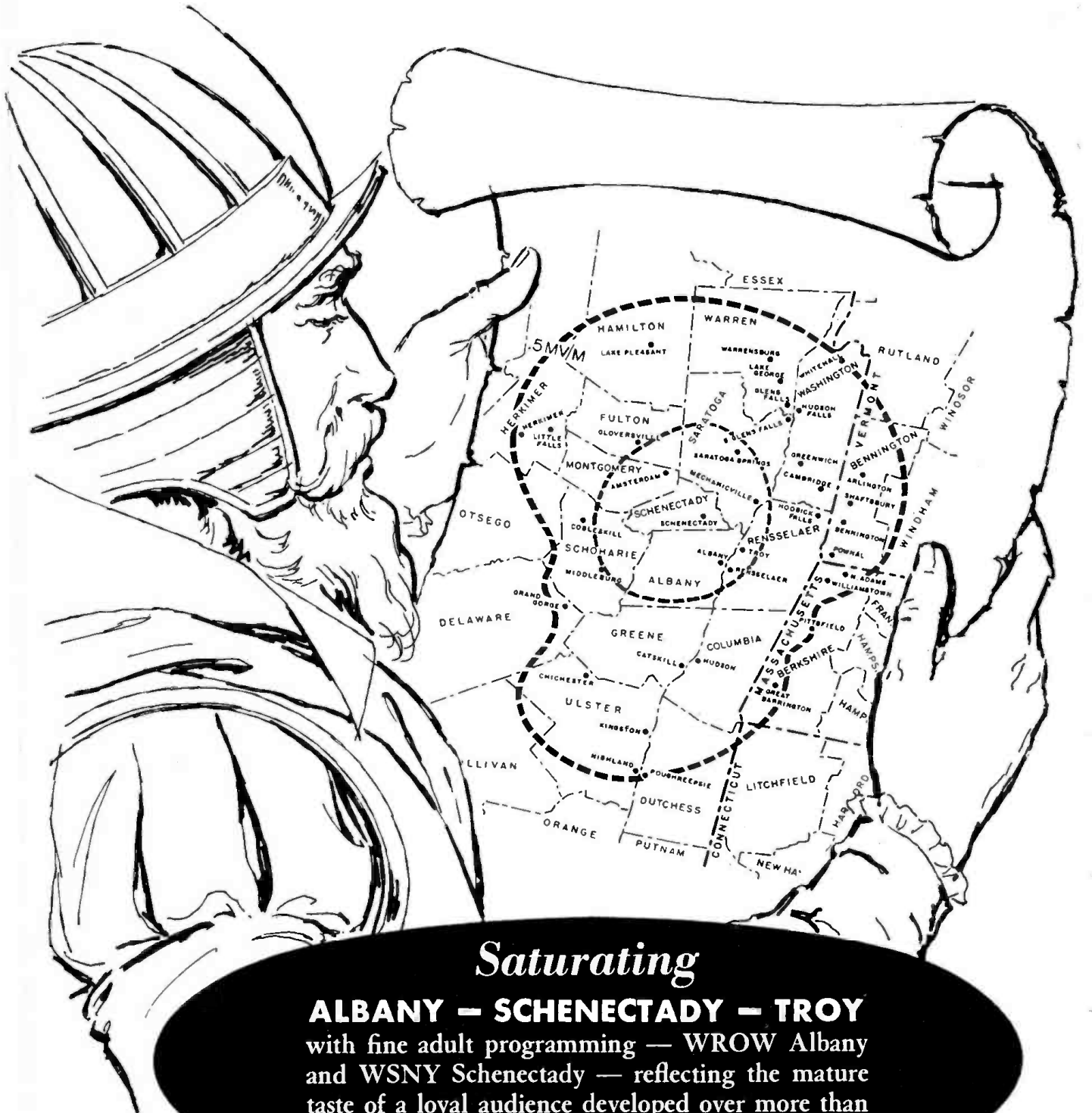
KMAR has had this policy in effect more than a year and it works. Logs are not cluttered, rates are stabilized and sponsors get results. Let's sell radio with dignity and for the purpose for which it was intended and which it has earned! Who will say 'amen' to that?—*Si Willing, general manager, KMAR Winnsboro, La.*



NEW  
DISCOVERY  
ON THE  
HUDSON...

BROADCASTING, March 12, 1962

# 66 THE TRI-CITY



## *Saturating*

**ALBANY — SCHENECTADY — TROY**  
with fine adult programming — WROW Albany  
and WSNY Schenectady — reflecting the mature  
taste of a loyal audience developed over more than  
35 years of responsible, progressive broadcasting.



# BI-STATION BUY<sup>99</sup>

## WROW

ALBANY

## WSNY

SCHENECTADY

New, powerful two-station combination gives you deeper penetration of the important Tri-Cities market, greater metropolitan audience and increased efficiency . . . PLUS great 5-point WROW Key Plan merchandising including point-of-purchase displays, radio and TV promotion.

**ONE CONTRACT**  
**ONE RATE**  
**ONE REP**

“The Tri-Cities Bi-Station Buy” . . . combining salesmanship with showmanship to move your product in America’s 34th Retail Market, New York’s rich Capital District. Call your H-R man today for all the facts.



**TRI-CITY  
BI-STATION**

# BUY

<b>WROW</b>	<b>WSNY</b>	TOTAL COVERAGE ALBANY SCHENECTADY TROY
-------------	-------------	---

ANOTHER SERVICE OF CAPITAL CITIES BROADCASTING CORPORATION

## To dismiss radio as out of date is to cheat the imagination

The jet will land in Los Angeles in an hour. Stewardesses have completed their swift, purposeful clearing of dinner trays; dim cabin lights shimmer in the amber glow of brandy. The grey-haired man stares into black emptiness beyond the wing, then turns to say, "I used to come out to the Coast twice a year to cover our shows. Always looked forward to those days on the 'Super Chief.' Yeh, I remember how great radio used to be. Oh well ——" He looks out again at the dark world below him. "— those days are gone forever."

Thus, with a gentle—if slightly alcoholic—nostalgia, our Man of Advertising dismisses two great American ways of life—railroads and radio. He may recall with a certain mistiness the lonely cry of a train across a snow-covered valley; he may smile in warm remembrance of the brash antics of Charlie McCarthy. But those are things of the past. Now he can fly across the country in five hours, and blend pictures with sound to make television. In this great, dynamic America, nothing can interfere with progress. That is as it should be.

Or is it? Are we sure that all the men and materials and institutions we have discarded in the name of progress are really outmoded and without further use?

**A Criminal Waste** ■ There will of course be many a successful owner of a radio operation who will quickly reply, "So who says radio is discarded and without further use!" Admittedly there is still plenty of money to be made in the medium, but its days of glory, when it was the darling of the entertainment and advertising world, are indeed gone. To one observer, at least, this seems like a criminal waste.

In the earliest days of civilization, the man who was the best storyteller held a position of importance and respect in the tribe. He might describe a hunt he had witnessed, or the news from the next village, or some purely fictitious legend or story. But no matter how eloquent his tongue or dramatic his acting, the real success of his effort was measured in his ability to make his listeners contribute their share to the contact—the use of their imaginations.

Throughout all the centuries, in spite of books, plays and a host of other forms of entertainment, we have never lost our instinctive love for the man who can make us use this most striking of human capabilities. To enhance a simple tale with the brilliant, many-

hued spectrum of our own fantasy. In modern times, what method of expression has made better use of this technique than radio?

Can you remember when Arch Oberler spun us a tale of a scientist who tossed out of his window a chemical mixture which caused living things to grow to fantastic size? Before the end of the half hour, we heard, we imagined, we "saw" the house engulfed by giant worms that oozed and scraped and pulsated and finally crushed the building. No illustration in a book, not all the traveling mattes in Hollywood, could have created the mental picture that each of us had. And best of all, it was our own, perfectly designed to satisfy—and scare—us. The moment when someone tried to force his mental picture on us, he destroyed half the pleasure we had found.

**Letdown** ■ Can you remember the delightfully absurd vision which Jack Benny created with a sequence of sounds while he penetrated the depths of his vault? (I don't think his television version of this same gag is half as funny; the vault doesn't look at all as I thought it should.)

Can you remember the wonderful intellectual fantasies of the Columbia Workshop, the probing portraits of Allen's Alley, the impenetrable fog that seemed to muffle his very footsteps as Bulldog Drummond walked into another American adventure? In these, and countless other programs, we used that most priceless and rewarding of our faculties: imagination.

Of course, the public has now deserted radio in overwhelming numbers to have their thinking and their "seeing" done for them by television . . . just as the primitive villagers must have deserted their storyteller when the first group of traveling players appeared.

But the storyteller didn't give up his

talent and turn to rock-and-roll dances or wild shoutings in an empty barrel to attract attention. He knew the power of this new attraction, but he also knew his own strength. And so he set about making his narratives more persuasive, his legends more fantastic, and his presentation of them more compelling.

**The Return** ■ In the end, the villagers who had flocked to the "theatre" got tired of seeing the same stories over and over again in different dress. They returned to their storyteller.

As the centuries passed, audiences achieved greater sophistication and the art of entertainment strove constantly for an increased mechanical ingenuity necessary to the weaving of its spell. Within the past 30 years, these skills of stagecraft have reached their full power with the revolving stages and intricate lighting of Broadway, with the special effects departments and film technicians of Hollywood. Audiences were enchanted with these new devices and illusions.

But three of the most impelling dramatic presentations of this period have been Orson Welles' production of "Julius Caesar," Thornton Wilder's "Our Town" and "John Brown's Body," each presented on a bare stage, allowing the audience to create and hold forever its own image of joy and tragedy.

Television is change. It is progress. It has brought a new excitement and dimension to our lives; it has enraptured even its critics. But let us not consign radio to the trash-heap of obsolescence. Let us not demean it by reducing it to the role of town crier or village band. There was a stature, an unforgettable magic in the way it enriched our lives. If radio again gives to us a full measure of its unique creative genius, in both its programs and its advertising, will we not in the end return to its special delights?



Theodore Huston joined WRGB (TV) Schenectady in 1941. He wrote and directed the first weekly commercial series in tv on WABD (TV). He directed the Lanny Ross Show on NBC-TV for Swift in 1949. He produced the commercials for Westinghouse Studio One for four years. He joined L&N in 1953, and starting in 1955 served as head of tv commercial production in Los Angeles, creative director of the San Francisco office and now is vice president and manager of the L. A. office.

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

# WKRG -TV Mobile - Pensacola Measures UP



# WKRG • TV

Channel 5  
Mobile  
Alabama

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

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



**Ā PAGEANT OF THE PAST / THE PROMISE OF THE FUTURE / A GIRL AND HER HORSE AND TWO**



**THIS IS NBC**

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

**COPS WITHOUT ROBBERS / AN OPERA AND A "HORSE OPERA"**



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

More people tune WWDC in times of emergency\*

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

# WWDC

RADIO WASHINGTON

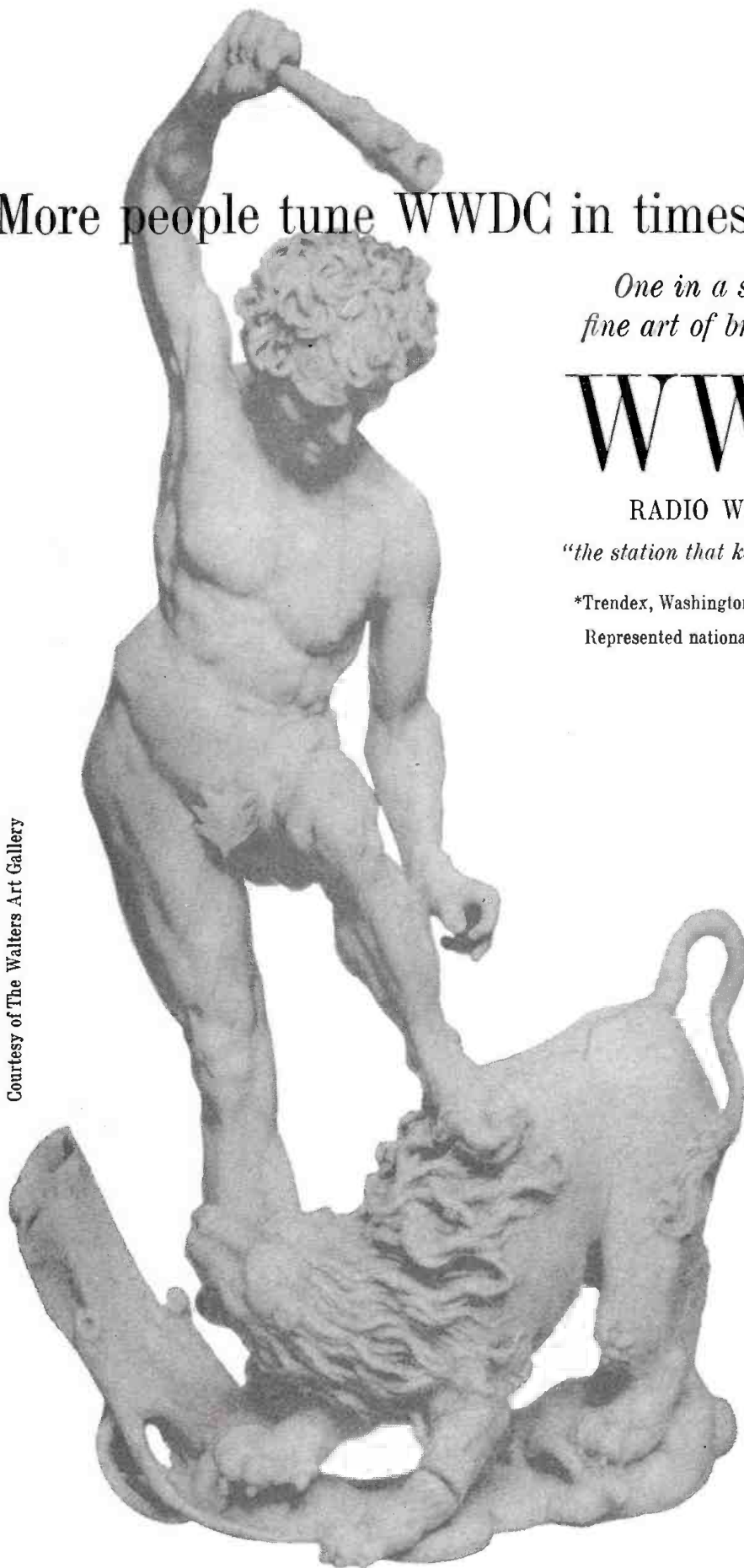
*"the station that keeps people in mind"*

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

Represented nationally by John Blair & Co.



Courtesy of The Walters Art Gallery





# BMI CAUGHT IN A SQUEEZE PLAY?

- The deal: ASCAP will cut rates if stations dump BMI stock
- BMI officials say it would mean revival of ASCAP monopoly
- Now stations must decide if ASCAP cut is worth the price

An attempt by television broadcasters to force reductions in the fees they pay for the music owned by the American Society of Composers, Authors and Publishers has suddenly been transformed into a move to restrict the operations of ASCAP's only major competitor, Broadcast Music Inc.

Attorneys for ASCAP and for the All-Industry Tv Music License Committee—the organization empowered to negotiate new ASCAP rates for tv stations—have agreed to recommend a proposal that came to light last week. Under the proposal, television stations would get an estimated reduction of 16% in ASCAP rates in exchange for their abandonment of all ownership or control in BMI. Additionally, BMI would operate under the same consent decree that ASCAP signed years ago to settle antitrust litigation that had been started by the federal government. Like ASCAP's, BMI's fees would be set by the federal courts.

**Broke Monopoly** ■ Broadcasters originally established BMI to provide themselves with an alternative source of music. At the time ASCAP had a clear monopoly.

The plan for radical alteration of BMI's structure was proposed as a settlement of a suit filed recently in federal court by the industry committee to obtain fair rates for ASCAP music licenses. The settlement plan was presented in a court session in New York last Monday and carries the explicit approval of the presiding judge. Another session was set for April 17.

The plan requires approval by the All-Industry Committee, which has been negotiating for new ASCAP licenses and whose supporting stations incidentally own a majority of BMI stock; by the ASCAP Board of Directors, and presumably by the BMI stockholders. The committee, the ASCAP board and the BMI board all plan to hold meetings within two weeks.

ASCAP authorities, obviously elated by this turn in their 20-year feud with BMI, indicated little doubt that their board would approve but said the approval undoubtedly would be conditioned on acceptance of the plan by broadcasters.

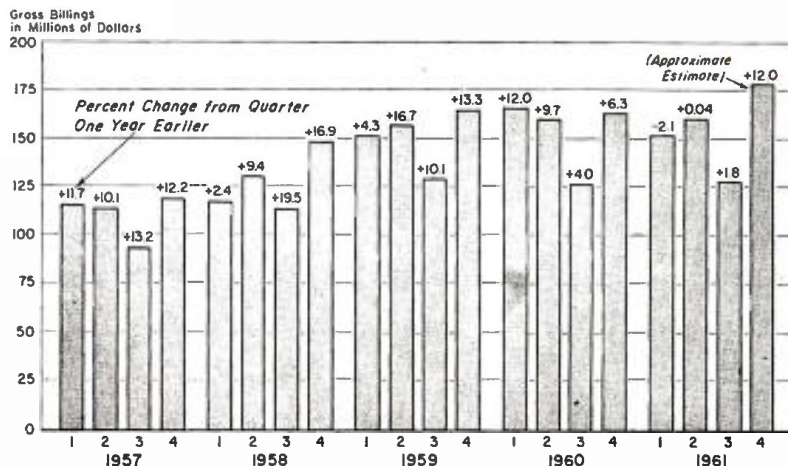
**Surprise Development** ■ How the broadcasters would react was another question. The first reactions from outside the ranks of the All-Industry Committee ranged from amazement to shock. These objectors—including broadcasters who have contributed financially to the committee's support—contended that the committee lawyers not only had exceeded the committee's jurisdiction by even considering BMI as an element of the rate case, but also had countenanced a move which, in the view of these objectors, was tantamount to liquidating BMI—an organization founded to combat "the ASCAP monopoly" in the first place.

Leaders of the All-Industry Commit-

## Fourth quarter spot tv billings hit all-time high level

Spot tv billings in fourth-quarter 1961 are expected to have reached a record-high level of more than \$175 million, according to advance reports of Television Bureau of Advertising-N. C. Rorabaugh compilations.

In chart at right each quarter year over the past five years, 1957-61, shows the percentage gain (or loss) over the previous like quarter computed on a comparable basis of reporting stations. Fourth-quarter 1961 shows an appreciable rise (approximately 12%), the first quarterly increase of that size in a two-year (1960 and 1961) span. The dollar figures do not relate to the percentages, being computed on the basis of total stations reporting in each quarter and changing from



time to time. Indicators—station representatives and agencies—are for a sustained high spot volume this quarter (story, page 30).

## BMI CAUGHT IN A SQUEEZE PLAY? continued

tee, which is headed by Hamilton Shea of WSVA-TV Harrisonburg, Va., declined to offer an assessment of the plan pending further study. None of them were in the courtroom when terms of the proposal were discussed by counsel and the presiding judge, but they had been kept informed of its highlights. They took the position that since the plan had the obvious blessing of the judge they were obligated to pass it along to the full committee for study.

Mr. Shea said he hoped to assemble his committee for a meeting in New York during the week of March 19. The committee represents more than 300 tv stations.

**Forget Demands** ■ As part of the proposal the All-Industry group would abandon its demand for at-the-source clearance of tv rights to ASCAP music played in feature films and syndicated tv programs. Source clearance, the central feature of the committee's negotiations for new ASCAP tv station licenses, would have allowed stations ultimately to bypass ASCAP in paying for music in programming that currently represents about 75% of all local tv originations (BROADCASTING, Oct. 23, 1961, et seq).

BMI authorities, not aware of the plan until the All-Industry and ASCAP lawyers were virtually agreed on it, saw the move as an extension of ASCAP's repeated efforts to put BMI out of business. Said BMI President Carl Haverlin:

"ASCAP has offered television stations a temporary reduction in rates in return for the elimination of BMI as an effective competitor. ASCAP has repeatedly made such offers in the past, and while BMI does not have information as to all the details of ASCAP's present proposal, its purpose is clear.

"BMI has not, of course, been a party to the proceedings to fix ASCAP television rates and therefore BMI has not had the opportunity to present the facts about itself.

**Requires Majority** ■ "Acceptance of ASCAP's offer requires the voluntary individual action of the holders of the majority of BMI stock. BMI is confident that neither its stockholders nor the far more numerous other users of music nor the many writers and publishers affiliated with BMI will wish to see a restoration of the ASCAP monopoly."

Some sources thought that BMI divestiture would amount to total destruction of the organization which broadcasters set up in 1940 to make sure that stations would never again be dependent almost exclusively on ASCAP for their music. If these dark predictions should prove true, ASCAP

would be back where it was in the pre-BMI days: virtually the only source of music for broadcasting.

The proposal contemplates a continuation of BMI, but with no vestige of broadcasting ownership or control. But it would impose upon the new BMI the same anti-trust consent decree now in force against ASCAP, including provisions for court approval of BMI as well as ASCAP music rates.

It also would permit ASCAP to file complaints with FCC whenever it felt that broadcasters were "discriminating" against ASCAP music.

**Radio not Affected** ■ The plan would not affect radio rates for ASCAP music. Current ASCAP radio contracts have about two years to run. Long-time followers of ASCAP-broadcaster rate relations predicted that in the next radio negotiations ASCAP would seek to make up all or as much as possible of the estimated \$1.5 million revenue loss it would suffer through the approximately 16% cutback proposed for tv rates.

The reduction would vary from station to station, depending upon the station's ratio of commercial to sustaining time. Counsel for the All-Industry Committee said that, based on ASCAP's revenues of \$10.3 million from tv stations in 1961, the savings would have been 16.1%. For 1962 they estimated it would average about 16.5%.

The tentative agreement envisions network as well as station participation, although NBC and CBS have sold their BMI stock and ABC reportedly is in the process of selling its interest. Networks would continue to pay ASCAP on the basis of present ASCAP network rates but would get a 10% reduction on all business exceeding their 1961 levels. They would also get the benefit of station-rate reductions through their owned tv stations.

**Network Acceptance?** ■ Counsel for NBC and CBS indicated in court that they would recommend acceptance by their respective managements. ABC counsel made no commitment other than to report the plan to ABC management.

If approved, the resultant new licenses would extend for 10 years. The "current" tv station licenses, which expired last Dec. 31, had been in effect five years. They have been extended intact by the court pending outcome of negotiations for new ones, which will be retroactive to Jan. 1 of this year. Network licenses, also on extension since Dec. 31, are negotiated separately from the station licenses.

The proposal which negotiators' lawyers agreed to recommend broke into public view last Monday in an all-day

session before Chief Judge Sylvester J. Ryan of the U. S. Southern District Court in New York. Judge Ryan, veteran of a great deal of past ASCAP-broadcaster litigation, is presiding over the rate-making case instituted by the All-Industry Committee after its negotiations with ASCAP failed to reach agreement. The plan was proposed in settlement of that case.

Judge Ryan indicated his approval of the proposal, which also will need Justice Dept. clearance. The Justice Dept.'s interest stems from the fact that ASCAP is operating under an anti-trust consent decree and that the same decree would apply to BMI if the plan goes into effect. Judge Ryan indicated, however, that government attorneys seemed agreed on "broad basic principles."

The tv station reductions offered by ASCAP would be as follows: 12% off existing rates for commercial programs; 35% off existing rates for sustaining programs; 20% off existing commercial rates on any increase in the station's broadcast revenues above its 1961 level.

In the case of new tv stations, their revenues in their third full year of operation would be the base for computing future reductions. That is, the 20% reduction would apply against all broadcast revenues in excess of the total for the station's third full year of operation.

Networks would pay at their current rates on all revenues up to their respective totals for 1961. On all revenues over that amount a 10% reduction in rate would apply.

**Counsel's Terms** ■ The terms of the proposed settlement were dictated, at Judge Ryan's request, by Arthur H. Dean of the New York law firm of Sullivan & Cromwell, ASCAP counsel, at the outset of last Monday's court session. Mr. Dean presented them as a summary of what counsel for both sides—ASCAP and the All-Industry Committee—had privately agreed upon as a possible settlement of the pending station-rate case.

Here are the three basic principles, aside from changes in rates:

"(1) Total and complete termination of any ownership, or control over, Broadcast Music Inc. (BMI), directly or indirectly, by radio or television broadcasters;

"(2) The entry of a judgment by this court against BMI and any successor thereto containing provisions comparable to those set forth in the consent judgment entered in United States versus ASCAP, et al, in 1950, as modified in 1960;

"(3) A provision enjoining discrimination, directly or indirectly, by radio or television broadcasters against the performance, or selection for performance, of works in the ASCAP repertory."

**How to Sell Stock** ■ The manner in

which BMI's broadcaster-owners would dispose of their BMI stock—or to whom—was not made clear in the public court session. Nor did there seem to be any uniform understanding of these issues afterward.

Herman Finkelstein, ASCAP attorney, said the proposal's reference to divestiture of broadcaster "ownership or control" meant that broadcasters should be allowed neither ownership nor control.

All-Industry sources, contended that the plan ruled out only one or the other, ownership *or* control, and suggested that one solution might be to have BMI operated by a court-appointed trustee. This, they said, would enable BMI's present owners numbering more than 500 broadcasters, to retain their stock interests which incidentally pay no dividends—but give them no voice in the firm's affairs. Some broadcasters wondered, however, just how efficient such a dichotomy of ownership and manage-

the opportunity to start their own licensing agencies and that many others might feel that the circumstances of the reorganization—its sanction, by the court— would make transfer of their allegiance to ASCAP desirable.

Broadcasting sources also questioned the fairness of the plan's divestiture of BMI from broadcasting without a similar divorcement between ASCAP and the motion picture industry, whose voice in ASCAP is roughly equivalent to that of broadcasters in BMI.

The import of the plan's ban on "discrimination" against the use of ASCAP music was expanded in exchanges between Judge Ryan and All-Industry counsel. The judge agreed that the injunction would be directed against BMI, but said:

**Binding** ■ "I expect that the broadcasters would recognize this as being a binding obligation, and perhaps they might subject themselves to private suits if they use their licensing author-

ceive a fair deal on . . . plugging or even presentation which doesn't reach the point of plugging."

Counsel for the All-Industry Committee is the New York law firm of Donovan, Leisure, Newton & Irvine.

**Payments Substantial** ■ Television stations' payments to ASCAP last year totaled approximately \$10.3 million, and television networks added another \$8 million. Radio contributed an estimated \$10 million, bringing broadcasting's payments to about \$28 million or \$29 million out of ASCAP's 1961 total of \$33.1 million. By comparison, BMI's income for the fiscal year ended last July 31 amounted to \$12.7 million, also mostly from broadcasters.

If the settlement plan goes through and BMI is hurt as badly as many broadcasters think it will be, then broadcasters themselves will have accomplished what ASCAP has been trying without success to do for the better part of 20 years. For ASCAP has been



Herman Finkelstein



Carl Haverlin



Hamilton Shea

ment could be expected to be.

Mr. Finkelstein felt that the trusteeship idea, although advanced by All-Industry counsel, had been rejected. He said the plan, as he understood it, contemplated "two ASCAPs," with the reconstituted BMI operating as a writer-publisher firm like the society.

**Hopes for Continued BMI** ■ The ASCAP attorney minimized the possibility that BMI should substantially go out of business if the plan were adopted. He said he hoped BMI would continue to operate side by side with ASCAP—but without its broadcasting ownership. He said he thought that so long as BMI has funds to distribute, it will have writer and publisher members to distribute them to.

Broadcasting sources were considerably more skeptical. They thought it possible that if the plan goes through, some of BMI's members might seize

ity to discriminate against any group of composers. I expect that they are duly advised of their legal obligation in this respect, but they would not be subject to any anti-trust decree."

Judge Ryan also said he didn't know of any way to bind broadcasters in the proposed general injunction against BMI, "except, perhaps, if we do find a breach of this we can issue an injunction against (BMI), or cite them for contempt, and ASCAP could file a complaint with the FCC."

At another point Judge Ryan said that "no television or radio station shall give preferential treatment and preferential performance to any composition which would result in discriminatory action as to ASCAP's members. In other words, in the language of the industry, there shall be no undue plugging of compositions originating outside of ASCAP but that ASCAP shall re-

attacking BMI in any handy forum since after BMI was founded in 1940.

Once—in 1951—it took an approach similar to the tack embodied in the current proposal. In a tv music-rate proceeding in that year ASCAP asked the court to amend its consent decree so that it would not have to issue per-program licenses to any BMI-licensed broadcaster so long as BMI was owned by broadcasters. The committee representing tv stations opposed the motion and ASCAP withdrew it.

**Many Complaints** ■ ASCAP has repeatedly complained to the Justice Dept., ever since the early 1940's, about broadcasting ownership of BMI. After investigation, the Justice Dept. has always refused to act. In 1948 ASCAP sought—in vain—to have BMI made a party to a consent decree issued against ASCAP.

One of the most spectacular attacks



## BMI CAUGHT IN A SQUEEZE PLAY? continued

is one which has been in progress for almost 10 years. This is the so-called "Schwartz case." ASCAP officials deny it's an ASCAP suit, but the society's top management helped pick the plaintiffs: 33 songwriters, all ASCAP members (some now dead), who brought a \$150 million suit which numbers among its stated purposes the divorcement of BMI from its broadcast ownership.

The case has dragged through 26,000 pages of pre-trial testimony and more than 11,000 exhibits—and still hasn't come to trial. There have been recurrent reports lately that the plaintiffs are in a mood to take a token settlement and that the broadcasting defendants may be willing to make one, if only to end the seemingly interminable legal expenses involved.

In other forums—House judiciary subcommittee hearings in 1956, Senate commerce committee hearings in 1958, an FCC hearing in 1960—ASCAP has renewed its efforts to rid BMI of its broadcasting ownership. None of these efforts has been successful.

**Long-Standing Feud** ■ Broadcasting's

troubles with ASCAP, which led to the formation of BMI, go back to the late 1930's. NAB, unable to get from ASCAP a hint of what fees it would want for licenses to replace those expiring in 1940, adopted a resolution on Sept. 15, 1939, declaring that ASCAP's tactics made necessary "the creation of an independent source of music."

BMI commenced operations in February 1940, and a month later ASCAP made known its demands: a doubling of the rates paid in 1939. The broadcasters refused the offer, and BMI, already busy, got busier.

When the licenses expired on Dec. 31, 1940, the *Jeannie with the Light Brown Hair* era began. Stations were forced to rely on public-domain music and such numbers as BMI had been able to pull together. The hold-out against ASCAP continued until the fall of 1941, when ASCAP modified its original demands and a new contract was signed. ASCAP and BMI have operated as competitors ever since—and both have grown consistently

throughout the intervening 20 years.

BMI claims credit not only for its own growth but for much of ASCAP's. The BMI "open door policy" of welcoming new members has been credited with forcing ASCAP to abandon the "closed club policy" which once made membership difficult and often impossible for writers to obtain.

Since 1939 ASCAP's membership list has grown from 1,100 writers and 137 publishers to 5,679 active and 766 non-participating writers and 1,902 publishers in 1961. In the same period BMI's affiliations have grown from zero to approximately 5,300 writers and 4,500 publishers.

Broadcasters also claim that through BMI they have cultivated major music forms which are a vital part of the American culture—and that they have done so even though these forms represent only a fractional part of their broadcast schedules. They are especially proud of BMI's work in promoting serious music and American folk music as well as its more general contributions to American musicana, apart from its influence in keeping radio-tv music rates subject to the influence of continuing competition.

## BROADCAST ADVERTISING

# Spot tv up 12% for last 1961 quarter

## MEDIUM ENTERS HEALTHY 1962 FIRST QUARTER AT DOLLAR PEAK

National spot television business entered this year at the highest dollar peak on record and indications are for a healthy first quarter (January-March).

It's expected that Television Bureau of Advertising-N. C. Rorabaugh in about a week will be able to report spot gross billings of more than \$175 million for the three months ending last December. The total will represent an approximate rise of 12% over the like period in 1960 computed on a comparable basis of reporting stations.

The 12% hike is the first such spurt of that size in nearly two years. According to past computations, national spot tv billings for the first quarter of 1960 were 12% ahead of the like quarter-period in 1959. But in subsequent comparisons, the quarterly figures showed a general decline, bottoming out in the first three months of 1961 at a time when the recession was felt the most (see chart, page 36).

A check of major station representatives and agencies points to a better first quarter this year in spot television compared to the same period a year ago. Business for the January-March period this year, say most of the major representatives, is "well ahead" of pre-

vious comparable quarters. Estimates vary sharply, the increases ranging from 8% to 25% or more.

There were certain signs of a tv spot recovery ahead as long ago as early in the winter. Tv stations then were reported moving into the Christmas holiday advertising season on a wave of national spot business which for most of them exceeded the December-rush volume of 1960 (BROADCASTING, Dec. 11, 1961).

**Third Quarter Gain** ■ At that time, third-quarter gross billings for spot were released showing a 1.8 per cent gain over the previous year. In contrast, spot billing for the first six months of 1961 was about 1% below the 1960 level.

Spot in 1961 in fact was a notable exception in a year that showed spirited gains in television business. Spot encountered an especially sluggish first half, and the year's gain as a consequence generally is expected to be held at about 2%.

Major influences in the current change in spot business as seen by reps and agencies:

**THE ECONOMY** ■ The U. S. economy is in better shape, particularly in

tv advertising. (Network, for example, is off to a fast-selling pace for the fall season, also see story, page 36.) Advertisers who look to spot as the way to spread money nationally while bunching it in selected markets are spending again, say some of the major agencies.

**IMPROVED CLIMATE** ■ One agency spot buying executive put his finger on the sub-surface factor. He claimed advertisers have shied from such adverse publicity as quiz scandals, Washington investigations and hearings, and a parroted anti-tv program (and commercial) criticism over a wide slice of the consumer public. Now that the climate is improving, tv once again is getting a friendly look in advertising budgets.

**NEW PRODUCTS** ■ A chief factor, but one that's too hush-hush to get more than a passing reference is the continual issuance of new products by the major advertisers. The marketing strategy today for most mass-produced, mass-sold products includes spot tv in introductory campaigns.

The healthier economy is cited by reps as the overriding factor for increased spot television buying. The availability of 20-second spots is men-

# ATLANTA'S WSB RADIO FORTY YEARS YOUNG



And still growing! WSB Radio serves booming Atlanta, the big Georgia market and much of the Southeast. The "Voice of the South" has provided the best in family fare-the finest in service. WSB will continue this leadership, whatever it takes. Today, tomorrow-WSB Radio will sell the South for you.



Represented by

Edward Petry & Co., Inc.

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

tioned by a few reps as a consideration, but most claim 20's are not a significant factor.

They stress the business rise is by no means uniform in markets of all sizes. As has been the trend for several years, the larger the market, the larger the share of the spot tv dollar. One rep notes that whereas the overall increase for his stations is about 17%, the top markets register gains of 35%-55%, medium and small markets either are holding their own or are up only slightly. The biggest spurt appears to be in the top 15-20 markets.

Fringe-time minutes are said by reps and agencies to be in high demand and short supply. The 5:30-7 p.m. and 11-11:30 p.m. periods are the "hottest" franchises sought. Reps generally discount the value of 20's as a revenue-getter, with only a few claiming the combination of two 20's in the enlarged 40-second station break is adding appreciably to station income. The consensus seems to be that 20's are "helping a little," but a common complaint is that 20's are popular in some large markets—New York, Los Angeles and San Francisco are mentioned frequently—but are not being sought in most markets, including some of the other major ones.

In checking spot's current status, BROADCASTING polled more than a dozen station reps and several of the major spot billing agencies, among them J. Walter Thompson, BBDO, Ted Bates, Foote, Cone & Belding and Lennen & Newell.

**Agency Views** ■ Quite soft in January, still somewhat so in February but solid as a rock in March is the way one major agency spot executive describes this quarter's spot outlook. And though the first quarter historically is soft, the current period should show an increase over the like period of a year ago.

Another agency media buyer finds it ironic that a year ago at this time "you couldn't get 20's where you wanted them" but now fringe minutes are right and prime-time 20's are "soft." The push to minutes continues stronger than ever, he reports.

Another media official sees spot tv business during the last quarter of 1961 and the first six weeks of 1962 at "a very high level." He adds business "sloughed off" a bit in the past few weeks but is expected to "pick up again" by April 1. His agency has been buying nighttime and daytime minutes primarily.

Spokesmen for two other agencies say business is roughly the same or "slightly higher" during the first quarter of this year compared to last year.

Top product categories responsible for the good showing in spot include

## Salt Lake City is really 51st

A printer's typographical error in the story on American Research Bureau's new method of determining tv market rank (BROADCASTING, March 5) made it appear that Salt Lake City is the 61st market rather than the 51st, which is its proper ranking.

The new method of ranking uses total homes delivered during network option time. The statement, which was in the tenth paragraph of the story, should have read "Salt Lake City ranks 67th on circulation,

moves up to 51st by ARB count." In correcting another error in the line the printer made the 5 a 6, robbing Salt Lake City of 10 places in the numerical countdown.

The table of 100 top markets listed by ARB and showing the new and old system of figuring top markets listed Salt Lake City correctly: Rank A 51, Rank B 67 Salt Lake-Ogden-Provo. Rank A is the new ARB method showing total homes delivered during network option time.

toys, cosmetics, household laundry and food-grocery advertisers. There's a sprinkling of new products in these categories as well as several advertiser success stories.

But new products are only a small part of the story: General Foods, one of the oldest corporations in the use of spot as well as in the manufacture and processing of foods, this year is increasing its use of the medium.

**New Products** ■ Advertisers use spot television a number of ways to introduce new products. Some advertisers will use only local spots in a few regions. They may expand by using spots nationally or switching to network. Others will superimpose some network advertising on selected spot or vice versa or they will supplement network with spot. Most new-product advertisers note that the bulk of their advertising goes into spot when a product is first introduced or is in a test stage and network (or national spot) takes over when the item is accepted.

In the case of Soaky, a Colgate-Palmolive liquid bath for children introduced in January through Ted Bates, New York, the reverse was true. The new product, now in most major markets, is mainly in spot tv with network in the background.

A Scott Paper product, Handy Pack, is now completing a spot tv campaign in major markets. Scott, through J. Walter Thompson, New York, pulled the product out of spot tv after it was accepted in each region. It is currently in 17 cities in the Southwest, North Central and New England regions. When the product goes national, Scott will switch to network tv, with spot backing it up, a spokesman said.

Defencin, a Bristol-Myers capsule for arthritis and rheumatism, was introduced last May in Columbus, Ohio, via spot tv. The company continued to use spot as the product expanded its coverage through the Mid-West, South and on the West Coast. When the product went national the middle of last month, the advertising budget was

devoted almost entirely to print.

Downyflake Foods introduced frozen muffins last spring, using spot tv through Smith/Greenland, New York, in 15 markets. New seafood dinners were also launched last spring by Red L Foods and spots through the same agency were broadcast in 10 markets.

Tri-Span, a new decongestant cold tablet from Vick Chemical Co., will terminate a spot tv campaign in about 50 markets throughout the country at the end of this month. The agency is Sullivan, Stauffer, Colwell & Bayles, New York. Another cold remedy, Contac, from Menley & James, was introduced via spot and network tv in October. The campaign, through Foote, Cone & Belding, New York, will continue through the summer in 50 markets.

Brillo Paddy pads, a new disposable scouring pad, is currently being tested in a number of markets on the West Coast. The agency is J. Walter Thompson.

## Got a new product? Tv's the thing—Cash

A new product has no better friend than television, according to Norman Cash, president of the Television Bureau of Advertising, New York.

Mr. Cash told members of the Utica Management Assn. that "of the many possible ways in which an advertising medium can fail, there is no more vulnerable spot than introducing new products. Here a seller starts with complete product oblivion, no sales and no market and sets out to reach the greatest number of people in the shortest possible time."

"And for this purpose, he most often chooses television," Mr. Cash said.

Mr. Cash added that advertising does sell products people don't need, but that our way of life could not exist without such sales. Products sold through advertising enhance life, he noted, which "is the purpose of our unique and restless economy."







# SCHWERIN REBUTS Y&R ON TV 'MOOD'

## Researcher says sales point recall varies by program effect

Schwerin Research Corp., New York, took issue last week with a Young & Rubicam study which claimed that the type of television program or the mood of the program's content has no appreciable effect on commercial recall or sales points remembered from commercials.

Horace S. Schwerin, president, said Schwerin "categorically" denies the validity of the Y&R study, presented at the Assn. of National Advertisers workshop on television programming and advertising two weeks ago (BROADCASTING, March 5). He said that in testing more than 18,000 commercials over the past 13 years, Schwerin has found the following:

- Program type frequently exercises a significant effect upon the recall of commercial sales points.

- The mood of the program at the time the commercial is presented can have a serious effect upon the recall of sales points.

- Different episodes of the same program have produced widely different levels and patterns of sales point recall.

- Positioning of the same commercial within a given program can drastically influence the number of sales points recalled by the viewers.

Mr. Schwerin emphasized that out of the company's research emerged a far-reaching observation: recall of sales points is not a valid criterion of commercial effectiveness. He said the company has a "multitude" of examples to support this assertion.

He added, "Many astute advertisers and agencies' research people have recognized for years that, as a measure of commercial effectiveness, recall is not valid. The Schwerin system, which is based on a coincidental and observed action measure of a given commercial's ability to make a 'sale in the mind,' was, in fact, developed in cooperation with advertisers and agencies. The Schwerin method does correlate directly with sales in the market place; sales point playback does not."

**Answer From Y&R** - Young & Rubicam issued the following statement on Mr. Schwerin's observations:

"The only comment Young & Rubicam cares to make on Mr. Schwerin's defense of his findings is that the data for the PAR study were collected by an outside research organization (Audits & Surveys Inc.) and analyzed by the agency. The findings are as given in Mr. Barry's speech [Charles G. Barry, Y&R senior vice president and radio-tv director].

"Young & Rubicam reaffirms its be-

lief in the validity of the research. Within the standard types of program reported on (western, suspense, situation comedy, panel, variety), there was no significant difference in the recall and sales point registration of the same commercial run in two or more types of programs.

"Beyond this the agency does not care to debate research techniques in print. It will continue to use those it believes to be the best and most useful in assisting the marketing efforts of its clients."

## CBS-TV announces revised rate card

CBS-TV last week mailed a revised rate structure to its affiliates and to advertising agencies. It takes into consideration the growing trend toward alternate-week sponsorship of programs and sets up discounts for advertisers who buy shows on this basis.

William H. Hylan, vice president of sales administration, said the changes will take effect on Sept. 2, 1962, and will be incorporated in CBS Television Rate Card No. 16.

Among the features of the new rate card will be: a new annual discount, under which reductions will be given on all station-time charges running consecutively for 52 weeks; a revised station-hour discount, permitting advertisers who accumulate a specified number of station hours during two consecutive weeks to qualify for a more liberal weekly discount and elimination of seasonal time-period discounts, except that costs during class-A hours are adjusted to sets-in-use (time periods which earn a discount this summer will not be entitled to an annual discount in 1962).

The network pointed out that the changes will benefit alternate-week advertisers who do not normally earn discounts to the extent provided to weekly advertisers. On the other hand, seasonal tv advertisers, such as those who only sponsor programs in the summer, will not qualify for discounts as they have until now.

## Franklin, Mautner merge in Milwaukee

Franklin Adv. and the Mautner Agency, both Milwaukee, have merged to form Franklin/Mautner Adv., it is announced by officers of the two agencies. Its headquarters will be at 225 East Mason St., Milwaukee.

The principals of the new organization are Frank R. Bloom, president of

Franklin, who will have the same title at F/M, and Norman Mautner, president of Mautner, who becomes board chairman and general manager of the combined operation.

Robert M. Darr, vice president of Franklin, will be vice president and director of the plans board. Sydney R. Rose, formerly executive vice president of Mautner, will serve the new organization on an assignment basis.

## Scott Paper moves \$5 million to Bates

Scott Paper Co., Chester, Pa., has re-assigned billings estimated at \$5 million to Ted Bates & Co. The move is the major aspect in the advertiser's alignment of its consumer product advertising agencies effective July 2, "to meet requirements of expanded operations," Scott announced last Monday (March 5).

Bates, which currently handles Scott's Waldorf bathroom tissue and several new product projects, was named for Scotties and ScotTissue, both presently handled by J. Walter Thompson. Also, Bates was assigned two more new product projects, and JWT was assigned one new product now in the development stage.

JWT, which will continue to handle all network television for Scott, will keep Soft-Weve, ScotTowels, Cut-Rite Wax Paper and Plastic Wrap, Scotkins, Scott Family Napkins, institutional campaigns and export advertising. JWT also picked up Confidants, Scott's new sanitary napkin, which was shifted from Compton Adv.

Scott announced that Ketchum, MacLeod & Grove and Ehrlich, Newwirth & Sobo will continue as the agencies for all Scott industrial products and Scott Apparel Foam, respectively. Albert Frank-Guenther Law Inc. will continue to handle general and financial public relations and financial advertising.

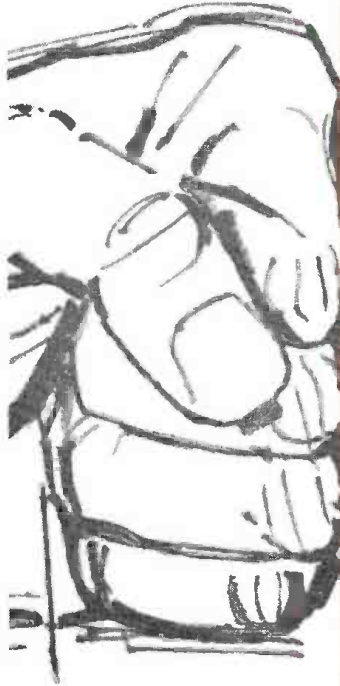
## Wortman to head new agency

The formation of Wortman, Smith & Gersten, a new advertising agency in New York, was announced last week by Elbert M. Wortman, president. Mr. Wortman for the past 30 years has been president of Wortman, Barton & Russell, New York, which will continue in business. WS&G will seek new business.

Also associated in the new firm are Mitchell L. Smith and Howard F. Gersten, vice presidents. Both were formerly with Block Drug Co., Mr. Smith as product advertising manager and Mr. Gersten as assistant national advertising manager.

WS&G is located at 345 Madison Ave. Telephone number is Murray Hill 4-5920.

# SELL



# HARD

## IN 6 OF AMERICA'S TOP 10 MARKETS

No matter how you present your commercial, it sells hard on the stations of the country's largest, most powerful independent chain. It doesn't waste its impact on non-buyers. It doesn't fight listener apathy. Your commercial goes straight to the adults who make most of the buying decisions.

RKO General hits hard in 6 of America's top 10 markets—plus one of the South's richest areas. Your messages are concentrated in the buying belt . . . in areas populated by 67 million consumers.

Start really selling in these target markets now. Call your local RKO General station or RKO General National Sales Division man. Discover the new dimensions in sales that make RKO General Stations basic to any national advertising buy.



A GENERAL TIRE ENTERPRISE

### NATIONAL SALES DIVISION OFFICES

New York: Time & Life Bldg., LOngacre 4-8000  
Chicago: The Tribune Tower . . . . 644-2470  
Hollywood: 5515 Melrose, HOLlywood 2-2133  
San Francisco: 415 Bush Street, YUkon 2-9200

<b>NEW YORK</b> WOR-AM/FM/TV	<b>LOS ANGELES</b> KHJ-AM/FM/TV
<b>DETROIT</b> CKLW-AM/FM/TV	<b>BOSTON</b> WNAC-AM/FM/TV THE YANKEE NETWORK
<b>SAN FRANCISCO</b> KFRC-AM/FM	<b>MEMPHIS</b> WHBQ-AM/TV
	<b>WASHINGTON, D. C.</b> WGMS-AM/FM



# National Nielsen Radio Index

Based on four weeks ending Jan. 7, 1962  
Home Broadcasts

Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Home Broadcasts			Commercial Minutes				
Rank	Advertiser	No. of b'dcsts	Total home b'dcsts del'd (000)	Rank	Advertiser	No. comm'l mins. aired	Total comm'l min. del'd (000)
1	Campbell Soup	277	151,275	1	Liggett & Myers Tobacco	210	102,428
2	Liggett & Myers Tobacco	275	144,550	2	Minnesota Mining & Mfg.	392	99,207
3	Sterling Drug	242	131,548	3	Sterling Drug	205	98,683
4	Minnesota Mining & Mfg.	401	112,883	4	Sylvania Electric Prods.	144	75,888
5	R. J. Reynolds Tobacco	268	108,446	5	Campbell Soup	142	71,854
6	Sylvania Electric Prods.	189	106,271	6	Mennen	205	71,381
7	Mennen	275	101,624	7	Chevrolet-Gen. Motors	100	70,718
8	United Motors-Gen. Motors	166	93,223	8	Metropolitan Life Ins	113	67,762
9	Metropolitan Life Ins.	132	85,253	9	R. J. Reynolds Tobacco	165	64,580
10	Chevrolet-Gen. Motors	109	81,690	10	United Motors-Gen. Motors	125	64,166
11	Mogen David Wine	139	72,797	11	Automotive-Amer. Motors	123	51,129
12	Automotive-Amer. Motors	164	72,351	12	Mogen David Wine	102	50,830
13	Grove Div.-Bristol-Myers	71	52,907	13	Grove Div.-Bristol-Myers	62	43,106
14	Warner-Lambert Pharm.	116	52,566	14	Wm. Wrigley Jr.	82	41,297
15	Pharmaco	142	49,258	15	Warner-Lambert Pharm.	94	40,023
16	Wm. Wrigley Jr.	82	43,964	16	Pharmaco	106	33,079
17	Lewis Howe	63	43,269	17	Intl. Min. & Chem.	54	32,591
18	Mentholatum	80	42,233	18	Lewis Howe	47	28,343
19	Intl. Min. & Chem.	63	39,460	19	Mentholatum	64	27,581
20	Bristol-Myers	45	27,293	20	Oldsmobile-Gen. Motors	43	25,322

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## ALONG NETWORK TRAIL

### New advertisers, programs lined up for fall schedule

The tv network sales season is well into March with sales commitments and proposed position of 1962-63 programming advanced further.

Late sales highlights of the past few weeks:

General Foods joins Lever Bros. for full sponsorship of the new Lucille Ball show on CBS-TV. P. Lorillard Co. was willing to consider the underwriting of half of *Hennesey* on CBS-TV but that show apparently is not being renewed by the network for the fall. Nationwide Insurance is backing Howard K. Smith's ABC-TV news show in the Sunday 10:30 p.m. slot.

The new Jackie Gleason program on CBS-TV is nearly sold (Colgate-Palmolive, Philip Morris and Drackett are signers). Proctor & Gamble has a "hold" on the Wednesday, 9:30-10 p.m. period on CBS-TV and if it doesn't renew *Dick Van Dyke*, may move with *The Law & Mr. Jones* (soon to be on ABC-TV Thursday, 9:30-11 p.m.) or a new program *Acres and Pains*. Kellogg joins with R. J. Reynolds to make *The Beverly Hillbillies* on CBS-TV sold out.

P. Lorillard is also committed for an alternate week half-hour of the new Jack Paar show on NBC-TV. Procter & Gamble probably will be participating in, and American Home Products has an alternate half-hour weekly of the

new *Andy Williams Show* announced for NBC-TV. At least three advertisers are participating in the 90-minute *Virginian* on ABC-TV: Nabisco, Miles Labs and Warner-Lambert.

**C-P Signs Again** ■ Colgate-Palmolive reportedly has renewed for half of *Dobie Gillis* on CBS-TV. State Farm Auto Insurance and General Foods will sponsor the *Jack Benny Show* on CBS-TV. Johnson Wax, Best Foods and two other unidentified advertisers reportedly are committed to *Red Skelton*, newly expanded to an hour, on CBS-TV. Lever and Toni are sponsoring the new Loretta Young Show (*Christine's Children*) on CBS-TV. Brown & Williamson joins Scott Paper on the new *Vive, Judson McKay* on NBC-TV.

Liggett & Myers is signed for a half of the newly-made *Ensign O'Toole* but that show has been moved out of prime time consideration and into a proposed Sunday 7-7:30 p.m. period on NBC-TV. The several advertisers now supporting *Dr. Kildare* on NBC-TV apparently have renewed. They are Alberto-Culver, Colgate-Palmolive, Singer Sewing Machines, Warner-Lambert, L&M, and Sterling Drug. Seven-Up Co. has purchased 40% sponsorship of *International Showtime* on NBC-TV, which also will have Miles Labs. The latter advertiser also will be participating in *Laramie* and *Saturday Night at the Movies* on NBC-TV next season.

Earlier reports included in the following advertiser sponsorships or participations for the fall season:

R. J. Reynolds has a half of *Mr.*

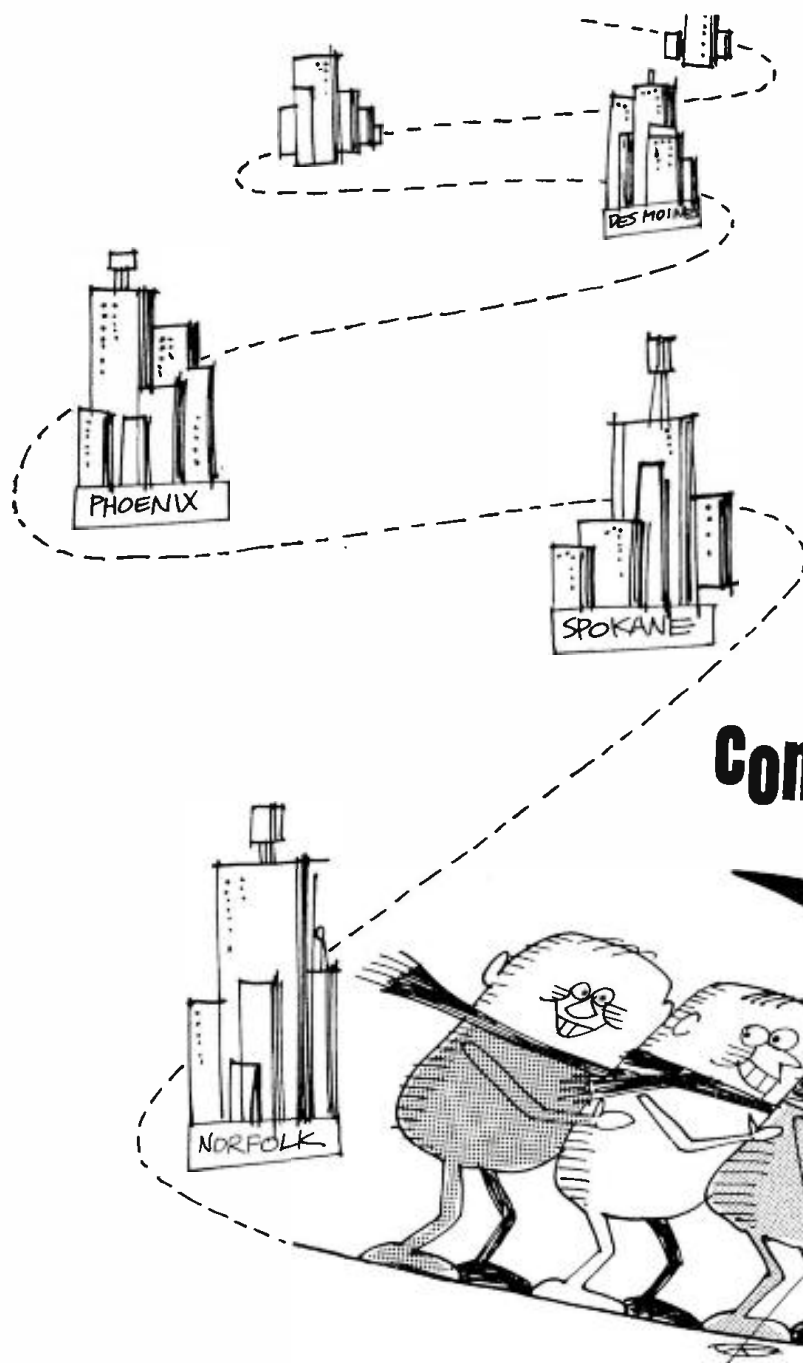
*Smith Goes to Washington* on ABC-TV; Alberto-Culver has an alternate-week half-hour (quarter-hour weekly) of *Combat* on that network; Kaiser Companies are underwriting *Adam's Fable* on CBS-TV; American Tobacco among other advertisers is in *Going My Way* and the tobacco firm and Pontiac each have one-half of *Our Man Higgins*, both programs on ABC-TV's Wednesday night schedule.

Brown & Williamson and Whitehall each has an alternate-week half of *The Nurses* on CBS-TV. Sealtest has a "hold" on the Wednesday, 10-10:30 period on NBC-TV. In addition, there are numerous renewals and buys reported for established shows.

**Nighttime** ■ Latest moves on nighttime programs for the next season as reported over the past fortnight:

CBS-TV: *The Real McCoys* is being shifted to Sunday, 9-9:30, swapping with the new Lucille Ball show which moves into the Monday, 8:30-9 spot previously reserved for *McCoys*. The Loretta Young *Christine's Children* goes Monday, 10-10:30 and *Arthur Godfrey, Twilight Zone* or *Password* are candidates for 10:30-11. The Jackie Gleason show is certain for Saturday at 7:30-8:30.

NBC-TV: *87th Precinct* is still lightly penciled in at Monday, 8:30-9:30 and *The Price is Right* at 9:30-10. *Eleventh Hour* is set for 10-11. A Western (*Outlaws* or *Outpost*) is being targeted Thursday, 7:30-8:30. Andy Williams is an hour show at 10 that night. Joey Bishop appears certain at 8:30-9 on



# happy Competitors!

HERE'S WHY:

**Our Salt Lake City Market is now ranked 51st** based on sets in use — average quarter-hour in prime evening time\*

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

- KUTV** Avery-Knodel, Inc.
- KCPX-TV** Katz Agency, Inc.
- KSL-TV** Blair TV Associates

\*Re-evaluated by ARB Nov. '61 SURVEY FOR ALL TV MARKETS.  
 BROADCASTING, March 12, 1962

Saturday preceded by an hour mystery-action show.

ABC-TV: It's now apparent that the Churchill re-runs will be in at 6:30 on Sunday followed by *Philbert* at 7 and *Rodeo, U.S.A.* at 7:30. *Come A' Runnin'* is a near shoo-in for 9 that night. *The Untouchables* may now move to Tuesday, 10-11, swapping with Alcoa's anthology series which now would go Thursday, 10-11. *New Breed* is being considered for possible revival at Friday, 10-11. *Margie* may be retained and placed on Friday at 7:30-8. *Ben Casey* is being aimed for Monday, 10-11 and *The Best Years*, a spinoff drama with university background from the Alcoa anthology, is being spoken for at Monday, 9-10.

## Evans shows how tv borrows media elements

How television incorporates the time, space and motion elements of all media to its own exclusive advantage and that of tv advertisers was demonstrated last Wednesday to the Chicago area members of the Television Bureau of Advertising by Jacob Evans, director of TvB's central division. It is part of the new presentation Mr. Evans is making to midwest advertisers and agencies.

He also emphasized that all elements of the distribution system must be taken into account when making national media plans.

"Advertising must motivate people to want a product," Mr. Evans explained, "but if it isn't on the store shelves it can't be bought. If buyers don't think a product will move they won't buy it from brokers or wholesalers. If brokers and wholesalers can't sell the product to retailers, they can't buy it from the manufacturer. So it is important that all segments of the distribution pipeline be considered in appraising the relative selling merits of national media."

## Cherry Heering liqueur sets campaign on WPAT

The first radio campaign for Cherry Heering, Danish liqueur, will start today (March 12) on WPAT Paterson, N.J. The product, marketed in the U.S. by Schenley Import Co., is classified as a hard liquor and would not be acceptable for advertising on NAB radio code stations. WPAT is a non-code station. The 13-week schedule on WPAT calls for one-minute spots daily on *Gaslight Review* (Mon.-Fri., 7 p.m.-midnight). Schenley Industries Inc. also is reported ready to launch its first radio test for a hard liquor brand, starting March 19 in the New York market (CLOSED CIRCUIT, Feb. 26). The agency for Cherry Heering: Otto Kleppner, New York.

## A. P. Management Corp. wins injunction

### COURT ENJOINS Y&R, NINE REPS FROM 'COERCION'

A. P. Management Corp., Beverly Hills, Calif., has been granted the preliminary injunction sought in its \$16-million triple-damages suit for alleged violation of the Sherman Antitrust Act by Young & Rubicam and nine station rep firms.

Judge Richard H. Levet's injunction opinion in U. S. District Court, southern district of New York, concludes that A. P. was threatened with "immediate and irreparable harm" not adequately protected against by money damages, by Young & Rubicam; Venard, Rintoul & McConnell; Robert E. Eastman Co.; John Blair & Co.; Paul H. Raymer Co.; Select Station Representatives Inc.; Avery-Knodel Inc.; Devney-O'Connell; The Katz Agency, and H-R Representatives. Judge Levet denied the motion for preliminary injunction against Peters, Griffin, Woodward; he also removed PGW from the temporary restraining order.

Three defendant rep firms—Bolling Co., John E. Pearson Co. and Adam Young Inc.—were previously excluded from the temporary restraining order that went into effect Jan. 24. Two others—Forjoe & Co. and Spot Time Sales Inc.—were dropped from the motion for preliminary injunction Feb. 13 (BROADCASTING, Feb. 19). Named as co-conspirators, but not defendants, are 22 radio stations.

The preliminary injunction enjoins and restrains the defendants from attempting to induce or coerce radio stations and radio advertisers from doing business with A. P. Management, or to use or disseminate any part of a report prepared by the defendants entitled "Book I—Performance of the A. P. Management Corp. Radio Plan" and "Book II—Advertising Evaluation of Petker Plan for Bufferin."

**Not Objective** ■ The two books of the report referred to had been prepared by Young & Rubicam for its client Bristol-Myers. A. P. Management's suit was filed after a meeting at Y&R on Dec. 11, 1961, that was attended by officials of the defendant firms. Judge Levet said that an examination of the Y&R report and papers relating to it "convinces the court that, at the very least, Y&R and the defendant station representatives who contributed information for . . . this report were not concerned with an objective evaluation of the Petker Plan. . . ."

Judge Levet said that when the report is viewed in the light of the surrounding circumstances, "The court is unable to accept the contention that defendants . . . were motivated merely

by a desire to prepare an evaluation of the Petker plan with respect to the advertising of Bristol-Myers' Bufferin. He cited these circumstances: (1) the Dec. 11 meeting; (2) the contacts made by station reps to their radio stations; (3) "the results of these contacts reported to Y&R that not a single station was available to plaintiff but that all these stations had previously ceased doing business with plaintiff or were now . . . planning not to renew such arrangements; (4) the fact that Y&R chose to enlist the assistance of station reps whose long-standing opposition to barter was well known and who, as acknowledged competitors of plaintiff, naturally have interests which are adverse to plaintiff. . . ."

He said that a determination of whether or not the information in the report is false must await a trial of the numerous issues. He said, however, that the report could construe, "at the very least," as a "joint effort by the defendants to alienate Bristol-Myers as a client of A. P. Management."

**Basis for Injunction** ■ Judge Levet cited the following principles involved in the case:

Group boycotts, or concerted refusals by traders to deal with other traders, have long been forbidden. An act lawful when done by one may become unlawful when done by many acting in concert, taking on the form of conspiracy which is prohibited if harmful to the one against whom the concerted action is directed. Actual threats are not necessary—it is sufficient if the acts evincing such intention have been committed. Good intentions of the defendants are no mitigation of Sherman Act violations; where two or more persons enter into a conspiracy, any act done by either in furtherance of the common design becomes the act of all.

The injunctive statement said the fact that A. P. Management had the ability to increase its number of participating stations in the Petker Plan from 350 in 1957 to 1,600 in 1961 indicates its ability to complete. The factors which caused stations to cancel participation in the Petker Plan after Dec. 11 may cause other stations to act accordingly in the future. The threatened loss of radio stations endangers the very existence of the plaintiff's business and, at the very least, may retard its growth. Doubts have been created as to the plaintiff's ability to perform and its relations with Bristol-Myers remain interrupted, the statement said.





## Man, they're on our trail—and **GAINING!**

You know how many wimmin listen regularly to WDAY Radio, in the Fargo area? The latest 55-county Pulse Area Report gives us 155,100 grow'd-up females—which is 42% more than the second station! (6 a.m. to 12 midnight, Mon. thru Fri., March-April, '61.)

At times, this audience gets as high as 87% more wimmin than Station B (7 to 9 a.m.).

We must admit we like the ladies. If you do, too (for commercial reasons, that is) you really got no other choice than WDAY Radio, the big adult-preferred station in the Red River Valley! Ask PGW.

# WDAY

**FARGO, N. D.**

**NBC • 5000 WATTS  
970 KILOCYCLES**



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

## Business briefly ...

**Maybelline Co.**, Chicago, through Post & Morr, Chicago, has signed with ABC-TV for exclusive sponsorship of a series of approximately 15 daily reports, *Jackie in Asia*, starting March 13 and to be based on the Asian tour of Mrs. John F. Kennedy. Programs will vary between five and ten minutes and will be aired Monday through Friday at 4 p.m.

**Lestoil Inc.**, Holyoke, Mass., through Sackel-Jackson Co., Boston, has purchased sponsorship of eight NBC-TV daytime programs for a 13-week period beginning June 7. The programs are *Truth or Consequences*, *Play Your Hunch*, *The Price is Right*, *Our Five Daughters*, *Here's Hollywood*, *Say When*, *The Jan Murray Show* and *Young Doctor Malone*.

**Edward Dalton Co.** through Kenyon & Eckhardt; **International Latex Corp.** through Reach, McClinton, and **Schick Safety Razor Co.** through Compton Adv. have purchased co-sponsorship in *Hollywood Special*, a program of movies starting April 8 on ABC-TV (Sun., 8:30-10:30 p.m. EST).

**Hazel Bishop Inc.**, New York, has renewed and increased its participations in NBC-TV's *Saturday Night at the Movies*, effective April 26. Agency: Daniel & Charles, New York.

**Eastman Kodak Co.**, Rochester, N. Y., has purchased sponsorship in eight NBC-TV nighttime programs, including *Chet Huntley Reporting*, *David Brinkley's Journal*, *Saturday Night at the Movies*, *International Showtime*, *National Velvet*, *Cain's Hundred*, *Thriller*

and *Tales of Wells Fargo*. Agency: J. Walter Thompson, New York.

**B. T. Babbitt Inc.**, New York, has begun a network tv advertising campaign scheduled to run through the fall. Babbitt has signed for participations in CBS-TV's *I've Got a Secret* and NBC-TV's *International Showtime*, *Laramie*, and *The Outlaws*. Company's initial daytime schedule will use four CBS-TV shows: *I Love Lucy*, *Video Village*, *Calendar* and *The Clear Horizon*. Agency: Geyer, Morey, Madden & Ballard Inc., New York.

**Thomas J. Lipton Inc.** has signed to sponsor "Julie and Carol at Carnegie Hall," a one-hour music and comedy special starring Julie Andrews and Carol Burnett, to be presented on CBS-TV Monday, June 11 (10-11 p.m. EDT). Agency: Sullivan, Stauffer, Colwell & Bayles.

▪ **Jack August Packing Co.**, Boston, plans a tv campaign during Lent on behalf of its clam chowder. WBZ-TV Boston will be the test station, after which a saturation campaign will be used. Radio will be used for additional distribution in the New England and New York State area. Agency is Charles Ognibene Assoc., Westhampton, Mass.

▪ **Wildwood-by-the-Sea**, New Jersey resort center, has announced a budget of \$100,000 for radio, tv and newspaper advertising for 1962. Most of the budget will be used from April to September.

## Agency appointments...

▪ **Purity Stores Inc.**, San Francisco (retail stores), appoints Hoefler, Dieterich

& Brown, that city, as its agency.

▪ **20th Century Insurance Exchange** appoints Nides-Cini Adv., Los Angeles, to handle all advertising and public relations for the automobile insurance organization, with a budget in excess of \$100,000. Jack Nides, agency president, will supervise the account; Brian Clewer will be account executive.

▪ **Reddi-Wip Inc.** (whipped cream) appoints McCann-Erickson, Los Angeles, as its agency. Company, whose advertising billings are between \$500,000 and \$750,000 annually, chose McCann-Erickson from a group of five agencies seeking the account. James P. Shelley, agency vp, will be account supervisor for Reddi-Whip, with Edmund R. O'Neill as account executive.

▪ **Amerdyne Inc.**, New York, (tv picture tubes and other electronic products) appoints Academy Marketing Corp., that city, as its advertising, merchandising and public relations agency.

## Jersey Standard eyes new prestige series

A series of 10 one-hour tv programs with top artists in solo performances is being considered by Standard Oil Co. (New Jersey) for stations in certain areas where the company operates.

Titled *Festival of the Performing Arts*, the series would be produced by Talent Assoc.-Paramount Ltd. under the supervision of David Susskind and James Fleming. Jersey Standard has not made a final commitment yet, but expects to shortly since present plans are to start production in late March. Metropolitan Broadcasting is negotiating to carry the series on two of its stations, WNEW-TV New York and WTTG (TV) Washington.

If Jersey Standard sponsors the series, it would be a continuation of its interest in sponsorship of cultural offerings. In the past, the company sponsored WNTA-TV New York's *Play of the Week*, and *An Age of Kings*. The latter series of Shakespearean plays ran on Metropolitan Broadcasting outlets last year.

The proposed series, which would be taped in New York, London or Hollywood before studio audiences, would have an all-star lineup. Among the artists who are said to have expressed interest in appearing: violinist Isaac Stern; Paul Scofield, star of "A Man for All Seasons" on Broadway; Andres Segovia, classical guitarist; actor Cyril Ritchard; Flanders and Swann, theatrical revues, and Dorothy Stickney, who would present the works of poet Edna St. Vincent Millay.

## 15% system burdens radio, says Sweeney

The 15% agency commission is an "inadequate" method of compensating agencies which handle large retail accounts and has been a drawback toward developing income for the broadcast media, Kevin B. Sweeney, Radio Advertising Bureau president, told a meeting of the Oregon Advertising Club in Portland last Wednesday (March 7).

A principal problem of the 15% commission system, he said, is that it provides "little incentive" for the agency to handle "the vast amount of detail involved in the retail account." He noted that in major stores the number of items advertised in a year will be upward of 1,000 and added:

"This means that the facts on this number of items must be secured, this number of pieces of copy must be written and approved, this many media de-

isions must be made. But the budget may be only \$125,000 and the commissions only \$18,000. There's not much incentive to do that much work for a department store when spending \$125,000 for a brewer or a bread or a bank may only involve six pieces of copy annually."

He blamed the commission system for failure to develop "at least \$7 million in additional new billings from large retailers in the top 50 markets alone during 1961." He forecast that radio could obtain a minimum \$50 million a year additional potential from department stores within five years. Mr. Sweeney suggested that a substitute system—either a fee arrangement or some other method—be devised by agencies, the radio industry or the advertisers themselves.

HIGHEST RATING NEW YORK **15.2** FIRST 4-WEEK AVERAGE-ARB

# SUPERCAR

TELEVISION **WPIX** CHANNEL 11

FRED M. THROWER  
EXECUTIVE VICE PRESIDENT  
AND GENERAL MANAGER

February 8, 1962

Mr. Abe Mandell  
Vice President  
Sales and Administration  
INDEPENDENT TELEVISION CORPORATION  
488 Madison Avenue  
New York 22, New York

Dear Abe:

Congratulations are certainly in order to ITC.

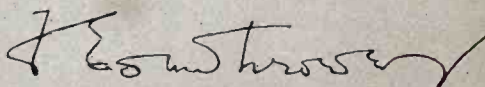
SUPERCAR premiered on WPIX-11 January 6th with a 16.3 ARB rating and, following four weeks on the air, has solidly established itself as the number one program in its time period and the number one weekend children's show in New York among all local children shows in this market.

Highly significant to us is the four week average rating of 15.2 which points up convincingly the consistent week-to-week appeal of SUPERCAR.

As we both know, ITC programs are well represented on WPIX-11. I would like to take this occasion to make mention of the fact that all are extremely successful and high rated. But SUPERCAR is the biggest yet.

SUPERCAR has lived up to its advance billing - in spades.

Sincerely,



Fred M. Thrower

I  
T  
C



# Is the FCC ready to take half a loaf?

## HOUSE TO GET VIEWS ON DROPPING VHF PLAN TO GET ALL-CHANNEL SET

The FCC appears ready to abandon deintermixture, at least for now, as a means of fostering the development of uhf, provided Congress enacts all-channel-receiver legislation—the commission's "long-run" solution to the uhf problem.

The basis for such a trade was laid by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, at a hearing last week on the all-channel-receiver bill (HR 8031) and nine other measures that would block commission proposals to substitute uhf for vhf channels in eight markets.

Would the commission, Rep. Harris asked FCC Chairman Newton N. Minow, delay deintermixture until it sees how all-channel legislation affects the development of uhf? He suggested a delay of "five, six, or seven years."

"The principle of a moratorium sounds very fruitful, very promising," said Mr. Minow. But he asked for time to consult with the other six commissioners and write a reply after a hurried conference with three commissioners then in the hearing room, Frederick W. Ford, Rosel Hyde, and John S. Cross.

**Pastore's Advice** ■ Mr. Minow had originally been advised by Sen. John O. Pastore (D-R.I.) to consider a compromise at a hearing by the latter's Senate Communications Subcommittee three weeks ago (BROADCASTING, Feb. 26). As Mr. Minow later told Rep. William Springer (R-Ill.), a House Commerce Committee member who attended the Pastore hearings, he "got the message."

The commission's statement last week indicated a willingness to "give." The agency said enactment of all-channel legislation would be another factor the commission must consider in the deintermixture cases. The commission had never thought the receiver bill had "much of a chance," Mr. Minow told Rep. Harris.

The statement also said the bill represents a long-term solution to the vhf-uhf problem, as opposed to deintermixture, which is a short-term answer. The FCC said it will welcome congressional guidance, in the form of a broad policy statement.

Mr. Minow, however, drew the line at legislation specifically barring the commission from proceeding with deintermixture. Several of the bills would provide for all-channel sets but also prevent the commission from reassigning vhf channels. He urged that the two proposals be treated separately, and

said that a "statutory prohibition against deintermixture" would deny the commission the "flexibility" it needs.

**Harris Hopeful** ■ On this question, he appeared to have support from Rep. Harris, who repeatedly questioned the "appropriateness" of an anti-deintermixture proposal in the all-channel-set bill. The important consideration, he said, is to make better use of the spectrum.

He said he didn't know whether the FCC's deintermixture proposal represents "the best approach—certainly it's not the most satisfactory." But, he said, "we've reached the time where we can bring about a program" if Congress and the FCC approach the problem in the proper spirit.

Later, he led Mr. Minow through a series of questions to put the proposed compromise in sharper focus. If Congress enacts the all-channel-receiver bill, Mr. Minow agreed, the commission could discontinue its deintermixture proceedings if it regards that as in the public interest.

Mr. Minow said he thinks the FCC reconsideration could include ch. 2 Springfield, Ill. This channel, originally assigned to Springfield, was transferred to St. Louis several years ago in a deintermixture proceeding, but the case is back before the commission on a remand from the courts. Rep. Harris raised the question for the sake of two Illinois congressmen on his committee, Rep. Springer and Peter F. Mack Jr. (D), both advocates of measures to restrict the commission's right to reassign vhf channels.

**Pleas for Vhf** ■ As the hearing got

underway Monday, it was apparent it would be a turbulent one for the FCC. Some 20 congressmen urged the committee to save vhf in their districts. Rep. Horace Seely-Brown, Jr. (R-Conn.) accused the commission of "harrasing" ch. 3 Hartford (WTIC-TV), and all of the others referred to vast areas of their states that would be denied television service if the vhf channels are deleted. Many of the committee members represent areas threatened with deintermixture.

In addition, such high-ranking state officials as Gov. John Dempsey of Connecticut and Attorney General William G. Clark of Illinois pleaded for the preservation of their states' vhf channels. The Illinois channels involved are ch. 3 Champaign (WCIA [TV]) and ch. 13 Rockford (WREX-TV). Opposition also came from a long line of city officials and industry representatives.

But Mr. Minow's apparent willingness to yield on deintermixture dissipated much of the hostility that had built up among committee members. After a long day of testimony on Tuesday, he and his colleagues were praised by Rep. Harris for their "excellent testimony on a complicated subject."

The sessions became heated only once, when Rep. Robert W. Hemphill (D-S.C.) criticized Mr. Minow for "even proposing" the deletion of ch. 10 Columbia (WIS-TV) in his state. He said the commission did "my people a great disservice."

**"Improper"** ■ The FCC chairman refused to be drawn into a discussion of the issue. He said it would be "improper" to comment since the matter is pending before the commission. Rep. Harris finally came to his rescue, ending the questioning as improper.

CBS President Frank Stanton, the only broadcasting spokesman to testify before the committee recessed till Friday (March 9), indicated he would go along with the kind of moratorium suggested by Rep. Harris as a substitute for legislation banning deintermixture.

He said he favors the all-channel-set bill with an anti-deintermixture provision, but "a compromise is better than nothing." He conceded he feels the receiver legislation is more important than a legislative freeze on deintermixture.

But, he added quickly, there must be some protection for the vhf's. He said there is considerable concern in the industry that the FCC will one day trans-

### New reply deadline

The FCC authorized a three-month extension of the March 23 deadline for reply comments on the agency's proposals to foster development of the uhf band, to deintermix eight markets by deleting single vhf channels and to add vhf channels in eight markets at short spacing (BROADCASTING, Feb. 26).

In shifting the replies deadline to June 22, the FCC said it is granting requests by "various parties." There were some 3,000 filings on the proceedings, some parties suggesting counterproposals and others saying they would say more when replies are due.



## 6 ways to make the "green"

(Each of the 6 ABC Owned Radio Stations makes the green in its own way)

Either breaking par or making money requires a selection of the proper approach. In golf, you need the right club to make the green. In radio advertising, you need the right stations to make that all important "green." Each of the six ABC Owned Radio Stations provides an open fairway to more profitable selling. Why? Because of the ABC Owned Radio Stations' ability to adapt to the local market with its own programming, or as we call it, effective use

of the Flexibility Factor. The results speak for themselves. The ABC Owned Radio Stations are providing bigger and better audiences constantly. Compare December 1961 with December 1960.\* The stations provided a collective per quarter hour increase of 40% more families. Looking for the right course for your product? Tee up. For WABC, WLS, WXYZ and KGO check with John Blair and Company. Adam Young, Inc. for KQV. The Katz Agency for KABC.



**ABC OWNED RADIO STATIONS**

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

\*NOV.-DEC. 1960/61 PULSE 6 AM-6 PM, MON.-FRI. IN LOS ANGELES, CHICAGO, NEW YORK, PITTSBURGH, DETROIT AND SAN FRANCISCO.

fer all television to the uhf band. And, he added, "I get nervous when the commission talks about deintermixture at the same time it talks about all-channel sets."

**FCC on All-Uhf** ■ Mr. Minow, testifying earlier, sought to allay the fear, shared by many in Congress as well as the industry, that deintermixture is but a first step to an all-uhf system. Six of the seven commissioners, he said believe all 82 channels are needed to realize the commission's allocation goals.

The lone dissenter, Commissioner Robert E. Lee, submitted a statement of his own in support of his argument for making tv an all-uhf system.

In a statement prepared for delivery on Friday, NAB expressed its support for all-channel-set legislation tied to an anti-deintermixture provision. Repeating its views presented to the Senate Communications Subcommittee, NAB said the use of uhf should be promoted, but not at the expense of vhf. Service in the two bands should complement each other, the statement said.

In other statements scheduled for last Friday:

Electronic Industries Assn. opposed all-channel-set legislation, contending purchasers would have to pay 14% more for television sets even though "at least half the purchasers never would have occasion to use uhf tuners" during the life of their sets. L. M. Sandwick, staff director of EIA's products division, suggested that, as an alternative method of promoting uhf, the commerce committees of Congress sponsor a government - industry committee charged with developing "a balanced national television service" through full utilization of uhf channels.

William L. Putnam, president and general manager of WWLP (TV) Springfield, Mass., and chairman of the Committee for Competitive Television, composed of uhf operators, renewed his attack on the Assn. of Maximum Service Telecasters and others who, he said, are the "champions of the *status quo*." He said those contending deintermixture would deny television service to countless thousands are telling half-truths in behalf of vhf "monopolists." His experience, he said, demonstrates that uhf can be an "excellent" means of "serving the public interest."

James Robertson, vice president of the National Educational Television and Radio Center, urged adoption of all-channel-set legislation. He said the boost this would give uhf television is indispensable to the growth of educational television. Etv stations, he said, want to provide programs for the homes as well as the schools, for unless the people see the service etv stations provide, "they cannot be expected to support it financially."

# COURT BACKS FCC ON PAY TV

## Commission within rights, say judges in denying appeal

Pay television moved closer to actuality last week when the U.S. Court of Appeals in Washington upheld the FCC's right to authorize a three-year test of the subscription tv project scheduled to start in Hartford, Conn., this spring.

The court, in a unanimous three-judge opinion, maintained that the FCC has the right to encourage new forms of radio communications and that pay tv is in that category.

Thomas F. O'Neil, RKO General board chairman, said he is "gratified" by the court's decision. "This is further substantiation of Chairman Minow's and the FCC's stand that the people should be allowed to choose for themselves," he said.

Marcus Cohn, attorney for the Connecticut Committee Against Pay Tv—the group which brought the appeal—said last week he "probably" will appeal to the U.S. Supreme Court.

The FCC early in 1961 authorized RKO Phonevision Co. to undertake a three-year pay tv trial in Hartford over the facilities of WHCT (TV). RKO bought the ch. 18 station just prior to asking for FCC authority to try out subscription tv. The test is to be run in conjunction with Zenith Radio Co. which will manufacture the decoding units to be leased to subscribers.

Pay tv proponents hope to begin operating with 40,000 subscribers and plan to broadcast 40 hours of fee programs during the 70-hour week, using Zenith's Phonevision system. This notes on metered tape what programs have been watched by the customers. Bills are rendered monthly. Zenith also will help in securing programs.

**Theatres Object** ■ The RKO General application was opposed by the Con-

necticut Committee, composed mostly of theatre owners in the Hartford area. After the FCC authorized the test, the opponents appealed to the circuit court, holding that the commission lacks legal authority to approve direct payment for telecasts, that the FCC erred in granting pay tv authority without knowing what programs WHCT would broadcast, and that RKO General's proposed programming is not in the public interest.

The court's decision, written by Circuit Judge Warren E. Burger for himself and Judges Henry W. Edgerton and Walter M. Bastian, held that "Congress specifically commanded the commission, by Sec. 303 (g) to study new uses for radio . . ."

If the trial turns out to be contrary to the public interest, the court said, the FCC retains the right to call it off, or in any event to refuse to renew the license at the end of three years. "We cannot assume the commission will abdicate its powers or fail to keep this important experiment under close and constant scrutiny," Judge Burger said.

The court concluded that since the FCC has said it will watch the project carefully, its "power to see that this area of the public domain is used in the public interest is not less for 'paid' television than for the existing system of so-called 'free' television . . . it seems to us imperative that the licensee be held to adhere faithfully to the high standard of programming which it has promised."

RKO General proposes to run mostly first-run movies, with other pay hours filled with sports, Broadway theatrical productions, opera, ballet, concerts, art, educational features and children's programs.

**Wire vs. Broadcast** ■ Irving B. Kahn, president of the TelePrompTer Corp., New York, hailed the decision as "an important step toward broadening the scope of tv."

Mr. Kahn said that his company believes in pay tv entertainment programs limited to a few carefully selected events, "perhaps only one every couple of weeks." RKO Phonevision's plans for 40 hours weekly of pay tv programs, he said, "tends to put pay tv in competition with free home tv instead of making it a service to supplement and extend programs already available."

TPT plans to begin tests of its own Key Tv pay system soon. This uses cable to distribute programs to subscribers and does not need FCC approval.

In Hartford, WHCT last Thursday

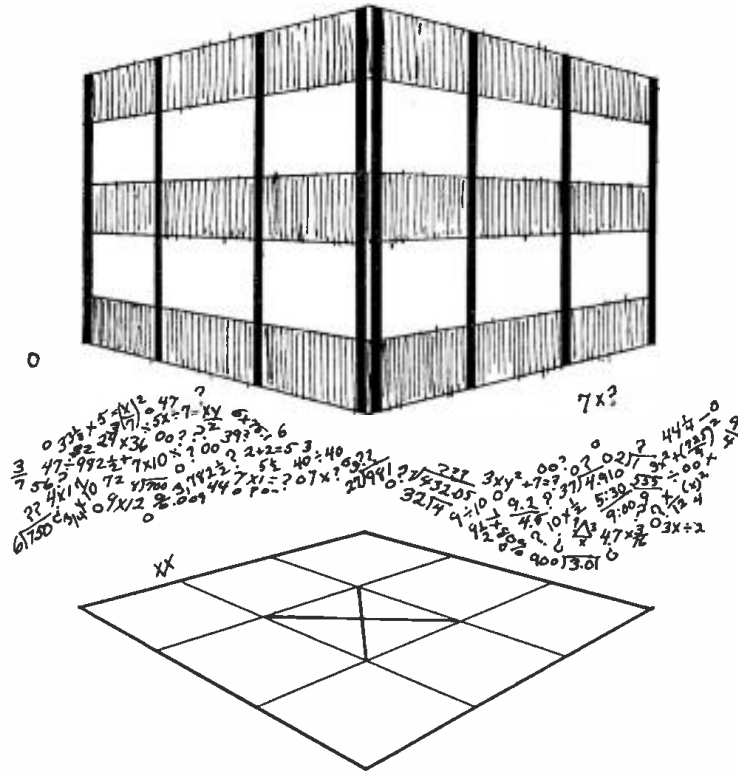
### Invited to D. C.

Radio-tv and print-media newsmen from all 50 states have been invited to another in a series of State Dept. foreign policy briefings, to be held March 26 and 27 at the State Dept. in Washington.

President Kennedy, Secretary of State Dean Rusk and other principal officers of the State Dept. and other government agencies will address the newsmen on various aspects of U. S. foreign policy.

As in the previous sessions, the briefings will be on for-background-only, not-for-attribution basis.





# NUMEROLOGICAL NIGHTMARE

One of our clients who dabbles in numerology\* was moving his staff into a new 2-story office building. Each floor had 8 rooms, arranged 3 to a side. (See diagram—stairwells and rest rooms occupied the central core.)

After consulting his charts, he ordained the following arrangement: each room must have at least one occupant, the offices on the second floor must always house twice as many employees as the offices on the first floor, and the number of employees in the 6 offices on each side of the building must always add up to 11. The office manager placed the staff accordingly, but in the ensuing squabble over the corner offices, 9 hotheads quit. The office manager, afraid to tell the boss, managed by clever shifting and maneuvering to rearrange the remaining employees according to the original plan.

How many employees were there originally and how were they arranged? Ditto after the 9 quit.

For the answer to this one we'll send you our favorite numerological chart (sometimes known as a rate card) and a slim volume of puzzles.

Puzzle adaptation courtesy Dover Publications, N. Y. 14, N. Y.

*\* He chose WMAL-TV as his medium not because of our mystic 7, but because we work like a charm for all our clients. In fact, all prognostications indicate that minute participations in one of WMAL-TV's 4 daily half-hour news programs (1:30 p.m., 6:00 p.m., 7:00 p.m. and 11:00 p.m.) are your very best buy in the D. C. area. Verify this on your ouija board or consult your H-R representative.*

**wmal-tv**  
abc  
 Washington, D. C.

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

night, the day the appeals court decision was rendered, held a series of engineering tests for five minutes. Because no decoders are in the hands of the public, the regular ch. 18 viewers saw only a scrambled picture. Paul B. Evans, general manager of WHCT, said the tests will be continued until May 15 when the station will prepare for regular pay tv operations to begin in June.

## Administration briefs Ad Council in D. C.

Some 200 members of The Advertising Council heard high ranking administration spokesmen in Washington last week during a two-day briefing conference. The council heard President Kennedy ask for help in explaining his new tariff policy and his commendation that advertisers and media had donated \$225 million in time and space to Council projects. Members also heard Attorney General Robert F. Kennedy, Secretary of Defense Robert S. McNamara, Secretary of Health, Education and Welfare Abraham A. Ribicoff, Secretary of State Dean Rusk, Secretary of Treasury C. Douglas Dillon, Secretary of Commerce Luther H. Hodges, Secretary of Labor Arthur J. Goldberg and other executives.

At dinner on Tuesday night, the Council members heard a panel on "Inside the U.S.S.R." The panel was moderated by columnist Roscoe Drummond and included CBS commentator Daniel Schorr, Radio Liberty's Howland Sargeant, Miss Sarah Collins, guide at two U. S. exhibits in Russia, and Peter Tuck, USIA aide and former cultural attache at the U. S. Embassy in Moscow.

# FCC READIES CHICAGO PROBE

## Stations get questionnaires, FCC gets Lar Daly

Chicago's four commercial tv stations received a detailed questionnaire from the FCC last week to be answered in the agency's public investigation of local programming in that city (BROADCASTING, March 5, Feb. 26).

The commission also announced that the hearing would begin next Monday (March 19) at 10 a.m. (CST) in Room 677 of the Federal Building, 219 S. Clark St., Chicago. Following testimony by public witnesses, the hearing before Commissioner Robert E. Lee will adjourn until April 9, when the five Chicago tv stations will be heard.

At noon last Friday, 27 persons had notified the FCC they intended to testify at the hearing. Such notifications must be filed with the FCC by today (Monday).

The questions asked of the four commercial stations—WNBQ (TV), WBBM-TV, WBKB (TV) and WGN-TV—are similar in many ways to the new programming reporting forms now under consideration by the commission. In several other questions, they go far beyond the information required in the new forms. The stations were asked everything from musical and dramatic talent used in local productions during last January to facilities available and number of employes assigned to specific areas of programming.

A shorter set of questions was asked of Chicago's educational station, WTTW (TV), among them: attempts made to determine non-educational needs of the community; programming sources other

than educational; number and titles of employes; facilities and equipment; January local live programs offered; station policy on controversial issues; policy on political broadcasts; policy on religious broadcasts.

For a text of the questions asked of the commercial stations, see page 48.

**AFTRA Rebuffed** ■ All four commercial stations last week turned down a request by AFTRA's Chicago local for detailed program and financial data, much of which would duplicate the information sought by the FCC (AT DEADLINE, March 5). AFTRA counsel Sanford I. Wolff said WTTW, however, has supplied much of the requested information. AFTRA maintained it needed the material "to assist it in making a fair, complete and unbiased presentation of its testimony."

The commercial stations declined to give AFTRA data for each of the past 10 years in these areas requested by the union: 1. program logs or schedules for the composite week; 2. gross profit and losses; 3. number of persons employed as performers (staff, freelance and contract); 4. number of persons employed as engineers, soundmen, writers, musicians, electricians, stagehands, cameramen, directors, producers, etc., and 5. description of studio facilities available for local live programming. AFTRA promised the stations that if they did supply the data, it would not be used later in any collective bargaining talks.

Commissioner Lee said the hearing will be adjourned after next week (1) to give both the stations and the FCC a chance to digest testimony from the public; (2) so that the stations may reply to the FCC's questionnaire; and (3) to avoid conflict with the NAB convention beginning in Chicago April 1.

The commission is acknowledging all notices of appearances from the public and urging that statements be kept as brief as possible. Advance copies of statements are asked for but have not been made a condition for the right to testify. When the hearing resumes April 9, the stations will testify in this order: WNBQ (NBC-owned), WBBM-TV (CBS-owned), WBKB (ABC-owned), WGN-TV (owned by the Chicago Tribune) and educational WTTW.

**Current Lineup** ■ Perhaps the best-known name on the witness list—to broadcasters, that is—is Lar Daly, who has been a splinter-party candidate for many political offices, including the Presidency, and has fought many equal-time battles. Others on file with Commissioner Lee include:

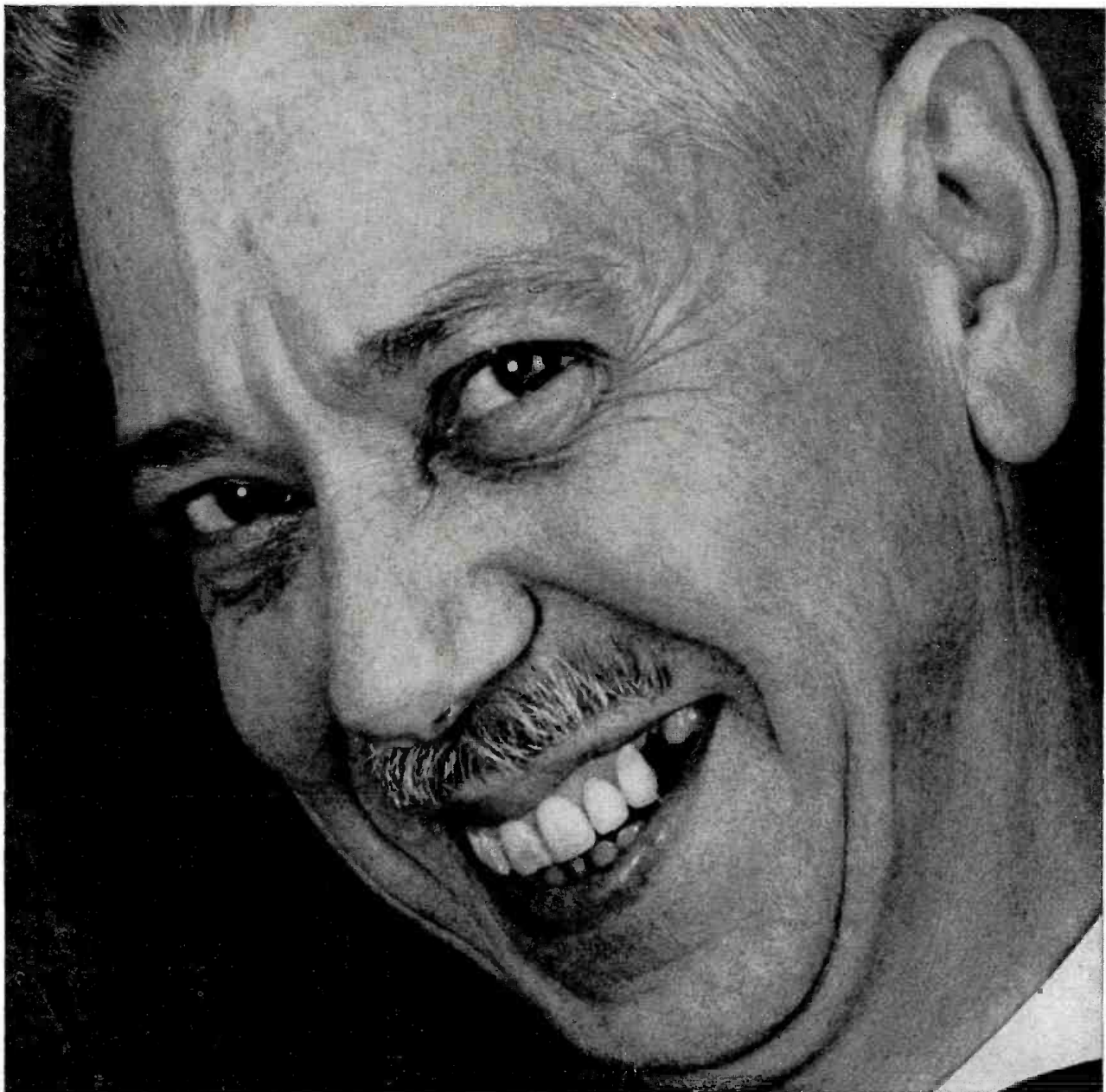
An unidentified spokesman for the



## Georgia broadcasters, congressmen gather

Georgia Congressmen and Senators, all Democrats, were luncheon guests Feb. 27 of H. Randolph Holder, WGAU Athens, Ga., president of the state broadcasting association. Also representing the association was Jack Williams, executive secretary. At the luncheon, held at the Capitol in Washington, were (standing, l to

r): Reps. G. Elliott Hagan, James Davis, Jack Flynt (partly hidden), E. L. Forrester, J. L. Pilcher; Sen. Herman Talmadge; Reps. Phil Landrum, Robert Stephens Jr. Seated: Mrs. Jack Williams, Sen. Richard Russell, Mr. Holder, Rep. Iris Blicht, Mrs. Stephens, Mrs. Holder. Not in photo, Rep. John Davis.



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

*Flint-Saginaw-Bay City, we mean . . .* where Leonard Batz is an engineer for AC Spark Plug by day and sparks young people's interests in science in his offtime. And when he's not lecturing, teaching or talking about his specialty—the use of gyroscopes in spacecraft controls—Leonard's most likely appearing on WJRT programs for youthful science bugs.

You see, WJRT "programming from within" is aimed at people in the market by people who know them and their interests best. That's why Leonard Batz and more than 25,000 other area residents have appeared in front of Channel 12 cameras in just the past two and

one-half years to inform and entertain their neighbors. We think that's why WJRT's average nighttime audience numbers 75,000 *families*—people who use pancake makeup and pancake syrup, chewing gum and sporting goods. And whatever *you* might sell on TV.

Important to you, too, is the fact that these families have an extra \$9 of weekly income to spend\*\*—or nearly \$500 more product-buying power every year than the national average.

Harrington, Righter and Parsons have all the dope. Reach them in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

**WJRT**

WJRT • A GOODWILL STATION • FLINT-SAGINAW-BAY CITY / ABC PRIMARY AFFILIATE

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



## Questions put to Chicago tv stations

In preparation for its hearing on local tv programming in Chicago, the FCC has asked a series of questions of the four commercial stations there. Many are very similar to questions in a new programming reporting form now under FCC consideration. Stations receiving the questionnaire were WBBM-TV, WBKB (TV), WGN-TV, and WNBQ (TV). The text:

### I. COMMUNITY NEEDS AND GENERAL STANDARDS

1. (a) A statement describing efforts made by your station, during the last license period, to ascertain needs and interests of the public within the area you serve. (Please indicate whether such efforts were confined to the Chicago metropolitan area or whether they extended beyond.) Such statement should include, but not be limited to, the scope of consultations with civic leaders (such as public officials, educators, cultural and religious leaders, and representatives of agricultural, business, professional, labor, charitable, and service organizations) with respect to the public service needs of their agencies, organizations, or groups.

(b) Describe what you have done to develop and present broadcast material to fulfill the needs and interests ascertained through the efforts described, including, but

not limited to, a statement of how you have undertaken to advance the activities of civic, educational, charitable, cultural, and other service organizations, apart from broadcasting announcements furnished by or on behalf of such organizations.

(c) Describe facilities, staff, and equipment available for the development and production of program material. Include here such items as, for example: studio facilities; libraries of program material maintained and services subscribed to; cameras, tape recorders, remote equipment, etc.; staff personnel used as talent in program production.

2. Describe station's policies with respect to programming standards. Indicate steps taken to assure that appropriate station personnel are aware of these standards.

### II. PROGRAMMING DURING JANUARY, 1962

1. Exact copies of station logs for the month of January, 1962.

2. Total number of hours station was on the air during the month.

3. (a) Number of hours of commercial network programs.

(b) Number of hours of sustaining network programs.

(Item II, 3. not applicable to WGN)

4. (a) Number of hours of local live programs.

(b) Number of other hours.

5. (a) Number of hours of local live programs in each of the following categories: religious, agricultural, educational, news,

discussion, talks.

(b) For each program during the month in each category, give the following information: title and brief description; time and day broadcast; length of program; sponsored or sustaining. In addition, for each religious program indicate whether it is devoted primarily to religious music.

6. List the musical and dramatic talent used in the production and presentation of locally originated programs during the month of January, 1962.

7. For each program broadcast during the month of January, 1962 designed primarily for children under 12, give the following: title and brief description; time and day of broadcast; number of times and amount of time broadcast.

### III. OTHER ASPECTS

1. The number of station personnel currently employed full-time or part-time in the development, production, or presentation of each of the following types of programs: news, children's, religious, agricultural, educational, sports.

2. Give the station's local advertising rates for (a) one hour program (b) one minute announcement and (c) 20 second announcement. Describe discount structure for local advertising.

3. For the month of January 1962 give the percentages of local time sales from (a) commercial announcements, (b) participating sponsorship and (c) from single sponsorship.

4. (a) Describe the station's policy in the presentation of opposing viewpoints on controversial issues of public importance.

Art Institute of Chicago; Donald P. Anderson, Illinois Institute of Technology and president of the University Broadcasting Assn. of Chicago; Dale Pontuis, president, Roosevelt U. Teachers Union; Marian Larson, Pan American Board of Education; J. J. Price; Henry S. Distelhorst, Salvation Army; Allen Carpenter, president, Chicago Businessmen's Orchestra; Robert B. Johnson, State Street Council (100 downtown merchants).

Also, Raymond A. Jones, executive secretary, and Sanford Wolff, attorney, Chicago local of AFTRA; Dr. Frank F. Sakamoto, midwest chairman, and Joe Sagami, Chicago president, Japanese-American Citizens League; Felix Jasinski; Leif G. Brush, an unemployed radio newsman formerly with WJNC Jacksonville, N. C., and WNAK Nanticoke, Pa.; Rudy Monroe; Russell Barta, executive director, Adult Education Centers (an agency of the Archdiocese of Chicago); Eugene S. Zemans, executive director, John Howard Assn; Forbes Shepherd, executive director, Independent Voters of Illinois; William Ragolio, executive director, Goodwill Industries; Beatrice L. Hector, National Audience Board, and Rev. C. William Billingslea, president, Northern Christian Leadership Conference.

Five others who filed earlier appearances were reported March 5.

## Satellite question continues in orbit

### HARRIS TO HEAR ROBERT KENNEDY FOR ADMINISTRATION

The administration last week continued to take a pounding at Senate Space Committee hearings on its proposal for a privately owned communications satellite-corporation. But it is readying one of its star performers for the second stage of the legislative battle, which begins tomorrow (Tuesday) before the House Commerce Committee headed by Rep. Oren Harris (D-Ark.).

U. S. Attorney General Robert F. Kennedy is scheduled to testify March 20 on behalf of the administration's bill (HR 10115) which would permit the public, as well as international communications carriers, to own the corporation that would operate the proposed system.

Asst. Atty. Gen. Nicholas deB. Katzenbach, who testified before the Senate Space Committee last week, had originally been scheduled to reappear before the House Commerce Committee. After the administration bill began coming under heavy fire in the Senate committee, however, the Justice Dept. sent word that the attorney general himself would testify.

Also expected to be represented at the hearings, which will run about two

weeks, are the National Aeronautics & Space Council, FCC, National Aeronautics & Space Administration, AT&T, International Telephone & Telegraph, the State Dept. and Hawaiian Telephone Co.

Administration concern began mounting when it developed that Sens. Robert S. Kerr (D-Okla.), chairman of the Senate Space Committee, and Stuart Symington (D-Mo.), a committee member, preferred a measure introduced by Sen. Kerr to the administration bill. The Kerr proposal (S 2650) would limit ownership to international carriers. The administration's dismay increased when the FCC endorsed this proposal two weeks ago (BROADCASTING, March 5). An identical House bill (HR 9696) will also be before Rep. Harris' committee.

AT&T Opposes Kennedy ■ Industry opposition to the administration bill was led last week by AT&T, which said the proposal would create an inefficient and unwieldy organization. James E. Dingman, executive vice president, also said the tight government control allowed by the bill would "smother the initiative and leadership which are es-

(b) List 5 major local issues in the last year.

(c) Describe any programs relating to these issues indicating type of program, participants, time of broadcast, whether program was sponsored, etc.

5. Describe the station's policy with regard to local political broadcasts.

Are there any limitations on the acceptance of political broadcasts with respect to time of broadcast or length of program?

Does the station provide free time for such broadcasts? If so, is the time given for the appearance of candidates only, candidates in a debate format only, etc. Please explain.

Does the station accept political broadcasts involving candidates for local offices which are not city-wide? Does the station accept political broadcasts involving candidates for local offices outside of Chicago?

List the political programs and announcements carried by the station during the last local election campaign. Indicate time and length of each program and the offices involved.

List inquiries regarding availabilities received during the last local election campaign to which the station made a negative response because the time requested was not available. Indicate organization making inquiry and day and time requested.

6. Describe the station's policy with respect to religious broadcasts. Indicate what efforts are made to balance such programs among the various religious groups.

essential to the accomplishment of the national purpose involved."

He said the proposed satellite system could be launched sooner if ownership of the corporation were limited to the 10 international carriers. And in reply to expressed fears that AT&T would dominate such a corporation, he declared, "that is not our motive or intent." He added that the limited-ownership proposal contained sufficient safeguards against domination by any one company.

The administration's proposal was also criticized by Sen. Estes Kefauver (D-Tenn), but from a different viewpoint. He urged government ownership of the satellite corporation. Sen. Kefauver, co-sponsor of a bill (S 2890) to create a government-owned corporation, said AT&T would dominate any privately owned corporation. The public interest can only be protected through government ownership, he said.

The administration got in its first solid blows of the battle with Mr. Katzenbach's testimony Wednesday. He said it would be "unconscionable" to turn a communications satellite monopoly over to a small group of communications companies, particularly in view of the large sums of public money spent to develop the system. He also disputed AT&T's argument that inter-

national carriers should be the sole owners of the corporation because of their experience and expertise in the communications field. It is proper to say that the corporation must be technically qualified, he said. But "it is quite different to say that all of its stockholders must be also."

The administration's reply was continued by Dr. Edward C. Welsh, executive secretary of the Space Council, in a statement read for him by Mr. Katzenbach. Dr. Welsh said it was odd that AT&T should express concern that broadly based ownership would result in an inefficiently run system. Few companies, he said, "have as broad-based ownership as AT&T," which has 2,000,000 stockholders. And "many of these stockholders," he added, "are not communications experts." Nevertheless, he said, that company "is not particularly inefficient."

## Judge reconsiders, grants MCA request

Annoyed by the failure of the FCC to follow his "suggestion," Judge Leon R. Yankwich of the U.S. District Court, southern district of California, changed his mind and adopted wholesale the recommendations of MCA Inc. as to what the FCC can demand from the talent agency (BROADCASTING, Jan. 29).

MCA and its vice president, Taft B. Schreiber, had defied the FCC, questioning a ruling by Chief Hearing Examiner James D. Cunningham which restricted Mr. Schreiber's access to counsel, and demanding confidential treatment of its papers. Mr. Schreiber had left the witness stand and walked out of the hearing (AT DEADLINE, Oct. 24, 1960 *et seq.*).

Judge Yankwich's original opinion on the case essentially backed the FCC's right to demand the records and to restrict counsel's activities, because the hearing was investigatory rather than adjudicatory in nature. But he "suggested" that when the FCC ordered Mr. Schreiber to appear, the hearing should be made confidential, with the public and press excluded. The FCC then ordered MCA and Mr. Schreiber to produce the information but did not incorporate the judge's suggestion in its order.

The judge expressed displeasure with the FCC's order and instead of following the commission suggestions as he had indicated he would in his opinion, the judge adopted the MCA recommendations as his final order.

MCA had asked the court to retain jurisdiction and to allow MCA to appeal any questions which it did not want to answer without being held in contempt of court. The sessions will be

confidential and MCA has the right to oppose FCC efforts to make any part of the record public at a later date.

Under the order MCA will be permitted advice of counsel; its attorney may advise witnesses whether to answer questions; may object to questioning, and may participate fully in the hearing except to cross-examine witnesses.

## LEGISLATIVE COVERAGE

### Gov. Rockefeller favors limited radio-tv access

New York Gov. Nelson Rockefeller, who last year vetoed legislation that would have permitted radio-tv coverage of committee meetings of the state legislature, told the New York State Broadcasters Assn. last week that he is in favor of a bill that would permit limited radio-tv coverage.

The vetoed bill would have allowed tv cameras and radio microphones in legislative committee and temporary state commission hearings with the permission of the presiding chairman.

The new bill, to be introduced this week with the blessing of the governor and Republican leaders of the legislature, would permit radio-tv coverage with these conditions:

If the chairman of the hearing group approves; if the witness is a voluntary witness and not appearing under subpoena; if the witness does not object to radio-tv coverage, and if a majority of the committee or commission members approve.

NAB President LeRoy Collins told the association "there will always be pressures for more and more government intervention." He added that a "government-imposed floor against any possible failure would at the same time act as a suffocating ceiling against the achievement of greater heights of success."

Only with adequate freedom from government controls, Gov. Collins said, "can broadcasting strive and struggle for an ever-better product reflecting the resourcefulness, the skill and the creativeness that must be the hallmark of our American culture. Only with this freedom can we avoid the hysteria of fear with its attendant dullness and drabness of conformity."

Gov. Collins added, "The broadcaster, under his public license, must with diligence and in good faith seek out and serve the public interest. But what he programs to accomplish this must be based upon his own judgment, honestly and professionally arrived at."

In a business meeting, Sam Slate, vice president and general manager, WCBS-AM-FM New York was elected president of the group (for other officers see FATES & FORTUNES, page 89).

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

A business man doesn't usually come home and just flip on any old TV channel. He's selective. In Portland, and 34 surrounding Oregon and Washington counties, KOIN-TV is the station he selects. KOIN-TV gives him the most for his viewing time . . . gives you the most viewers for your time. Nielsen has the number.



**KOIN-TV**

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

Represented Nationally by  
**HARRINGTON, RIGHTER & PARSONS, INC.**

Give them a call, won't you?

## HOUSE OKAYS ETV BILL

Senate-House conference to compromise differences in two versions of proposed federal aid to etv

Educational groups over the country are dusting off long-deferred etv plans or preparing new ones in anticipation of federal funds to help bring their ambitions to fruition.

Such aid became a virtual certainty last week after the House of Representatives approved, 337 to 68, a \$25,520,000 program of federal matching funds to help states and communities put educational television stations on the air.

The bill (HR 132) differs from an etv bill (S 205) passed by the Senate last year, but House and Senate conferees are expected to reconcile differences easily.

The House bill, sponsored by Rep. Kenneth Roberts (D-Ala.), would grant each state up to \$1 million over four years to buy and install etv facilities. It would also provide each state up to \$10,000 over three years for surveys of etv needs. The recipients, however, would have to match federal assistance dollar for dollar. The Senate bill would set aside \$51 million for etv aid, does not require matching funds and does not specify any assistance for surveys and plans. It was introduced by Sen. Warren G. Magnuson (D-Wash.).

Sen. Magnuson, whose etv bill passed the Senate in two previous Congresses only to die in the other chamber, called the House action "a gain for the thousands of educators" and others "who have long crusaded for a broadcast medium dedicated exclusively to educational programs."

**Limiting Amendment** ■ The House vote was a victory for etv backers who have sought such legislation for six years. Their joy was dampened, however by one of two amendments added on the House floor.

Offered by Rep. Robert P. Griffin

(R-Mich.), the amendment would, in effect, deny federal funds to private non-profit groups organized to build and operate local etv stations. It carried 69-66, about 20 Democrats voting with Republicans in a teller vote.

The bill's backers privately expressed confidence that the amendment would be killed in the Senate-House conference. But they were annoyed that not enough supporters were on the floor to make this unnecessary.

Under the original bill, state or local boards of education, state educational television agencies, publicly supported colleges or universities and broadly-based non-profit community groups could qualify for aid. Under the Griffin amendment, community etv groups could get assistance only if composed of state and local educational agencies and educational institutions.

The Michigan Republican contended that such vested-interest groups as "the U. S. Chamber of Commerce or the AFL-CIO" might set up a community group through which they could establish a federally assisted etv station and operate it for their own purposes.

**Harris Opposes** ■ Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and floor manager for the bill, vigorously opposed the amendment. He said there are enough safeguards against such abuses and that the amendment can only hurt the groups which have developed etv. He named a score of non-profit community etv groups that would be denied assistance.

The other amendment approved would permit recipients to use federal funds for closed-circuit television equipment. The proposal, adopted by a voice vote, was offered by Rep. Robert Hemp-

### N. Y. tabs \$450,000 for etv

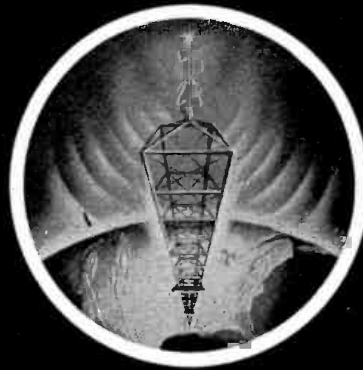
The New York State budget, for the fiscal year beginning April 1, was approved by the assembly last Wednesday (March 13) and one of the items was a \$450,000 appropriation for state assistance to educational television.

Originally Gov. Nelson Rockefeller sought \$1.2 million for etv, but this sum was slashed by the Senate, which had approved the budget on Tuesday. Democrats submitted amendments to have the original appropriations restored, but these moves were defeated. Republican

leaders said that the educational television funds would be restored if the state found that the cut prevented it from meeting its obligations in this area.

A spokesman for Educational Television for the Metropolitan Area Inc., which will operate ch. 13 as an educational station in New York City, starting in the fall, said a full study of the implications of the budget slash had not been made. He added ETMA did not know at this time the effect of the budget cut on its operations.





You'll  
probably never  
climb the  
**GULF  
SOUTH'S  
TALLEST  
TOWER**

**But... you can certainly benefit** from its dynamic four-state coverage by specifying KTBS-TV, Shreveport, Louisiana. *That's right! KTBS-TV is rising to greater heights.* Its new 1,600-foot antenna is coming soon to give 50 per cent increased coverage in a four-state area of Louisiana, Texas, Arkansas and Oklahoma. Tallest in the Gulf South and one of the tallest in the world, the tower will extend the station's reach from 22,000 to 33,000 square miles.

The new structure will enable KTBS-TV to beam exclusive ABC programs to 427,000 TV homes in 58 counties and parishes... a \$1.9 billion market of 1.5 million buyers. To reach the growing Gulf South market area with your sales message, *be sure to specify KTBS-TV, Channel 3, Shreveport, Louisiana.*

**K** THE KATZ AGENCY, Inc.  
National Representatives

*E. Newton Wray, President and Gen. Mgr.*

# KTBS-TV

ARK-LA-TEX-66TH RANKING MARKET-ARB 1961

hill (D-S. C.), whose home state has developed an etv system utilizing closed-circuit telecasting. Without his amendment, he said, it would appear the bill is designed to boost uhf—the medium primarily used in educational television—rather than etv itself.

The only opposition came from Rep. William Avery (R-Kan.), who said it would pave the way for “further” federal government “trespass” into the states’ educational responsibilities.

He also predicted that Congress, in the next few years, would be besieged with requests for more money to complete etv facilities and finance operations.

Rep. Harris, however, called the bill “invaluable to the future of this country.” It would give educators an important tool and make profitable use of the radio spectrum—“one of the most valuable resources we have and one of the most wasted.”

**Funds Needed.** ■ Of the 274 channels reserved for etv, only 63 are being used.

Rep. Harris warned that unless the etv channels are activated, there will be heavy demands to turn them over to commercial users.

The reason more etv stations aren’t on the air, Rep. Harris said, is the lack of funds—a condition the bill is designed to remedy.

He also predicted that if the pending FCC all-channel-receiver bill (HR 8031) is enacted, it will produce “a great demand for additional etv channels.” He said educators figure they’ll ultimately need another 1,100 channels, mostly uhf.

Spokesmen for etv groups expect 30 new stations to start in three years, even without federal help. But the Roberts bill, they say, will add a psychological lift that will double or triple that figure.

One source said more than 20 states have etv plans they have been unable to complete, largely because of financial problems.

But etv boosters are not worried about stations finding the money to operate once they’re on the air. They say that in those areas where etv stations are operating, community groups or state or local governments are willing and able to provide the financing.

## Examiner too soft on WDKD—Bureau

Nobody’s happy with an initial decision by Hearing Examiner Thomas H. Donahue who recommended that the FCC refuse to renew the license of WDKD Kingtree, S. C. (BROADCASTING, Dec. 18, 1961).

The Broadcast Bureau concurred with the final decision but objects to

## K-K exchange delayed

A prospective tv exchange between the United States and Russia—whereby Premier Khrushchev would be given time on U.S. tv and President Kennedy on Soviet tv—has been postponed because the time is not right. The delay was thus explained by White House News Secretary Pierre Salinger last week. He said that under the tentative arrangements both the world leaders would have been on the air March 25, during the Geneva disarmament conference.

In a related move, Russian and American representatives signed a third two-year agreement to expand technical and cultural exchanges in 1962 and 1963. Among the items agreed upon was a 60% increase in the distribution of *Amerika* magazine in Russia, from 62,000 to 100,000 copies in return for the same expansion of the circulation of *USSR* magazine in the United States.

“many of the sympathetic, subsidiary and irrelevant conclusions relating to the extreme reluctance to deny the applications,” and to “the incredible conclusion that the question of renewal is a ‘close one’.”

The station claimed the examiner failed to give enough weight to testimony favoring WDKD, offered by civic leaders and longtime Kingtree residents, and gave too much weight to testimony by witnesses who testified against WDKD for what it termed competitive considerations or personal revenge motives.

WDKD argued that the allegedly obscene programs on which Mr. Donahue based his recommendations are no longer on WDKD and that licensee E. G. Robinson Jr. has been transformed by the hearing experience into a “model broadcaster.” If the programs were obscene, the matter is not in FCC jurisdiction but that of the criminal courts, WDKD said. One of the tests of obscenity is whether the material violates community mores, WDKD said. The bulk of testimony from residents showed the controversial Charlie Walker programs were accepted by most listeners, the station said. Only two ministers in the 14-church community complained, WDKD said.

**Emphasis on Walker** ■ The bureau thought Mr. Donahue put too much emphasis on the Walker programs issue; that he should have recommended stripping Mr. Robinson of his license

because of his misrepresentations, both in applications to the FCC and on the witness stand, because he relinquished control of his station’s programming and because of the weakness of the programming in a majority of the categories listed in the FCC’s policy on programming.

The examiner should have dealt strictly with the issue concerning the Walker program, the bureau said; the programs were clearly “coarse, vulgar and indecent” and there was no need to decide whether they were “obscene”—a legal discursion by Mr. Donahue that the bureau found irrelevant. The bureau cited precedent for the FCC to revoke the licenses of those broadcasting coarse and indecent matter regardless of obscenity.

The bureau didn’t think the examiner gave enough weight to what it described as Mr. Robinson’s tacit approval of and consent to his friends’ attempts to intimidate FCC witnesses.

The examiner’s conclusions that WDKD’s operation is typical of stations in many small markets and that Mr. Robinson’s attitudes are those of many small American businessmen also drew the bureau’s wrath. It said Mr. Robinson’s lack of candor is not typical of businessmen nor licensees and that it is conclusionary of the examiner to say WDKD’s operation is “average.”

Mitigating circumstances set forth in the initial decision were attacked by the bureau: There is no evidence that taking away WDKD’s license would deprive Mr. Robinson of his livelihood and if it would that is not a “public interest consideration.” There is no excuse for Mr. Robinson’s “studied misrepresentations” and operation of the station as an “electronic billboard,” the bureau said.

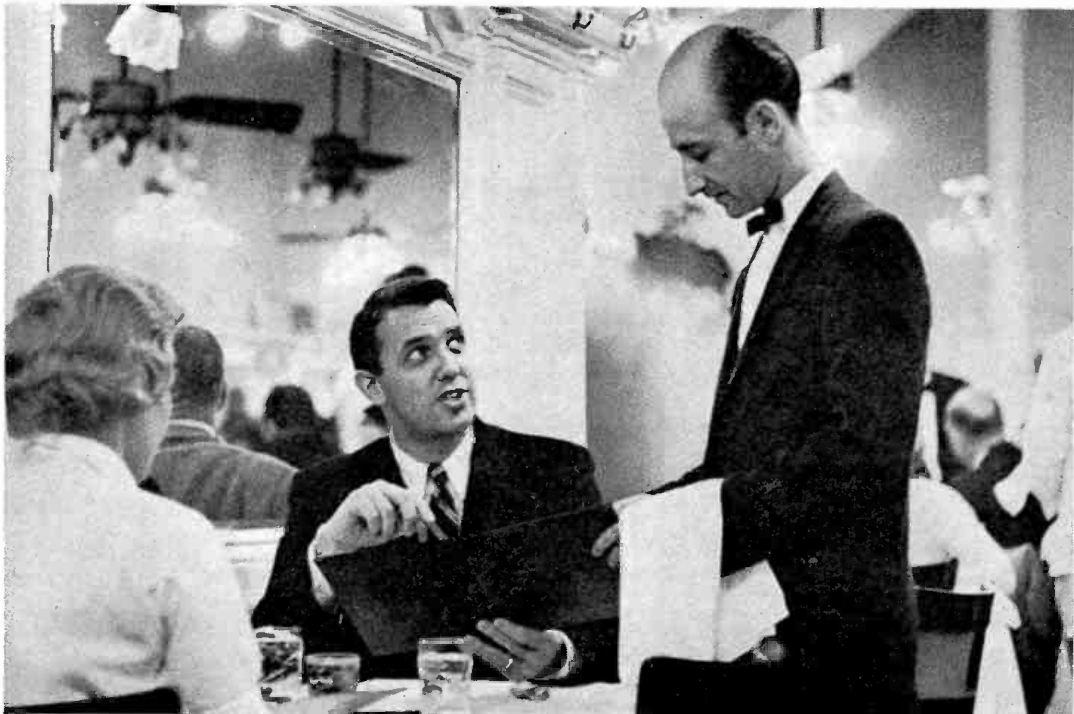
No penalty short of taking away Mr. Robinson’s license will do in this case, the bureau said, because he “simply is not qualified to be a licensee.”

## Magnuson to quiz Stewart on space

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, will look to the new director of telecommunications management to help speed development of a satisfactory space communications system.

He indicated as much last week in announcing his committee will hold hearings March 20 on the nomination of Dr. Irvin Stewart to be assistant director of the Office of Emergency Planning. President Kennedy has announced he will appoint Dr. Stewart, an ex-FCC member, to the newly created telecommunications post after the Senate con-

# Stuffed Eggplant...OLD NEW ORLEANS FAVORITE



As served at world-famous Galatoire's Restaurant.

## WWL-TV... new New Orleans Favorite

"Ladies First" . . . a sparkling thirty minute show every morning at 9:30, specially designed for the housewives of our town. Ginny Hostetler charms the ladies of New Orleans with her contagious personality, interesting interviews and various women's features. Sonny Adams, the newest personality in town is Ginny's "man Friday", and does a matchless job of morning entertaining with his piano and songs.

"Ladies First" is becoming a *buy-word* in almost every New Orleans home.

*Represented nationally by Katz*

 **WWL-TV**  
NEW ORLEANS

### Here's how to make it!

1 medium large eggplant	Salt and pepper to taste
4 tbsp. butter	$\frac{3}{4}$ cup cooked, peeled shrimp
$\frac{1}{2}$ cup chopped green onions and tops	$\frac{1}{2}$ cup cooked flaked crabmeat
$\frac{1}{4}$ cup minced fresh parsley	Buttered bread crumbs
	Grated Parmesan Cheese

Cut eggplant in half lengthwise. Wrap each half in aluminum foil and bake in a 400 degree oven about 45 minutes or until tender and moist. Scrape the pulp from the skin, leaving about  $\frac{1}{4}$  inch around the edges. Chop pulp into small pieces. Melt butter in a saucepan. Sauté chopped onions and parsley until browned. Season with salt and pepper. Then stir in the pulp, shrimp and crabmeat. Cook together for several minutes. Fill the eggplant shells with this mixture; sprinkle bread crumbs and cheese over the top of each. Bake in the oven about five minutes until brown. Makes matchless serving for two.



# SEE...

\*\*\*\*\*10M  
 CODE  
 NC--Network Commercial  
 LC--Local Commercial  
 SA--Spot Announcement

MS--Network Scheduling  
 BS--Recorded Scheduling  
 WS--Wire Scheduling  
 LS--Local Scheduling  
 NCA--Non-Commercial  
 Spot Announcement

## Broadcast Schedule and Log WJBC and WJBC-FM

CODE  
 M--Music  
 P--Talk  
 A--Apparel  
 S--Sports  
 O--Time Associated At Mechanical Record

DATE Thursday

CODE: The last digit of the code numbers reproduced on this log indicates the length of program material as follows:

1...10 seconds	6...5 minutes
2...20 seconds	7...10 minutes
3...30 seconds	8...15 minutes
4...1 minute	9...30 minutes
5...3 minutes	0...

Scheduled Time	Air Time	Program and Sponsor	Type	Station	Call Letters	Ident.	Advertiser
10:00:00A		NEWS - - - - - 151-5	WS-T				
10:03:00		GALLOWAY FORD - - - - 4401-4	SA	X			
10:04:00		Station ID - - - - - 100-1			X		
10:04:10		MUSIC - - - - - 1283-7	RS-M				
10:14:10		RICHARDS - - - - - 4251-4	SA	X			
10:15:10		Station ID - - - - - 100-1			X		
10:15:20		MUSIC - - - - - 1066-7	RS-M				
10:25:20		Higher Education - - - 256-4	NCSA				
10:26:20		Station ID - - - - - 100-1			X		
10:26:30		MUSIC - - - - - 1016-7	RS-M				
10:36:30		S. & S. STORES - - - - 4101-4	SA	X			
10:37:30		Station ID - - - - - 100-1			X		
10:37:40		MUSIC - - - - -	RS-M				
10:47:40		SINORAK -		X			
10:48:40		Station ID -			X		
10:48:50		MUSIC - - - - -					
10:58:50		Hire The Handicapped					
10:59:50		Station ID - - -			X		

1000A 1515  
 1003A 44014  
 1004A 1001  
 1004A 12837  
 1014A 42514  
 1015A 1001  
 1015A 10667  
 1025A 2564  
 1026A 1001  
 1027A 10167  
 1037A 41014

# Automatic Program Logging in operation at the NAB Convention

*New system provides on printed tape:*

- identification of announcements and programs by code number
- exact time of broadcast
- length of announcements and programs

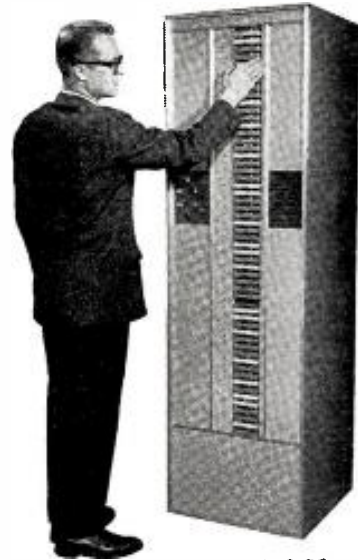
## *All Automatically!*

Automatic programming is being used more and more extensively (either full or part-time) to improve production, conserve manpower, and make broadcast talent available for more than just routine on-the-air jobs. However, much of the value of automation is lost if your personnel is needed for logging procedures.

ATC has solved this problem by developing a system which will automatically print all logging information *directly from magnetic tape as it is broadcast*. At left is a reproduction of the WJBC automated FM station program schedule and the printed log verification provided by the Automatic Program Logging system.

The logging system operates in conjunction with the dual-tone ATC Standard Tape Cartridge Unit and the ATC 55, a device containing 55 tape cartridges. A code number is recorded on the magnetic tape at the same time the program material is recorded. When the tape cartridge is broadcast, the impulses on the tape are decoded to operate a printer which logs the identifying code number of the program information and the length of the material. The exact broadcast time is also printed on the logging tape through a digital clock. In association with the typed program schedule, this printed tape then provides the logging information and verification required by the FCC.

Visit our NAB Convention exhibit at the Conrad Hilton in Chicago, April 1-4. You'll see all of our Automatic Tape Control equipment in operation.



ATC 55



Dual-Tone  
(PC-2)  
Playback  
Unit

Dual-Tone  
(AC-2)  
Recording  
Amplifier



made by broadcasters for broadcasters

## AUTOMATIC TAPE CONTROL

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Bloomington, Illinois

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firms his appointment to the OEP position (BROADCASTING, Feb. 26).

As director of telecommunications, Dr. Stewart will be responsible for developing telecommunications plans and policies within the government, assigning government frequencies, and implementing plans for developing a space communications system.

Sen. Magnuson said the Commerce Committee is interested in all of these objectives, particularly in "expediting development of a satisfactory satellite communications system."

Sen. Magnuson also sought to ease fears that the new telecommunications director would run into policy conflicts with the FCC. The executive order creating the post, he said, "in no way affects the authority of the FCC."

## Tough policy on am squeeze-ins indicated

An FCC hearing examiner last week recommended denial of all three applications for am facilities in communities close by Cincinnati. He found that none of the applicants established a need in the community for radio service and that all were, in fact, trying to establish another Cincinnati radio service by subterfuge.

In his initial decision Hearing Examiner David I. Kraushaar denied applications for 1320 kc stations, one in Norwood, Ohio (completely surrounded by Cincinnati, although it is an autonomous municipality), and two in Covington, Ky. (separated physically from Cincinnati only by a river). He said that the granting of applications in communities so close to large central cities which already have multiple broadcast services may result in denying service to more distant suburban communities which have expanding populations and more need for local service. The proposals in question would cause interference to WHOK

Lancaster, Ohio, and deterioration of service both in Cincinnati and adjacent areas as well as to the semi-rural populations served by more distant suburban stations, he said.

Mr. Kraushaar said the applications are analogous to a hypothetical application for a Brooklyn, N. Y., station to serve the "local needs" of that community, even though Brooklyn receives service from 16 New York City stations and the grant would cause interference to such suburbs as Babylon and Huntington, L. I.

"The examiner in evaluating the present record cannot avoid being cognizant of the highly opportune questions which touch on this subject of Commissioner Frederick W. Ford in his recent address before the Kentucky Broadcasters Assn.," Mr. Kraushaar said. Commissioner Ford discussed the "population explosion" of am stations in the past two decades and the implications of economic injury resulting from more am facilities than a community can financially support (BROADCASTING, Oct. 23, 1961).

The examiner said applications in undeserved areas should get priority but those such as the Norwood-Covington proposals should be subjected to "fairly strict enforcement" of engineering standards (covering interference).

The applicants and their principal stockholders were Massillon Broadcasting Co. Inc. (Joel W. Rosenblum, owner of WTIG Massillon, Ohio, which sought Norwood facilities); Covington Broadcasting Co. (Tommy E. Beal, formerly general manager of KBKC Kansas City, Kan.); and Kenton County Broadcasters (Irving Schwartz, formerly general manager of KUDL Kansas City, Mo.). Mr. Kraushaar said that if the case is to be determined on a comparative basis and a grant should be made, he would favor Covington Broadcasting, "because of the somewhat more meaningful experience" of Mr. Beal in broadcast management.

## Terms are reached in sale of WAVY

WAVY-AM-TV Portsmouth-Norfolk, Va., and Gannett Inc., which is purchasing the stations for \$4.5 million, have reached an agreement with protestant Beachview Broadcasting Corp. whereby the latter will not appeal the transfer if it is approved by the FCC.

In return, Beachview is to be paid \$98,750—which sum is to come out of the purchase price paid for the station by Gannett—when and if the transfer becomes final, according to a letter filed with the commission. Beachview was a competing applicant for the ch. 10 facility and lost out to WAVY's licensee, Tidewater Teleradio Inc., on a 3-2 vote in 1956.

Last fall, Beachview had protested the proposed sale on the grounds WAVY-TV had "willfully and repeatedly" failed to live up to its programming proposals (BROADCASTING, Oct. 9, 1961). Beachview had charged Tidewater with a chain "of broken commitments, substitutions for promises, operating deficiencies and other willful acts and omissions" and asked that the station's license be revoked.

Tidewater countered that the Beachview protest was only the latest move in a "sad history of delaying tactics . . . The conduct of Beachview admits of no purpose but harassment, delay and vindication of ill-feeling toward Tidewater" (BROADCASTING, Nov. 20, 1961).

The letter to the commission detailing the three-way agreement said that none of the above charges were being withdrawn. They still remain under commission consideration, according to an FCC spokesman. In agreeing to the payment, Tidewater said it recognizes that Beachview has expended "substantial sums in prosecuting its claim for a tv station in Norfolk and in presenting to the FCC matters which it believes bear upon the public interest" involved in the operation of WAVY.

Beachview has furnished WAVY-TV with an itemized list of these expenses, the letter (signed by J. Glenn Taylor, Tidewater's president) stated. Tidewater therefore agreed that if the sale is finalized, "it shall thereupon be legally obligated to pay to Beachview Broadcasting Co. the sum of \$98,750 (which represents partial payment for out-of-pocket expenses . . . )."

**No Details Given** ■ The letter did not give the details of the expenses incurred by Beachview but said they would be made available to the FCC if so desired.

For its part, Beachview said that to avoid further litigation it would agree to let the FCC resolve the matters raised against WAVY-TV without the

## WLLE's new owners have program troubles

The programming of WLLE Raleigh, N. C., by a new licensee on its first day of control has caused that station trouble with the FCC. The commission last week informed Raleigh-Durham Broadcasting Co. it is reopening consideration of the Feb. 6 approval of the purchase of WSHE (now WLLE) from Raleigh Broadcasting Corp. for \$180,000 (BROADCASTING, Feb. 12).

At issue is the station's programming of Feb. 15, the day the new owners took over, which consisted of repeated playing of one record interspersed with alleged offensive sound effects and coarse comments.

The FCC did not specify its reasons for reconsidering the sale but merely said it has information concerning certain of the assignee's actions which raises a question as to whether the grant should be set aside.

The FCC said it is inquiring into the situation and that it hopes to resolve the question as promptly as practicable. The new owners of WLLE—Edward B. Kemm and Ralph J. and Judith M. Baron—were permitted to retain control of the station pending the outcome of the inquiry. Messrs. Kemm and Baron also have a controlling interest in WILA Danville, Va.



# KTVH IS KANSAS TV

MORE KANSANS VIEW KTVH THAN ANY OTHER KANSAS TV\*

KANSAS IS A

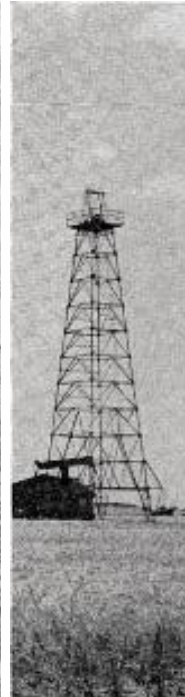
# BIG MARKET



INDUSTRY



AGRICULTURE

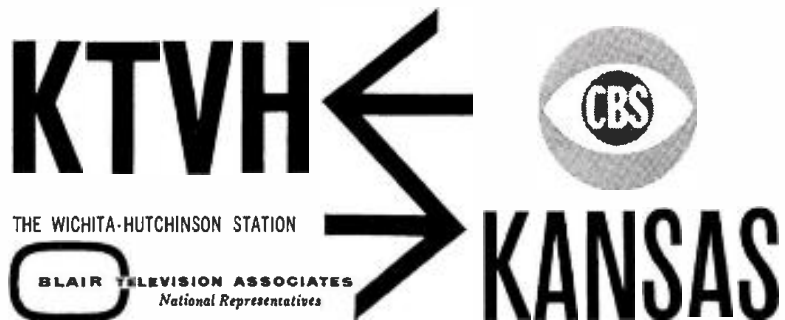


OIL



CATTLE

Diversified economy brings stability to the rich Central Kansas market with an estimated \$1,500,000,000 effective buying power . . . more than 290,000 TV families, all within the BIG COVERAGE of KTVH. And most important – these 290,000 families are Kansas families, viewing TV programmed for Kansans. KTVH dominates the hub of this rich Central Kansas area – **WICHITA, HUTCHINSON**, plus coverage over 13 other important communities with 100% unduplicated CBS programming. To sell Kansas . . . buy KTVH!



\* Nielsen, February 1961

BROADCASTING, March 12, 1962

57



**WCCA  
TV**

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



**WCCB  
TV**

**Channel 32  
Montgomery, Ala.**

NATIONAL REPRESENTATIVE  
WEED TELEVISION CORP.

necessity of a hearing or oral argument. Beachview said it would accept the FCC decision, which could be given in an informal letter without a formal opinion and order.

According to an FCC official, this is the first time such a monetary agreement has been reached without the protesting party's withdrawal of its charges. It is understood the FCC staff still is evaluating the numerous pleadings, charges and countercharges in the case and that the \$98,750 agreement will not be considered in deciding whether to approve the transfer or to set it for hearing.

Multiple-station and newspaper owner Gannett Inc., had contracted to purchase WAVY-AM-TV 11 months ago (BROADCASTING, April 17, 1961) and an application for FCC approval was filed last June.

### Tarzian rebuts filings opposing ch. 4 shift

Opponents have failed to give valid reasons why ch. 4 should not be shifted from Bloomington, Ind., to Indianapolis, Sarks Tarzian, licensee of ch. 4 (WTTV [TV]), claimed in reply comments on an FCC proposal for the shift, initiated at Mr. Tarzian's request (BROADCASTING, Feb. 19). The licensee made a point-by-point rebuttal to opposing comments by the three Indianapolis tv stations.

WIBC Indianapolis, now in contest before the commission for ch. 13 there, opposed the Tarzian view. WIBC said the answer to WTTV's financial problems lies in either more economical operation at Bloomington or a shift to the west of that city "where a network affiliation and successful operation would appear insured." WIBC said there appears to be no strong support for an educational reservation at Indianapolis and that the FCC should not reserve a channel for etv there until the results of Purdue U.'s airborne etv experiment are known and support for etv use has solidified.

Tarzian asked the FCC to ignore any overlap between ch. 4 in Indianapolis and Tarzian's WFAM-TV Lafayette, Ind. The licensee said he would give up WFAM-TV, a uhf station, if necessary for the ch. 4 shift, but said that this would deprive the public of that uhf service; he said the FCC is considering authorization of dual vhf-uhf operation by a single licensee in the same market.

The move would not affect existing Indianapolis tv stations nor violate FCC separation standards, WTTV said. The station said the shift would benefit educational interests because WTTV would continue educational programs and still

afford to carry more through increased revenue. WTTV also pledged to continue to serve Bloomington needs.

The Assn. of Maximum Service Telecasters took no position on the proposed shift, provided that minimum mileage separation is enforced between both adjacent—and co-channel facilities.

### Tv time is held exempt from price discount law

The U. S. Supreme Court refused to review a lower court decision which holds that tv time is a service, not a commodity—and thus not susceptible of being considered in a Clayton Act antitrust treble damage suit.

The court's action left untouched an October 1961 U. S. Court of Appeals ruling which found that Amana Refrigeration Inc. had no cause of action in its \$9 million suit against CBS.

Amana claimed CBS discriminated against some sponsors in the sale of Class A time over CBS-TV stemming from quantity discount practices. It also charged that CBS required that it purchase a group of stations and that the network insisted the advertiser buy a program in which CBS had an interest. The program was the *Phil Silvers Show* which Amana sponsored.

A federal district court in Chicago dismissed the suit for failure to state a claim on which relief could be granted. It held that tv is a service, not a commodity. The appeals court upheld this view. The Clayton Act refers only to commodities. The Amana suit is actually a counter-claim to one filed by CBS for breach of contract. The network claimed Amana owed it \$285,000 for production and time charges. Amana settled this claim but filed the treble damage private antitrust suit. This is the second time the Amana suit has been refused review by the Supreme Court; the Amana suit originally was filed under the Sherman Act, but this too was denied by the lower courts. Last week's ruling was on an amended claim against CBS.

### FCC deletes uhf, vhf as both call it quits

Two television permittees, one uhf and one vhf, threw in the towel last week; the FCC canceled their authorizations and deleted their call letters at the thwarted operators' request.

Jesse D. Fine, president of the licensee of WTVI (TV) ch. 19 Fort Pierce, Fla., told the FCC that factors not apparent when he examined the market have made a financially successful operation of the uhf channel impossible. His company bought the construction permit for WTVI in July 1961 from Gene Dyer. Mr. Fine said he offered to sell

the authorization back but was turned down. He estimated WTVI would lose \$80,000 to \$100,000 if it operated for a year with no hope of being on a profitable basis at year's end.

Bill Daniels, president of Televents Inc., permittee of KBWC-TV ch. 3 in Gallup, N.M., requested cancellation because four uhf translators bring the programming of the four Albuquerque, N.M., tv stations into Gallup and local tv operation would be unprofitable.

### Dodd says scientists see television danger

Sen. Thomas J. Dodd (D-Conn.) is after television programming again, and has renewed his call for legislation empowering the FCC to regulate the networks.

Speaking at a conference on juvenile problems at Oklahoma U., the chairman of the Senate Juvenile Delinquency Subcommittee said television has contributed to the rise of juvenile delinquency by "unwittingly helping to mold an unhealthy social landscape."

"Television," he said, "has been used most recklessly. Dominated by the three major networks, it has become a tool of profit making, an expression of network power."

Sen. Dodd said scientists are convinced television's "present content of violence, prurient sex, and other themes of perversion and deviancy in human behavior are a hazard to children, a danger it would be foolhardy to neglect."

He said industry leaders "refuse to improve television" and continue "disregarding the social health and emotional stability of our children." This may be one reason, he said, that juvenile delinquency is on the rise among children of stable and well-to-do families.

As a result, he said, some regulatory power must be given the FCC. His subcommittee, which has been investigating television since last summer, is reportedly considering a network-regulation bill that would limit the number of hours a station could accept from a network.

The subcommittee is planning at least one more public hearing before writing its report, but the date has not yet been set.

### Bureau switches on WITT

The Broadcast Bureau last week backed down on its position that the license of WITT Lewisburg, Pa., should not be renewed. The bureau said it will not take exception to the "limited sanction" — a one-year renewal — recommended by Hearing Examiner Asher Ende in his initial decision (AT DEADLINE, Jan. 1).

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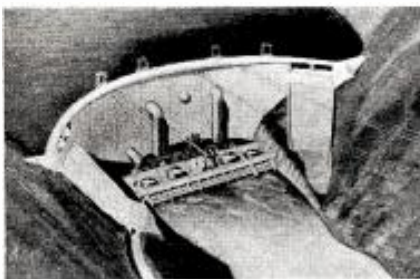




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Ch. 7



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60 (GOVERNMENT)

## New applicant combine asks ch. 9 in interim

A second group has applied for interim operation on ch. 9 Syracuse, N.Y., pending a comparative hearing of 10 applicants for the final grant.

The new group is composed of four of eight applicants who protested Valley Interim Tv Corp.'s application for temporary management of ch. 9 (BROADCASTING, Feb. 5). Called Channel 9 Syracuse Inc., the group includes Onondaga Broadcasting Inc., WAGE Inc., Six Nations Tv Corp. and George P. Hollingbery (head of station representation firm bearing his name). The four own equal portions of the stock and have invited all other ch. 9 applicants to participate on the same basis.

Asher S. Markson of Onondaga is president; Frank G. Revoir of WAGE Inc. and George P. Hollingbery are vice presidents.

Valley Interim Tv Corp. is a temporary consolidation of applicants Salt City Broadcasting Co. and W.R.G. Baker Radio & Tv Corp. The eight other applicants asked the FCC to dismiss Valley's interim application—holding they were given an ultimatum instead of a good-faith chance to participate.

## Law would put reins on radio-tv appeals

Rep. Morgan Moulder (D-Mo.), chairman of the House Communications Subcommittee, has introduced legislation he says would protect the public against fake charity organizations that might use radio or television to solicit funds.

The bill (HR 10562) would require stations broadcasting fund appeals to make a complete report to the Attorney General. The report would contain the purposes for which the solicited money would be used and the total amount received by anyone as a result of the solicitation broadcast.

Rep. Moulder said his bill is not aimed at reputable organizations. But he said he has become concerned by the large number of organizations around the country that are broadcasting appeals for funds without any kind of regulation.

Although he said he had no cases of fraud in mind, there was a possibility that solicited funds might be misused. "The public should be protected against being victimized by unscrupulous organizations," he said.

## Globe-to-globe tv?

Television live from Mars, Venus and the moon is the objective of the National Aeronautics & Space Agency. It asked Congress last week for \$15

million to build a 210-foot radio antenna to receive signals from unmanned television cameras which would be sent to those planets to transmit scientific information to the NASA laboratory in Goldstone, Calif. The space probes are scheduled after 1965, NASA said.

## States petition FCC for their etv needs

The Florida Educational Television Commission has told the FCC it plans to offer video tape courses for exchange among etv stations in Florida and that the only way in which this plan could be made feasible would be to reserve 12 additional uhf channels for educational use in that state. FETC had proposed such reservations last year (BROADCASTING, Dec. 11, 1961).

FETC, in comments filed with the FCC, said the nine present etv reservations in Florida (five vhf and four uhf) are not sufficient for its plans.

FETC has asked for uhf etv allocations in Brandenton, Ocala, Marianna, Palatka, Leesburg, Lake City, Boca Raton, New Smyrna Beach, Cocoa, Madison, Ft. Pierce and Ft. Myers. Uhf etv reservations already exist in West Palm Beach, Panama City, Pensacola and Orlando. The National Educational Television & Radio Center has filed comments in support of FETC's request.

**Kentucky and Georgia, Too** ■ Following up its petition for eight educational uhf reservations in Georgia, the Georgia State Board of Education amended its request, substituting ch. 16 for ch. 17 in Warm Springs. The ch. 17 proposal conflicted with the Florida educational group's plan to assign that channel to Marianna; the two cities are only 147 miles apart.

The board plans a state-wide etv network and says it can institute the system "at the earliest date" should the FCC approve. It already has filed an application for ch. 28 Columbus.

The National Assn. of Educational Broadcasters has supported a proposal for nine educational uhf reservations in Kentucky (BROADCASTING, Nov. 20, 1961) but is undecided as to whether any channel should be available anywhere in the state or whether the proposed channels should be assigned to specific cities. However, NAEB said, the "pool" plan should be abandoned if the assignment of all nine channels for Kentucky were not certain under it.

The Kentucky request provides "an ideal situation for the commission to foster educational tv and at the same time help its objective of fostering expanded use of uhf," NAEB said and added that, if the reservations were made, there could be "little doubt" the stations would go on the air.

BROADCASTING, March 12, 1962

## No exemption for congressmen's 'reports'

When a program not exempt from the FCC's Sec. 315 "equal time" provisions, such as a congressman's report to the people, is used as part of an exempt program such as a *bona fide* newscast, the non-exempt portion remains non-exempt. So the FCC has told Rep. Clark W. Thompson (D-Tex.), who had asked if a four-minute weekly "report" he prepared for inclusion in regularly scheduled 15-minute newscasts on KHOU-TV Houston is exempt.

The FCC said such exemption would be inconsistent with the intent of Congress when it amended Sec. 315 to exclude newscasts and other types of programs on which a candidate's appearance is incidental to a legitimate news event. Congressional

radio-tv reports were specifically not exempted. The FCC reminded Rep. Thompson that Sen. Russell Long (D-La.) had said in debate that these programs should not be exempted since many congressmen feel more advantage accrues to one minute as part of a newscast than to 15 minutes as a separate program because the public tunes in to news programs.

Rep. Thompson was also informed that the "equal opportunity for use of facilities" provision applies to candidates for nomination to a given political office as well as to candidates for election and that when an elected official runs for renomination, equal time rules apply.

## KRLA asks commission to take another look

KRLA Los Angeles has asked the FCC to examine its operation and programming since a license renewal hearing 16 months ago. The FCC has not yet acted on an examiner's recommendation made 10 months ago, that KRLA be given a short term (one-year) renewal. The hearing was held on charges that the station conducted fraudulent promotional contests and that its license abdicated responsibility.

The station said the FCC's failure to make a decision in the case has amounted to a sanction and asked that the proceeding be remanded for new testimony on how the station and its licensee, Donald Cooke, have since behaved.

A list of public service programs currently broadcast by KRLA was appended to the plea.

KRLA pointed out it had taken no exception to the decision to issue only a short-term renewal but said that it had not anticipated such a lapse of time between the decision and its implementation.

## The FCC last week...

- By the Broadcast Bureau, permitted WBJA-TV Binghamton, N.Y., to shift from ch. 56 to ch. 34 and to locate studios at the transmitter site. The bureau also granted a construction permit to Texas-Longhorn Broadcasting Corp. for a new tv station on ch. 67 in Austin, Tex., with 77.5 kw visual and 45.5 kw aural power; antenna height 630 feet, with studios and transmitters at the same location. John R. Powley and Robert D. Ballard are principals of the Austin permittee.

- Set aside October, 1961 grants to Albany Electronics Inc. for new tv vhf

translator stations in Laramie, Wyo., and designated those applications with similar translator applications of Laramie Community Tv Co., a subsidiary of Collier Electric Co. (whose microwave applications have been previously set for hearing). The hearing will be held in Laramie and will be concerned with allegations by Albany against the good faith and character qualifications of Laramie Community Tv Co. which petitioned for reconsideration of the Albany grant.

- Shifted ch. 17 from Fort Lauderdale, Fla., to Miami and reserved channel for educational use. The Board of Public Instruction of Dade County holds a construction permit for ch. 17 (WSEC-TV). The board also operates educational WTHS-TV (ch. 2) Miami and plans to use common studio facilities for the two stations. WITV (TV) formerly operated on ch. 17 in Fort Lauderdale as one of the nation's pioneer uhf stations.

- Finalized rulemaking by substituting ch. 15 for ch. 62 in Oneonta, N. Y. To accomplish the shift, ch. 15 was deleted from Rochester and ch. 29 from Gloversville, N. Y. William J. Calsam had asked for the lower uhf channel in Oneonta and said that he plans to apply for a new station there.

## WEAT-TV changes approved

A second West Palm Beach, Fla., tv station received a grant to move its transmitter toward Miami and increase power and antenna height. In an action announced Feb. 23, the FCC granted changes to WEAT-TV which will move to the same site as that approved a week earlier for WPTV (TV) (BROADCASTING, Feb. 19). The moves had been protested by WTVJ (TV) and WCKT (TV), both Miami.

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## Critics might not like tv—but people do, says WHAS-TV

Last Wednesday night WHAS-TV Louisville gave away 11 sets of the *Encyclopaedia Britannica* as prizes for the best letters received in a month-long contest on the topic "Television is important to me because . . ."

As a result of the contest, the station says it is now convinced more than ever that "Mr. & Mrs. Home-Town-Viewer" understand television a great deal better than some of the medium's critics who have gained attention on the national scene.

A total of 2,951 entries were received from 48 counties in Kentucky and southern Indiana. Although a few were obviously leg-pullers ("My tv is a splendid piece of furniture" or "Tv allows me to relax to the point of sleeping"), the majority were serious and sincere efforts to evaluate the role of televi-

sion in the homelife of grass-roots America, WHAS-TV feels. Entries came from parents, teachers, ministers, old people, shut-ins, doctors and lawyers, the station said.

**Samplings** ■ A widow wrote that television "invites me to attend special events, explore geographical wonders, judge differing opinions, applaud, laugh, cry or curse, but it leaves the choice to me." A typical reply from a homemaker: "With little time for recreation, tv is like a tonic for tired mothers." From a teacher: "I must keep up with world affairs, current events, sports, the weather and the children—and the children watch tv."

Another housewife wrote that television is like a "genie," bringing the world closer with "education, amusement, inspiration, travel and news at the flick of a dial—my

mountain to Mohammed." From Fern Creek, Ky., a lady wrote that tv "gives my aged mother much pleasure; it brings into our home entertainment and educational programs we could never have otherwise."

A woman in Stamping Ground, Ky., said: "Through the tv in my rural home, I am as close as my city neighbors to world happenings, sophisticated entertainment and national sports events."

Dozens of letters cited the "economy" of television. A typical writer observed that "For our growing family, the tv set was our best investment, with dividends payable for years to come."

One elderly lady wrote that in her lifetime she has seen the entrance of the automobile, the airplane and the telephone, "but television is the grandest of them all."

## UPI Broadcasters make Massachusetts awards

A newsman who helped apprehend a murder suspect and a priest who saved a group of children from a gun-wielding maniac were among those honored by the UPI Broadcasters Assn. of Massachusetts.

Tom Phillips Awards (so named for a former news director of WNEB Worcester) were given to WBZ, WEEL and WORL, all Boston; WHYNTV and WSPR, both Springfield; WTAG Worcester; WTAO Cambridge; WPEP Taunton; WLLH Lowell.

Mort Dean, WBZ Boston, won an award for notifying police he had spotted a suspected killer and David Gearty for a newscast after the capture.

A special citation was awarded to the Rev. Kenneth B. Murphy for an on-the-air, midnight reading of the Bible (on WORL) to calm a maniac.

It was the first year television stations were included in the awards. WBZ-TV Boston won two awards—in news (the filming of a suicide attempt) and in documentaries ("Ballad for a City"). WHYNTV Springfield was honored in the news class for a telecast of Gov. John A. Volpe's inaugural.

Others honored were:

**Editorials:** First place, WEEL Boston (Tom Gorman); second place, WBZ Boston (Paul O'Friel), a joint entry with WBZ-TV; honorable mention, WTAG Worcester (Dick Wright).

**Documentary reports:** WEEL Boston, Dick Horne and Art King for a production on civil defense. A first place award also went to Pat Romano, WTAO Cambridge, for a documentary on fallout. A second place award

was presented to Ken Lemere and WMAS Springfield; honorable mentions went to WLLH Lowell and WPEP Taunton.

**News:** Besides the award to Mort Dean and the citation for Rev. Murphy, Tom Phillips Awards were given to WORL and Vin Maloney of Boston, and WSPR and Keith Silver of Springfield. An honorable mention award in news was given to WTAG Worcester and Joe Petty.

## NETRC establishes library

The National Educational Television & Radio Center, New York, has established a national instructional television library with the aid of a \$240,000 grant from the U. S. Office of Education.

The library, with headquarters in New York, will facilitate the exchange of instructional materials at all educational levels, according to Edwin Cohen, NETRC program associate for social science programming.

## 119½ hours of Sinatra

A 119½-hour Sinatraathon — during which KRAK Sacramento played the records of Frank Sinatra exclusively—has resulted in a change in the station's programming format.

According to Manning Slater, president and general manager of KRAK, the mail and phone response (average 2,125 calls per day) was so great that KRAK was "forced" to adopt a new "famous artists" format.

## Three radio stations get AP coverage awards

Three radio stations have been awarded plaques for outstanding achievements in cooperative news coverage during 1961 by the Associated Press Radio & Television Assn.

Daniel W. Kops, president of the association and president of WAVZ New Haven, Conn., and WTRY Troy, N.Y., announced the winners: KXOL Fort Worth, Wendell Mayes Sr., president; KWLL Waterloo, Iowa, R. J. McElroy, president and general manager, and WSOO Sault Ste. Marie, Mich., Stanley Pratt, president.

Both quantity and quality of news coverage were considered in judging the winners, Mr. Kops said, and no attempt was made to distinguish between first, second and third awards.

## Taft asks NYSE listing

Taft Broadcasting Co. has applied for a listing of its 1,478,938 outstanding shares on the New York Stock Exchange. Taft, which now trades its stock over the counter, owns WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky. In the first fiscal nine months ended Dec. 31, 1961, Taft Broadcasting reported net earnings of \$1,379,812, equal to 90 cents a share, as compared with \$1,204,300, equal to 81 cents a share, for the previous corresponding period.



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## RTES gives Stanton its Gold Medal award

Dr. Frank Stanton, CBS Inc. president, was awarded the 1962 Gold Medal of the Radio & Television Executives Society last Thursday (March 8) at the 22nd annual RTES banquet in New York.

The citation to Dr. Stanton reads: "In recognition of his immeasurable contribution to the advancement of radio and television, his insistence on the highest concepts of journalistic freedom for the broadcast media, his abiding trust in the American people and the democratic process, and his eloquent espousal of the American system of competitive enterprise, the Radio and Television Executives Society presents its 1962 gold medal for outstanding achievement in broadcasting. With this medal go our deep respect, our sincere affection and our fervent hope that he will continue to give his qualities of leadership to the industry of which he is so great a part and to which he is a signal example of devoted service."

Among the congratulatory messages received by the RTES were two from the recipients of last year's Gold Medal awards—President John F. Kennedy and former Vice President Richard M. Nixon.

## Greene awards dinner speaker

H. Carleton Greene, director-general of British Broadcasting Corp., will be the principal speaker at the Alfred I. duPont Awards Foundation dinner in Washington March 26. The foundation, which makes annual awards for service in the public interest during the preceding year by one large and one small radio or television station and by a news commentator, has changed format to the extent of having a speaker on the program in addition to the award winners.

## Metrotone drops ABC account

Hearst Metrotone News Inc., New York, announced Friday (March 9) that it will terminate its agreement with ABC-TV to furnish that network with daily newfilm services, effective April 7. The agreement has been in effect since January 1954.

Caleb Stratton, vice president and general manager of Hearst Metrotone, had advised ABC of Metrotone's intention to end the agreement on Dec. 14, 1961, because it had proven financially unprofitable. Hearst Metrotone News is owned equally by the Hearst Corp. and by Metro-Goldwyn-Mayer.

ABC is reportedly negotiating with Fox Movietone for use of its newfilm service.

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## Stone urges support for NAB radio code

A plea for industry-wide support of the NAB Radio Code was made last week by Charles M. Stone, code manager, at the Communications Activities Week (March 5-10) sponsored by the U. of Florida School of Journalism, Gainesville. Broadcasting Day was held last Monday.

In a panel discussion on television, FCC Commissioner Robert E. Lee and Douglas L. Manship, president of WBRZ (TV) Baton Rouge, La., were divided on how best to solve the uhf-vhf dilemma. Mr. Manship argued that a shift of all tv to uhf would deprive rural areas of service they now receive from vhf stations. Commissioner Lee countered that, with a uhf system, these same rural areas would soon have their own local stations.

Mr. Stone said that if the industry is to demonstrate that it is capable of self-regulation, a majority of all radio stations must subscribe to the code. Non-members as well as NAB-member stations must support the code, he said.

"It doesn't make much sense to put your best foot forward—then drag the other one," Mr. Stone said. "It is imperative that a majority of all broad-



casters become subscribers. . . . It is only with their support that we can hope to convince those who would regulate radio that it is the industry's intent to maintain regulation from within."

Lee Ruwitch, president of the Florida Assn. of Broadcasters and executive vice president of WTVJ (TV) Miami, said that the political equal time problem can be solved through station editorials. He said stations with small staffs should induce civic leaders to

aid in presenting controversial questions in a fair manner.

Norman E. Cash, president of Television Bureau of Advertising, in a speech the second day said more and more businesses are turning to television advertising. He cited 1960 figures released by the First National City Bank of New York which showed that the national average increase in profits was 4.1% while those firms which spent 25-100% of their advertising dollar on television showed a gain of 5.2% in profits.

Those spending over 50% on tv realized 8.9% profit—over double the national average, he added.

Broadcasting's day at the university closed with a dinner featuring NBC United Nations correspondent Pauline Frederick and Commissioner Lee.

Two NBC newsmen to get Polk Memorial Award

The George Polk Memorial Awards for outstanding radio and tv reporting will be presented to Robert Young and Charles Dorkins of NBC News at a March 29 luncheon in New York.

## Two NBC newsmen to get Polk Memorial Award

The awards—bronze plaques honoring George Polk, a CBS correspondent killed in Greece in 1948—are made annually by Long Island U.'s department of journalism. Five other awards will be given in other media, covering foreign, national and local reporting as well as community service and news photography.

The NBC newsmen were jointly cited for exclusive film coverage in an *NBC White Paper* that treated underground resistance in Angola against Portuguese military forces. The program was seen Sept. 19, 1961, on NBC-TV, and was produced by Al Wasserman and directed by Mr. Young. Irving Gitlin is executive producer of the *White Paper* series.

BROADCASTING, March 12, 1962

## "RESULTS"

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## Strouse asks fm views on need for new statute

Ben Strouse, NAB director at large for fm stations, is polling fm outlets for their views on whether there is a need for a new Communications Act (EDITORIALS, March 5). In a letter to the 631 fm members of the NAB, Mr. Strouse said the association has taken no position and that a new law has not been discussed by the board. He asked these questions:

"Do you feel that a completely rewritten act is needed? Do you feel that NAB, perhaps in concert with the Federal Communications Bar Assn., should take the lead in fighting for such a completely revised act?"

Mr. Strouse, president of WWDC-AM-FM Washington, asked fm members to reply "on this vital subject" prior to NAB's June board meeting.

## WNBC-TV orders NSI to make it unanimous

All six of New York's commercial television stations now subscribe to the Nielsen Station Index of A. C. Nielsen Co. This was revealed when Nielsen Vice President George Blechta announced that WNBC-TV had become a client.

The New York NSI features the Instantaneous Audimeter system which provides an immediate audience count. Also, since the Nielsen system retains a home-by-home identity of the audiences, the socio-economic characteristics of the viewers (size of family, income, education, home ownership, etc.) can be examined in detail.

The New York Nielsen system measures 298 receivers in 240 homes (over 20% of New York homes have more than one tv set).

## CBS Radio study finds high portable usage

New attention is being given to the portable radio receiver (usually transistorized) and the unmeasured audience it represents.

CBS Radio said last week that two surveys made for that network by R. H. Bruskin Assoc. indicate a substantially larger national radio audience than that measured by usual methods. The Bruskin surveys show more than 40% of all U. S. homes own one or more self-powered portable radio receivers in working order and operating independently of any plug-in electrical source.

The network ordered the research because of figures revealing consumers spent about \$1 billion for portables over the past five years. Bruskin took a

BROADCASTING, March 12, 1962

national sample of 2,500 people, 18 or older. Of those questioned 47.2% reported ownership of one or more transistor or battery portable radios in working order. A second survey was made to verify initial findings. This time the respondents were asked to specify one or more radios that could be operated if there were no electric current in the home. The affirmative count was 44.4% of the total questioned.

Now CBS Radio says it's considering what effect this large, but for the most part uncounted, audience means to the advertiser. While no flat percentage, of say 40 or another specific number, could be added to current in-home and auto audience figures, CBS Radio indicated it is "working" on this problem as a result of the Bruskin surveys. Harper Carraine, director of CBS Radio's research, represented the network in the audience research.

## Metromedia gross up

Metromedia Inc. reported last week that gross revenue for 1961 rose to \$48,653,186 from \$42,598,179, in 1960, while net income dipped to \$1,164,267 from \$1,603,255 in 1960. Earnings per share were 68 cents in 1961 and 94 cents in 1960. Metromedia includes Metropolitan Broadcasting,

which operates six tv and four radio stations; Worldwide Broadcasting, which operates WRUL New York, international shortwave station, and the Foster & Kleiser Outdoor Advertising Co.

## Collins cites growth of etv

The use of television as an instrument of instruction has more than doubled in the last five years, NAB President LeRoy Collins told the 17th National Conference on Higher Education in Chicago March 4.

Gov. Collins in the keynote speech of the conference, said a technological revolution is affecting every phase of daily living, creating a need to educate Americans "to live meaningful and rewarding lives in a world increasingly dependent upon technology."

## KIT moves into new studios

KIT Yakima, Wash., has moved into its new studios at 114 S. 4th St. in that city. Its former studios were completely destroyed by fire last Aug. 16.

The station, 5 kw on 1280 kc, operates 24 hours per day. Despite the fire, it lost only 2 hours and 58 minutes of broadcast time, switching to its transmitter location at the Chinook Hotel and broadcasting from there until it moved into the new building.

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"Add us to your list of most satisfied customers. One primary reason for our wonderful success can be attributed to your fine arrangements and tonal quality."

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## Two affiliates cancel 'Defenders' episode

An episode in CBS-TV's highly rated series, *The Defenders*, telecast on Feb. 24, was declined by two network affiliates after a closed-circuit preview. WBTV (TV) Charlotte, N. C., and WISC-TV Madison refused to show the program, which dealt with the alleged rape of a 17-year old girl.

CBS spokesmen acknowledge that the two outlets refused to carry the show, but say that the network has not received wires, letters, or any significant increase in viewer response over the program.

What particularly disturbed WBTV were the last five minutes of the episode in which the defense attorney (Robert Preston) sums up his case. The station felt that the summation, with its implication that the girl actually desired the contact, could be "misconstrued" by youngsters in the audience.

## Changing hands

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

■ KENS-AM-TV San Antonio, Tex.: 63% of licensee Express Publishing Co. sold by George W. Brackenridge estate

## College cites Flambo

G. LaVerne Flambo, general manager of WQUA Moline, Ill., has received a citation from the Augustana College board of directors in recognition of his \$25,000 gift to establish a scholarship fund at the school, his alma mater, at Rock Island, Ill. The money, according to college officials, will be used to provide a \$1,000 yearly scholarship and bring outstanding leaders in the fields of radio, television and journalism to the campus.

and Frank G. Huntress Jr. and family to Harte-Hanks Newspapers for aggregate sum of \$6.2 million. Harte-Hanke Newspapers, which already owns 37% of Express Publishing Co., is paying the Brackenridge estate \$3.3 million for its 33 1/3%, and the Huntress family, \$2.9 million for its 29 2/3%. After FCC approval, Mr. Huntress will become chairman of the board of the Express Publishing Co. (*San Antonio Express and News*); Conway C. Craig, publisher of the *Corpus Christi Caller-Times*, will become president and pub-

lisher of the San Antonio newspaper, and Houston H. Harte, president of the *San Angelo Standard-Times* and a 25% owner of KCTV (TV), that city, will become promotions director of the Express Publishing Co. Besides the Corpus Christi and San Angelo newspapers, Harte-Hanks newspapers include *Abilene Reporter-News*, *Big Spring Herald*, *Denison Herald*, *Greenville Herald-Banner*, *Marshall News-Messenger* and *Paris News*, all in Texas. Express Publishing Co. bought what is now KENS-AM-TV in 1954, paying \$3.5 million to Storer Broadcasting Co. KENS is on 680 kc with 50 kw daytime and 10 kw nighttime. KENS-TV is on ch. 5. Both are affiliated with CBS.

■ KFBB-AM-TV Great Falls, Mont.: Sold by David E. Bright, Ernest Scanlon and Daniel O'Shea to Harriscopes Tv Properties Inc. for \$850,000. Harriscopes, owned by Burt I. Harris, Irving B. Harris, Donald Nathanson and Lawrence S. Berger, also owns KTWO-AM-TV Casper, Wyo.; KLFM (FM) Long Beach and KKAR Pomona, Calif. KFBB is on 1310 kc with 5 kw fulltime. KFBB-TV is on ch. 5. Broker was Blackburn & Co.

■ KKIS Pittsburg, Calif.: Sold by *Kankakee* (Ill.) *Journal* to Pace-Shear Radio Inc. for \$300,000. Pace-Shear is headed by John Pace, former western broadcaster, and includes James Shear, Beaumont, Tex., oilman, and Dr. Bedford Pace, Beaumont physician. *Kankakee Journal* owns WKAN, that city, WRRR Rockford and WQUA Moline, all Illinois. KKIS is a 5 kw fulltimer on 990 kc. Broker was Blackburn & Co.

■ KCUE Red Wing, Minn.: Sold by Nicholas Tedesco and associates to Eldon Lum, Wahpeton, N. D., and George Brooks, Fergus Falls, Minn., for \$87,500. KCUE is 1 kw daytimer on 1250 kc. Broker was Hamilton-Landis & Assoc.

**APPROVED** ■ *The following transfers of stations interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 93).*

■ WZIP - AM - FM Cincinnati, Ohio: Sold by Carl H., Robert D. and Richard E. Lindner to News-Sun Broadcasting Co. (*Waukegan* [Ill.] *News-Sun*) for \$168,000. Buyer owns WKRS Waukegan. Principal stockholder of Waukegan newspaper, F. Ward Just, holds minor interest in WROK-AM-FM Rockford, Ill.

■ KRAZ Albuquerque, N. M.: Sold by J. W. and Carl Hedges and J. L. Anderson to John Burroughs for \$93,000. Mr. Burroughs owns or controls KENM Portales, KZUM Farmington, KSWS Roswell, all New Mexico, and KMUL Muleshoe, Tex.

# only serious buyers will learn your identity

We do not send out lists. Every sale is handled on an individual basis. You are revealed only to serious, financially responsible buyers. You avoid the risks of selling without our deep knowledge of markets . . . and are further protected by our reputation for reliability!

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## Florida stations claim editorializing title

Florida broadcasters believe they are the most active users of on-the-air editorials and they cite a statewide survey to support this belief. The state also lays claim to originating the daily tv editorial, in September 1957 by WTVJ (TV) Miami, according to Lee Ruwitch of WTVJ, president of Florida Assn. of Broadcasters.

An FAB survey shows that 65% of the stations which responded to a questionnaire editorialize, six tv and 34 radio. Two non-editorializing tv stations plan to start soon; six radio stations have similar plans.

Mr. Ruwitch said the survey showed 75% of tv stations editorialize compared to 65% of radio stations; of those which editorialize, 43% do so daily, 17% weekly, 7% monthly and 33% when needed. The survey showed that in 38% of cases the manager determines the stand compared to 30% based on an editorial board, 17% on the news director, 11% on owner-president, 2% on commentator and 2% on program director.

FAB found 43% of editorials are written by the manager, 43% by the news director, 17% by owner-

president, 7% by research assistant, 2% by commentator and 2% by program director. Editorials are voiced as follows: Manager 45%; news director 36%; announcer on duty 11%; owner-president 7%; program director 7%; commentator 4%; women's director 4%; newsman 2%. Totals over 100% in preceding tallies are due to multiple answers.

The association circulates station editorials to members. It plans a broadcast editorial contest among college students and believes the idea could become a nationwide project.

## Media reports ...

**On the air** ■ WUFM (FM) Utica, N.Y., plans to go on the air about April 1. The station, owned by Phi-Hidelity Inc. (Russell W. Baldwin Jr., president), operates on 107.3 mc with 3.6 kw.

**Mars names agency** ■ Mars Broadcasting Inc., Stamford, Conn., appoints Allston, Smith & Somple, Greenwich, Conn., for advertising and sales promotion. Mars creates and sells on-the-air programs and promotions for radio stations.

**Air debut** ■ KVEG Las Vegas, Nev., went on air last month. The station, 500 w on 970 kc, is owned by George M. Mardikian, Floyd Farr and George D. Snell. They also own KEEN San Jose and KCVR Lodi, both California. The station will feature country and western music. It is represented by Geogre P. Hollingbery Co.

**NBC Radio adds one** ■ KSEN Shelby, Mont., has become a premium affiliate of NBC Radio. John Lyon is president of the station, which is owned and operated by Tri-County Radio Corp. KSEN operates on 1150 kc with 1 kw.

**Move** ■ WLAM Lewiston, Me., has moved its business and sales offices into a newly completed addition to its transmitter-studio plant in Auburn, Me. The station's mailing address remains at P.O. Box 929, Lewiston, Me.

**Educational shows** ■ WEWS (TV) Cleveland, pioneer in educational courses on television, has announced the addition of 10 educational programs weekly to its format. This brings to 21 the number of educational programs WEWS is telecasting.

**Fourth etv outlet** ■ Construction has begun on the Montgomery etv station, ch. 26, which upon completion will be interconnected by microwave relay to

become the fourth outlet in the Alabama Educational Tv Network. Channels 2, 7, and 10 have heretofore served Alabamans with the non-commercial, educational telecasts. Programs produced for the network in the studios of Auburn U. and the U. of Alabama, and in Birmingham by the six Jefferson County public school systems, will be relayed via ch. 26's 500 ft. tower which will be located at Patterson Field, several blocks from the State Capitol.

**New facility** ■ Televised instruction of pupils in elementary schools of northern lower Michigan are now available for the first time over the facilities of WWTW (TV) Cadillac- Traverse City. Courses in elementary art (9:30-9:55 each Monday and Tuesday morning) and science (10-10:30 a.m. on the same days) will continue weekly through May 22.

**Rebroadcast** ■ A translator station atop

### "I believe you would be making a mistake going into broadcasting ownership."

(... this is an actual sentence from a letter just written by one of our associates to a man with \$50,000.00 to place as a down payment on a radio station.)

After reviewing his qualifications and interests, we gave him our honest opinion of his chances of successfully owning and operating a radio station.

Our concern as station brokers extends beyond that of just making a sale. It has to be a *good* sale from the standpoint of both buyer and seller!

## Hamilton-Landis AND ASSOCIATES, INC.

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Riverside 8-1175  
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New Orleans

#### SAN FRANCISCO

John F. Hardesty  
Don Seerie  
111 Sutter St.  
EXbrook 2-5671



### Raymer briefed on Knorr stations, markets

A slide film presentation describing the markets and radio stations in which Knorr Broadcasting Co. operates was given by Walter Patterson (l), Knorr executive vice president, to officials of the Paul H. Raymer Co., New York, Knorr's newly

appointed station representative. Raymer officials viewing the presentation are (seated l to r) Paul Raymer, president; John Wrath, vice president, Chicago, and (standing) Mitch DeGroot, vice president, New York.

Mt. Diablo began broadcasting all KQED (TV) San Francisco programs on ch. 80 to northern San Mateo County. Sharing the cost of the \$15,000 venture are the school districts and the television audience of the two East Bay counties. To date the KQED Citizens Committee has succeeded in obtaining \$8,300 of the necessary amount.

**Catv sold** ■ Aztec Community Tv Inc., Aztec, N.M., community antenna system serving approximately 1,000 customers, has been sold to Televents of New Mexico. Price was \$136,000. Televents of New Mexico is headed by H. J. Griffith of Frontier Theatres, Dallas. The Aztec catv system will be managed by Systems Management Co., a subsidiary of Daniels & Assoc., which was the broker in the transaction.

**Market study** ■ Tele-Broadcasters Inc., owners of Spanish-language stations KALI San Gabriel and KOFY San Mateo, both California, has engaged Far West Surveys Inc. to prepare a population study of the Latin American markets in California, starting with Los Angeles and San Francisco. The San Francisco population report will be accompanied by a consumer report on brand preferences of the Latin Americans in the bay area.

**Jazz format** ■ KBIG Avalon (Catalina), Calif., is changing its program format to one of "contemporary good

music" on March 19, with commercials to be broadcast only at the quarter-hour. William A. Sawyers, vp and general manager, in announcing the new format, which he described as "subdued jazz" said that new rate cards will be issued concurrently with the format change. Three cards, all similar, will offer time on KBIG, KBIQ (FM) Los Angeles

and on both of these separately programmed stations at a single price.

**L. A. telethon** ■ An 11-hour telethon on KTTV (TV) Los Angeles from 7 a.m. to 6 p.m., Sunday, Feb. 25, raised \$90,500 in pledges for the Southern California Arthritis & Rheumatism Foundation's annual "Stop Arthritis" drive. More than 100 Hollywood personalities took part in the telethon, with Ben Alexander and Jack Kelly as masters of ceremonies.

**WCAU award** ■ The Sales Promotion Executives Assn. of Philadelphia has honored WCAU, that city, with its annual award for having made the "greatest contribution to community leadership of any medium." The award was accepted for the station by Thomas J. Swafford, vice president and general manager.

**For humanitarianism** ■ Philip P. Allen, president and general manager of WLVA-AM-TV Lynchburg, Va., has been presented with B'nai B'rith's third annual award for humanitarianism and community service. Mr. Allen received the presentation from Dr. Macey H. Rosenthal, chairman of the award committee, who cited Mr. Allen's carefulness to "present both sides of every argument and question" in order "to bring understanding and good will."

**New source** ■ The five Plough Group stations have joined the Public Service Radio Network, a service providing one-minute informative material for radio stations. Plough Group stations are WJJD Chicago, WCOP Boston, WCAO Baltimore, WPLO Atlanta and WMPS Memphis.

### Vincennes U. plans commercial tv-etc-catv

One school is going to put its educational tv broadcast station on a paying basis.

Vincennes (Ind.) U., a two-year junior college, has just about completed a three-part plan which, it hopes, will benefit the school and the community.

The three parts of the school's plan: a \$500,000 bond issue, an application for ch. 52 in Vincennes and the establishment of three community antenna systems to cover four communities in the area. The communities: Vincennes, Washington, both Indiana, and Lawrenceville and Bridgeport, both Illinois. The nine-channel catv systems will bring in tv signals from commercial stations in St. Louis, Evansville, Terre Haute, Bloomington (Ill.) and Louisville as well as the ch. 52 local station.

The key to the plan, worked out

for the school by Howard S. Frazier, broadcast consultant, is that the catv systems will pay for the operation of ch. 52. In fact, the catv systems are expected to pay themselves off after five years. Part of the program is to use some of the catv channels for supplementary services — news, weather, stock market and, if it comes, pay tv.

The ch. 52 station will be operated as a commercial station like those at Iowa State U. with some educational programming. The uhf channel was moved from Princeton, Ind., to Vincennes last year at the request of the university.

It is the feeling of the university that this dual off-air/wire coverage will serve to blanket its area for regular commercial offerings and educational presentations. The school is headed by Dr. Isaac Beckes.



## INTERNATIONAL

### Desilu forms sales arm for Canadian business

Formation of Desilu Sales Ltd. of Canada was announced last week by Desilu Productions President Desi Arnaz.

Establishment of the Canadian syndication subsidiary is the final stage of the Desilu plans for an international organization to distribute its filmed television programs, Mr. Arnaz said.

Desilu Sales has offices in Montreal, Toronto, Winnipeg, Calgary and Vancouver—all using the facilities of the program division of All-Canada Radio & Television Ltd.

Shows scheduled for release in Canada are *The Untouchables*, *Guestward Ho!*, *Harrigan & Son*, *The Texan* and *The Desilu Playhouse*.

### UK's ad tax attacked

The United Kingdom's current 10% tax on tv time sales has been sharply attacked by two leading advertising men who met with Britain's Chancellor of the Exchequer Selwyn Lloyd.

They are the president of the Incorporated Society of British Advertisers, Charles Buck, and the president of the Institute of Practitioners in Advertising, Robert Bevan.

The two ad men said that any tax on advertising harms the economical marketing of consumer goods. The 10% tax which was imposed on May 1, 1961, was said to be the first tax on a productive service in this country.

### Irish tv network goal

Telefís Eireann, the Irish tv network, plans to reach national coverage of the Republic by October this year. Five new transmitting stations will be in operation by that date. Only one will beam 405 line signals. The rest will be on 625 lines, the higher definition standard used by most European countries, but not by neighboring Britain or the British territory of Northern Ireland.

In July the station now serving the Dublin area will go into dual standard operations, sending signals on both 405 and 625 lines.

### CAB to classify agencies

Advertising agencies enfranchised by the Canadian Assn. of Broadcasters will in future be divided into two classes, national and regional. National agency classification will require a minimum of \$150,000 in annual billings and at least three national accounts. Regional agencies under the new classification can cover one or more specific cities or a specific region.

BROADCASTING, March 12, 1962

# NSI or ARB... your best TV Buy in SHREVEPORT



Look at the Book (whichever you use)! . . . The first survey made since SHREVEPORT became a 3-station market, commenced just 8 weeks after Tall-Tower KTAL-TV entered the picture!

NSI		<i>FIRST in average-homes-delivered!</i>	
NSI	PRIME NIGHTTIME*	16% MORE than Sta. B	31% MORE than Sta. C
	PRIME DAYTIME**	2% MORE than Sta. B	39% MORE than Sta. C
ARB		<i>FIRST in average-homes-delivered in</i>	
ARB	PRIME DAYTIME**	23% MORE than Sta. B	27% MORE than Sta. C
	PRIME NIGHTTIME*	<i>Second in average-homes-delivered in</i> only 200 homes less than long-established Sta. B	

\*6:30-10PM, Mon.-Sun.  
\*\*9AM-12N, 1-4PM, Mon.-Fri.  
NSI-ARB November, 1961

# ktal★tv

Channel 6 for SHREVEPORT-TEXARKANA



**BLAIR TELEVISION ASSOCIATES**  
National Representatives

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Gen. Mgr.



James S. Dugan  
Sales Dir.

United Press International  
Facsimile Newspictures and  
United Press Movietone Newsfilm  
Build Ratings





# UHF WINS ITS OWN BROAD MARKET

A revisit to flatlands and hill country served only by u's shows market 100 miles broad created by high band service

How good is uhf? Six years ago BROADCASTING wanted an answer to this question. The editors wanted to know how well uhf in island markets—those without substantial vhf competition—was serving (1) its metropolitan homes and (2) its trading area 40 and 50 miles out.

Senior Editor J. Frank Beatty went first in 1956 to a flat-terrain market—South Bend-Elkhart, Ind., and then to a mountain market, Scranton-Wilkes-Barre. His interviews with stations, sponsors, servicemen, distributors and finally talks with those who view uhf in their homes showed the upper band, while covering a generally shorter radius

than vhf, was fully capable of providing a basic tv service which in some respects was superior to vhf. (See BROADCASTING, May 7, 14, 1956).

What has happened in these contrasting markets in six years? A great deal, Editor Beatty has discovered in a return inspection of these markets. Part I of this series shows remarkable progress in South Bend-Elkhart and includes an inspection of one of the truest uhf islands in the nation—Fort Wayne, approximately 80 air miles to the southeast.

This is Part 1 of the uhf story. Part 2 will appear next week.

The flatlands of northern Indiana, a pioneer proving ground for uhf television, offer persuasive evidence that cities, towns and farms scattered over a 100-or-more-mile area can be tied by uhf into a cohesive market.

All the pro-vhf testimony on Capitol Hill and the acres of bulky briefs in the FCC's files can't convince the satisfied viewers in two uhf islands—South Bend-Elkhart and Fort Wayne—that vhf is a superior form of television.

The plain fact is that uhf is technically superior to its older, lower-band competitor in several respects though the most enthusiastic uhf booster will quickly concede the higher-band signals can't push as far out into the hustings with present equipment.

Television in these two uhf islands is much like television anywhere else—enjoyed by up to 90% of the homes

within a 35 to 40-mile area and by a lesser percentage as the distance increases.

**Six-Year Gain** ■ Important progress has been made by the six uhf stations in the markets since 1956. A tour of inspection around South Bend-Elkhart at that time showed the three stations were operating in the red, burdened with minority but harrassing competition from older vhf stations and technical problems as well as the headaches that beset any new medium—and uhf hadn't yet proved itself at that time.

Six years later a visit to this uhf island and the adjacent uhf-only Fort Wayne market about 80 air miles to the southeast reveals a half-dozen uhf operations that are efficiently serving over a million people with primary television and close to another million with secondary service.

South Bend-Elkhart stations are—WNDU-TV, owned by U. of Notre Dame du Lac, with stock voted 100% by Rev. Edmund P. Joyce CSC; WSBT-TV, owned by South Bend Tribune; WSJV (TV), owned by Truth Publishing Co., John F. Dille Jr., president.

Fort Wayne stations are—WANE-TV, owned by Corinthian Stations, C. Wrede Petersmeyer, president; WKJG-TV, owned by WKJG Inc. (Truth Publishing Co. is principal); WPTA (TV), owned by Sarkes Tarzian Stations.

In 1956 five uhf stations in the markets—three in South Bend-Elkhart, one in Fort Wayne and one north of the city—had trouble convincing national and regional advertisers their signals really fed viewable programs much beyond city limits.

**Agency Change** ■ All that has changed. Informed agencies have about

abandoned their down-grading of well-operated uhf stations. Technical problems have been overcome by stations and servicemen. Towers are higher. Many areas once blind are getting service. Finally, each of the two markets has its transmitters bunched on antenna farms, greatly simplifying the home installation problem.

A nice gift from the FCC has changed the uhf-vhf pattern in several counties on both sides of the Indiana-Michigan line. Kalamazoo vhf has become less of a problem to South Bend-Elkhart uhf stations since WKZO-TV was given a permit to move its transmitter about 20 miles to the north. That shift takes WKZO-TV closer to Grand Rapids and diminishes vhf competition for the South Bend-Elkhart stations, broadcasters explain.

Out of this shift WKZO-TV acquired a substantial new audience. One of the station's arguments to the FCC was that WKZO-TV would be less of a competitive factor in the South Bend-Elkhart uhf territory.

The other vhf competition in this territory comes from Chicago, 73 miles westward.

Although the impact of vhf no longer is a major problem, many timebuyers have been slow to decide this thriving market can't be covered by surrounding vhf stations.

**Small Vhf Tune-in** ■ Only 2% of the nighttime tv tune-in for the metropolitan South Bend-Elkhart market is vhf or "others," according to the American Research Bureau's November, 1961 survey.

And in Fort Wayne, a classic example of a uhf island, the vhf or outside tune-in over much of the day is too negligible to be measured.

A South Bend-Elkhart station manager, Paul Brines of WSJV (TV), recalled that viewing of outside stations in that market was 11.8% as recently as 1958. It took rosy spectacles at that time to include a half-million population in the market's primary and sporadic uhf reception area; now the figure is pushing a million.

Tom Hamilton, managing WNDU-TV, said coverage will continue to grow as all-channel sets dominate dealers' sales over a dozen counties. Uhf sets have greatly improved in the last six years, he said, but there's room for a lot of development in both receiving and transmitting equipment. This would be speeded up if Congress required all sets to be all-channel models.

At WSBT-TV, first uhf station in the market, Arthur R. O'Neil, manager, said new transmitter antennas have smoother radiating patterns and all stations are providing specialized, regional news to points 60 miles out. "We're all moving toward Chicago and Kala-

mazoo with community programming," he said. WSBT-TV has a staff of news stringers in a dozen towns who report three times a day.

**Statistics Behind** ■ Some of the market studies and surveys used in making buying decisions haven't caught up with the important changes in the South Bend-Elkhart stations' service area. Until these figures are updated, the three stations contend, they'll continue to face problems in selling national advertising.

Station engineers emphasize the importance of the shift from high to low uhf channels. Bazil O'Hagan, chief engineer of WNDU-TV, said the move from ch. 46 to ch. 16 had the effect of quadrupling power, adding 6 db. Antennas, transmission lines, sets and wave propagation have all improved, he said. Scott Hagenau, chief engineer of WSBT-TV said there is considerable reception beyond the theoretical contours, emphasizing the station's new antenna to be installed during the summer will extend the line-of-sight horizon distance from 31 to 62 miles and bring the present Grade B area into Grade A service.

A close examination of the South Bend-Elkhart and Fort Wayne markets will convince a fact-hunting observer that—

■ Uhf coverage is better—much better—than its detractors say.

■ An all-uhf nationwide system, with adequate power, high towers and boost-

ers, seems technically if not politically or economically feasible.

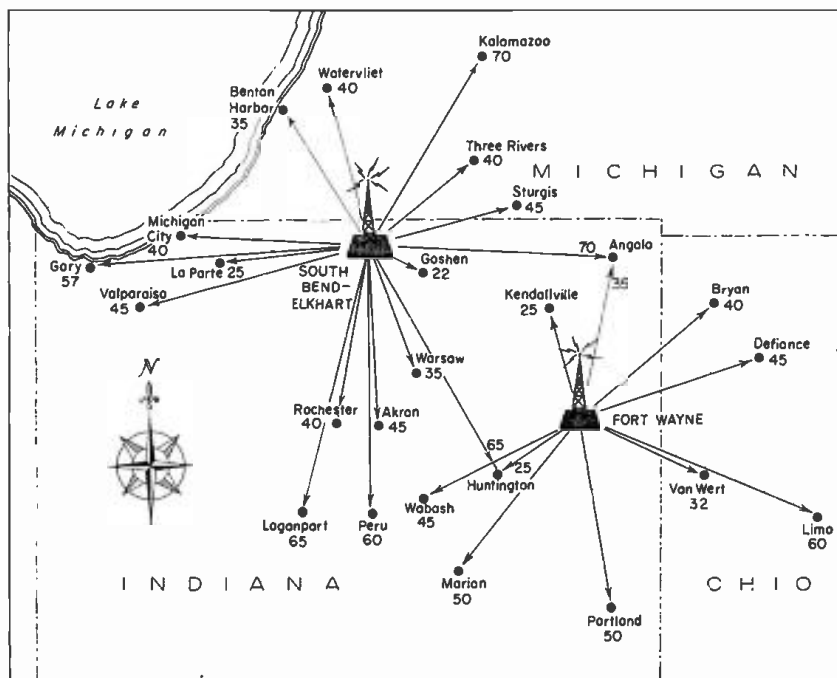
■ Uhf-only service, efficiently managed in the Northern Indiana manner, is a highly effective medium for national, regional and local advertisers.

■ The theoretical A and B circles on engineering maps fail to allow for (1) the powerful urge that moves fringe-area dwellers to pull in distant uhf signals and (2) the persistent outward push of these signals beyond the curves, especially where terrain is favorable.

Northern Indiana is ideal uhf territory. Besides being level, the land supports a prosperous agriculture resulting in few large wooded areas to absorb signals, and community cable systems are infrequent.

Known facts of electronic life are fully recognized by Northern Indiana uhf operators. They're quite aware of the more severe shadowing and the shorter range compared to vhf propagation. But they point to the lack of co-channel and adjacent-channel interference in the uhf band, the superior picture delivered in basic coverage areas, the lack of man-made mechanical interference and the improved performance gained as the result of operating experience and equipment progress.

**Receiver Quality** ■ The most common complaint among uhf station managers is the calibre of uhf receivers. They're really much better than mid-



This is a uhf coverage map as seen from the perspective of the men who pay the bills—the advertisers of the three uhf stations in South Bend-Elkhart and the three in Fort Wayne. The map shows some of cities 25 or

more miles out where sponsors have convincing evidence they are getting results, with mileage shown. Evidence on which the map is based came from a dozen sponsors who could pin-point definite results.



1950 sets, especially since the 6AF4 front-end tube was replaced by the 6AF4A and similar tubes, but there's still room for a lot of improvement, they contend. With better sets will come larger audiences and better pictures.

Most receivers work better in the lower uhf frequencies. The Northern Indiana stations have moved since 1956 out of the less efficient channels from 40 mc upward and the shifts have greatly extended their range.

There's no question—uhf stations need higher towers and higher power to match or draw near the range of vhf. South Bend-Elkhart experience shows what higher towers can do. The transmitters are lower-powered than those in Northeastern Pennsylvania where the Scranton and Wilkes-Barre market is covered through a combination of hilltop antennas and a megawatt or more power—a combination that licks many of the shadows inherent in mountain country. A hundred community cable systems fill in the blind spots in Pennsylvania.

Some specific trends stand out after a week of inspection in Northern Indiana. Here are signs of progress since the last look around the area in 1956:

- Uhf saturation in the main cities—South Bend-Elkhart and Fort Wayne—runs around 90%; in a dozen or more counties adjoining each market it ranges from 50% to 90%.

- The signal range has been extended 10 to 25 miles.

- Sponsors claim they get results out to 60 miles, even more (see stories pages 72 and 75).

- Servicemen solved the special uhf techniques years ago and say they seldom face any special problems with newer sets.

- Distributors and servicemen say both black-and-white and color pictures are better on uhf.

- Transmitter efficiency is high.

- All-channel set sales completely dominate the urbanized metropolitan areas and six or eight surrounding counties; they're ahead of vhf-only sets and gaining in outlying counties.

South Bend-Elkhart and Fort Wayne face contrasting problems when they sell time though both are good examples of uhf islands. Fort Wayne, a metropolitan area of 232,196 people (1960 census) has no trouble gaining acceptance as a "must" buy on national schedules.

But South Bend-Elkhart are less well understood by many national buyers though the market is larger—345,404 in St. Joseph and Elkhart counties. For reasons best known to the federal bureaucrats who made the strange decision, the contiguous cities of South Bend and Elkhart, connected by Misha-

waka, are classified as separate. (See separate market reviews.)

**Big-Market Concept** ■ The concept of a market as an area of 100 or more miles diameter tied together by a cluster of tv stations is now widely accepted in advertising and distribution circles. Kenneth Sprague, U. S. Rubber Co. sales representative, said the company's use of *Kidsville USA* on WSJV South Bend-Elkhart had helped increase sales 27% in an area extending eastward 70 miles to Angola, Ind.; south 40 miles to Rochester, Ind., and northwest 40 miles to Benton Harbor.

In each of the two markets the surveys show around 250,000 homes

served by the uhf stations. The solid, reliable audience runs at least 200,000 tv homes; the homes reached in the course of a week will approach a peak of 300,000 for each market.

This is the type of service three uhf stations in South Bend-Elkhart and three others in Fort Wayne are providing. The details were picked up in a plane and auto itinerary that included several hundred interviews in person and by telephone.

Does uhf really work? Ask the viewers and advertisers and appliance dealers around Northern Indiana where uhf has passed three basic tests—dollar, audience and service.

## SOUTH BEND-ELKHART STORY

### Uhf continues gain in million-person plains area, where medium's praised for both color, distance

A million people live within the normal coverage area reached by the three South Bend-Elkhart uhf television stations, their audience studies indicate.

Radiating out over a 16-county area, these stations provide the principal video service for an estimated 200,000 homes that are beyond the effective reach of consistent, three-network service from vhf stations.

Another 50,000 tv homes get good to sporadic uhf reception but also are within range of Chicago or Kalamazoo vhf stations. Some receive poor to fair signals from the three uhf stations in Fort Wayne.

Uncountable other homes receive fringe reception from South Bend-Elkhart stations.

These estimates—and there's no fool-proof way of counting the number of uhf homes—reflect enormous growth in the coverage of the South Bend-Elkhart stations since 1956. At that time they were operating on higher channels. The shift downward to channels under the 35 mc point has greatly broadened the coverage, encouraging the purchase of all-channel sets, station engineers say. In fact, it's hard to find many new-model vhf-only sets within the 40-plus mile primary-radius of the stations.

American Research Bureau gives the three uhf stations 98% of the metropolitan area tune-in for the metropolitan area. That leaves 2% for vhf.

**All-Channel Sales Up** ■ The ratio of all-channel set sales is increasing in southern Michigan, according to Robert Harmon, vice president and sales manager of West Michigan Electric Co., RCA distributor for 13 counties in southern Michigan and northern Indiana. Michigan City, Ind., across the southern tip of Lake Michigan from Chicago, and LaPorte, Ind., both were vhf markets in 1956 but now set sales

are half vhf and half all-channel, he said. Benton Harbor, getting Chicago vhf signals across the lake, switched from vhf to 60% all-channel sales in 1961, he added. It's 40 air miles from the South Bend uhf antenna farm.

Mr. Harmon said his company has never sold a vhf-only color set because he finds South Bend uhf color pictures much better than vhf from Chicago. He ascribed superior uhf color to "technical factors." Color set sales are increasing, running 25% above the first six weeks of 1961, he said.

Most places from Benton Harbor northeast to Watervliet can get South Bend-Elkhart with a bow-tie antenna, Mr. Harmon said. He observed that the uhf signals are going 20 to 25 miles farther out than was the case several years ago when the uhf stations were on higher channels.

Six years ago the three stations reached an area containing less than a half-million people. Uhf was taking hold at the time but it had to compete with expensive vhf antenna arrays atop many homes. Today many of these arrays are missing, easy prey to plains winds. Others have survived the wind but the vhf tune-in has declined as uhf signals, receivers and programming have improved.

**Million-bound** ■ Clarence W. Harding, research director of WSBT-TV and the *South Bend Tribune*, estimates the basic 16-county uhf area had a population of 975,000 in 1961. At the rate the area is growing—over 2% a year—the population will near the million point by the end of 1962.

The refusal of the U. S. Census Bureau to tag South Bend, Mishawaka and Elkhart as a single metropolitan market forces a realistic researcher to adopt his own formula. In 1960 the federal bureau counted 238,614 people

# "UHF is total television in these two top Indiana markets!"

*says John F. Dille, Jr.*



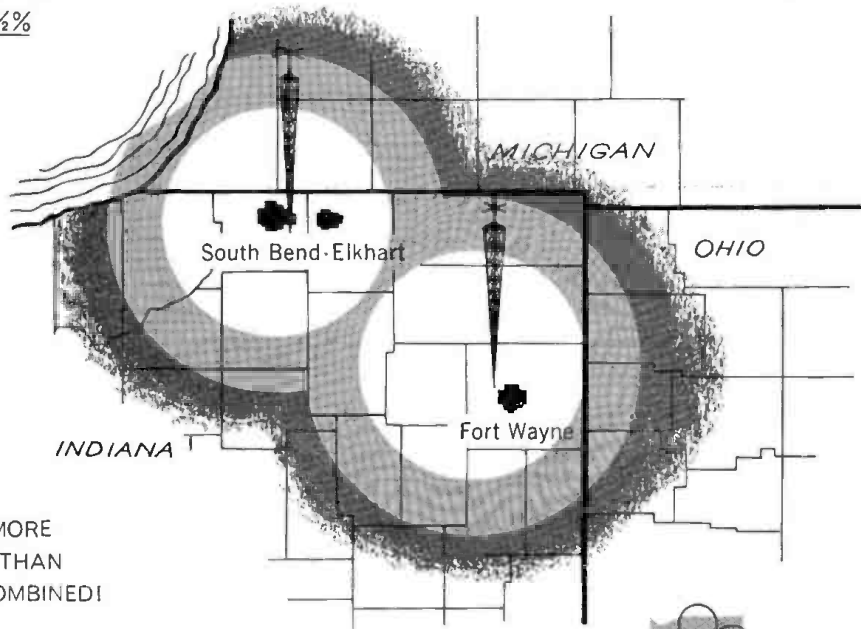
"The two major markets at the top of Indiana—Ft. Wayne and South Bend-Elkhart—give advertisers a sales-rich interurbia fast approaching \$3 billion in combined buying power. UHF blankets this high-income area—and uncovers ultra-high sales for advertisers who use both WSJV and WKJG-TV."

John F. Dille, Jr. is President of WSJV-TV, South Bend-Elkhart; WTRC-AM/FM, Elkhart; WKJG-TV and AM, Ft. Wayne.

IN SOUTH BEND-ELKHART: WSJV-TV  
HOMES DELIVERED ARE UP 22½%  
IN LESS THAN THREE YEARS!

Source: Comparing average quarter-hour totals, A. C. Nielsen Television Audience Station Index, 1959-1961.

- "A Coverage"
- "B Coverage"
- "Fringe"



IN FT. WAYNE: WKJG-TV HAS MORE VIEWERS PER QUARTER-HOUR THAN THE TWO OTHER STATIONS COMBINED!

Source: Latest Nielsen (November)—using quarter-hours when two or more stations were on the air, Sunday through Saturday.

Sell the wealthy top of Indiana!

CALL  TODAY!  
ADVERTISING TIME SALES, INC.

## WKJG-TV

FORT WAYNE  NBC

## WSJV-TV

SOUTH BEND-  
ELKHART  ABC

in metropolitan South Bend (St. Joseph County).

And that's what South Bend and environs must live with until the bureaucrats are willing to cruise around the area in a small plane. This flight reveals an urbanized or built up area that has a long finger reaching up to Niles, Mich., and a bulging thumb that embraces burgeoning Elkhart.

The airplane concept of the metropolitan area adds up this way, using the 1960 census count:

St. Joseph County	238,614
Elkhart County	106,790
Niles City	13,842
Niles Township	11,934
Urbanized Total	371,180

Using the 2% a year growth figure, metropolitan South Bend-Elkhart will be at the 380,000 level by year-end, heading toward 400,000. That's why South Bend-Elkhart uhf broadcasters get red-necked when they look at some of the widely used market figures.

**Short Change** ■ Taking into account the recent move northward by WKZO-TV Kalamazoo, they claim some of the market people are seriously short-changing their coverage as well as population.

The market is built around the two main industrial cities and a flourishing agricultural economy. South Bend has

such majors as Bendix (three plants), Studebaker, U. S. Rubber, Chicago Telephone, American Coating Mills, Continental Can, Rockwell Spring & Axle and Oliver farm equipment. Bendix is deep in missiles, aeronautics and automotive products, with 13,000 employees. Like Studebaker, it has a three-year union contract.

Studebaker recently emerged from a four-week shutdown that would have rocked the market a decade ago but was taken in stride because of the industrial diversity. The area has plants in every one of the 19 standard industrial groups. Last year Bendix got a \$20 million contract to develop the new Typhon weapon system that will succeed the Talos system it now produces. Oliver is adding a \$2 million expansion. Weyerhaeuser Co. and Gibb's Wire & Steel were first to move into a new South Bend industrial park opened this year. In all, St. Joseph County has 258 industries employing 37,900 workers of the 92,000 gainfully employed.

Mishawaka, between South Bend and Elkhart, has 140 industrial plants, a new newspaper (they're a rarity these days) and is in a construction boom.

**Pharmaceuticals** ■ Elkhart County has over 375 factories employing 20,000 and is a pharmaceutical center. Miles Labs., with \$91 million sales in 1961,

## Uhf statistics

Here are the facts of uhf life in the South Bend-Elkhart market:

WNDU-TV—ch. 16 (was ch. 46 in 1956); 284 kw maximum radiated power (234 kw horizontal); NBC-TV network base hourly rate \$475, 20-second spot \$100. Rep Venard, Rintoul & McConnell. Transmitter RCA 12 kw, antenna 552 feet above ground.

WSBT-TV—ch. 22 (was ch. 34 in 1956); 265 kw maximum radiated power (234 kw horizontal); CBS-TV network base hourly rate \$450, 20-second spot \$100. Rep Raymer. Transmitter RCA 12 kw, antenna 484 feet above ground (1,000 foot tower to be constructed).

WSJV—ch. 28 (was ch. 52 in 1946); 231 kw maximum radiated power (204 kw horizontal); ABC-TV network base hourly rate \$450, 20-second spot \$90. Rep Advertising Time Sales. Transmitter RCA 12 kw, antenna 649 feet above ground.

and Whitehall Pharmaceutical Div. are the two majors in this category. Miles is completing a \$3.5 million research seat that will be an Elkhart monument.

Wages are high and the St. Joseph-Elkhart County income level is tops for Indiana. Three-fourths of families own their own homes and apartments are scarce. Four-fifths of St. Joseph County families earn over \$4,000; three-fourths of Elkhart families beat this level.

The Northern Indiana Toll Road borders South Bend-Elkhart on the north. Other major arteries are operating or in the works.

A heavy regional buyer of tv has some definite ideas on the coverage question. Charles Derrick, advertising manager of Stroh Brewery Co., Detroit, said, "Anyone who says northern Indiana and southern Michigan can be covered from vhf cities is out of his mind. We can't serve the market without South Bend-Elkhart television."

Mr. Derrick said Stroh buys local programs on tv for its seven-state area. "We have no interest in whether a station is uhf or vhf," he added.

**Likes Reach** ■ A large department store, Robertsons of South Bend, likes the ability of uhf to reach out over a 50-mile radius. "We deliver and service appliances over that area," said Sam Joseph, advertising manager, "reaching people all the way out by television."

"For example, we featured lawn mowers on a one-minute tv spot, the only promotion for this item. We de-

**21**


**ULTRA-HIGH PERFORMANCE**

**ULTRA-HIGH RESULTS**

- TOP NETWORK
- TOP LOCAL PROGRAMMING
- TOP PRODUCTION FACILITIES

**WPTA 21**

FORT WAYNE, INDIANA

A Service of  **SARKES TARZIAN, INC.**



livered mowers to points 50 miles out. We buy uhf because we know it goes that far."

The store uses spots Tuesday night to promote its Thursday sales, the one-day interval giving people in outlying areas a chance to plan shopping trips to South Bend. "People who buy Chicago television to cover the South Bend-Elkhart trading area are completely wrong," he said. Robertsons recently started a \$2 million addition.

The Judd Drug Co. chain in Elkhart draws business from towns 50 miles out through its use of WSJV (TV), according to Charles Judd, head of the six-unit chain. "We can see results in special promotions 50 miles away," Mr. Judd said. "Our store in Warsaw, 35 miles south, benefits from a very strong signal. We can trace entries in a Civil War contest to points 50 miles away." He mentioned specifically Rochester, 40 miles, and Akron, Ind., 45 miles. Warsaw is a shopping center for 60,000 people, he said.

All of the Judd stores feature professional items plus sundries. They are not drug-department stores. A "Mr. J" caricature is a well-known symbol in Northern Indiana because of its uhf promotion.

**New Business** ■ Bob Anderson, president of First Federal Savings & Loan Assn., South Bend, which sponsors a 10-minute newscast on WNDU-TV Sunday evening, said a lot of new mail accounts from outlying points come in every Monday and Tuesday. "They tell

us they're opening accounts because of our television news," he said. Among cities and towns represented are Three Rivers, 40 miles away; Kalamazoo, 60 miles; LaPorte, 25; Goshen 22; Warsaw 35; Gary 57; Huntington 65; LaGrange 45; Logansport 65; Culver 35 and Peru 65. The First Federal program features local and regional news.

Jack Yuncker, owner of the South Bend Coca Cola Bottling Co., said its use of WSBT-TV for the *Coke Hi Fi Club* reaches far beyond his 20-mile distribution franchise. The 50 Indiana cities reached include points as far away as Gary. Similarly George William, division sales supervisor of Northern Indiana Public Service Co., said WSBT-TV's *Homemaker's Time* brought calendar requests from 35 Indiana and 12 Michigan cities.

Uhf sets are much improved and require less servicing than was the case a few years ago, according to Lamar Zimmerman, president of Indiana Electronics Service Assn. and head of Zimmerman Services, Elkhart. "The 6AF4A tube has been improved a lot," he said, "but manufacturers should make a more sensitive tuner." He commented he had sold a Magnavox all-channel set that day in Three Rivers, Mich., 43 miles from the local antenna farm.

The million persons in the 16-county area have \$2 billion to spend this year. Their No. 1 medium is the uhf service provided by WNDU-TV, WSBT-TV and WSJV (TV).

## OHIOANS WATCH FT. WAYNE

**A third of Indiana city's uhf audience lives over border, boosts area distribution markets**

Metropolitan Fort Wayne (Allen County) was measured at 232,196 people in the 1960 U. S. Census, which is roughly one-fourth of the population of the 24-county survey area used by American Research Bureau for its last tv audience study.

"Few buyers realize that a third of the Fort Wayne tv audience is located in Ohio," Hilliard Gates, assistant manager of WKJG-TV, says.

The state line is 18 miles east of Fort Wayne at the nearest point, according to Reid G. Chapman, vice president-general manager of WANE-TV. He recalled that a license tag check at the Eavy supermarket, one of the world's largest, showed substantial shopping from Ohio. Town & Country Food Co. found in a sample offer that two-thirds of the mail came from outside Allen County.

Richard Morgan, general manager of WPTA (TV), said Perfection Baking Co. sells its Sunbeam products via uhf over a 65-mile area. Fort Wayne is a

food distribution center.

ARB lists 10 Ohio counties on its Fort Wayne survey map. Of these, six get good to intermittent Fort Wayne uhf service. Four others are reached but are not usually counted as solid coverage. In the service area are 14 Indiana counties, some sharing tune-in with Indianapolis, South Bend-Elkhart and WLBC-TV (uhf) Muncie. Lima's uhf station, WIMA-TV, has some overlap with Fort Wayne.

**City Rankings** ■ The ARB survey puts 293,600 homes—257,300 tv homes—in the 24 counties. Fort Wayne is the dominant city in the market. Lima, 60 miles away, is the second city with 103,691 people. Managers of Fort Wayne stations say they get a lot of mail from Lima.

Fort Wayne hums with industrial activity. Its new \$50 million Goodrich tire plant went into operation last year. Royal Lace, Wabash Fibre, Fruehauf Trailer, Magnavox, Bowmar, Phelps Dodge, Dana, Tokheim, Zollner, Inter-



## SHOW ROOM for 15 COUNTIES..!

Spacious studios and modern telecasting equipment enable WSBT-TV to produce any type of TV commercial. And with these same facilities WSBT-TV brings live, local interest shows to the 15-county South Bend market. This, combined with a full CBS schedule, gives WSBT-TV top position in the 3-station South Bend market. The November ARB shows why —

WSBT-TV carries 9 of the 10 top shows in this market; 27 of 33 and 35 of the top 50. Four of WSBT-TV's local shows rate in the top 50.

By rating, by prestige, by years in operation WSBT-TV is the key to this rich South Bend market. So for effective, far reaching exposure put your product in the WSBT-TV "show window;" it opens into 252,000 South Bend area homes. For the latest market and coverage facts see your Raymer man or write to WSBT-TV.

# WSBT-TV

SOUTH BEND, INDIANA

Channel 22



Paul H. Raymer, National Representative

In the  
 South Bend-Elkhart market  
 252,000 TV families  
 say . . .

# THANK YOU WNDU-TV

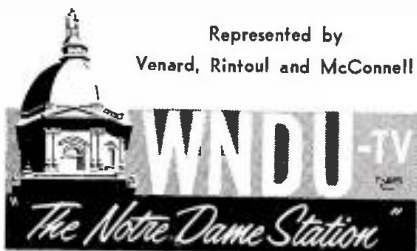
"for your continuous policy of exciting topical shows that are performing a real public service."

- Notre Dame Football and Basketball
- High School Football
- Local Golf Tourneys
- Washington Tieline with Congressman Brademus
- Junior Achievement Show
- The Mayors Reports
- Airborne TV Teaching
- Accent on the Arts
- Here's to Health
- Letter of the Law
- University at Work Series
- Talent Showcase—presentation of local performing artists

This local live programming is another example of the compelling draw WNDU-TV has for this quarter of a million families in one of America's most successful UHF markets.

Tom Hamilton, Gen. Mgr.

Represented by  
 Venard, Rintoul and McConnell



national Harvester, Joslyn, General Electric and Essex Wire are among the 200 major industries that have sparked the city's growth and half of its employment. Over 70% of the residents own their homes; 80% of the homes are one-family dwellings.

The total increase in urbanized Fort Wayne in the 1950-60 decade was nearly 40,000. This naturally was accompanied by development of big shopping centers in the suburbs. Total retail sales are described as second only in the state to Indianapolis. The city is an insurance center. Over 3,000 new homes permits with a total value of \$40 million were issued in five years.

An interesting concept of uhf is that of Walter Jones, recently transferred from the engineering staff of KOTV-TV Tulsa, Okla., to WANE-TV. Both are Corinthian stations. With long vhf experience, Mr. Jones found uhf a pleasant surprise. "Uhf is as good as vhf if the terrain is right," he said. "I believe uhf would do as well as vhf in eastern Oklahoma."

**Likes Color, Reach** ■ Mr. Jones likes uhf as a system. "Uhf power is easier to generate," he explained in discussing WANE-TV's General Electric transmitter. "The klystron is one of the most efficient parts of a transmitter." He said WANE-TV gets out 60 miles with its B coverage. "Color is better on uhf," he said. "It's easier to maintain a 6 mc level band pass."

Carlton B. Evans, WKJG-TV commercial manager, recalled the problems the station faced as a pioneer post-freeze outlet. "We no longer have to pitch to agencies on our coverage," he said, "but it was rough until they decided we could reach 100,000 tv homes." He said a group of hills 40 miles to the north interferes with Fort Wayne reception in southern Michigan.

There's Grade B overlap between Fort Wayne and South Bend stations to the northwest. This is offset to some extent by the fact Indiana is split down the middle by the central time zone.

Fort Wayne is a true uhf island for 40 or so miles to the southwest. There its uhf meets the B reception of Indianapolis vhf stations in the vicinity of Marion, Ind. 50 miles away from the Fort Wayne transmitters.

**Satisfaction** ■ Laverne E. Gelow, advertising-promotion manager of the big Peter Eckrich & Sons meat-packing business, headquartered in Fort Wayne, buys uhf in South Bend-Elkhart, Fort Wayne and other markets in a five-state area. The Fort Wayne company uses vhf in Detroit, Indianapolis, Grand Rapids, Lansing and other cities.

Uhf in South Bend-Elkhart and Fort Wayne is as strong as Indianapolis vhf television, he said, adding, "We generally get a better cost-per-dollar on uhf."

Mr. Gelow recalled a two-week uhf

## Facilities facts

Here are the facilities facts of the Fort Wayne uhf market:

WANE-TV—ch. 15; 436 kw maximum radiated power (144 kw horizontal); CBS-TV network base hourly rate \$525, 20-second spot \$110. Rep. H-R Repts. GE Transmitter, 12 kw, antenna 836 feet above ground.

WKJG-TV—ch. 33; 261 kw maximum radiated power (144 kw horizontal); NBC-TV network base hourly rate \$525, 20-second spot \$110. GE transmitter, 12 kw, antenna 793 feet above ground.

WPTA—ch. 21; 251 kw maximum radiated power (110 kw horizontal); ABC-TV network base hourly rate \$525, 20-second spot \$120. Rep Young Television. RCA transmitter 12 kw, antenna 767 feet above ground.

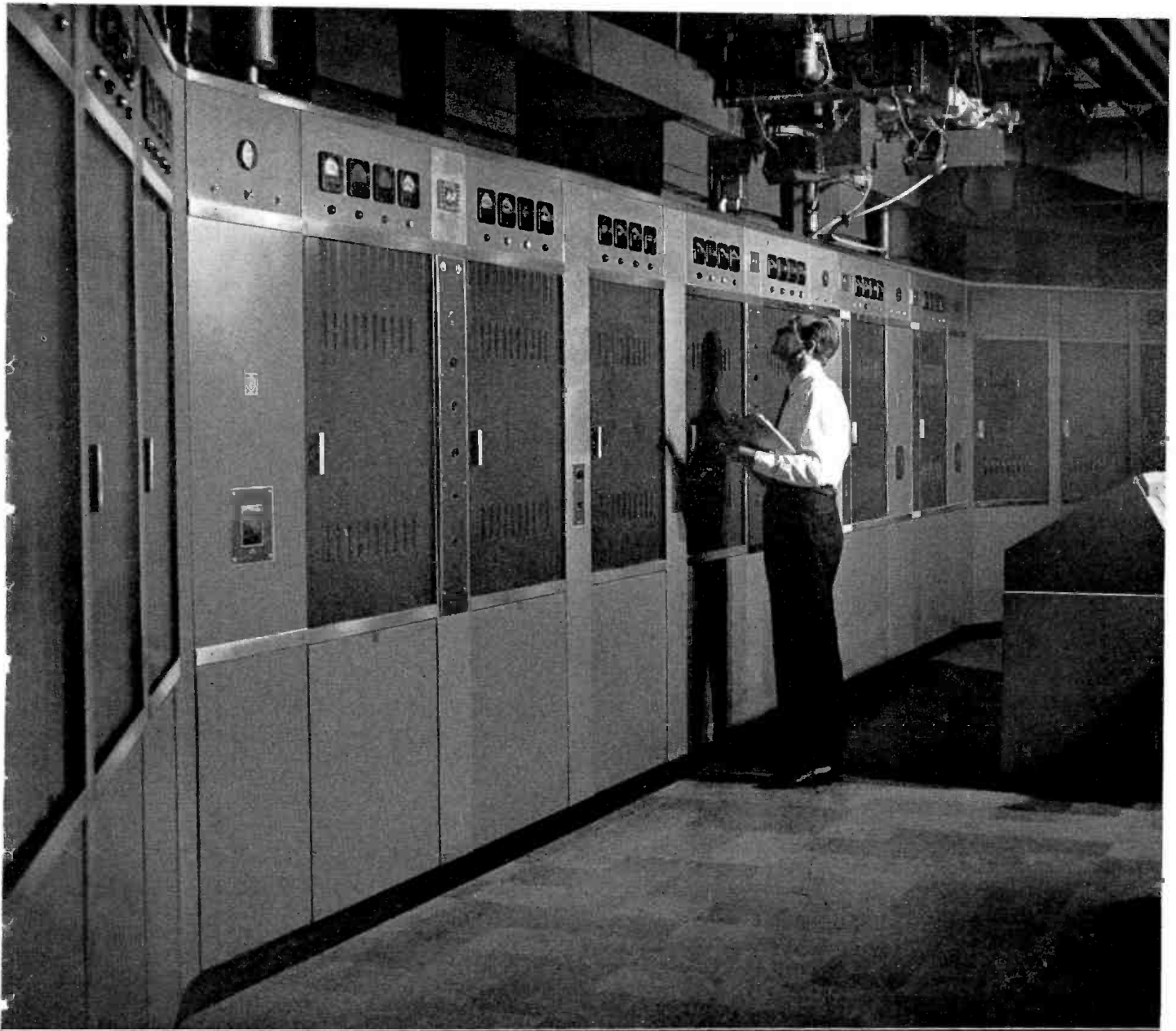
promotion during the holidays, the worst season of the year for luncheon meats and cold cuts. A campaign based on 14 spots a week in Fort Wayne and 12 in South Bend-Elkhart boosted sales of Smorgas Pac 82% in Fort Wayne and 47% in South Bend-Elkhart. Smorgas Pac is a \$1 item.

"I discovered our name was very well known in western Ohio though we didn't market there," he recalled, attributing it to Eckrich's Fort Wayne use of uhf. "We decided to enter the market and now distribute regularly in Western Ohio." He added, "Tv is our top medium."

**House Uhf Built** ■ A major appliance firm, American Coal & Supply Co., has been promoting RCA appliances and other merchandise since WKJG-TV went on the air in 1953, according to Alfred E. Novitsky, treasurer. "We're a house that uhf tv built," he said. Sales reach out 90 miles from Fort Wayne. The firm, handling lumber and building materials, occupies five city blocks.

"By using saturation uhf spots for color in August 1960," Mr. Novitsky said, "we sold more color sets than during the previous seven years. Last August we doubled any previous similar period, with the help of tv and last November and December we sold 200 color sets. Color is really going places. We can't get deluxe models fast enough. Main Line Distributing Co., RCA distributor headquartered in Toledo, more than doubled its Christmas color sales over 1960.

"We recently sold 150 gallons of paint as the result of two spots on uhf. The firm has been in business 67 years. When uhf came in 1953 we shifted our advertising budget from 100% news-



## RCA 50-KW IN NEW YORK CITY UHF-TV TESTS

For its UHF tests in New York City the FCC is using a high-power transmitter designed and built by RCA. The most powerful of its kind, this 50-KW UHF transmitter consists of two TTU-25's in parallel. It operates on channel 31 and is installed on the 80th floor of the Empire State Building, where seven other channels serving the metropolitan area are located.

The work was performed under a contract awarded RCA by the FCC on March 1, 1961. The award was made based on considerations of power consumption, tube replacement and experience in equipment

installation, as well as general performance and cost.

RCA also supplied the studio equipment to WNYC (the New York City-owned station) which will handle programming for the FCC outlet. This includes four TK-12 4½ inch I.O. Cameras, a film system with TK-21 Film Camera, TP-11 Multiplexer, TP-6 Film Projectors, TP-7 Slide Projector, and a TRT-1B Television Tape Recorder.

This same RCA experience and equipment are available to all those who seek for leadership in the field of television broadcasting.



RCA BROADCAST AND TELEVISION EQUIPMENT  
CAMDEN, N.J.



The Most Trusted Name in Television



paper to 75% tv-radio and 25% newspapers." He said the company finds all-channel sets involve no special servicing problems and described uhf as superior to vhf for color tv.

Fort Wayne was the scene of a retailer television test campaign in 1958 when Television Bureau of Advertising, WANE-TV and the Patterson Fletcher Co. clothing store used tv as a basic medium for a year. Norman Tatman, advertising and assistant manager of the store, reported recently the store is now using tv "on a well-planned basis with pleasing, tangible results."

**Under-sold** ■ Uhf television isn't adequately merchandized in uhf territory, in the opinion of Warren W. Frebel, vice president of Magnavox Corp., which has headquarters in Fort Wayne. He said the local stations put good signals into places 60 miles away.

In November 1961 WANE-TV received mail from the 13 counties it covers entirely plus six counties it covers in part during a contest for its *Breakfast in Fort Wayne* across-the-board morning program, a station mail tabulation showed. County Line Cheese Co. sold out its 33,000-pound stock of a new cheese in three weeks of advertising on the station. Bonsib Advertising handled the account.

The strongest trading factor in this 24-county area is uhf television as dispensed by WANE-TV, WKJG-TV and WPTA. The three stations, like those in South Bend-Elkhart, are building an economic entity out of an area marked by diverse geographical factors.

## The financial picture in South Bend-Elkhart

The total broadcast revenue of the three South Bend-Elkhart uhf stations easily passed the \$2 million mark in 1961 and this year promises to show continuing increases in both gross revenue and income (before taxes).

The official FCC data for 1960, the latest available, show that the three stations—WNDU-TV, WSBT-TV and WSJV (TV)—built up their total revenue from \$1.57 million in 1956 to \$1.9 million in 1960. The year 1961 was a good one, the total revenue appearing to increase about 8% over 1960.

The weakest part of the revenue story has been national-regional advertising, ascribed in part by station executives to a failure of many marketing services to understand the powerful hold of uhf and the limited amount of Chicago and Kalamazoo vhf tuning in this industrial-agricultural market. Then there is the curious splitting of South Bend and Elkhart into separate markets by the U. S. Census Bureau, a statistical freak hard for a visiting observer to understand after inspection.

Here are comparisons of FCC data for 1956 and 1960: Network, \$365,568 in 1956, \$546,783 in 1960; national-regional, \$711,147 and \$677,242; local, \$483,591 and \$700,707; total broadcast revenue, \$1,568,374 and \$1,900,338; expenses, \$1,722,299 and \$1,830,816; broadcast income, loss of \$153,923, profit of \$69,522.

Some pickup in national business has been noted in recent months, supported

by a marked spurt in regional accounts. WSJV reported a 10.5% increase in total revenue for 1961 compared to 1960.

## Ft. Wayne tv shown in dollars and cents

Fort Wayne's three stations had a total broadcast revenue of \$2.5 million in 1961, judging by a field study of this uhf-only market. Some months last year weren't particularly good, station managers note, but the gross averaged around 4% above the year before.

This year's gross may reach \$2.65 million, judging by present indications; it could pass that mark.

No FCC figures are available on Fort Wayne's television income prior to 1959 because only two stations were operating at the time, and publication of totals would have disclosed individual station business.

In 1959, the first year for which data are provided, the stations had a nice income of nearly \$180,000 before taxes, a figure that was almost doubled in a year. The slowest-moving part of Fort Wayne's tv revenue has been local, possibly influenced by somewhat higher rates than those of the South Bend-Elkhart stations.

Here are FCC data for 1959 and 1960: Network, \$689,688 in 1959, \$763,227 in 1960; national-regional \$919,222 and \$953,474; local, \$819,191 and \$830,550; total broadcast revenue, \$2,294,557 and \$2,397,023; expenses \$2,144,808 and \$2,046,465 (a reduction); broadcast income \$179,749 and \$350,558.

## PROGRAMMING

### ABC-TV rediscovers its 'Discovery'

#### ON-AGAIN, OFF-AGAIN KIDDIE SHOW NOW 'GO' FOR FALL

ABC-TV has set Oct. 1 for the premiere of *Discovery*. The weekday children's series originally was to start last October but was given up when the network claimed insufficient station clearances (BROADCASTING, Aug. 14, 1961).

*Discovery* will be telecast next season Monday through Friday, 4:30-4:50 p.m. EDT. Giraud Chester, ABC-TV vice president in charge of daytime programming, said the show will precede *American Newsstand* (4:50-5 p.m.), to make the period an all youth-oriented half hour.

Jules Power, ABC-TV director of children's programming, says the new program is designed to explore and participate in every facet of a youngster's interest and imagination. He said, "We will see what the child wants to see, do what he wants to do, explore what he himself would like to explore."

The program is intended to reach the 7-12 age group.

Mr. Power, who said last summer that the program's fate was "a perfect example of how a good program doesn't get on the air," will produce the series. Sponsorship has not been announced. Last summer, Mr. Power had said the program was sold for the current season to A. C. Gilbert Co., Blumenthal Bros. and Milton Bradley Co.

In connection with the new program, ABC-TV announced 10 research grants ranging from \$1,000 to \$2,000 to be issued for studies evaluating the effects of *Discovery* on its viewing audience. The grants will be awarded to candidates for master's and doctor's degrees and those engaged in post-doctorate research work at major universities. The program will work with major school systems, parent-teacher associations, libraries and publishers.

#### Orr gets free hand

A "no limits" authorization to develop new television programs and formats has been given William T. Orr, vice president of Warner Bros. in charge of all tv production, and his executive assistant, Hugh Benson.

The approval came Wednesday (March 7) at a meeting of Messrs. Orr and Benson with Jack L. Warner, president, and Benjamin Kalmenson, executive vice president.

"Imaginative exploration" will be the keynote and the format, time and technical methods will not be restricted, Mr. Warner said. Warner Bros. has already completed pilots for three new tv series, *The Dakotas*, *Lone Sierra* and *Battle Zone*, and expects to finish the 90-minute tv special "FBI Code 98" this week.



### Storer's WHN starts with new program format

This quartet was on the receiving line as WHN New York (formerly WMGM) began broadcasting with its album music-news format under its new owner, Storer Broadcasting Co. (BROADCASTING, March 5). Left to right: Grady Edney, Storer vice

president for radio programming; John C. Moler, president and general manager of WHN; George P. Storer Jr., Storer president, and Lionel Baxter, Storer vice president and radio director. Some 1,500 advertiser-agency executives attended.

### Deadline for Emmy names

The final nominating date for this year's Emmy Awards is April 14, according to Robert F. Lewine, president of the National Academy of Television Arts & Sciences. The final ballot, based on nominations from members at ATAS chapters, will be announced following the board of trustees meeting in Seattle April 27-29.

A new category of Emmy award added this year will honor an "outstanding daytime program, specifically created for daytime television." Revisions in the award structure include one in the category of music and one in the supporting role awards. The music award will now be given for "original music composed specifically for tv" (rather than for achievement in "the field of music for tv"). In 1962, both the best actor and the best actress in supporting roles will be honored, regardless of program type or length. (Previously, the award went either to an actress or an actor for a series and for a single program.)

### Four win Golden Globes

Three tv performers and one series received Golden Globe trophies from the Hollywood Foreign Press Assn. Monday (March 5), which added a tv category to its annual motion picture awards. Bob Newhart (*The Bob Newhart Show* on NBC-TV) was voted "best new television comedian"; John Daly (*What's My Line?* on CBS-TV) was honored for "consistent excellence in the field of television"; Pauline

Fredericks (*The Purex Special for Women* on NBC-TV) received a distinguished service award, and *My Three Sons*, a Don Fedderson Productions series on ABC-TV, was chosen as "best family entertainment."

### New headquarters for Webb

Jack Webb, president of Mark VII Productions, has established headquarters at Warner Bros. studios in Burbank, Calif., under an arrangement whereby he will independently produce tv filmed programs and theatrical motion pictures for release by Warner Bros. With the move, Mr. Webb disposed of \$1.5 million worth of film production equipment, including cameras and sound apparatus, since the new deal gives him full access to Warner's studio facilities.

### Sterling adds new film

Sterling Television Co., New York, has added a color film documentary, "Behind the Great Wall," to the company's forthcoming syndication series, *The Special of the Week*. Tv rights to "Wall" were obtained from Continental Distributing Inc., a subsidiary of Walter Reade Inc., now planning a merger with Sterling (BROADCASTING, Dec. 25, 1961).

"Behind the Great Wall" is a photographic record of the contrasts between ancient Chinese culture and contemporary life under the present Communist regime. It was produced by Leonardo Bonzi and narrated by Chet Huntley.

*"who knows better than my salesmen how our spot schedule on WSUN pays off?"*



THIS IS HOW C. J. STOLL, MOBILE HOME DEALER IN ST. PETERSBURG, FLORIDA, AND PAST PRESIDENT OF THE NATIONAL MOBILE HOME DEALERS ASSOCIATION, FEELS ABOUT WSUN RADIO.

"Whenever we prepare a budget for advertising my salesmen always remind me of the important results delivered to us by WSUN radio and insist that a good portion of our advertising dollars be spent on this station. I ask you, who knows better than my salesmen how our spot schedule on WSUN pays off?" This is how most local advertisers feel about the Suncoast's greatest coverage radio station. It will pay off for you, too!

Ratings vary from survey to survey; the true yardstick is SALES! Dollar for dollar by any survey, your best Tampa - St. Petersburg buy

## WSUN radio 62

Tampa - St. Petersburg

Natl. Rep: VENARD, RINTOUL & McCONNELL  
S.E. Rep: JAMES S. AYERS



### Disney to syndicate 'Mickey Mouse Club'

Walt Disney Productions is putting *Mickey Mouse Club* into syndication through its subsidiary Buena Vista Distributing Co., making the series available to tv stations and national, regional and local advertisers.

The first sale, announced today (March 12), is to KTTV (TV) Los Angeles, which has purchased the juvenile series for daily telecasting during the 1962-63 season. The series made its debut on ABC-TV in 1955.

To handle the *Mickey Mouse Club* syndication, Buena Vista has appointed three regional sales managers, William Perkinson for the West Coast, Barr Sheets for the Midwest and Mal Decker for the East. Peter M. Robeck & Co. has been retained as a consultant.

The *Mickey Mouse Club* syndication package contains five weekly half-hour shows in a format that in-

cludes cartoons, adventure and dramatic serials, musical shows, documentaries, guest-star appearances and a variety of other entertainment features. Some 280 hours of programming that ran on ABC-TV for two years as a one-hour program and two more years in a half-hour format are included. Actual production costs are estimated at about \$16 million for some 280 hours of programming. Each segment is available as a straight film show or it can be broken into units and integrated into the programs of local tv personalities.

Merchandising available includes Disney characters and costumes.

Shown (above) after the Disney-KTTV transaction are (l to r) Robert W. Breckner, KTTV president; Walt Disney, and Donn B. Tatum, Walt Disney Productions vice president for tv.

### Richards organizes RTN

RTN Broadcast Features Inc., Chicago, has been formed by Lud Richards, advertising and promotion manager of WBBM Chicago, to operate as a producer of radio program features and featurettes and special promotional services for radio stations. Mr. Richards, who is resigning his WBBM post on April 1, has established his organization in association with Taylor/Nodland Ltd., Chicago, producer-distributor of five- and



Mr. Richards

10-minute taped tv programs. RTN initially will distribute two five-minute programs—one featuring pianist Roger Williams and the other Sydney J. Harris, nationally syndicated columnist.

### 'Rebel' to rerun on NBC-TV

Goodson-Todman Productions' *Rebel* series, which had a two-season run on ABC-TV, will return to the air June 27 on NBC-TV. Reruns of 12 episodes will be presented in the network's summer program schedule at 8:30-9 p.m. EDT, Wednesdays.

The sponsors of *Rebel* will be the same as for *Joey Bishop* (currently in that time period): Procter & Gamble, via Benton & Bowles, and American Tobacco via Sullivan, Stauffer, Colwell & Bayles.

### Studies on preferences show tv drama ahead

Sponsors and programmers prefer tv drama, documentaries and news in that order, according to a study of viewing habits conducted by Michael Sommer, graduate student of the U. of Southern California telecommunications department. A similar survey covering radio and tv station representatives in Los Angeles was conducted by Jack R. McVeigh Jr., also a student in the course.

The surveyors used questions similar to those asked by BROADCASTING last summer in a survey of programming decision-makers (BROADCASTING, July 24, 1961).

Mr. Sommer found that sponsors most enjoy general drama, 63%; documentary, 56%, and news, 44%. The BROADCASTING survey showed programming decision-makers prefer general drama, 64%; documentaries, 56% and news, 40%.

Mr. McVeigh's study showed that station reps also prefer drama, documentaries and news in that order. Reps, however, spend several more hours a week than is the case with the sponsors in the Sommer study.

### Program notes...

**Prize imports** ■ KGO-TV San Francisco has purchased the "Critics Choice" package of 60 theatrical motion pictures from Video Artists, New York. The collection includes prize-winning pictures from Russia, France, England and Italy. Many of the films will have their tv debuts on KGO-TV, which will broadcast them Sunday evenings (11:15 p.m.) beginning April 8.

**Mental illness tapes** ■ *What Do You Know About Your Mind?*, a series of 26 five-minute radio programs being mailed to stations this month. The programs feature Dr. Winfred Overholser, superintendent of St. Elizabeths Hospital, Washington, D. C.

**Health series** ■ *Your Guide to Good Health*, a one-minute transcribed radio series narrated by Dr. Lester Coleman, has been renewed for 26 weeks by WSLB Ogdensburg, N. Y.; KRDO Colorado Springs and WSTA Virgin Islands. In addition, the health series has been sold to WTRY Troy, N. Y.; CFNB Frederickton, Canada; WKBC North Wilkesboro, N. C. and the Major Broadcasting Network, Australia. The series is packaged by Alan Sands Productions, New York.

**'CBS Reports'** ■ Two *CBS Reports* episodes, "The Fat American" and "East Germany—The Land Beyond the Wall," will be distributed by Carousel Films Inc. in non-theatrical 16mm film market, it was announced last week by



Murray Benson, director of licensing for CBS Films. The two programs were telecast on January 18 and January 4, respectively.

**Friday** ■ *Badge 714* is making a tv comeback under its original title, *Dragnet*. MCA-TV has placed 276 half-hours of the detective drama into syndication. *Dragnet* has already been sold to WFIL-TV Philadelphia; WCHS-TV Charleston, W. Va.; WGAL-TV Lancaster, Pa.; KOOL-TV Phoenix, Ariz.; KSHO-TV Las Vegas, Nev.; KTNT-TV Tacoma-Seattle; WSB-TV Atlanta, and WGAN-TV Portland, Me.

**"Silence" cited** ■ Directors Guild of America award for outstanding directorial achievement in 1961 in the field of television was posthumously presented to Ernie Kovacs Feb. 10 at the annual DGA awards banquets in Los Angeles and New York. Program which won the tv award was *The Ernie Kovacs Special* subtitled, "A Study in Silence—No Dialogue," broadcast last November on ABC-TV.

**Move** ■ Gordon Newsfilms, San Francisco, producer of tv and documentary newsfilms, has moved to new offices at 1424 Bush St., that city.

**ATAS expands** ■ Academy of Television Arts & Sciences, with eight chapters at present, has received applications for chapter charters from Dallas-Fort Worth; St. Louis; Columbus, Ohio; and Denver, ATAS President Robert Lewine announced.

**Educational tv** ■ KBMT-TV Beaumont, Tex., is donating a new educational program, *Count Down for Knowledge*, to schools in the area in light of the fact that the city is without an educational television station.

**Radio series** ■ *Your Child and You*, a recorded series of 260 capsule radio programs packaged by Alan Sands Productions, New York, has been bought by WITY Danville, Ill., KCCR Pierre, S. D., and CKCW Moncton, N. B., Canada, who have sold spots to local drugstores. The series has been placed in a total of 34 markets.

**Two-media cartoon deal** ■ Paramount Pictures and King Features Syndicate announce a co-production agreement on three of King's comic strip properties for both theatrical and tv release. Paramount will handle theatrical and King will handle tv distribution of the three animated cartoon series: *Beetle Bailey*, *Barney Google and Snuffy Smith* and *Krazy Kat*. Al Brodax, director of the KFS tv division, announced that pilots have been completed, and the film shorts will be offered to tv as an "omnibus" half-hour show of any one of the three properties.



### Metropolitan-Columbia foreign affairs series

Metropolitan Broadcasting and Columbia U., New York, have joined to present a half-hour television series on "news background" lectures.

The series, *The Columbia Lectures in International Studies*, will present the entire faculty of Columbia's graduate school of international affairs and its views on international affairs. The graduate school's regional institutes (the Russian Institute, the East Asian Institute, etc. and Columbia Assoc. will also participate.

The series is scheduled at 7:30-8 a.m., Monday-Friday on all six Metropolitan stations: WNEW-TV New York; WTTG (TV) Washington; KMBC-TV Kansas City, Mo.; KOVR (TV) Sacramento-Stockton, Calif.; WTVH (TV) Peoria, and WTVP (TV) Decatur, both Illinois. WTTG will also repeat each program at 8-8:30 a.m.

The tv lectures begin March 26, but Metropolitan officials say they hope the series will be carried past the presently planned 100.

Aural versions of the programs will be broadcast by Worldwide Broadcasting's international short-wave station, WRUL New York. Both Worldwide Broadcasting and Metropolitan Broadcasting are subsidiaries of Metromedia Inc., New York.

A preview of the series will be telecast Sunday, March 25 at 8:30-9 p.m.

Appearing on the first telecast of the new series is Zbigniew Brzezinski (above), associate professor of public law and government and director of the Research Institute on Communist Affairs, Columbia U., who points to a blown-up photograph of Red China's Premier Chou En-lai and Soviet Premier Nikita Khrushchev.

**New science series** ■ Trans-Lux Television Corp., New York, has acquired distribution rights to *Junior Science*, a new children's series of 39 quarter-hour programs. The series, available in both black & white and color, is narrated by Dr. Gerald Wendt, U.S. representative to UNESCO's scientific commission.

**New documentary** ■ Brazil and Communism are explored in *Forty Million Shoes*, the fifth documentary in the International Television Federation (Intertel) series, produced by the Canadian Broadcasting Corp. Founding members of the organization that constitutes Intertel, include CBS, Australian Broadcasting Commission, Associated-

Rediffusion Ltd. of Great Britain, Westinghouse Broadcasting Co. and the National Educational Television Network.

**"Johnny Hazard"** ■ Fermac Films has secured tv rights to *Johnny Hazard*, King Features adventure strip now running in over 300 newspapers. Series will be produced partly in New York and partly in Hollywood, with William B. Pape as executive producer. Fermac Films, wholly-owned subsidiary of Fermac Graphic Industries, Toronto, Canada, recently acquired Industrial Film Studios in New York and plans to produce films there as well as in Hollywood and Toronto.

**New science series** ■ A weekly five-minute interview series called *Science &*

*News 1962* will be broadcast over 400 radio stations in the U.S., Puerto Rico, Canada, Mexico and overseas countries from March to May. The series is being made available to radio stations at no cost as a public service by F. E. Compton, Chicago, publishers of *Compton's Pictured Encyclopedia*.

**'Tour' book** ■ Doubleday & Co. has been licensed by CBS Films Inc. to publish a book based on the CBS News-produced *A Tour of the White House With Mrs. John F. Kennedy*, shown on all three tv networks. At the same time, CBS Films announced that the Text-Film Div. of McGraw-Hill Book Co. has been authorized to distribute films of the broadcast in the non-theatrical 16mm. market.

**New twist** ■ The latest album in the *Drummers* series produced by Sesac Inc., New York, features band arrangements of a station promotion campaign combined with the sounds of the "Twist." The disc contains 25 individual cuts, including one side of spot sales starters for advertisers' messages.

**Rosewood** ■ Rose-Magwood Productions Inc., New York, a new film production firm, has been formed by Jim Rose and Howard Magwood. The com-

pany will specialize in tv commercials and industrial and documentary films. Office and facilities are at 49 W. 45th St., New York. Telephone: LT 1-3445.

**Heart surgery** ■ "Breakthrough: Heart and Artery Surgery," a special program showing four major operations, will be presented on NBC-TV, Mon., April 23 (10-11 p.m., EST). The program will be first of three specials reporting on important new progress in the fight against disease. Purex Corp. will sponsor the first.

**White House news** ■ "The World of Jacqueline Kennedy" will be explored in a one-hour program over NBC-TV Sun. March 25 (9-10 p.m. EST). The show, which will be the last of five programs in *The World of . . .* series by NBC Special Projects, will pre-empt *Bonanza*. Purex Corp. will sponsor the show.

### Dynaphonic opens in Miami

Dynaphonic Productions, Miami, a radio production syndicator, is opening under co-direction of Arthur J. Fischer and Maurice B. Michelson, both former electrical engineers, as partners.

Among the features being offered to stations on an exclusive market basis by

Dynaphonic Productions are "Rapid Recipes from the Gourmet's Corner," 60-second kitchen hints for the housewife and *It's Bee*, humorous minute vignettes for early morning. The firm's address P.O. Box 232 Uleta Branch, Miami 64, Fla.

### Filmways files at SEC for public stock issue

Tv commercial and film producer Filmways Inc. filed with the Securities & Exchange Commission last week to register 48,111 shares of common stock. A substantial part of the shares underlie outstanding warrants and options; 12,500 shares are to be offered to Haskell Wexler for motion picture and allied rights to the Evelyn Waugh novel *The Loved One*; 23,000 shares are outstanding and will be offered to the public by the holders at prices prevailing on the American Stock Exchange, where the New York company is listed.

The bulk of Filmways business is in tv commercial production, the report revealed, but the company is also selling tv series (*21 Beacon Street* and *Make a Face*) and is branching out into theatrical motion picture production.

Revenue for the year ended Aug. 31, 1961 was \$7,073,959 as against \$5,721,173 for fiscal 1960. The company took a net loss of \$152,966 for 1961, however; in 1960 it showed \$33,843 profit after special tax credit.

Martin Ransohoff, board chairman, owns the largest block of the 568,654 shares of common stock (19.3%). Rodney Erickson is Filmways president.

### Film sales...

*Columbia Pictures' Post-'48 Features* (Screen Gems): Sold to WTMJ-TV Milwaukee (325 features); KFMB-TV San Diego (300); KGGM-TV Albuquerque, N. M. (350); KFVS-TV Cape Girardeau, Mo. (400); WITN (TV) Washington, N. C. (275); KPLC-TV Lake Charles, La. (375), and KALB-TV Alexandria, La. (375). Now on 68 stations.

*Hanna-Barbera Five-Minute Cartoons* (Screen Gems): Package of three groups of 52 cartoons each, featuring new characters Touche Turtle, Lippy the Lion and Wally Gator, sold to WPIX (TV) New York; WTTG (TV) Washington; KPTV (TV) Portland, Ore.; WTIC-TV Hartford, Conn.; WGAL-TV Lancaster, Pa.; WOC-TV Davenport, Iowa, and KOVR (TV) Stockton-Sacramento, Calif. Now on seven stations.

*Divorce Court* (Storer Programs Inc.): Sold to WPIX (TV) New York and KGMB-TV Honolulu. Taped series is now in 31 markets.

## COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

### NBC-TV:

March 12-16, 19-21 (6-6:30 a.m.) *Continental Classroom*, probability and statistics.

March 12-16, 19-21 (6:30-7 a.m.) *Continental Classroom*, American government.

March 12-16, 19-21 (10:30-11 a.m.) *Play Your Hunch*, part.

March 12-16, 19-21 (11-11:30 a.m.) *The Price Is Right*, part.

March 12-16, 19-21 (12-12:30 p.m.) *Your First Impression*, part.

March 12-16, 19-21 (2-2:30 p.m.) *Jan Murray Show*, part.

March 12 (11:15 p.m.-1 a.m.) *Jack Paar Show*, part.

March 12, 19 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

March 13, 20 (7:30-8:30 p.m.) *Laramie*, part.

March 13 (10-11 p.m.) *NBC News Special*, Westinghouse through McCann-Erickson.

March 14 (10-10:30 a.m.) *Say When*, part.

March 14 (11:30 a.m.-12 noon) *Concentration*, part.

March 14 (12:30-12:55 p.m.) *Truth or Consequences*, part.

March 14 (3-4 p.m.) *Purex Special for Women*, Purex through Foote, Cone & Belding.

March 14 (4:30-4:55 p.m.) *Here's Hollywood*, part.

March 14 (7:30-8:30 p.m.) *Wagon Train*, Ford through J. Walter Thompson; National Biscuit Co. through McCann-Erickson; R. J. Reynolds through William Esty Co.

March 14 (8:30-9 p.m.) *Joey Bishop Show*, American Tobacco through Sullivan, Stauffer,

Colwell & Bayles; Procter & Gamble through Benton & Bowles.

March 14, 21 (9-10 p.m.) *Perry Como's Kraft Music Hall*, Kraft through J. Walter Thompson.

March 14, 21 (10-10:30 p.m.) *Bob Newhart Show*, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

March 14, 21 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood Assn. through Cunningham & Walsh; Mead-Johnson through Kenyon & Eckhardt.

March 15 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

March 17 (7:30-8:30 p.m.) *Tales of Wells Fargo*, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

March 17 (9:30-10 a.m.) *Pip The Piper*, General Mills through Dancer-Fitzgerald-Sample.

March 17 (10-10:30 a.m.) *Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

March 17 (10:30-11 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

March 18 (4:30-5 p.m.) *Patterns in Music*, sust.

March 18 (6-6:30 p.m.) *Meet the Press*, co-op.

March 18 (7-7:30 p.m.) *The Bullwinkle Show*, part.

March 18 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, RCA and Eastman Kodak through J. Walter Thompson.

March 18 (9-10 p.m.) *Bonanza*. Chevrolet through Campbell-Ewald.

March 19 (9-10 p.m.) *Arthur Freed's Hollywood Melody*, Chrysler through Leo Burnett.



### What RCA pays its top executives

Proxy statements distributed last week to RCA stockholders listed the 1961 salary of board chairman David Sarnoff at \$200,000. John L. Burns, who retired as president last December, earned \$181,250 and Robert W. Sarnoff, NBC board chairman and RCA director, was paid \$170,000.

In addition Robert Sarnoff was paid \$9,000 in incentive pay and \$36,000 to be paid over the next four years if "earned out" in accordance with the RCA Incentive Plan. Remuneration of other top RCA executives in 1961: Elmer W. Eng-

strom, RCA president, \$137,000 in salary plus \$10,000 in incentive pay and \$40,000 to be earned out over the next four years; Charles M. Odorizzi, group executive vice president, \$125,000 in salary, \$6,000 in incentive pay and \$24,000 to be earned out over the next four years, and W. Walter Watts, board chairman of RCA Sales, \$125,000 in salary, \$6,000 in incentive pay and \$24,000 to be earned out over the next four years.

The annual meeting will be held on May 1 in the RCA Bldg. in New York.

### MM&M '61 net up; Mutual loss reported

Minnesota Mining & Manufacturing Co., St. Paul, Minn., last week reported a net income of \$74,914,576 in 1961, compared to \$70,692,374 in 1960. This is equal to \$1.46 a share of common stock compared to \$1.38 in 1960. Consolidated sales for 1961 were \$608,230,326 compared to \$549,675,178 in 1960.

Every year since 1952, 3M has reported increases in both sales and earnings. (In 1952 sales were \$185 million and net income \$16 million, or 33 cents a share.)

The report noted that MBS, a 3M subsidiary, "operated at a loss during 1961" but showed "considerably improved operations" in its first full year under 3M ownership.

### RCA educational unit offers goods, services

RCA has announced the creation of RCA Educational Services.

The new department will make available custom-designed and packaged educational programs, materials and equipment for schools, industry and government.

An operation of the RCA Service Co., the educational services department is headed by Harold Metz, division vice president. The new department combines the RCA Institutes organizations and other educational operations in RCA operating divisions.

The offerings of RCA Educational Services include a "one-stop shopping center" for educators, with a "package" that includes audio-visual materials (slides, tapes and records); instructional materials (programs and texts); equipment (projectors and tv equipment); development, consultation and evaluation services, and systems design.

One of the first areas of concern for

RCA Educational Services is the retraining of unemployed and unskilled workers in economically distressed areas. Plans are already underway for such projects in Scranton-Wilkes Barre, Pa., and southern New Jersey.

### Electronics rise seen in '62

The U. S. Dept. of Commerce, through the Electronics Div. of its Business & Defense Services Administration, last week predicted for 1962 "another all-time high" in production

of electronic equipment in the U. S.

According to The Commerce Dept. projection, over \$7.2 billion's worth of electronic equipment will be produced this year.

### Eastman Kodak shows its new sound tape

The Eastman Kodak Co., Rochester, N. Y., has introduced its new magnetic sound recording tape with a special demonstration in New York. Composer Jacques Belasco conducted a specially composed symphonic—"Tour De Force" at the Plaza Sound Studio at Radio City Music Hall. The demonstration was held to test the tape product's characteristics.

The tape will be available from dealers who sell Kodak photographic products, the company said. William S. Vaughn, president of Eastman Kodak, noted there is a kinship between high-fidelity recording tape and photographic film, as both require a flexible base of extremely high quality and uniformity. There is a similarity, he said, between manufacturing requirements and production techniques of both.

Eastman Kodak last year introduced magnetic tape for commercial and professional users.

## Your station away from station



COLLINS 808A-1 REMOTE TURNTABLE-CONSOLE is the answer for your station's coverage of special events. Whether serving in a remote broadcast studio or in a stadium, the 78-pound, all-transistorized Collins 808A-1 eliminates the need for multiple units.



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## Technical topics...

**Bright light** ■ A three pound 1,000-watt photographic floodlighting unit, said to provide the same exposure as most 5,000-watt units, has been developed by Sylvania Electric Products Inc., New York. The new unit, the Sun Gun Professional, is described as producing photographic light at about 20% of the electricity costs of light produced by conventional units. It can be used in television for monochrome or color. The Sun Gun has a list price of \$79 complete with portrait lens, beam-spreading lens and a set of "barn doors" to control the angle of the light beam.

**Name change** ■ McMartin Industries, Omaha, Neb., manufacturer of fm broadcast monitors, fm multiplex receivers and transistorized audio/PA amplifiers, has changed its name to Continental Manufacturing Inc. The firm will continue to be located at 1612 California St.

**Available** ■ Sounding Sound Inc., Hollywood, has announced the availability of the services of the Sounding Sound Broadcaster to producers of motion pictures and filmed television programs

through the Todd-AO sound laboratory. The Sounding Sound Broadcaster has been described as a complete sound laboratory with applications in virtually all sounds or sound reproduction (BROADCASTING, Dec. 18, 1961).

**New Collins product** ■ Collins Radio Co., Cedar Rapids, Iowa, announces immediate availability of the company's own remote turntable console No. 808A-1, a new compact, 78 lb. all-transistorized unit priced at \$825. The console can simultaneously combine the two self-contained turntables with any one of three remote inputs.

### WNEW-TV buys automation

Visual Electronics Corp., New York, last week announced its Visual 6000 Television Program Automation System has been sold to WNEW-TV New York.

It will be installed at the station next month.

The present program-switching equipment, operated from a punched tape produced by typewriting the day's schedule, changes slides, switches video and audio, starts audio tape machines, opens announcing microphones, mutes

speakers and operates multiplexers.

Visual Electronics' automation system, which requires about one month for installation and which costs between \$40,000 and \$50,000, has also been purchased by WABC-TV New York, KYW-TV Cleveland, WDSU-TV New Orleans and KTTV (TV) Los Angeles.

### RCA color set sales up

#### 119% over February 1961

RCA Victor reported color television set sales in February rose 119% above the same month a year ago. Shipments of color sets by RCA in January and February equalled the total units delivered in the first six months of 1961.

The increased sales are a continuation of gains made in 1961 when RCA doubled its color tv profits over 1960 (BROADCASTING, March 5).

Sales of all home instrument products by RCA in the first two months of 1962 were the highest in 11 years and 74% ahead of the January-February period last year, the company noted. February consumer product volume was 61% ahead of a year ago and the best for that month since 1951.

## FANFARE



### L.A. agency man wins sugar and spice

The grand winner in Honig-Cooper & Harrington's, Los Angeles, "Name the Client and Finish the Limerick" contest surveys his loot, which includes everything from a fifth of Cutty Sark to six stalks of sugar cane. Don Quinn, president of Ad Staff Inc., Los Angeles, was selected from some 500 west coast

agency, media, and client personnel who had named each of H-C&H's clients, and completed the last line of a limerick.

Mr. Quinn, who for many years was a writer for the *Fibber McGee and Molly* radio program, took home a grand total of 36 prizes from the agency's clients.

### Four stations named for Ray-O-Vac awards

Ray-O-Vac Co., Madison, Wis., has announced the four winners of its "Gold Hub Cap Award" for outstanding public service promoting highway safety.

The winners: KSL Salt Lake City, WHDH Boston, WBNS Columbus, Ohio, and KUNO Corpus Christi, Tex. These were among 30 stations cooperating with Ray-O-Vac in a national safe driver campaign.

Local stations picked the drivers in their areas who followed all the rules of safe driving. One station in each of four pre-determined regions of the U. S. was picked for the award.

Selections were made on the stations' presentation of tapes, copies of letters, mailings, pictures and other material used to promote highway safety.

### Nestle's musical jingle gets recipe book use

Can a successful radio-television advertising jingle be adapted to some other medium to further promote a product? It can, according to Horace Barry, advertising and sales promotion manager of The Nestle Co., White Plains, N. Y.

To make his point, Mr. Barry cites a new consumer recipe booklet which Nestle has just published that deliberately ties in the company's "43 beans in

every cup of Nescafe" musical jingle to stimulate greater sales of its instant coffee. The 12-page recipe book, which demonstrates ways to use instant coffee in cooking, is being given free to consumers through schools, home economists, libraries and trade channels. Mr. Barry expects the recipe book to give support to the radio-television advertising campaign at the retail level. Nescafe's agency is William Esty Co., New York.

### 'Bullwinkle' stages a picnic at the Plaza

The ebullient drumbeaters for Jay Ward Productions' *The Bullwinkle Show* Thursday (Feb. 28) scaled the publicity peaks at one of New York City's remaining outposts of old world dignity, style and service—the Plaza Hotel. A steady stream of humorous publicity directed at the trade and consumer press began some weeks before the show started on NBC-TV (Sun. 7-7:30 p.m.) in September, but "Picnic at the Plaza" was due to put past promotional efforts trailing in the dust.

The Plaza picnic, complete with the first hot-dogs served by the hotel and kegs of martinis, also was the kick-off of a contest to find "Miss Bullwinkle of 1962." The winner, who Mr. Ward indicated last week might even be a man, will not have to tour, will not attend lunches or banquets nor will he/she have to make speeches.

The program is a contractual property of General Mills, through Dancer-Fitzgerald-Sample, and the company has just ordered 26 more episodes.

### Drumbeats . . .

**Coloring book winners** ■ WIND Chicago last week announced the winners of its executive coloring book promotion. They are: Jay Levinson, co-creative director, R. Jack Scott, and A. C. Trude Jr., vice president and media director, Clinton E. Frank, both Chicago, and Judy Anderson, McCann-Erickson, Detroit. Winners received transistor radios and electric blankets.

**Tax service** ■ WIP Philadelphia is starting a special telephone hotline as an income tax service whereby Internal Revenue agents answer questions of the public. The special telephones will be operating March 14 and April 12. Once an hour on these two dates, WIP will air the answers to questions asked most frequently.

**Birthday cake** ■ WIL St. Louis celebrated its 40th anniversary with a cake baking contest with a prize of \$100 to the most creative baker. The winning cake featured a complete story of each WIL operation—news, weather, music

—on three layers. It weighed 50 pounds.

**Like the good-old-days** ■ WINS New York will pay the income tax of one of its listeners. A postal card sent in by a listener will be chosen on March 15 and WINS will arrange to have that person's 1961 income tax return computed. If the government is owed any money, the station will pay the amount due under \$500. If a refund is deserved, the station will match it up to \$500.

**Trading stamps** ■ In cooperation with Top Value Stamps (trading stamps), WIBC Indianapolis conducted a Million Stamps Sweepstakes promotion in which it gave away one million stamps in eight weeks. To be eligible for the weekly drawings in which prizes ranging from 1,500 to 100,000 stamps were given, a listener had to sign up at any store where the stamps were distributed. The station reported over 30,700 entries.

**License plates** ■ WACK Newark, N. Y., helped the Rotary Club in that city obtain a license plate collection that now is on display at the Wayne County Historical Society museum. The station broadcast pleas for old New York license plates and finally a retired farmer brought in his entire collection, dating back to 1916.

**XETV (TV) award** ■ The first annual XETV (TV) San Diego Baby award for the best locally produced television commercial in 1961 went to Phillips-Ramsey, that city. The award, a four-foot trophy, was presented to Mrs. Orva Huff Smith, radio-tv director, for a 20-second animated spot produced for the First National Trust and Savings bank in that city. John Blair Co. judged the 50 entries.

**Wishbone contest** ■ CKEY Toronto held a wishbone contest for one of its sponsors, Heather Hill Appliance Ltd. The contest resulted in 6,000 chicken wishbones being sent in to the station by listeners.

**Poodles and Paris** ■ One of the most romantic contests in the history of Phoenix is how KXIV, that city, describes its latest promotion. It's a Paris-poodle contest in which listeners are asked to send in clever names for a pair of poodles. A pedigreed Somerville French poodle will be given away each week of the contest. The grand prize winner—the person who sends in the most original names in the judges' estimation—will receive a two-week vacation for two in Paris.

**Big party** ■ KISN Portland, Ore., had a valentine party for more than 400 agency and advertiser executives. As an added inducement, the station offered a 1962 gold Cadillac as a door

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The TELEVISION Marketbook is the only current and independent source for television homes and households data correlated with the coverage area of every tv market and reported on a county-by-county basis.

# TELEVISION Marketbook

444 Madison Avenue  
New York 22, New York



### WHAS-TV crew dresses for the occasion

WHAS-TV Louisville is laying claim to the best-dressed weatherman and camera crew on the occasion of the 10th anniversary of the station's *Weathervane* show. The

formally attired weather team (l to r): Bill Howard, cameraman; Milton Metz, weathercaster; Tom Riggs, floor director; Oscar Richter, cameraman.

prize. It was won by a local Lincoln-Mercury dealer. The station also chartered a special flight for a group of Seattle executives. Linda Fuqua, Rose Queen of 1962, was an added attraction at the party.

**Favorite principal** ■ Some 170,000 votes were received by WDGY Minneapolis-St. Paul in its recent Favorite Principal contest. The winner, Brother J. Norbert of DeLaSalle high school won a trophy and a \$250 wardrobe.

The school won a color tv set and a table model radio. Brother Norbert received about 80,000 votes.

**Underwater twist** ■ They're doing the twist everywhere, it would seem, after WTMT Louisville, Ky., reported what was perhaps the first underwater twist contest in connection with the annual Boat, Sports and Travel show there.

**Prom contest** ■ WWVA Wheeling, W. Va.'s latest contest on behalf of Vicks cough drops probably cured countless listeners and made numerous others happy. The station gave away as a prize a complete junior-senior high school prom to the school that solicited the most empty cough drop boxes.

### Voices of Freedom promotion

To publicize the *Voices of Freedom* series of capsule programs designed to remind Americans of the ideals that made this nation great, Storer Broadcasting Co., which produced the series in cooperation with the Freedoms Foundation at Valley Forge, is distributing facsimile copies of the Bill of Rights, Declaration of Independence, Monroe Doctrine, Emancipation Proclamation and Gettysburg Address to editors, ministers, educators, legislators and other opinion molders. Accompanying letter points out that to give the series the widest possible exposure, it has been made available to all radio stations without charge. The letter also suggests that if the recipient has no personal use for the historic documents, "perhaps you know some youngster who will enjoy having them."

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Thomson



Mr. Graham

**Arnold C. Thomson**, advertising manager, Dodge Div., Chrysler Corp., Detroit, promoted to director of advertising for Dodge passenger cars. He fills vacancy created last November when Wendell D. Moore resigned to join MacManus, John & Adams as account executive. **Walker R. A. Graham**, executive vp and director, Willey Sign Co., joins Chrysler Corp. as director of merchandising for Chrysler-Plymouth Div., newly created position. He will be responsible for sales promotion and advertising activities of Plymouth, Chrysler, Imperial and Valiant auto-

mobiles. **Mr. Thomson** joined Dodge as cooperative advertising manager in 1955 and was appointed advertising manager the following year. Earlier he served as assistant media director at Kenyon & Eckhardt, that city. **Mr. Graham** has served as vp and creative director, D. P. Brother & Co.; vp and group head, McCann-Erickson Inc., and vp, Geyer, Morey, Madden & Ballard.

**Howard J. Foley**, vp and senior copy supervisor, and **Lawrence J. Hubbard**, vp and director of research, elected to board of directors, Doherty, Clifford, Steers & Shenfield, New York.

**Alfred L. Goldman**, vp and assistant creative director of copy department, Benton & Bowles, New York, elected to board of directors. **Art Heller**, manager of media analysis, promoted to assistant media director.

**Leo Burnett**, board chairman, Leo Burnett Co., Chicago, elected chairman of The Advertising Council for 1962-63

succeeding **Lee Bristol**, board chairman, Bristol-Myers Co.



Mr. Browne

**Gerald A. Browne**, creative director, Kenyon & Eckhardt, Los Angeles, since 1960, elected vp and creative director for west coast operations, Grey Adv., New York. Previously **Mr. Browne** served as copy supervisor for Foote, Cone & Belding, L.A.

**Jack Seehof**, vp, BBDO, New York, joins Post & Morr, Chicago, as vp and creative group supervisor.

**Fred Manley**, vp and special assistant to executive vp in charge of creative services, Cunningham & Walsh, New York, joins Johnson & Lewis, San Francisco, as vp and copy chief.

**Walter Blum**, copy chief, Metlis & Lebow Corp., New York, elected vp and creative director. **Harvey Pearlman**, on sales staff of WMCA New York



for past three years, joins Metlis & Lebow as account executive.

**Carl H. Williams Jr.**, director of merchandising, J. M. Korn & Son Inc., Philadelphia advertising agency, elected executive vp. **W. Raymond Barr**, creative director; **Lenore Millhollen**, art director, and **William J. Ham**, media director, elected vps. **Betty Orr**, formerly with NBC, New York, named pr manager.

**Howard G. Axelberg**, executive vp. Liller, Neal, Battle & Lindsey, Atlanta, elected chairman of board of governors, Southeast Council, American Assn. of Advertising Agencies, succeeding **Howard K. McIntyre**, vp and secretary, Henderson Advertising Agency, Greenville, S. C. Other new officers: **Louis Benito**, Louis Benito Adv., Tampa, Fla., vice chairman, and **M. L. Boyd Jr.**, D'Arcy Adv., Atlanta, secretary-treasurer. New board members: **Burton Wyatt**, Burton E. Wyatt & Co., Atlanta, and **Robert A. Wilson**, Cargill, Wilson & Acree, Richmond, Va.

**Larry Schwartz**, board chairman. The Wexton Co., New York advertising agency, has resigned after selling his stock interests back to agency and becomes principal in Americom Corp., that city, manufacturer of plastic records.

**Jack M. Bristow**, head of BBDO's Chicago office, appointed manager of agency's Dallas office. **John M. Tyson**, former vp for sales, Simoniz Co., Chicago, and with BBDO since December 1961, succeeds Mr. Bristow as manager of Chicago office.

**J. Kenneth White**, former group product manager, Colgate-Palmolive Co., appointed director of advertising for Schick Inc., Lancaster, Pa.

**Mitchell Lipman**, manager of network relations in radio-tv department, Ted Bates & Co., New York, has been elected vp. Before joining Bates in 1957, Mr. Lipman was manager of tv network sales development at NBC.

**Frank M. Leonard**, vp in charge of pr, Dancer-Fitzgerald-Sample, New York, joins pr firm of Fred Rosen Assoc., that city, as senior account executive.

**Tobin C. Carlin**, account supervisor, McCann-Erickson, Chicago, and **Harry E. Warren Jr.**, media buyer, Leo Burnett Co., Chicago, join John W. Shaw Adv., that city, as account supervisor and broadcast supervisor, respectively.

**George F. Gill**, regional advertising manager, Miller Brewing Co., Milwaukee, joins Edward H. Weiss & Co., Chicago, as executive on Carling Red Cap Ale account.

**B. Russell Buck Jr.**, **Joseph P. Perry** and **Edward L. ZagRodny** join Needham, Louis & Brorby, Chicago, as ac-

### BBDO adds three to board

**Donald A. Wells**, **Leroy H. Dreher** and **Clayton Huff** elected directors, BBDO, New York. **James R. Schule**, vp and secretary, elected to agency's executive committee. Mr. Wells, who joined BBDO in 1959 as vp and management supervisor, succeeds Thomas C. Dillon (WEEK'S HEADLINERS, March 5) as head of marketing, media and research. Mr. Dreher joined BBDO's New York office in 1929 as copywriter. He will continue as management supervisor in charge of activities for all divisions of Armstrong Cork Co., post he has held since 1960. Mr. Huff, who joined agency in 1952 as vp and assistant treasurer, promoted to treasurer. Mr. Schule joined BBDO in 1957 as assistant to president having served agency since 1948 as legal counsel.

count executives. Mr. Buck had been with Aves Adv., Grand Rapids, Mich.; Mr. Perry with Morse International, New York, and Mr. ZagRodny with Aubrey, Finlay, Marley & Hodgson, Chicago.

**Frank R. Relalado**, assistant media

director, McCann-Erickson, San Francisco, promoted to radio-tv media director. **Marian Monahan**, radio-tv time-buyer, appointed assistant radio-tv media director.

**Thomas A. Lee Jr.**, director, radio-tv department, Charles W. Hoyt Co., New York advertising agency, elected vp in charge of radio-tv activities. Mr. Lee joined agency in 1951 as member of its training program. He was appointed radio-tv director in 1959.



Mr. Lee

**Ruth Supiro**, director of research, Blair Television Assoc., New York, joins Kenyon & Eckhardt, that city, as assistant media research supervisor.

**Anthony Rosa**, print buyer, Ted Bates Co., joins D'Arcy Adv., New York, as group supervisor in media department.

**Warren Halperin**, assistant research director, Lawrence C. Gumbinner Adv., New York, joins Donahue & Coe, that city, as media research director.

**Horace Judson**, account executive, Hicks & Greist Inc., New York, appointed media director.

**Helen Keister**, media director-office manager, Walker Saussy Adv., Los An-

# talk about circulation!

Take *total* circulation; Nielsen says WCKY reaches millions of homes weekly in 615 counties in 16 States. Then take *quality* circulation; Pulse says that in the metro area WCKY reaches the third highest number of adults with money to spend. Take *cost* and you'll find that no station reaches as many homes for as few dollars as WCKY. Your H-R salesman (New Rep!) has the facts—proof that WCKY belongs on every Cincinnati schedule.

## wcky • radio

50,000 WATTS • CINCINNATI

LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida



### Radio-tv Correspondents gather in D.C.

Radio-Tv Correspondents Assn.'s 18th annual dinner Feb. 24 at Washington's Sheraton-Park Hotel drew more than 900 persons. Among those present were (l to r) Pierre Salinger, news secretary to President Kennedy; Richard S. Salant, presi-

dent, CBS News; Danny Breckner, MBS; Julian Goodman, vp for news and public affairs, NBC, and James Hagerty, vp for news and public affairs, ABC. Robert H. Fleming, ABC News, (not shown) was elected association president.

ges, joins Donahue & Coe, that city, as media buyer.

**Marvin Murphy**, executive head, pr department, N. W. Ayer & Son Inc., Philadelphia, retires. Mr. Murphy joined Ayer in 1929 and was elected vp in charge of pr in 1941.

**Keith R. Oliver**, sales manager, WJIM-AM-FM-TV Lansing, Mich., appointed marketing and sales promotion supervisor, State Farm Insurance Cos., Bloomington, Ill.

**Elissa Van Rosen**, assistant business manager of broadcast production, Doherty, Clifford, Steers & Shenfield,

New York, joins Street & Finney, that city, as business manager of broadcast production department. **Barbara Wetzel**, assistant to production head, Grey Adv., New York, joins Street & Finney as assistant tv programming director on Colgate-Palmolive properties.

**Alan Tiegreen** joins Chuck Shields Adv., Atlanta, as art director.

### THE MEDIA

**Bob Hickman**, WIS-AM-TV Columbia, S. C., elected president of South Carolina AP Broadcasters Assn., succeeding **Dennis Waldrop**, WCOS Co-

lumbia. **Curtis Sigmon**, WYCL York, elected vp. New directors are **John L. Madera**, WATP Marion and **George Sprout**, WMUU Greenville.

**Bill C. Baldwin**, general manager, KWVL Waterloo, elected vp and general manager, KIOA Des Moines, both Iowa.

**Robert G. Miller**, assistant manager, WFLM (FM) Fort Lauderdale, Fla., promoted to general manager. **Joan Z. Baldwin**, formerly with CBS in New York, named assistant manager.

**Jerry Jolstead**, sales department, KHJ-AM-FM Los Angeles, joins KITO San Bernardino as general manager. He is succeeded by **Dick Depoyan**, assistant merchandising director, KHJ-TV.

**Alvin Wood**, general manager, WAJF Decatur, Ala., joins KANB Shreveport, La., in similar capacity.

**S. R. Hagan**, formerly vp and general manager, Dixie Broadcasting System, joins WNOX Knoxville, Tenn., as assistant general manager. **Fred Shepherd**, with WNOX since 1932, appointed local and regional sales manager.



Mr. Warren



Mr. Fisher

**W. W. Warren**, executive vp and general manager, Fisher's Television Co. (KOMO-AM-TV Seattle), elected president of Fisher's Blend Station Inc., parent company, succeeding **O. D. Fisher** who becomes chairman of board of directors, newly created position. Elections followed merger of Fisher's Blend Station with Fisher's Tv Co., wholly owned subsidiary. Other new officers and directors: **J. L. Locke**, vice chairman; **O. W. Fisher**, **D. R. Fisher** and **D. G. Graham**, vps and directors; **Kenneth Fisher**, treasurer and director; **Llewellyn F. Wing**, secretary; **John L. Locke Jr.**, vp and assistant secretary-treasurer; and **Bennett I. Fisher**, assistant secretary-treasurer.

**Robert M. Purcell**, president, Crowell-Collier Broadcasting Corp. (KFWB Los Angeles, KEWB Oakland-San Francisco, and KDWB Minneapolis-St. Paul), appointed broadcast industry representative of California Wage Board Committee, advisory group on wages and working conditions.

**Jack Long**, newsman, WOAI-TV San Antonio, Tex., elected president of San Antonio Press Club. Other new officers: **James Orr**, CBS-TV News, first vp; **George Scharmen**, KENS-TV San An-

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to Broadcasters and the Broadcasting Industry*

**HOWARD E. STARK**

*Brokers—Consultants*

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NEW YORK, N. Y.

ELDORADO 5-0405

## Slate elected



Mr. Slate

**Sam J. Slate**, vp and general manager, WCBS-AM-FM New York, elected president of New York State Broadcasters Assn. Others

elected: **Merl Galusha**, operations manager, WGY-WRGB (TV) Schenectady, first vp; **R. Peter Strauss**, president, WMCA New York, second vp; **Elliott Stewart**, executive vp and manager, WIBX Utica, (re-elected) secretary; **John Lynch**, president and general manager, WWSC Glen Falls, treasurer. Elected for two-year terms on board of directors: **Paul Adanti**, vp, WHEN-AM-TV Syracuse; **Michael Hanna**, general manager, WHCU Ithaca; **Robert Dreyer**, vp, Metromedia Inc., New York, and **Harold L. Neal Jr.**, vp, WABC-AM-FM New York.

tonio, second vp; **Martha Cima**, KONO San Antonio, secretary, and **Ralph Coleman**, WOAI-TV, treasurer.

**Frederick S. Houwink**, vp, The Evening Star Broadcasting Co., and general manager, WMAL-AM-FM-TV Washington, appointed general chairman of Washington Convention and Visitors Bureau's 1962-63 campaign for funds to promote tourism and convention activity in the nation's Capitol.

**R. J. Wells**, formerly with Midnight Sun Broadcasting System, Anchorage, Alaska, appointed station manager, KSHA Medford, Ore.

**Robie F. Shull**, sales manager, KVEC-AM-FM San Luis Obispo, promoted to station manager, KNKS Hanford, both California. Both stations are owned by John C. Cohan.

**Charles Boland** appointed manager of Daren F. McGavren Co.'s newly

established eighth branch office in Dallas, Tex. **Ray Watson** joins McGavren's San Francisco office as account executive.

**Chester S. Miller**, assistant treasurer and general manager, WVPO Stroudsburg, Pa., elected treasurer of parent Pocono Broadcasting Inc.

**Blaine W. Wipple**, senior data systems analyst, Thiokol Chemical Corp., Bristol, Pa., joins Radio Service Corp. of Utah (KSL-AM-FM-TV Salt Lake City) as assistant controller.

**Richard Ullman Jr.**, sales manager, KYA-AM-FM San Francisco, joins KEWB Oakland-San Francisco in similar capacity.

**Dale Lutz**, vp and general manager, WPAR Parkersburg, W. Va., appointed sales manager, WCOL-AM-FM Columbus, Ohio.

**Harry Peck** appointed sales manager, KNOP (TV) North Platte, Neb.

**Sandy Gasman**, timebuyer, C. J. LaRoche & Co., New York, joins Radio Tv Representatives Inc., that city, as sales executive.

**John J. McSweeney**, general sales manager, WMCA New York, joins WABC, that city, as sales manager. Mr. McSweeney served as general sales manager of WMCA for past 10 years. He also was timebuyer for several agencies and salesman for John E. Pearson Co., New York.

**Alan M. Gould** and **Ronald E. Wright** named local sales manager and merchandising and promotion manager, respectively, WINF-AM-FM Manchester, Conn.

**John J. Fahey**, account executive, WICE Providence, R. I., joins radio sales staff, Advertising Time Sales Inc., New York.



Mr. Stowman



Mr. Spitzner

**Kenneth W. Stowman**, general sales manager, WFIL-TV Philadelphia, appointed director of sales development for Triangle Stations, effective April 9. In new position, Mr. Stowman will undertake development of new business activities in national field, working closely with agencies, advertisers and Triangle's various sales and program staffs. **Clyde R. Spitzner**, general sales manager, WFIL-AM-FM, assumes additional duties as local sales advisor for Triangle radio stations. Mr. Stowman formerly was associated with WCAU



Men who know women, and what men don't, recognize that a 36-24-36 is a charmer of a girl. Smart time buyers also recognize that a radio station like KAYO in Seattle, with fast rising "numbers,"\* can do the best job of delivering results for the advertisers and their agencies. The fast rising "numbers" at KAYO represent a rapidly increasing segment of the greater Seattle market of families who use the brands and services advertised over KAYO. So for dependable results be sure to include KAYO in your next Pacific Northwest schedule.

# kayo

in Seattle, Wash.

Represented nationally by John Pearson and Company.

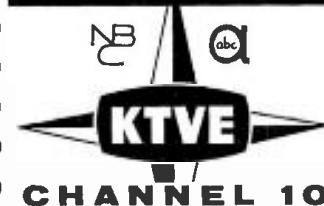
\* See Nov.-Dec. Seattle Pulse

## "IT PAYS TO USE KTVE"



So say the Roark Brothers of ROARK BROTHERS PIANO STORE in Monroe, La.

OVER 100 LOCAL ADVERTISERS USE KTVE REGULARLY TO GET SALES RESULTS & PROFITS



EL DORADO MONROE GREENVILLE

REPRESENTED NATIONALLY BY: VENARD, RINTOUL & McCONNELL CECIL BEAVER SOUTHERN REP.

Advanced Electronics we all like to see-Coming soon from Mr. "T" for you at NAB Space 17E

**SARKES TARZIAN INC**  
Electronic Products of Tomorrow—Today



Philadelphia from 1927 to 1942. He joined WFIL stations in 1945. Mr. Spitzner has been with WFIL radio since 1959. For previous ten years, he was commercial manager of WIP-AM-FM Philadelphia. Triangle Stations are: WFIL - AM - FM - TV Philadelphia; WFBG-AM-FM-TV Altoona; WLYH-TV Lebanon, all Pennsylvania; WBNF-AM - FM - TV Binghamton, N. Y.; WNHC - AM - FM - TV New Haven, Conn.; and WFRE-AM-TV, WRFM (FM) Fresno, Calif.

**Marc Scheidell** and **Tom Gasser** join sales department, WXUR-AM-FM Media, Pa.

**Jack Zimmerman**, assistant promotion director, WWDC-AM-FM Washington, promoted to sales service manager, newly created post.

**Howard Wheeler**, sales manager, KHJ-TV Los Angeles, joins sales department, KABC, that city.

**Mike Ditka**, Chicago Bears, National Football League, joins WLS Chicago as sales representative in that city.

**Robert Howard**, account executive, KRHM (FM) Los Angeles, joins KMLA (FM), that city, as special sales representative.

**Bob Martin**, program director, KPHO-TV Phoenix, appointed director of tv programming, operations and promotion for Arizona Broadcasting Net-

### AFTRA returns officers

**Tyler McVey** re-elected president of Hollywood chapter of American Federation of Television & Radio Artists in balloting that resulted in retention of chapter's full complement of officers and directors for another term. Other officers are: **Willard Waterman**, first vp; **Don Rickles**, second vp; **Ted De Corsia**, third vp; **Vincent Pelletier**, fourth vp; **Alice Backes**, recording secretary, and **Stanley Farrar**, treasurer.

work. Mr. Martin will also be responsible for overall programming of KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson, plus promotion, operations and film buying.

**Joel M. Thrope**, former account executive and regional sales representative, WAVE Louisville, Ky., appointed commercial manager, WAKY, that city, succeeding **John F. McCarthy**, resigned. **Robert O. Franklin**, national sales manager, Lin Broadcasting Co., and general manager, WAKY, resigns. No future plans are announced.

**Tom Dunn**, air personality, KQEO Albuquerque, N. M., promoted to station director.

**Robert R. Spiegel**, news director, **Helen Blasko**, continuity director, and **Phil Buchanan**, news editor, WBBW-AM-FM Youngstown, Ohio, promoted to operations director, traffic director, and news director, respectively.

**Jack Bolton**, program director, KEPR Kennewick-Richland-Pasco, Wash., joins KOOK Billings, Mont., as operations manager.

**Paul D. Carter**, creative director, KCRG-TV Cedar Rapids, Iowa, named executive program director, WBNF-AM-FM-TV Binghamton, N. Y. **Edward Giller**, assistant program director, WBNF-AM-FM-TV, promoted to newly created post of program manager.

**Pat Stinson**, head of continuity acceptance, KTTV (TV) Los Angeles, assumes charge of station's new standards and practices department, supervising advertising copy submitted to KTTV in light of rules and regulations of FTC, FCC, NAB, Pure Food & Drug Administration and other government agencies and industry organizations concerned with advertising practices and policies.

**Robert S. Billingsley**, media buyer, McCann-Erickson, Los Angeles, named senior account executive in Los Angeles office of H-R Television Inc.

**David N. Simmons**, former vp and

sales executive, John Blair & Co., New York, named account executive in New York office of The Weed Companies.

**Howard E. Mackey**, formerly with WJEF-AM-FM Grand Rapids, Mich., and WOLF Syracuse, N. Y., joins WMGS Bowling Green-Toledo, Ohio, as account executive.

**Jay Whalen**, account executive, John Blair & Co., New York, joins WHN, that city, in similar capacity.

**Malcolm Morehouse**, controller, KCBS San Francisco, appointed account executive, effective March 26, succeeding **Cliff Trotter**, who leaves to devote himself to construction of KGHT Hollister, Calif., recently approved by FCC, with Mr. Trotter and **Dick Godfrey**, former KCBS sportscaster-salesman, as co-owners. **Max Trent**, accountant and office manager, KKHI (formerly KQBY, San Francisco, moves to KCBS as controller, succeeding Mr. Morehouse.

**Lu Bassett**, formerly national and regional sales manager, WSAI-AM-FM Cincinnati, returns to station as account executive.

**Michael O. Presbrey** and **Frank Billerbeck** named account executives for NBC Radio Spot Sales, New York. Mr. Presbrey was salesman in New York office of WGN Chicago. Mr. Billerbeck is former newspaper space salesman at Moloney, Regan & Schmitt, New York.

**Robert Gross**, news coordinator, and **Allen Bonapart**, news editor, WIBX Utica, N. Y., elected president and vp, respectively, WUFM (FM), that city. **Timothy Ahlstrom**, night news editor, WCAU-TV Philadelphia, appointed WUFM's general manager. **Gladys Evans** joins station as continuity traffic-women's director.

**Herman Pease**, program director, WROC-TV Rochester, N. Y., joins WGR-TV Buffalo as production supervisor.

**Betty Ann Hudson**, promotion-publicity director, KLAC Los Angeles, and **John Watkins**, sales manager, International Office Machines, join KRLA Pasadena as sales promotion director and account executive, respectively.

**Dale Van Aman**, assistant bureau chief, Copley newspaper chain, joins news department, KABC-AM-FM Los Angeles.

**Jack Todd**, news editor, KSCJ Sioux City, Iowa, to KWOA-AM-FM Worthington, Minn., as editor and director of news and pr.

**Richard Hance** named executive producer, news department, WGN-TV Chicago.

**Dan Akens**, operations manager, Smith Broadcasting Co. (WAAY Hunts-

## The New

### 1961-62

## BROADCASTING YEARBOOK

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

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ville, Ala., WJIG Tullahoma, Tenn., and WNUF Ft. Walton Beach, Fla.), appointed director of WAAY's newly established news department.

**George Grim** joins KMSP-TV Minneapolis-St. Paul as newscaster, effective April 2.

**James O'Leary**, formerly with KBIG Avalon, Calif., joins KMPC Los Angeles news department.

**Charles F. McCarthy**, newscaster, WOR New York, joins WPAT Paterson, N. J., news department.

## PROGRAMMING

**Robert Gross**, American Film Producers, elected president of Film Producers Assn. of New York, succeeding **William Van Praag**, Van Praag Productions. Other new officers: **Irving Hecht**, Cineffects Inc., vp; **Walter Lowendahl**, Dynamic Films Inc., secretary, and **Peter J. Mooney**, Audio Productions Inc., treasurer.

**Harold J. Klein**, vp, ABC Films, New York, appointed world-wide sales manager.

**William Smith**, talent coordinator, Westinghouse Broadcasting Corp., elected vp for new projects, Fermac Films, wholly owned subsidiary of Fermac Graphics Industries, Toronto, Canada.

**Gerald G. Griffin**, director of marketing, TelePrompTer Corp., New York, elected vp for marketing. He joined TPT in August 1961 after 10 years with RCA.

**Ken Hildebrandt**, Los Angeles sales manager, Ziv-United Artists, appointed general sales manager, Jack Douglas Organizations, responsible for all sales negotiations for all Douglas tv film properties.

**Tony Wysocki**, Independent Television Corp., joins TeleSynd, New York, as account executive. He will handle sales of *Lone Ranger* series in TeleSynd's southeastern division, with headquarters in Mobile, Ala.

**Arthur Lewis**, former producer of *Brenner* series and *601 Park Avenue* at Plautus Productions, New York, and recently with MGM-TV as producer of *The Asphalt Jungle* series, returns to New York production firm as vp. Mr. Lewis' first assignment will be as producer of *The Nurses*, new one-hour series on CBS-TV next fall.

**Bob Rowand** named radio-tv news editor for Associated Press in Louisiana and Mississippi.

**George Gaylin** named Washington newspictures manager for UPI. **Carl Kramer**, telephoto editor in New York, transfers to Washington as newscaster

editor. **Roy Berke**, night pictures news editor in New York, succeeds Mr. Kramer as New York telephoto editor. **Gene Quattrara** becomes night picture news editor in New York, and **Frank P. Coffey** named night telephoto editor.

## EQUIPMENT & ENGINEERING



Mr. Haffa

**Titus Haffa**, board chairman, Webcor Sales Co., Chicago, manufacturer of phonographs and accessory equipment, wire and tape recorders, elected president, filling vacancy created by death of **James E. Archambault**, 58, of heart attack in Florida on Feb. 26. Mr. Archambault had served as president of Webcor since 1960 when firm acquired Dormeyer Corp., Chicago. Formerly he was president of Dormeyer for 17 years. Mr. Haffa has been chairman of Webcor since 1955.

**James H. Green**, director of space communication, Alpha Corp., subsidiary of Collins Radio, appointed director of telecommunications systems, Page Communications Engineers Inc., subsidiary of Northrop Corp., Washington.

**Herman Kornbrodt**, east coast sales manager, Audio Devices Inc., New York, manufacturer of magnetic tapes and recording discs, elected vp and general sales manager, succeeding **Bryce Haynes** who becomes



Mr. Kornbrodt

member of board of directors. Three regional managers also named: **Alan Bodge**, vp, as western sales manager; **B. N. Freifeld**, in Midwest, and **R. L. Hickey**, in East.

**Robert M. Jackson**, advertising-merchandising supervisor, Sylvania Electric Products Inc., New York, appointed advertising and sales promotion manager for SEP's semiconductor division at Woburn, Mass. He formerly served as sales promotion manager for CBS's electronics tube division.

**Richard C. Hahn**, Victoreen Instrument Co., Cleveland, joins CBS Laboratories as manager of program development, acoustics and magnetics branch.

## DEATHS

**Richard Nesbitt**, 54, sports director and announcer, KSTP-AM-TV Minneapolis-St. Paul, died of heart attack March 5 while driving his automobile. He joined station in December 1954. Earlier, Mr. Nesbitt had served as sports-caster for WKRC Cincinnati, WOR New York, and WJJD Chicago.

Cuisine Exquise . . . Dans  
Une Atmosphere Elegante



575 Park Avenue at 83rd St.  
NEW YORK

Lunch and Dinner Reservations  
Michel: TEmpleton 8-6490



**MEN WHO READ  
BUSINESSPAPERS  
MEAN BUSINESS**

In the Radio-TV Publishing Field  
only BROADCASTING qualifies  
for membership in Audit Bureau  
of Circulations and Associated  
Business Publications

## WHIP THE HAZARD OF

LIBEL, SLANDER,  
INVASION OF PRIVACY, PIRACY,  
VIOLATION OF COPYRIGHT

WITH 1) Good Practices  
2) Good Care  
3) Good Insurance.

YOU handle No. 1 and No. 2 — WE'LL look  
after No. 3 with our SPECIAL and UNIQUE  
EXCESS POLICY, built to do it satisfactorily  
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For details and rates, write

**EMPLOYERS REINSURANCE  
CORPORATION**

21 W. Tenth, Kansas City, Mo.  
New York Chicago San Francisco  
107 William St. 175 W. Jackson 100 Bush St.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 28 through March 7, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. \*—educational. Ann.—Announced.

New tv stations

ACTION BY BROADCAST BUREAU

Houston, Tex.—Texas-Longhorn Bestg. Corp. Granted uhf ch. 67 (788-794 mc); ERP 92.3 kw vis., 65.1 aur.; ant. height above average terrain 633 ft., above ground 433.7 ft. Estimated construction cost \$33,800; first year operating cost \$40,000; revenue \$60,000. P. O. address 3825 Ruth, Apt. 4, Houston 4. Studio and trans. location near Oak Hill, Tex. Geographic co-ordinates 30° 14' 05" N. Lat., 97° 54' 49" W. Long. Trans. DuMont 15000; ant. DuMont 5327-A. Legal counsel Mr. Alfred Winder, Ft. Worth, Tex.; consulting engineer John R. Powley. Principals include John R. Powley (50%), Robert D. Ballard (25%) and others. Mr. Powley has been with film dept. of KTRK-TV Houston; Mr. Ballard has been announcer for KFMK Houston and KWBA Baytown, both Texas. Action March 5.

APPLICATIONS

Syracuse, N. Y.—Channel 9 Syracuse Inc. Vhf ch. 9 (186-192 mc); ERP 79.6 kw vis., 39.8 kw aur. Ant. height above average terrain 1,516 ft.; above ground 961 ft. Estimated construction cost \$2,286,000; first year operating cost \$1,350,000; revenue \$1,450,000. P. O. address 700 Wilson Bldg., Syracuse. Studio location Syracuse; trans. location Pompey, N. Y. Geographic co-ordinates 42° 56' 42" N. Lat., 76° 01' 28" W. Long. Trans. RCA TT-11AH; ant. RCA TF-12AH-S. Legal counsel Dempsey and Koplovitz, Washington, D. C.; consulting engineer A. Earl Cullum Jr. & Assoc., Dallas, Tex. Principals include George P. Hollingbery, Onandaga Bestg. Inc., WAGE Inc. and Six Nations Tv Corp. (each one-fourth). Applicant is corporation composed of four of ten applicants seeking permanent authorization. Ann. March 6.

Houston, Tex.—Automated Electronics Inc. Uhf. ch. 23 (524-530 mc) ERP 10.88 kw vis., 6.14 kw aur. Ant. height above average

terrain 637 ft., above ground 656 ft. Estimated construction cost \$63,400; first year operating cost \$132,000; revenue \$151,000. P. O. address 3022 Southland Center, Dallas, Tex. Studio and trans. location Houston. Geographic co-ordinates 29° 45' 11" N. Lat., 95° 22' 12" W. Long. Trans. GE TT-20-A; ant. RCA TFU-12B. Legal counsel Dow, Lohnes & Albertson, Wash., D. C.; consulting engineer Electron Corp. Dallas. Principals include: Sam Y. Dorfman (14.28%), Fort Worth Capital Corp. (12.25%), James H. Bond, Randolph B. Caldwell, Roland S. Bond Jr. (each 10.2%) and others. Fort Worth Capital Corp. is small business investment firm; Mr. Dorfman is partner in production company; Mr. Caldwell is employe of securities firm; James Bond is partner in securities firm; Roland Bond is vice president of oil company. Applicant is permittee of KAIE-FM-TV Dallas, Tex. Ann. March 6.

New am stations

ACTIONS BY FCC

Albuquerque, N. M.—KMF Bestrs. Granted 1520 kc, 500 w D. P. O. 8888 Jefferson, Lamesa, Calif. Estimated construction cost \$14,698; first year operating cost \$45,600; revenue \$54,000. Principals: James T. Reeves (50%), Richard C. Knoth and E. L. Morgan (each 25%). Mr. Reeves is 50% stockholder of WGRI, Henderson, Tex., and 24% stockholder of Thunderbird Entertainment Enterprises, Inc., applicant for tv ch. 2 Santa Fe, N. M.; Mr. Knoth is owner of advertising agency; Mr. Morgan is partner in insurance firm. Action March 7.

Bath, N. Y.—Bath Bestg. Inc. Granted 1380 kc, 500 w D. P. O. address 7 Park Place, Addison, N. Y. Estimated construction cost \$20,495; first year operating cost \$25,150; revenue \$36,000. Principal: Warren G. Stiker, sole owner. Mr. Stiker owns new and used car firm. Action March 7.

Charles Town, W. Va.—Arthur W. Arundel. Granted 1550 kc, 5 kw D. P. O. address Waverly Way, McLean, Va. Estimated construction cost \$32,191.30, first year operating cost \$58,700, revenue \$65,000. Mr. Arundel is president of WAVA Arlington, Va. Action March 5.

APPLICATION

Renton, Wash.—Washington Bestg. Co. 1420 kc, 500 w D. P. O. address Box 216, Renton. Estimated construction cost \$6,700; first year operating cost \$60,300; revenue \$78,000. Principals: M. L. Williams, Stephen C. Wray, Raymond H. Pounder (each one-third). Messrs. Pounder and Williams are salesmen for KIXI Seattle, Wash.; Mr. Wray is announcer for KIXI. Ann. March 6.

Existing am stations

ACTIONS BY FCC

KEVC, Robert L. Lippert, Fresno, Calif.—Granted assignment of cp to John Werner and Sylvia Lois Sonder, d/b as Atlas Bestg. Co.; consideration \$7,000. Comr. Bartley dissented. Action March 7.

KSCO Santa Cruz, Calif.—Granted increased daytime power on 1080 kc, DA-N, from 1 kw to 10 kw, continued nighttime

operation with 500 w; engineering condition and pre-sunrise operation with daytime facilities precluded pending decision in Doc. 14419. Dismissed as moot KSCO's petition for waiver of Sec. 1.351 of rules. Comr. Ford abstained from voting. Action March 7.

KAIM Honolulu, Hawaii—Waived Sec. 3.24(g) of rules and granted increased power on 870 kc, unl., from 1 kw to 5 kw; engineering conditions. Action March 7.

KPO, KGMB Honolulu, Hawaii—Granted applications of KPOI to make changes in ant. and ground systems and KGMB to change trans. site and make related changes, with waiver of Secs. 3.24(g) and 3.188(b)(4) of rules, and permittees to certify that existing KPOI trans. has been dismantled before licenses may be issued. Action March 7.

WACE Chicopee, Mass.—Granted increased power on 730 kc, D, from 1 kw to 5 kw; engineering condition. Comr. Ford abstained from voting. Action March 7.

WJAY Mullins, S. C.—Designated for hearing application to increase power on 1280 kc, D, from 1 kw to 5 kw; made WSAT Salisbury, N. C., party to proceeding. Comr. Bartley voted to grant. Action March 7.

WJAC Johnstown, Pa.—Granted change of facilities from 1440 kc, 250 w, unl. to 850 kc, 10 kw, DA-1, unl.; engineering conditions. By letter, dismissed as moot various petitions by WJAC requesting waiver of Sec. 1.351 of rules. Comr. Ford abstained from voting. Action March 7.

APPLICATIONS

KRUS Ruston, La.—Mod. of cp, which authorized increase in daytime power and install new trans., to increase daytime power from 500 w to 1 kw and install new trans. Ann. March 6.

KODI Cody, Wyo.—Mod. of license to change hours of operation from unl. to SH: Mon.-Sat. 6 a.m. to 7 p.m.; Sun. 8 a.m. to 6 p.m. Ann. March 1.

New fm stations

ACTIONS BY FCC

Albany, Ga.—Albany Bestg. Co. Granted 104.5 mc; 19.8 kw. Ant. height above average terrain 141 ft. P. O. address box 838, Albany, Ga. Estimated construction cost approx. \$1,000. Principals: J. W. Woodruff Jr. (60%) and L. M. George (40%). Company is licensee of WGPC Albany. Action March 7.

Rochester, N. Y.—Functional Bestg. Inc. Granted 92.5 mc; 20 kw. Ant. height above average terrain 372 ft. P. O. address 738 Erie Blvd. East, Syracuse, N. Y. Estimated construction cost \$30,775; first year operating cost \$40,000; revenue \$50,000. Principal: Albert L. Wertheimer. Mr. Wertheimer is licensee of WDDS-FM Syracuse and WBUF (FM) Buffalo, both New York. Action March 7.

ACTIONS BY BROADCAST BUREAU  
\*Lafayette, La.—U.S.L. Student Corp. Granted 88.3 mc; 28.5 w. Ant. height above average terrain 100 ft. P. O. address c/o Joseph A. Riehl, Office of the Dean, U.S.L. Station, Lafayette. Estimated construction cost \$3,200; first year operating cost \$2,000. Action March 2.

Mansfield, Ohio—Johnny Applesseed Bestg. Co. Granted 106.1 mc; 20 kw. Ant. height above average terrain 345 ft. P. O. address 2988 Park Ave. West, Mansfield. Estimated construction cost \$39,305; first year operating cost \$13,200; revenue \$14,400. Principals: Charles J. Hire (42.48%), Harry C. Hire (27.49%) and others. Charles Hire is electrical engineer, Harry Hire is retired retail druggist. Action March 2.

APPLICATIONS

Battle Creek, Mich.—Southern Michigan Bestg. Corp. 96.5 mc, 20 kw. Ant. height above average terrain 208 ft. P. O. address 15001 Michigan Ave., Dearborn, Mich. Estimated construction cost \$22,391; first year operating cost and revenue not above present am operation. Principals: Nellie M. Knorr (27.2%), Walter O. Briggs Jr. (15.9%), Robert M. Booth Jr., John J. Carroll, Charles J. Sitta, Van Patrick (each 10.9%) and others. Applicant is licensee of WELL Battle Creek. Ann. March 6.

Jackson, Mich.—Jackson Bestg. & Tv Corp. 106.1 mc, 20 kw. Ant. height above average terrain 180 ft. P. O. address 15001 Michigan Ave., Dearborn, Mich. Estimated construction cost \$23,091; first year operating cost and revenue not above present am operation. Principal: Nellie M. Knorr, sole

## EDWIN TORNBERG

### & COMPANY, INC.



**Negotiators For The Purchase And Sale Of**  
**Radio And TV Stations**  
**Appraisers • Financial Advisors**

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475  
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531



stockholder of corporation. Applicant is licensee of WKHM Jackson, Mich. Ann. March 6.

### Existing fm stations

#### APPLICATION

WDUN-FM Gainesville, Ga.—Cp to change frequency from 103.9 mc to 106.7 mc, increase ERP from 340 w to 14.1 kw, increase ant. height above average terrain to 575 ft., install new trans. and new ant. Ann. March 5.

### Ownership changes

#### ACTIONS BY FCC

KRAZ, KHAM Inc., Albuquerque, N. M.—Granted transfer of control from J. W. and Carl Hedges and J. L. Anderson to John Burroughs; consideration \$93,000. Mr. Burroughs owns four other am stations in New Mexico and one in Texas. Chmn. Minow and Comr. Bartley voted for hearing. Action March 7.

WZIP-AM-FM, Greater Cincinnati Radio Inc., Cincinnati, Ohio—Granted transfer of control from Carl H., Robert D. and Richard E. Lindner to The News-Sun Bcstg. Co.; consideration \$168,000. Transferee is licensee of WKRS Waukegan, Ill., and F. Ward Just, treasurer and largest stockholder (43.58%), has interest in WRQK-AM-FM, Rockford, Ill. Action March 7.

#### APPLICATIONS

WABT Tuskegee, Ala.—Seeks transfer of all stock in Radio Tuskegee Inc. from Elizabeth Smith Wilder, executrix of estate of John M. Wilder, deceased, to Mrs. Wilder individually as beneficiary under Mr. Wilder's will; no financial consideration involved. Ann. March 6.

KBLA Burbank, KDES-AM-FM Palm Springs, both California—Seeks involuntary assignment of license and cp from George E. Cameron Jr. to City National Bank of Beverly Hills, Calif. as court-appointed temporary conservator of Mr. Cameron's estate; no financial consideration involved. Ann. March 6.

KCRA-AM-FM-TV Sacramento, Calif.—Seeks assignment of license from KCRA Inc., to Nina N. Kelly, Robert E. Kelly and Jon S. Kelly, (each one-third), d/b as Kelly Bcstg. Co.; consideration \$2,800,000. J. S. Kelly is executive vice-president and general manager of present licensee; R. E. Kelly is president, national sales manager and station manager of KCRA-TV; Nina Kelly is secretary and director of KCRA Inc. Ann. March 1.

WJBS DeLand, Fla.—Seeks involuntary assignment of license from WJBS Inc. to Wallace Rifkin as receiver; no financial consideration involved. Ann. Mar. 6.

WPUP Gainesville, Fla.—Seeks transfer of 50% of stock in Southern Bcstg. Co. of Marianna Inc. from Denver T. Brannen, to John A. Dowdy (present owner of other 50%); consideration \$25,000. Ann. March 6.

WWCC Bremen, Ga.—Seeks assignment of license from Southwest Alabama Bcstg. Inc. to James Harold Shedd and Ross Willard Long (each 50%), d/b as Bremen Bcstg. Co.; consideration \$70,000. Mr. Shedd has been broadcaster with WTLS Tallassee and WJHB Talladega, both Alabama, and WDOB Canton, Miss.; Mr. Long is with industrial sales firm. Ann. March 6.

WCHU(TV) Springfield; WICD(TV) Danville; WICS(TV) Champaign, all Illinois; WHNB-TV New Britain, Conn.—Seek transfer of 4.2% of stock in Transcontinental Properties Inc., 50% stockholder of licensees, from corporation's treasury to Herbert Scheffel and Alfred G. Burger, present owners of 47.9% each (2.1% each); consideration \$15,215.30. Ann. March 1.

WYNK Baton Rouge, La.—Seeks involuntary assignment of license from Vox Inc. to Joel M. Hirsch as receiver; no financial consideration involved. Ann. March 6.

WITH-AM-FM Baltimore, Md.—Seeks transfer of 50% of stock in The Maryland Bcstg. Co. from First National Bank of Baltimore, Md., executors of estate of Louise McClure Tinsley, deceased, and Louise T. Steinman to Thomas G. Tinsley Jr. (present owner of other 50%); consideration \$642,731. Ann. March 6.

WMRT-AM-FM Lansing, Mich.—Seeks assignment of license from Herbert T. Graham, to Luke Walton (34%), J. William Adams (29%) and Stokes Gresham Jr. (26%) and others, d/b as Metropolitan Radio Corp.; consideration \$150,000 and \$50,000 to Mr. Graham to act as consultant

for five years. Mr. Walton owns advertising agency; Dr. Adams is dentist; Mr. Gresham is broadcast consultant. Ann. March 6.

KGWV Belgrade, Mont.—Seeks assignment of license from King's Garden Inc. to Christian Enterprises Inc.; consideration \$5,000. Christian Enterprises is licensee of KURL Billings, Mont. and applicant for assignment of cp for KGLE Glendive, Mont. Ann. March 6.

KGLE Glendive, Mont.—Seeks assignment of cp from King's Garden Inc. to Christian Enterprises Inc. Both parties are charitable religious, non-profit organizations. Consideration assumption and payment of all claims and costs incurred by King's Garden in connection with actual construction of station. Christian Enterprises is licensee of KURL Billings, Mont. and applicant for assignment of license for KGVV Belgrade, Mont. Ann. March 6.

WSET Glen Falls, N. Y.—Seeks transfer of 83.33% of Olean Bcstg. Corp., which is 80% stockholder of Vacationland Bcstg. Corp., licensee from Donald Merriman to Edward A. Haut and others, d/b as Haut's Cookie Shops Inc.; consideration assumption of liabilities. Mr. Haut has owned 10% of WRNY Rome, N. Y. Ann.

WHAM, WHFM(FM) Rochester, N. Y.—Seeks transfer of all stock in Genesee Bcstg. Corp. from Henry I. Christal Inc. to William F. Rust Jr. (77.5%) and Ralph Gottlieb (22.5%), d/b as Rust Bcstg. Inc.; consideration \$1,300,000. Messrs. Rust and Gottlieb are stockholders in WKBR AM-FM Manchester, WTSN Dover, WKBK Keene, all New Hampshire; WAEB-AM-FM Allentown, WNOW-AM-FM York, WRAW Reading, all Pennsylvania, Ann. March 1.

WKKW Troy, N. Y.—Seeks (1) transfer of 50% of outstanding stock in Iroquois Bcstg. Inc. from Nathan and Celia Oppenheim to John MacLellan and Robert M. Sullivan, consideration; (2) transfer of all outstanding stock in permittee from Messrs. Sullivan and MacLellan and Mary and Richard O'Connor back to corporation. New stock will then be issued to Messrs. MacLellan and O'Connor (each 23.75%), Mr. Sullivan (10%) and George Gray (2.5%), remaining 40% to be held as treasury stock until such time as Fairfield Equity Corp. exercises option. Mr. MacLellan is director and minority stockholder of WMLO Beverly, Mass.; Mr. Sullivan owns 20% of advertising agency and 33% of restaurant business; Mr. O'Connor is present 50% owner of permittee; Mr. Gray is manager of WORL Boston, Mass. Ann. March 1.

WFTC Kinston, N. C.—Seeks transfer of all stock in WFTC Inc. from Connie B. Gay Bcstg. Corp. to Donnie A. Gay, J. B. Ham and Wilbur J. Rider (each one-third), d/b as HGR Bcstg. Co.; consideration \$194,150. All are presently employed by WFTC. Ann. March 6.

WCDJ Edenton, N. C.—Seeks assignment of license from Colonial Bcstg. Inc. to James F. Flanagan, Robert G. Currin, William T. Watkins (each 30%) and Richard W. Schuman (10%), d/b as Colonial Bcstrs. Inc.; consideration \$63,250. Mr. Flanagan is principal owner and manager of WFVG Fuquay Springs and former manager of WOXF Oxford, both North Carolina. Dr. Currin is physician and part owner of WFVG, Mr. Watkins is attorney; Mr. Schuman is manager of WCDJ.

WJRM Troy, N. C.—Seeks assignment of cp from James R. McKenzie Jr. and J. Paul Wallace, d/b as Montgomery County Bcstg. Co., to Montgomery Bcstg. Inc., new corporation consisting of Mr. McKenzie (49%) and John C. Wallace (51%); consideration \$7,650 from John Wallace to corporation. Mr. Wallace is writer and newscaster for WABZ Albemarle and is contract news cameraman for WBT-TV Charlotte, both North Carolina. Ann. March 1.

KHMS(FM) El Paso, Tex.—Seeks assignment of license from Albert C. Hynes and Logan D. Matthews d/b as H-M Service Co., to Fred T. Hervey (69.09%), Nat P. Huggins (30.88%) and others, d/b as Rio Grande Bcstg. Inc. Consideration \$12,000. Rio Bcstg. Inc. is licensee of KSET El Paso. Ann. March 1.

KRZY Grand Prairie, Tex.—Seeks transfer of all stock in Rounsaville of Dallas Inc. from Robert W. Rounsaville to Giles E. Miller (34.2%) and others, d/b as G. E. Miller & Co.; consideration \$15,000. Transferee owns 60% of KBUY Amarillo and 100% of KOKE Austin, both Texas. Ann. March 1.

WILA Danville, Va.—Seeks transfer of 25% of stock in Baron Bcstg. Corp. from Ralph J. Baron, present owner of 50%, to Judith M. Baron, Mr. Baron's wife; no financial consideration involved. Ann. March 5.

### Hearing cases

#### FINAL DECISION

Commission gives notice that Jan. 9, 1962, initial decision which looked toward severing from consolidated proceeding with Docs. 13936-7 and granting application of Arthur W. Arundel for new am station to operate on 1550 kc, 5 kw, D, in Charles Town, W. Va. became effective February 28 pursuant to Sec. 1.153 of rules. Action March 5.

#### STAFF INSTRUCTIONS

Commission directed preparation of document looking toward affirming Aug. 11, 1961 initial decision which would deny application of Jackson Bcstg. & Tv Corp. to increase daytime power of WKHM Jackson, Mich., from 1 kw to 5 kw and install new trans., continued operation on 970 kc, 1 kw-N, using present daytime DA system. Action March 1.

Commission directed preparation of document looking toward affirming a Nov. 2, 1961 initial decision which would grant application for transfer of control of KGMS Inc. (KGMS) Sacramento, Calif., from Anthony C. and Alfred A. Morici, Carol McNamee, Marianne Alassa and Abraham R. Ellman to Capitol Bcstg. Co.; consideration \$577,500. Action March 1.

Commission on March 1 directed preparation of document looking toward affirming a Sept. 13, 1961 initial decision which would grant application of Grossco, Inc., for new am station to operate on 1550 kc, 1 kw, D, in West Hartford, Conn., subject to interference condition, and dismiss application of Berkshire Bcstg. Corp. for new station on same frequency with 500 w, D, in Hartford, Conn. Action March 1.

Commission directed preparation of document looking toward granting applications of Green Bay Bcstg. Co. (WDUZ), Green

## BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO  
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Bay, Wis., Racine Bcstg. Corp. (WRJN), Racine, Wis., Booth Bcstg. Co. (WJLB), Detroit, Mich., Southern Michigan Bcstg. Corp. (WELL), Battle Creek, Mich., Knorr Bcstg. Corp. (WSAM), Saginaw, Mich., WSJM Inc. (WSJM), St. Joseph, Mich., to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; North Suburban Radio Inc., for new station on 1430 kc, 1 kw, DA, D, in Highland Park, Ill.; Elgin Bcstg. Co. to increase daytime power of WRMN Elgin, Ill., from 500 w to 1 kw, continued operation on 1410 kc, D; and petition by Mid-America Bcstg. System Inc. to dismiss its application for new station on 1430 kc, 1 kw, DA, D, in Highland Park, Ill. Sept. 26, 1961, initial decision looked toward denying WRMN application and granting other applications and petition. Action March 1.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

#### INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward denying applications of Massillon Bcstg. Inc. for new am station to operate on 1320 kc, 500 w, DA, D, in Norwood, Ohio, and Covington Bcstg. Co. and Kenton County Bcstrs. seeking new stations on same facilities in Covington, Ky. Initial decision suggests that granting of applications for standard broadcast stations in communities close-in to "large central cities," which already have numerous broadcast stations, may result in depriving more distant suburban communities, with burgeoning population growth and substantial "needs" for local service, of opportunity for such service. Additionally, examiner declares, such grants made without discriminated regard for interference to existing stations would result in gradual deterioration in quality of reception in metropolitan and adjacent areas, also at particular expense of semi-rural populations served primarily by more distant suburban radio stations. Action March 7.

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Quests Inc. for new am station to operate on 1600 kc, 1 kw, D, DA, in Ash-tabula, Ohio. Action March 7.

#### OTHER ACTIONS

■ By memorandum opinion & order, commission denied motion by KSAV Bcstg. Co. to enlarge, change and delete certain issues and add KDLA and KABL, both Oakland, as parties to proceeding on renewal of license of its station KSAV San Francisco, Calif. Action March 7.

■ By memorandum opinion & order, commission granted petitions by KSTP Inc. (KSTP), St. Paul, Minn., and Post-News-week Stations (WTOP), Washington, D. C., for reversal of acting chief hearing examiner's ruling limiting their intervention to specific issue in consolidated am proceeding in Docs. 14085 et al.; and ordered that their participation shall be without restriction to any specific issues. Action March 7.

■ By memorandum opinion & order, commission granted petition by Saul M. Miller, Kutztown, Pa., and enlarged issues in am consolidated proceeding in Docs. 14425 et al. to add Sec. 3.30(b) dual-city determination to applicant Bi-States Bcstrs., Ocean City-Somers Point, N. J. Action March 7.

■ By memorandum opinion & order, commission denied motion by Eastern Radio

Corp. to strike or to reply to exceptions to initial decision in am consolidated proceedings in Docs. 13992 et al., and for severance and immediate grant of its application to increase daytime power of WHUM Reading, Pa., from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N. Action March 7.

WPIK Alexandria, Va.—Designated for hearing application to increase power on 730 kc, D, from 1 kw to 5 kw; granted petition by Central Virginia Bcstg. Inc. (WMNA), Gretna, Va., to extent of making it party to proceeding. Others made parties are WFIT Pittsburgh, Pa., WBMD, Baltimore, Md., and WNAK, Gretna, Va. Action March 7.

■ By order, commission, at request of various parties, extended for three months—from March 23 to June 22—time for filing reply comments in proceedings to foster expanded use of uhf-tv channels, deintermixture of eight markets, and assignment of additional vhf channel in eight other markets. Action March 7.

■ By memorandum opinion & order, commission granted petition for rehearing and reconsideration by The Regents of The U. of Michigan (\*WUOM [FM], Ann Arbor, Mich., to extent of setting aside Sept. 7, 1961, action which granted application of Earl, Mullins, Torian, Propst & Stein for mod. of cp of WIFE (FM) Detroit, to change trans. site, increase ERP to 16 kw and decrease ant. height to 440 ft.; retained WIPE application in files pending finalization of fm rulemaking in Doc. 14185, without prejudice to WIPE submitting appropriate amendment conforming its application to interim fm criteria. Action March 7.

■ By letter, commission, on its own motion, reopened for further consideration its action of Feb. 6 in granting, without hearing, application for assignment of license of WLEL (formerly WSHE) Raleigh, N. C., from Raleigh Bcstg. Corp. to Raleigh-Durham Bcstg. Inc.; grant to remain in effect pending such reconsideration. Comrs. Hyde and Ford dissented, former to procedure and latter favoring rescinding grant but allowing continued operation pending reconsideration determination. Action March 7.

■ Commission designated for consolidated hearing applications by two New York City stations—WPOW (WPOW Inc.) and WEVD (Debs Memorial Radio Fund Inc.)—and Troy, N. Y., station—WHAZ (Rensselaer Polytechnic Institute)—for renewal of licenses. Their applications indicated disagreement on sharing time on 1330 kc during new license period. Present sharing arrangement is 36, 108.75 and 7 hours weekly for WPOW, WEVD and WHAZ, respectively; they now want 42, 137 and 15 hours weekly, respectively. This total of 194 hours exceeds the 168 hours in a week. Action March 7.

#### Routine roundup

##### ACTIONS ON MOTIONS

By Commissioner John S. Cross

■ Granted petition by Alkima Bcstg. Co. and extended time to March 28 to respond to petition for reconsideration by Herman Handloff in proceeding on their applications and Howard Wasserman for new am stations in West Chester, Pa., and Newark, Del. Action March 5.

■ Granted petition by WTSP-TV Inc. and extended to March 12 to respond to petitions for reconsideration by Suncoast Cities Bcstg. Corp., Florida Gulfcoast Bcstrs. Inc., City of St. Petersburg, Florida (WSUN-

TV), and Tampa Telecasters Inc., in Largo, Fla., tv ch. 10 proceeding. Action March 2.

By Commissioner Robert E. Lee

■ Granted petition by Broadcast Bureau and extended time to March 2 to file exceptions to initial decision in proceeding on application of Wireline Radio Inc., for renewal of license of WITT Lewisburg, Pa. Action Feb. 28.

■ Granted petition by Broadcast Bureau and extended time to March 13 to file a response to petition by Concert Network Inc., for reconsideration in proceeding on its application and WBUD Inc., for new fm stations in Trenton, N. J. Action Feb. 28.

■ Granted petition by Broadcast Bureau and extended time to March 7 to file exceptions to initial decision in proceeding on applications of Palmetto Broadcasting Co. for renewal of license of WDKD Kingtree, S. C., and for license to cover cp. Action Feb. 28.

■ Granted petition and supplement thereto by Illiway Television Inc., and extended time to Feb. 26 to respond to petition by Community Telecasting Corp., to reopen record in Moline, Ill., tv ch. 8 proceeding. Action Feb. 28.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Scheduled prehearing conference for April 6 and hearing for May 3 in proceeding on applications of Thompson K. Cassel and Boca Bcstrs. for new am stations in Boca Raton, Fla. Action March 6.

■ Scheduled prehearing conference and hearing for April 5 and May 8, respectively, in proceeding on various applications involving Sanford A. Schaftz with respect to WWIZ Lorain, Ohio, and WFAR Farrell, Pa., and WXTV(TV) (ch. 45) Youngstown, Ohio. Action March 2.

■ Scheduled prehearing conference and hearing for April 3 and May 2, respectively, in proceeding on application of Bill S. Lahm for additional time to construct WRNE Wisconsin Rapids, Wis. Action March 2.

By Hearing Examiner James D. Cunningham

■ Granted motion by Florida-Georgia TV Inc. and corrected to extent specified transcript of hearing in Jacksonville, Fla., tv ch. 12 remand proceeding. Action March 6.

■ Granted petition by Florida-Georgia TV Inc. and extended time from March 5 to April 2 to file reply findings in Jacksonville, Fla., tv ch. 12 proceeding. Action March 2.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau and extended from Feb. 28 to March 9 time to file proposed findings and conclusions in proceeding on am applications of Vernon E. Pressley, Canton, N. C., and Folkways Bcstg. Inc. (WTCW), Whitesburg, Ky. Action March 2.

By Hearing Examiner Charles J. Frederick

■ Scheduled prehearing conference for March 15 in remand proceeding on application of Willamette-Land Tv Inc., for new tv station to operate on ch. 3 in Salem, Ore. Action March 5.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled prehearing conference for March 13 in remand proceeding on applications of Western Bcstg. Co. and R. L. McAlister for new am stations in Odessa, Tex., to make appropriate procedural arrangements for hearing to be held, at date yet to be determined pursuant to commission's memorandum opinion & order released Feb. 26. Action Feb. 27.

By Hearing Examiner Annie Neal Hunting

■ Granted petition by applicants and continued dates for various procedural steps, and continued hearing from April 2 to April 10, in proceeding on applications of La Fiesta Bcstg. Co. and Mid-Cities Bcstg. Corp. for new am stations in Lubbock, Tex. Action March 5.

■ Granted motion by Storer Bcstg. Co. (WJBK), Detroit, Mich., applicant in Group II of consolidated am proceeding in Docs. 14085 et al., and scheduled prehearing conference for March 16 limited to matters set forth in motion. Action March 5.

■ Denied petition by Rochester Area Educational Tv Assn. Inc. for leave to amend its application to show election of William Spencer Litterick to its board of trustees on Dec. 14, 1961, and related information in Rochester, N. Y., tv ch. 13 proceeding. Action March 2.

By Hearing Examiner David I. Kraushaar

■ Granted motion by Ridge Radio Corp.

## Service Directory

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and corrected as requested transcript in proceeding on its application and Windber Community Bcstg. System for new am stations in Windber, Pa.; on own motion, scheduled further hearing for March 19 in this proceeding. Action March 5.

By Hearing Examiner Jay A. Kyle

■ Granted request by Burlington Bcstg. Co., Burlington, N. J., and extended from March 5 to March 8 time for filing reply findings in proceeding on its am application, et al. Action March 2.

■ Granted request by Broadcast Bureau and extended time from Feb. 26 to March 2 for filing proposed findings in proceeding on application of Quests Inc., for new am station in Ashtabula, Ohio. Action Feb. 27.

By Hearing Examiner Herbert Sharfman

■ Upon oral request by Kerrville Bcstg. Co. (KERV), Kerrville, Tex., continued March 5 hearing to March 12 in proceeding on its am application and that of KWTX Bcstg. Co. (KVTA), Waco, Tex. Action March 2.

■ Granted motion by Elson Electronics Co. and continued time from March 12 to April 12 for exchange of applicants' affirmative direct written cases, from March 26 to April 26 for receipt of notification of witnesses desired for cross-examination, from April 16 to May 15 for hearing in Santa Maria, Calif., tv ch. 12 in proceeding. Action March 1.

■ Upon request by Broadcast Bureau and without objection by applicant, further extended time from March 1 to March 7 for filing initial proposed findings and from March 27 to April 2 for filing replies in proceeding on applications of WMOZ Inc. for renewal of license of WMOZ Mobile, Ala., and for revocation of license of Edwin H. Estes for WPPA Pensacola, Fla. Action Feb. 28.

By Hearing Examiner Elizabeth C. Smith

■ Upon request by WAEB Bcstrs. Inc., cancelled March 6 conference in proceeding on its application to increase daytime power of WAEB Allentown, Pa. Action March 5.

■ Upon request by applicant, continued further hearing from March 5 to March

12 in proceeding on application of Melody Music Inc. for renewal of license of WGMA Hollywood, Fla. Action March 2.

■ Granted motion by Radio Americana Inc., and extended time from Feb. 28 to March 5 for filing proposed findings and from March 14 to March 19 for filing replies in proceeding on its application for new am station in Baltimore, Md. Action Feb. 28.

#### BROADCAST ACTIONS by Broadcast Bureau

##### Actions of March 6

Quemado Tv Assn., Quemado, N. M.—Granted cp for new vhf tv translator station on ch. 8 to translate programs of KOB-TV (ch. 4) Albuquerque, N. M.; condition.

KMET Paradise, Calif.—Granted authority to remain silent for period ending April 2; conditions.

WVLC-FM Lexington, Ky.—Granted SCA to operate on multiplex basis.

##### Actions of March 5

KDKA Pittsburgh, Pa.—Granted license covering installation of new trans. as auxiliary trans.; remote control permitted.

KIOEA Lake City, Colo.—Granted cp for new vhf tv translator station on ch. 10 to translate programs of KREX-TV (ch. 5) Grand Junction, Colo.

KTWO-TV Casper, Wyo.—Granted cp to maintain trans. incorporated in present license as auxiliary trans. at main trans. site.

KSYD-TV Wichita Falls, Tex.—Granted cp to make changes in ant. system and change type ant.

WBJA-TV Binghamton, N. Y.—Granted mod. of cp to change frequency from ch. 56 to ch. 34; ERP to vis. 215 kw; aur. to 108 kw; ant. height 700 ft.; power of trans.; type ant.; changes in ant. system; waived Sec. 3.613(a) of rules to permit studio location at trans. site.

■ Following stations were granted extensions of completion dates as shown: WTVM (TV) Columbus, Ga., to Sept. 12; KGTV (TV) Pocatello, Idaho, to Aug. 28; KATV (TV) Little Rock, Ark., to Sept. 1; \*KLRN-TV San Antonio, Tex., to Aug. 28; WRBL-TV Columbus, Ga., to Sept. 5; KO7CR Seminole Kortes Tv Assn., Seminole and

Kortes Dam Camps, Wyo., to Sept. 1.

WSAU Wausau, Wis.—Granted change of remote control authority.

City of Burwell, Neb.—Granted cps for new vhf tv translator stations on chs. 2 and 8 to translate programs of KGIN-TV (Ch. 11) Grand Island, and KHAS-TV (ch. 5) Hastings, both Nebraska.

#### Actions of March 2

KSPT Sandpoint, Ida.—Granted cp to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, and install new trans.; conditions.

KCHV Coachella, Calif.—Granted change on 970 kc from day unil. time operation with 5 kw-LS, continued nighttime operation with 1 kw; install directional ant. (DA-2) and new trans.; conditioned that pre-sunrise operation with daytime facilities precluded pending decision in Doc. 14419.

WPIT Pittsburgh, Pa.—Granted increased power on 730 kc, D, from 1 kw to 5 kw, and install new trans.; engineering conditions and pre-sunrise operation with daytime facilities precluded pending decision in Doc. 14419.

WSOY, WSOY-FM, WVLN, WVLN-FM, Illinois Bcstg. Co. Decatur, Olney, and Effingham, Ill.—Granted transfer of control from Lindsay-Schaub Newspapers, Inc. to F. M. Lindsay, Jr., et al, all stockholders, KFMX(FM), Sherrill C. Corwin, San Diego, Calif.—Granted assignment of license to Metropolitan Theatres Corp.

WBEJ Elizabethton, Tenn.—Granted cp to change trans. site; make changes in ant. system (increase height to 300 ft.) and install new trans.; condition.

KFAM-FM St. Cloud, Minn.—Granted cp to increase ERP to 20 kw; ant. height 460 ft.

WJUD St. Johns, Mich.—Granted cp to make changes in DA pattern.

KPAT(FM) Albuquerque, N. M.—Granted cp to replace expired permit for fm station.

KCCL Paris, Ark.—Granted mod. of license to change studio location and operate trans. by remote control.

WSMJ(FM) Greenfield, Ind.—Granted mod. of cp to change ant.-trans. and studio location.

WGFA-FM Watseka, Ill.—Granted mod. of cp to change type trans.

WGMM Millington, Tenn.—Remote control permitted.

#### Actions of March 1

WJBL-AM-FM, Ottawa Bcstg. Corp., Holland, Mich.—Granted transfer of control from Bernard Brookema and Bernard Gysen to P. J. and Bernard D. Zondervan and Peter Kladder, Jr.; consideration \$18,000 for 84.78% interest.

KRIO McAllen, Tex.—Granted cp to increase daytime power from 1 kw to 5 kw, continued operation on 910 kc, 1 kw-N; install new trans.; change ant. system (DA-1 to DA-2) and make changes in ground system; conditioned that pending a final decision in Doc. 14419 with respect to pre-sunrise operation with daytime facilities, present provisions of Sec. 3.87 of rules are not extended to this authorization, and such operation is prohibited.

KFIF, Southwest Bcstg. Co., Tucson, Ariz.—Granted assignment of license to R. E. Pruitt, Jr. and John F. Badger d/b under same name.

WISK, Sumter Bcstg. Co., Americus, Ga.—Granted assignment of cp to Sumter Bcstg. Inc.

KBMY, Billings Bcstg. Co., Billings, Mont.—Granted assignment of cp to Kenneth Nybo, et al., d/b under same name (new partnership).

KLFM(FM), Harriscopie, Inc., Long Beach, Calif.—Granted assignment of license to Harriscopie Music Corp.

WRAB, Marshall County Bcstg. Inc., Arab, Ala.—Granted license for am station.

■ Granted licenses for following fm stations: KOL-FM Seattle, Wash.; KONG-FM Visalia, Calif.; KHRF Monterey, Calif.

KYSM-FM Mankato, Minn.—Granted license covering increased in ERP and changes in trans. equipment.

WHOO Orlando, Fla.—Granted license covering installation of new trans. as auxiliary trans.

WMAL Washington, D. C.—Granted licenses covering installation of new main and auxiliary trans.

KOL Seattle, Wash.—Granted license covering installation of new trans.

KHUB Fremont, Nebr.—Granted license covering increase in power, change of hours of operation, and installation of new trans.

WHEW Riviera Beach, Fla.—Granted license covering change in hours of opera-

### SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 8

	ON AIR		CPS Not on air	TOTAL APPLICATIONS For new stations
	Lic.	Cps.		
AM	3,627	63	100	855
FM	892	86	179	160
TV	485 <sup>1</sup>	77	81	139

### OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, March 8

	VHF	UHF	TOTAL
			TV
Commercial	463	90	553
Non-Commercial	41	14	55

### COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31

	AM	FM	TV
Licensed (all on air)	3,622	900	485 <sup>1</sup>
Cps on air (new stations)	77	67	74
Cps not on air (new stations)	140	176	85
Total authorized stations	3,839	1,143	645 <sup>2</sup>
Applications for new stations (not in hearing)	455	122	40
Applications for new stations (in hearing)	185	21	63
Total applications for new stations	640	143	103
Applications for major changes (not in hearing)	489	89	33
Applications for major changes (in hearing)	76	4	11
Total applications for major changes	565	93	44
Licenses deleted	0	1	0
Cps deleted	2	11	3

<sup>1</sup> There are, in addition, 11 tv stations which are no longer on the air, but retain their licenses. <sup>2</sup> Includes one STA. <sup>3</sup> Three commercial cps have been changed to noncommercial educational.

tion; installation of DA-N; and changes in ground system.

**WREB Holyoke, Mass.**—Granted license covering installation of new trans.

**WJEF Grand Rapids, Mich.**—Granted licenses covering change in ant.-trans. location; changes in ant. and ground system; specify one main trans. for day and night use; and for remote control operation; covering use of present licensed main nighttime trans. as an alternate night and auxiliary day, and for remote control operation.

**WGY Schenectady, N. Y.**—Granted mod. of licenses to operate main and auxiliary trans. by remote control.

**WGGG, Blue Ridge Bestg. Co., Gainesville, Ga.**—Granted mod. of license to change name to Southern Bestg. Co.

**WMVO-FM Mount Vernon, Ohio**—Granted cp to install new trans.

**WOPA-FM Oak Park, Ill.**—Granted cp to increase ERP to 8.1 kw; change ant. height to 230 ft.; install new ant.; and change trans. power output to 1.425 kw; conditions. **KACL Santa Barbara, Calif.**—Granted mod. of cp to change type trans.

#### Actions of Feb. 28

■ Granted renewal of licenses for following Westinghouse Bestg. Inc. stations: **KDKA-TV** (auxiliary trans. only) Pittsburgh, Pa.; **KYW-TV** (auxiliary trans. & ant. only) Cleveland, Ohio; **WBZ-TV** (auxiliary trans. only) Boston, Mass.; **WJZ-TV** (auxiliary trans. only) Baltimore, Md.; **WIND** (alternate main only), Chicago, Ill. **KCVL, Colville Bestg. Co., Colville, Wash.**—Granted assignment of license to Merrick and Norman C. Davis d/b under same name; consideration \$60,000.

■ Granted renewal of license for following stations: **KENA Mena, Ark.**; **KRIH Rayville, La.**; **KRMO Monett, Mo.**; **WAUG-AM-FM Augusta, Ga.**; **WBCH Hastings, Mich.**; **WDBC Escanaba, Mich.**; **WDSM-AM-TV Superior, Wis.**; **WDSP De Funiak Springs, Fla.**; **WEKY Richmond, Ky.**; **WGRO Lake City, Fla.**; **WHCO Sparta, Ill.**; **WKHM Jackson, Mich.**; **WKMH-FM Dearborn, Mich.**; **WKTS Sheboygan, Wis.**; **WLOC Munfordville, Ky.**; **\*WMTH-FM Park Ridge, Ill.**; **WNIC-FM De Kalb, Ill.**; **WNWC (FM) Arlington Heights, Ill.**; **WQMS (FM) Hamilton, Ohio.**; **WREO Ashtabula, Ohio.**; **\*WRHS-FM Park Forest, Ill.**; **WRMA Montgomery, Ala.**; **WROK-AM-FM Rockford, Ill.**; **WSAM-AM-FM Saginaw, Mich.**; **WSEI (FM) Effingham, Ill.**; **WSOY-AM-FM & alt. main, Decatur, Ill.**; **WTAX Springfield, Ill.**; **WVLN-AM-FM Olney, Ill.**; **WVGFP-AM-FM Sanford, N. C.**; **K71AN Anderson Valley Television Inc., Boonville, Calif.**; **K73AM Anderson Valley Television Inc., Boonville and Philo, Calif.**; **K77AC John Day Valley Television Inc., John Day, Ore.**; **K72BD, K78AP, K82AK, Miami Translator System, Inc., Miami, Texas.**; **K74AU, K77AL, K80AO, Spencer Area Television Inc., Spencer, Iowa.**; **K72AK Yosemite Park and Curry Co., Yosemite National Park, Calif.**

**KUTY Palmdale, Calif.**—Granted extension of completion date to March 23; without prejudice to such further action as commission may deem warranted in connection with assignment application now pending before commission.

#### Action of Feb. 27

**KHQ Spokane, Wash.**—Remote control permitted.

#### Processing line

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10, 1962, standard broadcast applications listed below will be considered as ready and available for processing, and that pursuant to Sec. 1.106(b)(1) and Sec. 1.361(c) of commission rules, application, in order to be considered with any application appearing on following list or with any other application on file by close of business on April 9, 1962, which involves conflict necessitating hearing with application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, D. C. by whichever date is earlier: (a) close of business on April 9, 1962; or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.359(i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Ann. March 2.

Applications from top of processing line: **BP-8548: WVOK Birmingham, Ala.**—Voice of Dixie Inc. Has: 890kc, 50kw, DA, D. Req: 690kc, 50kw, D.

**BP-11397: WKEE Huntington, West Va.**—Geyer Bestg. Co. Has: 800kc, 1kw, D. Req: 800kc, 5kw, D.

**BP-11574: NEW Indianapolis, Ind.**—Ralph Luke Walton. Req: 810kc, 250w, D.

**BP-11668: WRWJ Selma, Ala.**—Central Alabama Bestg. Co. Has: 1570kc, 1kw, D. Req: 1570kc, 5kw, D.

**BP-13519: KLPR Oklahoma City, Okla.**—Big Chief Bestg. Inc. Has: 1140kc, 1kw, D. Req: 1140kc, 500w, 1kw-LS, DA-N, unl.

**BP-14081: NEW North Atlanta, Ga.**—J. Lee Friedman. Req: 680kc, 5kw, DA-1, unl. **BP-14199: WEEF Mt. Oliver, Penn.**—Golden Triangle Bestg. Inc. Has: 1080kc, 1kw, D (Pittsburgh, Pa.) Req: 1070kc, 500w, DA-1, unl. (Mt. Oliver, Pa.)

**BP-14294: KHOT Madera, Calif.**—Glomom Music Bestrs. Inc. Has: 1250kc, 500w, DA, D. Req: 1250kc, 500w, D.

**BP-14380: NEW Houma, La.**—Gulf South Bestrs. Inc. Req: 1010kc, 500w, DA, D.

**BP-14386: NEW Maplewood, Minn.**—Ramsey Bestg. Co. Req: 1010kc, 250w, DA, D.

**BP-14387: NEW Pinellas Park, Fla.**—Pinellas Radio Co. Req: 370kc, 500w, DA, D.

**BP-14413: NEW Oakland, Md.**—Oakland Radio Station Corp. Req: 1050kc, 500w, D.

**BP-14450: KCSR Chadron, Neb.**—Community Service Radio Co. Has: 1450kc, 250w, unl. Req: 610kc, 1kw, D.

**BP-14468: WFMW Madisonville, Ky.**—Messinger Bestg. Inc. Has: 730kc, 250w, D. Req: 730kc, 500w, D.

**BP-14515: WISN Milwaukee, Wis.**—The Hearst Corporation. Has: 1150kc, 5kw, DA-1, unl. Req: 1130kc, 10kw, 50kw-LS, DA-2, unl.

**BP-14525: WODY Bassett, Va.**—WYTI Inc. Has: 900kc, 250w, DA, D. Req: 900kc, 500w, DA, D.

**BP-14539: NEW Owensville, Mo.**—Franklin County Bestg. Inc. Req: 1220kc, 250w, D.

**BP-14580: NEW Everett, Penn.**—Dennis A. Sleighter and Willard D. Sleighter. Req: 1050kc, 250w, D.

**BP-14591: WGBS Miami, Fla.**—Storer Bestg. Co. Has: 710kc, 10kw, 50-kw-LS, DA-2, unl. Req: 710kc, 50kw, DA-2, unl.

**BP-14639: NEW Sauk Rapids, Minn.**—Tri-County Bestg. Co. Req: 800kc, 250w, D.

**BP-14758: KMIS Portageville, Mo.**—New Madrid County Bestg. Co. Has: 1050kc, 250w, D. Req: 1050kc, 1kw, D.

**BP-14773: NEW Kaukauna, Wis.**—Fox River Communications Inc. Req: 1050kc, 1kw, DA, D.

**BP-14780: WPRW Manassas, Va.**—Prince William Bestg. Corp. Has: 1460kc, 500w, D. Req: 1460kc, 5kw, DA-2, unl.

**BP-14781: WAGN Menominee, Mich.**—Men-Mar Bestg. Corp. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

**BP-14784: NEW, Burgaw, N. C.**—Pender Bestg. Co. Req: 1470kc, 1kw, D.

**BP-14786: NEW, Kenosha, Wis.**—Service Bestg. Corp. Req: 1500kc, 250w, DA, D.

**BP-14787: WBYS Canton, Ill.**—Fulton County Bestg. Co. Has: 1560kc, 250w, D. Req: 1560kc, 10kw, DA, D.

**BP-14789: WIFM Elkin, N. C.**—Tri-County Bestg. Inc. Has: 1540kc, 250w, D. Req: 1540kc, 1kw, D.

**BP-14790: KLMX Clayton, N. M.**—Ari-Nemex Bestg. Corp. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

**BP-14791: NEW, Blue Earth, Minn.**—Faribault County Bestg. Co. Req: 1560kc, 250w, D.

**BP-14792: KCVR Lodi, Calif.**—KCVR Radio. Has: 1570kc, 1kw, D. Req: 1570kc, 5kw, DA, D.

**BP-14794: KWIP Merced, Calif.**—Yosemite Bestrs. Inc. Has: 1580kc, 500w, D. Req: 1580kc, 1kw, D.

**BP-14795: WONN Lakeland, Fla.**—WONN Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

**BP-14796: WWPFA Williamsport, Penn.**—Summit Enterprises Inc. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

**BP-14797: NEW, Fort Wayne, Ind.**—Fort Wayne Bestg. Co. Req: 1090kc, 5kw, DA, D.

**BP-14798: KANE New Iberia, La.**—New Iberia Bestg. Co. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

**BP-14799: KWOR Worland, Wyo.**—Joseph P. Ernst. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

**BP-14801: KDZA Pueblo, Colo.**—Pueblo Radio Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

**BP-14803: KRKC King City, Calif.**—KRKC Inc. Has: 1570kc, 250w, D. Req: 1490kc, 250w, 1kw-LS, SH.

**BP-14807: NEW, Baraboo, Wis.**—Baraboo Bestg. Corp. Req: 740kc, 250w, D.

**BMP-9486: WKBA Vinton, Va.**—Roanoke-Vinton Radio Inc. Has: 1550kc, 1kw, D. Req: 1550kc, 10kw, DA, D.

**BP-14811: NEW, Hamden, Conn.**—Continental Bestg. Co. Req: 1530kc, 1kw, DA, D.

**BP-14812: NEW, Elizabeth, N. J.**—Radio Elizabeth Inc. Req: 1530kc, 500w, D.

**BP-14822: WTTF Tiffin, Ohio.**—WTTF Inc. Has: 1600kc, 500w, DA, D. Req: 1600kc, 1kw, DA, D.

**BP-14823: NEW, Hastings, Minn.**—Hastings Bestg. Co. Req: 1460kc, 1kw, D.

**BP-14824: WKIP Poughkeepsie, N. Y.**—Dutchess County Bestg. Corp. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

**BP-14827: KWLC Decorah, Iowa.**—Luther College. Has: 1240kc, 250w, unl. (Shares KDEC). Req: 1240kc, 250w, 1kw-LS, unl.

**BP-14828: KDEC Decorah, Iowa.**—Scenic Bestg. Inc. Has: 1240kc, 250w, unl. (Shares KWLC). Req: 1240kc, 250w, 1kw-LS, unl.

**BP-14834: WLAN Lancaster, Pa.**—Peoples Bestg. Co. Has: 1390kc, 1kw, DA-N, unl.

*Continued on page 103*

**TYPE TRC-3 TRANSMITTER REMOTE CONTROL**

- ♦ Simple, reliable, direct, all-relay, pushbutton control.
- ♦ Single meter reads in "Percent of Normal."
- ♦ Specified by major networks and the majority of unattended 50 KW stations in the United States.

Write for details today

**Continental Electronics**  
MANUFACTURING COMPANY  
Box 17040 • Dallas 17, Texas  
Subsidiary of Ling-Temco-Vought, Inc.

# 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 advertising require display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

Wanted immediately experienced broadcast salesman to head Midwest office of new major market station representative. Give full details. Box 132K, BROADCASTING.

Manager for small, western Washington station. Must know the business. Box 140K, BROADCASTING.

Manager, Southern Florida, 500-watt daytime, stock available. Box 160K, BROADCASTING.

Manager wanted for new small market East Coast daytime station. Must be strong on sales and experience limited budget operator. Box 165K, BROADCASTING.

Sales-minded general manager of independent in major Tennessee market. Substantial salary and profit incentive. Will also consider ownership incentive. Experienced man interested in permanent place in community. Replies to Box 180K, BROADCASTING.

Manager-Sales manager. Los Angeles class B FM station. Complete charge sales activity. Successful previous sales experience required. Full details to E. A. Wheeler, WEAW, Evanston, Illinois.

### Sales

Wanted-Sales Manager for NBC outlet in medium market. Excellent opportunity for man long on local-regional sales ability. Box 36K, BROADCASTING.

Florida East Coast fulltimer in metropolitan market needs experienced salesman with proven sales record. \$100 base plus 15%. Give complete resume first letter. Box 40K, BROADCASTING.

Radio-television salesman. Iowa market. Group ownership offers individual growth. Limited experience accepted. Midwesterner preferred. Box 44K, BROADCASTING.

Western Pennsylvania. TV station wants experienced, creative, radio or tv salesman. Active local and regional accounts plus guarantee, commission, fringe benefits. Box 130K, BROADCASTING.

If you have Ideas, Inspiration, work, opportunity for \$6-8,000. KFRO, Longview, Texas.

Sales manager to live in paradise. Suburban Honolulu station needs experienced family man seeking permanent, growing future. Not a desk job; need hard-working advertising man with ideas, able to outsell any competition. Salary plus override—figure open. Adult programming, good local ratings. World's best living conditions. K-Lei, Kailua, Hawaii.

Modest southeastern Oregon one market community station seeking good commercial manager-announcer. Excellent hunting and fishing, skiing in season. Opportunity for outdoors minded individual to live in area affording friendly, lo-pressure staff. Married man preferred—excellent schools. Salary plus commission. Send tape, resume and photo to Manager, KQIK, Lakeview, Oregon.

\$200 weekly commission easy selling low cost advertising to retailers. National magazine. State franchise available for successful man or woman. Box 369A, Westport, Connecticut.

Experienced radio salesman wanted—WIRK—West Palm Beach, Fla. Apply in person only.

## Help Wanted—(Cont'd)

### Sales

Announcer-salesman with accent on sales. To do 8 pm to midnight shift on swinging album FM station. Minutes away from the Nations Capital. Send tape and resume to WSM-D-FM, Waldorf, Maryland.

Can you sell FM-Stereo? WSYR-FM is looking for a young man with faith and ability to sell FM. Must be self-starter and promotion minded. This is salary plus bonus position. Call Al Eicholzer at GR 4-3911 or write 1030 James St., Syracuse, New York.

Executive caliber salesman with proven sales and promotion background. Full time travel, protected territory. Send resume, pix, Bess Gilmore, Community Club awards, Westport, Connecticut.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

## AGENCY-ADVERTISER

Local sales position available for right man with advertising agency, 705 Olive Building. Can make \$139.72-\$205.17 weekly radio and tv, St. Louis 1, Missouri. Chestnut 1-6657.

### Announcers

Announcer—combo with 1st phone. New Maryland Regional balanced format—excellent opportunity. Box 671J, BROADCASTING.

Announcer wanted—morning man, 5000 watt station. Upper Midwest—some tv duties experience necessary. Send picture and audition tape to Box 38K, BROADCASTING.

Fully experienced, top forty dj with production talent and supervision potential. Detailed resume, picture and comprehensive tape a must. Indiana metro. Box 69K, BROADCASTING.

I'll send you an aircheck of our top rated Illinois station . . . then if you think you can fit into our modern swinging format, I'll want to hear your tape. First tickets given preference. Salary open. Box 116K, BROADCASTING.

Pennsylvania station—position immediately. Bright personality with PD potential . . . middle road pop format—rush tape. Box 155K, BROADCASTING.

If you have a first phone, like and know adult music and can produce a good all night radio show, send air check, resume and salary to: WEAT, P. O. Box 70, West Palm Beach, Florida.

Immediate full-time opening for an announcer with first-phone. Experience necessary. No drifters. Adult music and news. Send tape and bio to: Don Robinson, KMON Radio, Great Falls, Montana.

Disc-jockey wanted for Montanas most progressive radio station, programming for music. Married man, tight board, bright personality. Best climate and modern city of 80,000. Good future for hard worker—good base to start. Mature responsible man. Contact Jack Bolton, Operations Manager, KOOK Radio, Billings, Montana.

Adult good music small market station emphasis on news—needs combo announcer. Good living in Chesapeake Bay area. Salary open for discussion. Contact Sam Cannon, WCCEM, Cambridge, Maryland.

## Help Wanted—(Cont'd)

Announcer—1st ticket engineer for good music station, maintenance necessary. George Williams, KGHM, Brookfield, Missouri.

Announcer with 1st phone immediate opening. Contact Len Savage, WEZN, Elizabethtown, Pennsylvania.

Experience, musical knowledge, and smoothness pays off at WICY, Malone, N. Y.

Immediate opening, experienced, mature delivery for 5-kw daytimer. Complete resume and audition to WLSI, Pikeville, Kentucky.

Experienced announcer for radio station station WVOS, Liberty, New York. Call or write to H. Borwick.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

## Technical

If you are a competent technical man with 1st phone who likes to get things done and likes creative, challenging work and are interested in growing with an East-Coast 2-station management with more to come, please write soon to Box 76K, BROADCASTING.

Wanted transmitter engineer—first ticket experience or car not required. Western Pennsylvania . . . Box 124K, BROADCASTING.

Top notch Chief Engineer for 5 kilowatt daytimer. Stress engineering and administrative ability. Box 179K, BROADCASTING.

Want technical man with experience on transmitter, directionals and studio maintenance. Also must be familiar with studio production. Excellent conditions with market's #1 rated station. Alcoholics and psychos need not apply. J. M. Hall, KWBB, P.O. Box 486, Wichita, Kansas.

Beginning engineer with 1st class ticket. Immediate. Call Manager, WDBC, Escanaba, Michigan.

Chief Engineer wanted immediately to construct and be on staff of new 50,000 watt fulltime directional Central New Jersey station. If you are now located in New Jersey, Eastern Pa., southern New York, or Connecticut, please contact Herbert Hober. 101 West 67th St., New York City. Phone TR 3-5800.

Engineer-announcer. Maintain equipment at new 500 watt daytimer. Tape, resume, salary requirements to Manager, WLKM, Three Rivers, Michigan.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

## Production—Programming, Others

New Jersey. Journalist-announcer for adult music station. Permanent. Send resume and tape. Box 264J, BROADCASTING.

Immediate opening for experienced, aggressive news-man on middlewestern, news conscious station. Send resume and tape to Box 790J, BROADCASTING.

Need controversial newsman-interviewer capable of asking "why" as often as "who-what-where-and-when." Major market-west coast. Send background and tape (including interview) to: Box 127K, BROADCASTING.



## Help Wanted—(Cont'd)

### Production-Programming, Others

Northern Illinois station has opening for competent commercial copy writer and traffic manager. Fine opportunity. Progressive station in university city. Send pic and resume to Box 177K, BROADCASTING.

Newswriter for radio/tv, must be experienced reporter and writer. AFTRA salary range—\$103.75 to \$132.75. Send detailed resume to Personal Office, Crosley Broadcasting Corp., 140 West 9th St., Cincinnati 2, Ohio.

Radio news-man for radio/tv operation. Gather, write and air . . . Apply to Bob Frank, News Director, WOC, Davenport, Iowa.

## RADIO

### Situations Wanted—Management

Check advertisement "station manager—sales-manager." Display—radio situations wanted.

General manager: Currently successful market 75,000—100,000 class. Aggressive go-getter. Top sales-programming-leader. Develop go-go-go staff. Ready management larger market. Looking for manager to accept complete responsibility, one who knows way to the top is to put stations on top? I have proof positive I'm the man. Contact me, what can you lose. Don't put it off. Motivation is the answer. Box 871J, BROADCASTING.

Desire Operations Manager berth—large facility or group. 7 yrs. engineering from construction thru group chief; 15 yrs. Metropolitan AM-FM V.P. & General Manager; can handle all phases. Box 39K, BROADCASTING.

Manager that sells! Heavy on local programming; age 32, with 11 years experience. Box 121K, BROADCASTING.

Are you working more now? . . . but profiting less? Experienced general manager with original sales and programming ideas wants southeastern station management with ownership possibilities. Married. veteran. Box 156K, BROADCASTING.

Consultant: Well regarded industry reputation practical experience background. Developed six stations to profitable sale past four years. Desire manager/sales manager permanent association. Reasonable salary. Box 175K, BROADCASTING.

General Manager. Let's talk about sound basic radio. No miracle worker. Will build good lively sound . . . loyal audience . . . and pleasant operation. Experience: engineering . . . dj . . . pd . . . sales . . . GM. Northeast only. Reply Clint Morse. 311 E. William St., Salisbury, Md. PI 2-7844.

### Sales

Top experienced account executive, now employed. Excellent references. Know Florida market. Write Box 134K, BROADCASTING.

Account executive with excellent references, no drifter, presently employed, interested mid-west or Chicago. Write Box 135K, BROADCASTING.

### Announcers

Country disc jockey, desires full time air work. Experienced, employed. Box 859J, BROADCASTING.

Sports announcer looking for sports minded station. Finest of references. Box 922J, BROADCASTING.

Experienced announcer—salesman. Calm, aggressive, confident. Started at 500 watter—now moving up. Will go anywhere. Box 22K, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

Available now—Personality dj. and newsman—28—Vet. Almost 2 yrs. experience in all time slots. Humorous, sober, reliable, knows music and show biz. Lots of potential. To be married in May so need position immediately. Would prefer Boston, Providence, New England area. Resume and tape sent on request. Box 937J, BROADCASTING.

Ambitious young married man with six years radio-tv experience in multi-market, announcing, d.j.'ing, programming, and selling—wants position with future. Box 23K, BROADCASTING.

Young announcer, dj, 2 years experience, veteran, good voice, good production, pleasant mature approach . . . medium market desired. Box 52K, BROADCASTING.

Major market personality: PD, production, music director, promotion, tv background; degree; 25, leaving service; wants air shift plus administrative responsibility. Box 60K, BROADCASTING.

Announcer, fast board, experienced, mature sound, veteran, not a floater. Box 72K, BROADCASTING.

New Jersey . . . Newsman-announcer, experience, married, service, college. 22, available January, 1963. Box 83K, BROADCASTING.

Sportscaster—announcer. 5 years experience—strong-play-by-play, all sports. Dependable, Leland Powers grad. Box 115K, BROADCASTING.

Announcer, first phone. Single, 20. Six months experience. Any location. Box 118K, BROADCASTING.

College graduate with mature sound and two years commercial experience with adult programming. Tape, pix, resume at once to Ohio, Indiana, Kentucky station. Box 123K, BROADCASTING.

Grown-up announcer, the best, with 1st ticket; top news man, interviewer, commercializer. Box 137K, BROADCASTING.

Experienced midwest jazz dj desires full-time specialization. Will produce excellent all jazz or oriented show. Programming capability. 31, family man—good salary imperative. Box 138K, BROADCASTING.

Announcer—Experience: Midwest, N. Y. State; D.J., news, commercials, network, live, am, fm. Good voice, effective language, excellent references. Prefer good music station. Midwest, West. Box 143K, BROADCASTING.

Looking for greener fields. Four years experience—single but very dependable. Will travel anywhere. News, music, sports—baseball play-by-play. Currently employed. Network affiliate. Box 144K, BROADCASTING.

Announcer/salesman. Young, cheerful. Versatile showman. Tight production. Tape, references. Box 148K, BROADCASTING.

Country announcer, first phone, employed part-time. 10kw, seeking fulltime employment. Box 151K, BROADCASTING.

Aspiring announcer seeks first job. Well qualified and trained. Some college, third phone. Box 158K, BROADCASTING.

PD—Announcer—32, 12 years experience—Best references. No screamer. Box 159K, BROADCASTING.

Announcer D.J., bright sound, tight board, experience, matured veteran, want to settle. Box 161K, BROADCASTING.

Midwest dj., first phone, good production, seeking midwest market. Experienced and dependable. Box 170K, BROADCASTING.

Desire to continue college but recently married. Need permanent position with assured security. Diversified commercial and educational broadcasting experience, three years. Interested in administrative and/or announcing. Box 171K, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

DJ-Production man just for you. Don't wait send for an aircheck now. I am presently employed but mail today. Box 172K, BROADCASTING.

Announcer would like permanent position on announcer's staff at a country and western station. Good air man. First phone. No maintenance. Two years experience. Single. Prefer a Tennessee station. Presently employed by a North Carolina station. Write Harley Brewer, 319 Ward Street, Thomasville, North Carolina or call 28435 in Thomasville.

Staff announcer—Two years experience—single—30—no car. \$80-\$90—will relocate. Like South. Bob. New Haven, Connecticut. UN 5-3528.

J.D., your D.J. Entering 10th year! 3rd class ticket. B.A. Relaxed, casual sell! Want late, all-night shift. Jim Dougherty, 103 Middle Road, Muscatine, Iowa.

Announcer—d.j. Good team man. New York City or Long Island area. Phone HY 3-0927—4 to 5 PM.

Top dj, 22, presently employed ready to move up. 3 years experience morning and afternoon. Must be challenging. Good job—top references. Bob Harrington, WOHP, Belle Fontaine, Ohio.

Fully experienced announcer—all phases. Strong on news, comm, pop, Gospel, hill-billy, character fill-billy show. Desire to locate—Virginia, West Va., Tennessee or Kentucky. Phone Wes Hendrix, Rockmart, Georgia. 684-3398—between 9 AM and 12:00 noon.

Creative, young format dj desires relocation by June 25. Seven years all phases of radio. Will travel anywhere. Resume and tape available. Ron Shannon, 916 W. Spring Street, Appleton, Wisconsin.

Single-mature. Desire announcing, news-casting, sales, and service, in one or two market area in New York, New Jersey, Pennsylvania, or New England. Adult audience, no screamers. Experienced continuity, sales, announcing. Joe Martin, Hotel Windermere, 260 Washington St., Binghamton, N. Y.

Top-rated c&w dj desires relocation by June 25. 7 years experience. Nashville background. Resume and tape available. Rick Friebe, 916 W. Spring St., Appleton, Wisconsin.

Announcer, experienced—Jack J. Quirk, 158½ Bertha, Wausau, Wisconsin. Viking 2-4216.

Tasteful sarcasm my specialty. 29, single, 4 years experience, first phone, BA, year teaching broadcasting. Tom Wade, 5224 Parkland Avenue, Dallas. MEIrose 1-3049.

School of Broadcasting and Announcing graduates available. Thoroughly trained, eager. 1697 Broadway, N. Y.

### Technical

Chief Engineer. Presently employed. Experienced am/fm—construction-maintenance-directional systems. Some tv—all audio. \$175.00 minimum. Box 113K, BROADCASTING.

First phone, limited operating experience. Veteran. Desires xmtr watch, prefer California but will consider Pacific Northwest. Box 142K, BROADCASTING.

Chief engineer: 20 years experience non-directional and directional operation, also studio and transmitter maintenance. Family. Prefer 5,000 watts or higher. Excellent references. No announcing. Box 162K, BROADCASTING.

First class licensed. Chief, combo experience. Available immediately. Room C, Bayard Hotel, Dover, Delaware. REDfield 4-3531.

## Situations Wanted—(Cont'd)

### Technical

First phone engineer: Five years experience in transmitter maintenance and control room operation. Interested in learning television. Will announce if needed. Call Jim Hogg, Albuquerque, New Mexico. 298-3474.

Announcer engineer, good at both, 8 years experience up to 5kw. Now working in Chicago area, would like to stay in vicinity, but looking for opportunity. Directional and construction experience. Run good program no rock. 1st ticket, will assume chiefs duties. DAVIS 8-6451, Evanston, Illinois—after 6 PM.

### Production-Programming, Others

News editor, journalism graduate, no air work. Box 774J, BROADCASTING.

Writer, director-producer wants responsible position overseas. Box 999J, BROADCASTING.

Aggressive, capable newsman, two years experience plus strong background newspapers, magazines, AFPS. Qualified handle public affairs, news-in-depth, commentary. Write lively copy. Interesting, authoritative delivery. Want news conscious major metropolitan station. Married, 30, currently available. Let's arrange interview. Box 17K, BROADCASTING.

Florida agencies, tv & radio stations. Male copywriter, plenty of experience. Specialty is creative copy that sells. Won't work for peanuts but will for oranges. Box 58K, BROADCASTING.

Girl Friday—Good bookkeeper, office manager and secretary. Seven years experience in radio. Have set up and supervised centralized accounting systems for chain operations. Presently employed and have wonderful boss. but need change of scenery. Box 33K, BROADCASTING.

Writer, newsman—station promotion manager. Broadcast, newspaper, agency, pr, industrial background. Wants Texas or southwest location. Box 119K, BROADCASTING.

Canadian, 33, 13 years radio-tv writing, announcing, news. Was p.d. of 10kw fine music station. Offers? Box 133K, BROADCASTING.

New station, or revamping? We can handle your tv and radio production, plus all of your tv operations! Combined total of over 12 years' experience, announcing, writing and operating! Both dependable, energetic family man! Box 152K, BROADCASTING.

Newsman, Newscaster-reporter-writer, 16 years radio and tv. Features a specialty. College. Can photo-edit. Former news director. If no vacancy save this for your files. Box 154K, BROADCASTING.

Washingtonian, long experienced in ways of Capital, established position in field of communication: radio, published word, lecture platform, personal contacts. Top references. Services available in D. C. Box 163K, BROADCASTING.

Program Director. My major market station has new owner. Available after March 16. I am 29, family man. 10 years radio-tv, this midwest city. Excellent record, full references. Former news-director. No offers less than \$10,000. Box 166K, BROADCASTING.

Suffering sagging sound? Powerful programming by top-market performer. Professional's price. Box 168K, BROADCASTING.

Imagination college graduate (BA) ETV and radio experience: Production, direction, continuity, announcing, news, play-by-play sports, photography. Desire—what you need (interests unlimited). Married. R. J. Bowe, 8225 Jackson, Omaha 14.

## Situations Wanted—(Cont'd)

### Production-Programming, Others

Eight years experience as announcer-dj-newsman, play-by-play sports. Desire stable-permanent position. Presently on news staff of radio-tv station in major market. All areas considered. Joseph Jansen, 800 Sherman Avenue, Sharon, Pennsylvania. Diamond 7-2083.

### TELEVISION

#### Help Wanted—Sales

Rocky Mountain West TV station needs young alert salesman for medium market. Active accounts plus guarantee . . . No. 1 station in a boom area. Send pix and resume to Box 986J, BROADCASTING.

Attention Agency/Advertiser and Network Executive—can you recommend a recent college grad, interested but not necessarily educated in the field of television. I'll train the right young man from the ground up—station operations with emphasis on sales. Rewarding position for aggressive young man in prosperous Southern market. Write Box 8K, BROADCASTING.

Radio-television salesman. Iowa market. Group ownership offers individual growth. Limited experience accepted. Midwesterner preferred. Box 45K, BROADCASTING.

Sales manager . . . for pre-freeze CHF CBS major market area station with No. 1 ratings all surveys. Quality operation . . . strictly rate card. Also 1000 watt adult music, top production CBS radio station. Requires administrative and personal radio and television sales experience, creative selling ideas, civic interest, sales promotion and merchandising know-how. Starting salary \$15,000 plus incentive plan. Include complete resume, sales record and references. Box 50K, BROADCASTING.

Western Pennsylvania. TV station wants experienced, creative, radio or tv salesman. Active local and regional accounts plus guarantee, commission, fringe benefits. Box 131K, BROADCASTING.

TV station in top 35 in Central Atlantic has opening for experienced, creative man who knows how to make presentations and close. Growing company now in 3 markets. Guaranteed open depends upon background and ability against good commissions. Interested only in men capable of earning \$12-\$14,000. Box 174K, BROADCASTING.

### Announcers

News editor and newscaster—professional only. Wanted for Westinghouse station . . . please send tape and photo. Box 129K, BROADCASTING.

### Technical

TV engineer. Excellent engineering opportunity with a leading midwestern tv station. Experience required. First class license desirable. Send detailed resume and salary requirement to Box 228J, BROADCASTING.

TV control room maintenance and operations man wanted by southeastern CBS-VHF outlet. Good pay plus chance for advancement. Send full resume plus salary requirements. Box 93K, BROADCASTING.

Have immediate opening for combined transmitter and studio engineer. Location, northwestern Pennsylvania. Duties will include remote television pick ups. Full details first letter. Box 136K, BROADCASTING.

### Production-Programming, Others

Wanted: Commercial television continuity writer. Excellent working conditions and fringe benefits. Progressive Wisconsin station. Box 880J, BROADCASTING.

## Help Wanted—(Cont'd)

### Production-Programming, Others

Artist, southern VHF, seeks man experienced in tv art to assume responsibilities for art work, scenic design and printing layout. Attractive company benefits, pleasant working conditions. Please submit resume and recent photo, references, salary requirements to Box 923J, BROADCASTING.

TV newsman for large Florida market. Experience or good potential as reporter-writer, on-camera performer, able to handle 16mm cameras. Send short VTR or SOF Box 950J, BROADCASTING.

Wanted-Artist for NBC outlet in medium size market, multiple station ownership. Send sample of work and salary requirement. Box 35K, BROADCASTING.

Experienced, creative TV commercial writer for midwest metropolitan area network station. Excellent opportunity . . . writers work directly with clients . . . no local agencies involved. Send samples and complete resume. Top salary . . . advancement . . . profit sharing. Box 48K, BROADCASTING.

News director. Must be experienced reporter and on-air news personality capable of directing department and personally airing prime evening newscasts. Duties include creation of editorials, documentaries and public service programs. No. 1 station in major market with good news sources. Starting salary \$10,000. Send resume and references. Box 49K, BROADCASTING.

Help wanted: Director-Switcher. 40 hour week. Ideal climate and living conditions. KKTV, Colorado Springs, Colorado.

Program Director—Leading VHF has opening for P.D. with proven administrative ability. The man we are seeking must be well grounded all phases of TV program operation and capable of doing limited performing including one important newscast daily. Send complete information, photo, news tape to WSAV-TV, Savannah, Georgia. All replies confidential.

### TELEVISION

#### Situations Wanted—Management

Solid manager. 47. 28 years imaginatively commercial experience—all phases. Box 65K, BROADCASTING.

Manager-commercial manager—eight years experience in tv management. Proven ability to build and train sales staff to become producers. Will consider VHF or UHF operation. Hard worker preferring salary plus incentive in large or small market. Box 110K, BROADCASTING.

### Sales

After 15 years of top television production, I desire to join television sales staff. Past experience as production head, advertising executive, tangible and intangible salesman great asset. Resume. Box 149K, BROADCASTING.

Experienced TV salesman available immediately. Know many leading New York agencies personally. College graduate. Married, one child. Age 30. Background includes buying and producing in top ten agency, national selling for leading station. Ren. Good record. Excellent references. Box 178K, BROADCASTING.

### Announcers

Professional TV announcer wants staff job with on-camera work. Works hard for good money. Box 157K, BROADCASTING.

TV announcer. Presently PD major market radio. Forced to leave due to ownership change. 10 years staff tv here. 29, family man. Excellent record, full references. Box 167K, BROADCASTING.



## Situations Wanted—(Cont'd)

### Technical

1st phone, 16 years, AM, TV, mobile, directional, maintenance major, operational minor. Prefer midwest and college. Maybe radio. Currently employed. Box 145K, BROADCASTING.

TV engineer—10 years experience, 34, presently employed Europe—return states May 31. VTR operation, maintenance, editing, video, projection, first phone, highest references. H. J. Hall, 7 Square De Versailles, Grandes Terres, Marly Le Roi, France.

Experienced first phone seeking position in middle west. George Davenport, 302 West Blvd., North, Rapid City, South Dakota.

### Production-Programming, Others

Experienced news director: seeks station leading competitive market or planning to. News-in-depth specialist, top voice, references. Box 20K, BROADCASTING.

Write, report, top rated newscaster, administration duties—Experienced all phases. Box 27K, BROADCASTING.

Top rated newscaster, assistant news director . . . Write, gather, all phases. Box 28K, BROADCASTING.

Can offer strong news background to Midwest television station as news director or top assistant. Proved reporter, photo and newscaster. Family, college grad, mature. Telephone: Detroit 331-8403. Box 46K, BROADCASTING.

Floor manager with six years experience all phases of production. Available immediately. Resume, references on request. Box 114K, BROADCASTING.

Public Service Director, Program Manager, Producer-director. 12 years experience in all facets of television broadcasting in large market, desires any of the above positions in an area where he can again create. Write Box 150K, BROADCASTING.

27-year old college graduate (adv.) due out of Army in April. Eager, competent, looking for future in promotion and public relations. Prefer West Coast. Box 153K, BROADCASTING.

Reporter for Chicago daily newspaper seeks TV news writing job. Box 164K, BROADCASTING.

TV continuity director desires position with Indianapolis advertising agency. Box 169K, BROADCASTING.

## FOR SALE

### Equipment

Raytheon RR 30 3-channel amplifier, ASP-298 colinear 6 DB gain base station antenna cut for 166.25MC Cleveland allocation map book. Box 90K, BROADCASTING.

Standard teleprompter cueing device equipment with typewriter. Box 112K, BROADCASTING.

Used GPL 35MM telecast projector model PA-200. Reasonable Box 139K, BROADCASTING.

Master Control Audio System: Including large 6-channel preset console; 6 VU meters; dial monitor system; tel co, 12 bcast lines and PE's; 10-BA-3C Program Amps; 5-BA-4C Monitor Amps; 1-BA-2A Pre Amp; 11-BA-1A Isolation Amps and 2-BX-1C Power Supplies; 2-BX-3A 12V Power Supplies; 2-K-182608 12V Power Supply; 9 racks BK84D, patching facilities. In daily service since 1948. Also TP6C Color Projector. J. E. Risk, KSD, 1111 Olive, St. Louis, Mo.

Used and new tubes and parts for Western Electric 451 A-1 250 watt transmitter. Reasonable. KSEW, Sitka, Alaska.

## For Sale—(Cont'd)

### Equipment

G.E. 3kw FM transmitter—ready to go on the air—\$3,000.00. Jim Corry, KFMK, 1424 Westheimer. JA 6-2166, Houston 6, Texas.

Best offer plus freight for operative RCA console model 76-B. \$100 for console Concertone model A 2454. KHAS Radio, Hastings, Nebraska.

FM antenna, seven bay Collins, complete including mounting brackets. Available now. WFMH, Cullman, Alabama.

Rek-O-Cut Model B-16-H turntable. Gates Studio console model 30. Presto 6N Cutting table recording amplifier. Presto model T-2. GE model BC-3-A transmitter console. Auto Dryair pump model 45. Western Electric 506B-2 10,000 watt FM transmitter. Blaw Knox FM 54A 8 Bay Clover Leaf antenna. Discount on package. Chief Engineer, WNEK, Macon, Georgia.

Concertone Mark VII—good condition—Requires extra warm-up time, \$995. New—\$200. WVKC (FM), Knox College, Galesburg, Illinois.

Used double row audio patch panels excellent condition. \$25.00 each. Rocky Mountain Recording, RT #1, Box 632, Cheyenne, Wyoming.

Schafer Model 60 automation package. A-1 factory reconditioned. Can be seen in operation. Asking \$5,000. Contact Chet Miller, WVPO, Stroudsburg, Pennsylvania.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, \$40.00 for 20' length; 1/2" ditto, 90¢ foot; 6 feet. Dishes with hardware, \$150.00 each. Also Elbows, Reducers, Dehydrators, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Am, fm, tv equipment including transmitters, tubes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

## WANTED TO BUY

### Equipment

Interested in used tower approximately 900 ft. Must support six-bay Channel 5 turnstile antenna. Need immediately. Box 957J, BROADCASTING.

Used heavy-duty support tower, 360 to 450 feet, guyed or bottom portion of self supporting. Box 971J, BROADCASTING.

Wanted—Four bay Andrews FM antenna for high end of FM band. Box 74K, BROADCASTING.

Manager major 4-A agency office desires to participate in small station ownership. In addition to some financial share, will handle sales or other management responsibilities, on full or part time basis. Send full details, please! Box 122K, BROADCASTING.

Need up to 1100 feet of 3 1/8 inch coax transmission line. Write stating make, type, impedance, location, condition, length and price. Box 128K, BROADCASTING.

G.P.L. Film recorder with Maurer sound galvanometer unit. Good working order. Box 146K, BROADCASTING.

Used UHF 12kw TV amplifier. Lee Golden, 308 S. Fruit, Fresno, California. AM 4-1309.

Magnecord M90A amplifier with or without transport. Good condition. Captain McGrew, Bolling AFB 25, D. C.

Viking cartridge tape deck or equivalent. State condition and price. Johnson, 3175 Pollard, East Point, Georgia.

## WANTED TO BUY

### Stations

Man and wife team desires to purchase interest in radio station, or entire station with low down payment. Preferably Florida coastal area or west central California. Box 173K, BROADCASTING.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be a Disc Jockey. Learn announcing & engineering—FCC 1st class license. Nation's leading D.J.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio, Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting March 7, May 9, July 11. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Can you qualify for your first class F.C.C. license in six weeks? Yes, you can do it at Pathfinder School in Hollywood. New classes starting April 17 and June 12. Modern classroom, excellent instructor, small class for truly personalized instruction. Make reservation now, to secure your enrollment in the class of your choice. Pathfinder School, 5504 Hollywood Blvd., Hollywood 28, California. Tel HO 9-7878.

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 25, Texas.

## MISCELLANEOUS

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

"Movie Quiz." Successful television slide, script show. (Also Radio version) "On Camera" or "Booth announcer" versions. Contestant telephone participation, prizes. Any length program. 220 Broadway, Denver 3, Colorado.

Radio-Television Bingo on grocery check-out bags. Sweetheart Mountain Productions, Box 4041, Denver 9, Colorado. Phone 744-2101.

## Business Opportunity

Minority stock interest in 5kw—midwest. Attractive price. Information furnished to qualified buyers only. Write Box 125K, BROADCASTING.



**RADIO**

**Help Wanted—Management**

**COMPETENT MANAGER** with strong sales background wanted for new am-fm station in dynamic west coast market of 100,000. Profitable and secure opportunity for a proven sales producer. 1st phone required. Send complete resume to Box 752J, BROADCASTING.

**Sales**

**BROADCAST SALES ENGINEERS WANTED**

ITA Electronics Corporation is a continuously expanding operation. As part of this expansion we are looking for experienced, qualified and successful sales engineers. Position offers excellent salary to qualified individuals with travel expenses paid. Attractive compensation for sales efforts and ability is also provided.

The people we are looking for have a technical background in broadcasting and an ability to sell and represent a prosperous organization. They must be thoroughly capable of assuming full responsibility within their assigned territories. A successful career with a bright outlook for the future is offered to those who can meet the above. Send resume immediately to:

**ITA ELECTRONICS CORP.**

130 East Baltimore Ave.  
Lansdowne, Pennsylvania  
Attention: A. S. Timms

**Announcers**

Experienced staff announcer for summer replacement (April 2-September 23). In major eastern market radio station. Salary—\$116 per week, plus talent. Send tape, picture and resume to:

Box 926J, BROADCASTING

No tapes returned.

Automated Radio Station in major market seeking top announcers with first tickets. Please send audition tapes including newscast. Get in on Radio's future today.

Box 117K,  
BROADCASTING

**Help Wanted—(Cont'd)**

**Announcers**

**CRACK STATION NEEDS . . . A PRO**

Seasoned man who can handle good music in a tight, top notch operation. Salary open. If interested, rush tape, picture and resume to Box 96K, BROADCASTING.

**PERSONALITIES! MAJOR MARKET! WEST COAST!**

Comedy, controversy, or the Continental . . . let me hear from you. No amateurs or beginners please! Tape and background to:

Box 126K, BROADCASTING

P.S. Also need man to do controversial telephone show.

**Swinging Station**

**NEEDS THE FOLLOWING**

with experience in modern operation:

- TWO production-minded DJ's
- ONE NEWSMAN to dig, write & deliver
- TWO hustling SALESMEN
- ONE sharp COPYWRITER

Rush: tape, background, references, etc.

Box 176K, BROADCASTING

**SPORTSCASTER—WHAS, Louisville,** is auditioning experienced sportscasters. Primary duties: preparation and presentation of daily radio and tv sports programs; play-by-play secondary and limited. Send resume, picture, tape and salary requirements to: Sports Director —WHAS, Louisville 2, Ky.

**WANTED**

Announcer for middle of the road music and news station. Send audition tapes to Ken Manley, WHIL, Boston 55, Massachusetts.

No tapes returned.

**EXPERIENCED ANNOUNCER**

Progressive modern operation needs a good voice for programming better quality popular music. Send tape and resume or contact E. D. Baydush, WLPM, Suffolk, Virginia.

**RADIO**

**Situations Wanted—Management**

**RADIO — ALLIED**

Manager—Sales Manager—or investment WEST COAST or HAWAII. Strong on sales and profits. 27 years in radio, former station owner. Presently retired. Art Croghan, Miramar Hotel, Santa Monica, California.

**Situations Wanted—(Cont'd)**

**Announcers**

One of  
**NATION'S TOP C&W DJ's**

Available soon—last job (am-tv) 15 yrs. Ask any big-time C&W artist who this lad from the N. Y.-N. J. area is—and you will learn my name.

Box 111K, BROADCASTING

**SOUTHERN CALIFORNIA**

Ready for move from cold Chicago to warmer L. A.—Southern California area. 8 years all-around radio experience. Not a floater. Presently employed in Chicago. Solid Announcer. Ready April or May. Box 120K, BROADCASTING.

**TELEVISION**

**Help Wanted**

**Production-Programming, Others**

**NEWSMEN NEEDED**

Combined radio/television news department in mid-Atlantic market of more than a million now accepting applications from newsmen who can dig, write and report on the air. No announcers please, we need newsmen. Tape, photo and resume to Box 141K, BROADCASTING.

**TELEVISION**

**Situations Wanted—Technical**

**DUE TO OVER ALL STAFF CUT BACK**

*We have immediately these experienced TV people:*

- 3 Video men
- 3 Transmitter Engineers—  
First Class ticket
- 2 Projectionists with VTR  
experience
- 3 Camera floormen
- 1 On-camera announcer

*If you need excellent help in any of these positions, contact:*

Box 147K, BROADCASTING

**MISCELLANEOUS**

New — Original — Written Daily

★ **COMEDY MATERIAL** ★

Hundreds, original jokes, wit, puns—etc. (we service Radio—D.J.'s—MC's—T.V.) First book—Canada's greatest gag book D.J.'s Comedy Bible—\$6.50 check or money order to:

Joey Mate  
101 Everden Rd.  
Toronto, Canada

Miscellaneous—(Cont'd)

Colorful

**RADIO MARKET SHEETS  
and  
COVERAGE MAPS**

Address Radio Dept. on your letter-  
head for FREE information and samples.

**EVEREADY ADVERTISING**

1817 Broadway • Nashville 4, Tenn.

**INSTRUCTIONS**

**MOVING?  
SEND FOR BOOKLET**

A free, 16-page booklet prepared by  
Burnham Van Service, Inc. can give you  
helpful, work-saving, cost-saving point-  
ers on how to organize your move  
from city to city when you change  
jobs. How to prepare to move, tips on  
packing, a helpful inventory checklist  
of things to do are among the topics  
included. Write for your free copy.  
No obligation.

Chuck Swann,  
Burnham Van Service,  
1634 Second Avenue,  
Columbus, Georgia

**FOR SALE**

**Equipment**

**USED TRANSPORTS  
IN TOP CONDITION**

"Ampex" and "Presto" units for sale at  
bargain prices.

Box 70K, BROADCASTING

**12 Bay RCA Antenna**

New never out of factory carton tuned  
105.9 mc Channel 290. Can be tuned  
slightly either way. First offer of \$4,000  
takes.

Box 91K, BROADCASTING

**FOR SALE**

**Stations**

**OREGON DAYTIMER**

AM, serving major market and sub-  
urban. 1KW possible increase to  
5KW. Absentee-owned. Perfect situ-  
ation for owner-manager. Will sell  
for assumption of liabilities plus  
small equity payment. All long-  
term financiable.

Box 92K, BROADCASTING

**BEST BUY IN THE WEST**

Only station in growing town of 10,000.  
Good trade area. Full-time 250 W. Grossed  
its last fiscal year \$51,000. Price of \$55,000  
includes land for tower and transmitter  
house. 29% down. Hurry. Harris Ellsworth,  
Box 509, Roseburg, Oregon.

**For Sale—(Cont'd)**

**Stations**

Gulf	small	fulltime	\$120M	terms
Fla	small	daytimer	80M	\$20dn
Cal	medium	daytimer	80M	\$15dn
N. Eng.	medium	regional	200M	cash
La	metro	daytimer	135M	29%
N.Y.	metro	fulltime	300M	29%

and others; also newspapers & trade journals.

**CHAPMAN COMPANY**  
1182 W. Peachtree St., Atlanta 9, Ga.

**THE PIONEER FIRM OF TELE-  
VISION AND RADIO MANAGE-  
MENT CONSULTANTS  
ESTABLISHED 1946**

Negotiations Management  
Appraisals Financing

**HOWARD S. FRAZIER, INC.**

1736 Wisconsin Ave., N.W.  
Washington 7, D. C.

**CONFIDENTIAL NEGOTIATIONS**

**For Buying and Selling  
RADIO and TV STATIONS**

in the eastern states and Florida

**W. B. GRIMES & CO.**

2000 Florida Avenue, N.W.  
Washington 9, D. C.  
DECATUR 2-2311

Tex. single regional \$49,500—Colo.  
single regional \$50,000—Tex. major re-  
gional \$200,000 with 12½% down, bal.  
10 yrs., no interest—Okla. medium \$100,-  
000—Ind. single regional \$63,000—Fla.  
fulltime single \$45,000 with \$10,000  
down—Fla. medium 5 kw. \$90,000—Ark.  
medium regional \$150,000—Tex. metro  
regional. 1961 cash-flow \$60,000. Ab-  
senteo owned. \$250,000 with \$50,000  
down—Ala. medium regional \$42,500—  
Tex. single regional \$70,000—Ga. single  
regional \$75,000 only \$15,000 down—  
Tenn. major power fulltime. Billed ¼  
Million annually past several years. \$350,-  
000 with 23% down—Ky. major regional  
\$475,000—Fla. medium regional \$375,-  
000—N. M. medium regional \$150,000  
—Texas major FM \$75,000. Many others!

**PATT McDONALD CO.**  
Box 9266—GL 3-8080  
AUSTIN 17, TEXAS

*Continued from page 97*

Req: 1390 kc. 1kw, 5kw-LS, DA-2, unl.

BP-14835: NEW, Ellsworth, Wis.—Ells-  
worth Bcastg. Co. Req: 1430kc, 500w, D  
Application Deleted from Public Notice  
of Aug. 2, 1960:

BP-13309: NEW, Alexander City, Ala.—  
Radio Alexander City. Req: 910kc, 500w,  
D. (Assigned new file number: BP-15236).  
Application Deleted from Public Notice  
of Dec. 9, 1960:

BP-13665: NEW, New Port Richey, Fla.—  
Jasmin Properties Inc. Req: 1400kc, 250w,  
D. (Assigned new file number: BP-15233).  
Application Deleted from Public Notice  
of Jan. 27, 1961:

BP-13694: NEW, Williams, Ariz.—Frank  
S. Bare Jr. Req: 730kc, 250w, D. (Assigned  
new file number: BP-15228).

BP-13735: NEW, Camden, Ark.—Ouachita  
Valley Radio Corp. Req: 610kc, 500w, D.  
(Assigned new file number: BP-15213).

Application Deleted from Public Notice  
of Dec. 4, 1961:

BP-14708: NEW, Kingsport, Tenn.—Model  
City Bcastg. Corp. Req: 1400kc, 250w, unl.  
(Assigned new file number: BP-15241).

**Rulemakings**

■ By report & order, commission finalized  
rulemaking in Doc. 14448 and shifted com-  
mercial ch. 17 from Fort Lauderdale to  
Miami, Fla., for educational use there and,  
at the same time, modified cp of The  
Board of Public Instruction of Dade Coun-  
ty, Fla., to specify noncommercial educa-  
tional operation of WSEC-TV on ch. \*17 in  
Miami instead of on commercial ch. 17 in  
Fort Lauderdale, subject to submission of  
necessary information. Board also operates  
\*WTHS-TV on ch. 2 in Miami, and plans  
to use its main studio facilities for main  
studio of ch. 17 station with auxiliary  
studio at common trans. site in Miami ant.  
farm area. Action March 7.

■ By report & order, commission finalized  
rulemaking in Doc. 14397 and amended by  
table of assignments by substituting ch. 15  
for ch. 62 in Oneonta, N. Y., and deleting  
ch. 15 from Rochester and ch. 29 from  
Gloversville. William J. Calsam had peti-  
tioned for lower channel in Oneonta, for  
which he intends to apply. Action March 7.

**For Sale—(Cont'd)**

**Stations**

**STATIONS FOR SALE**

CALIFORNIA. Medium market. Full time.  
Automated. \$100,000. 29% down.

SOUTHWEST. Metro. Full time. Top rated.  
Excellent profits. \$435,000. Terms.

SOUTH WEST CENTRAL. Metro. Excellent  
cash flow history. Daytime. \$250,000. 29%  
down.

NORTHWEST. Medium market. Full time.  
Absentee owned. Gross \$85,000 in 1961.  
Asking \$125,000 plus assumption of \$35,000  
in obligations.

**JACK L. STOLL & ASSOCS.**  
Suite 600-601 6381 Hollyw'd Blvd.  
Los Angeles 28, Calif. HO 4-7279

**MATCHLESS  
RADIO VALUE**

**FOR SALE:** Lucrative 5,000 Watt Daytimer with early  
sign-on, Industrial Ohio Valley location, approximately  
1½ million area population. Yearly cash flow exceeds  
\$60,000. Priced at less than 6 times cash flow (\$330,-  
000 all cash). Information limited to principals who  
prove financially qualified in first letter.

Write:

Attorney, Room 730  
1411 "K" St., N.W.  
Washington 5, D. C.

# RED CROSS LOOKS TO YOU

*When you help,  
Red Cross can help*



## TV SPOTS



## RADIO SPOTS

**LOWELL THOMAS** speaks for the Red Cross as he shows how the organization helps people in need from Puerto Montt, Chile, to the edge of the Bamboo Curtain. Zeroing in on still pictures gathered from around the world, and with dramatic drum beats and a musical score, he beats home the message "When you help . . . Red Cross can help."

60 - 20 - 10 seconds

Also **COLOR SLIDES, TELOPS, FLIP CARDS**  
with voice over copy

AND— a recording with ID's for station breaks,  
voice over credits, and crawls

Recorded appeals by

- ★ PAT BOONE
- ★ BING CROSBY
- ★ BOB HOPE
- ★ THE FOUR LADS
- ★ FRANCES LANGFORD
- ★ ART LINKLETTER
- ★ TED MALONE
- ★ MITCH MILLER
- ★ ROSALIND RUSSELL

all lengths from  
05 to 60 seconds

PLUS A VARIETY OF SHORT IDs

## TELEVISION FILM

### EVERY PART OF TOWN

(14½ minutes—16mm—color or black and white—sound cleared for TV)

#### STARRING:

- ★ PATTY CAVIN — NBC
- ★ LEWIS SHOLLENBERGER — ABC
- ★ SAM DONALDSON — CBS

★ Colorful Hurricane Carla is also the star of this news-worthy account of how Red Cross volunteers took on the momentous task of caring for the people involved in the greatest human exodus in modern history. These scenes, plus vivid demonstrations of mouth-to-mouth resuscitation, highway first aid, nursing in disaster, and services to the armed forces, dramatically show what Red Cross is doing around the world and in "every part of town."

All these materials available from

**YOUR LOCAL RED CROSS CHAPTER**

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In New York, call MUrray Hill 9-1000

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BY



# BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO



## OUR RESPECTS to Joseph Sutherland Wright, president, Zenith Radio Corp.

### Challenge after third record year: staying on top

When Joe Wright joined Zenith Radio Corp. in 1952 as assistant general counsel, the late Comdr. E. F. McDonald Jr. knew he had hired a good lawyer—and it didn't take him long to realize that he had discovered strong management material as well.

President and general manager of Zenith since 1959, Mr. Wright could stand on three record-breaking years for the company if he chose. But he prefers to give all the credit to the strong and loyal executive-employee team of which he is a part. He credits, too, Zenith's policies of quality before price, careful inventory control and sound distributor-dealer relationships for this success.

Zenith last week announced 1961 earnings and sales to be the highest in three consecutive record years. And black-and-white tv set sales, the firm says, have topped a million units for the third year—again the industry leader. Zenith's radio sales made a record, too.

Because of the success of Zenith's new color tv and fm stereo lines which were introduced last fall, Mr. Wright is highly optimistic about the future of these media. He feels, though, that the real comer is subscription tv and he suggests that broadcasters keep a careful eye on the forthcoming test at Hartford, Conn., in conjunction with RKO General's WHCT (TV) there.

**Principles Firm** ■ Zenith employees like Mr. Wright's open-door policy and his willing, friendly ear. At the same time, they respect his firm stand on matters of principle. They recall his work in helping Zenith win its record \$10-million out-of-court settlement from RCA and others in 1957 after long anti-trust litigation, as well as his recent blast at General Electric over claims for development of stereo fm.

His present—and greatest—challenge: keeping Zenith "fighting-lean" in order to maintain its top position. Part of his strategy is careful expansion into the non-consumer product fields, which he considers "natural" evolution as a result of growth of research.

Joseph Sutherland Wright was born March 16, 1911, at Portland Ore., but most of his youth was spent in Havre, Mont., where his father was a dentist. Young Joseph received his primary education at Havre. During his teens he went to high school at Long Beach, Calif., where his mother was then staying for her health.

After a year at the U. of Redlands at Redlands, Calif., he returned home to attend Northern Montana College. Dur-

ing this period he worked part-time at various jobs, including selling shoes at Buttrey's Dept. Store in Havre. He learned all about the new business of broadcasting as an announcer-news-caster for the store's radio station, KFBB (now at Great Falls, owned by KFBB Broadcasting Co.).

**The Big Step** ■ Mr. Wright credits the advice of a family friend, County Judge C. B. Elwell, with encouraging him to take the big step toward a career in law. Judge Elwell took the young man aside one day after he learned one of his jobs involved working on a road construction gang. The judge told him that those with a will to win could get jobs in Washington, D. C., and go to law school at night. If it had worked for the judge, he could do it too, young Joseph was told.

Up until that time Mr. Wright had never been east of Glasgow, Mont. But as a drover on a cattle train, a strong young fellow could get as far as Chicago in a week. Mr. Wright became one of them. He used the return-trip coach ticket that came as part of his cattle-train pay to negotiate a bus ticket to Washington.

"It took a month to get the smell of cows out of my clothes," he recalls with a chuckle. The year was 1931.

During his first six months in Washington, Mr. Wright made ends meet by selling dresses in the bargain basement of The Hecht Co. But in 1932 he got a job as clerk to Rep. Scott Leavitt (R-Mont.), and started taking night classes at George Washington U. Law School.

The next year, Mr. Wright joined the staff of Sen. Burton K. Wheeler (D-Mont.), who was then a member of the Senate Interstate & Foreign Commerce Committee. Sen. Wheeler became chair-

man in the year following the establishment of the FCC by the Communications Act of 1934. Mr. Wright then became assistant clerk of the committee.

Although he didn't receive his L.L.B. degree until 1937, Mr. Wright passed the District of Columbia Bar in 1934. He continued his night school, but finishing the last few credit hours was the hardest part. His work, a trip to the Orient with a congressional group, and personal interests (getting married) combined to postpone the L.L.B.

In 1936, Mr. Wright joined the FTC as attorney-examiner and investigator. Two years later he was made special legal assistant to Chairman Robert E. Freer. He continued with the FTC as attorney, assistant general counsel and chief of the agency's Compliance Division until May 1952, when he joined Zenith as assistant general counsel. During the war years (1942-45) he had served as Navy gunnery officer, with the rank of lieutenant commander, aboard ship in the North Atlantic.

**Landmark Victories** ■ Mr. Wright's reputation for winning landmark cases began at the FTC. His two biggest were the National Lead Co. and Morton Salt proceedings, both of which had gone to the Supreme Court.

He is also a member of the bar of Illinois and of the FCC.

Soon after he joined Zenith, Mr. Wright's unusual management talents came to the notice of Zenith officers, and they began to cultivate them. In November 1953, he was promoted to general counsel, succeeding the late Irving Herriott. In April 1954, he was elected to the board of directors. The next April he became vice president, and in April 1958 he was elected to the executive vice presidency, a key operating post within the company. In April 1959 Mr. Wright was elected president and general manager of the corporation. (Comdr. McDonald had died in May 1958.)

Mr. Wright married Ruth Lacklen of Billings, Mont., in 1936. They had met in Washington. The Wrights have two children: Joseph Jr., a student at George Washington U., and Susan Jane, attending the U. of Arizona. The family home is on Chicago's north shore, in the suburban town of Kenilworth, Ill.

Mr. Wright likes a good game of bridge now and then—but *Pelago* has captured his heart. She's a 33-ft sloop that joined the family a year ago. "I really had to do something," Mr. Wright says, "my golf game got so bad."



Joseph Sutherland Wright  
Mind open, principles firm

## Editorializing isn't automatic

**T**HE appearance of more than 300 delegates at the NAB's first conference on broadcast editorializing attested to the growing, if belated, interest in the subject. It was 13 years ago that the FCC revoked its former prohibition against editorializing. It has been only in the past few years that appreciable numbers of stations began taking advantage of the opportunity.

According to an NAB survey that was reported at the editorializing conference a fortnight ago, at least a thousand television and radio stations are now editorializing, and another 200-odd intend to begin within a year. The tide is now running strong enough to suggest that many more will be persuaded to begin broadcasting their opinions.

Some of them, we fear, will editorialize because it is the thing to do, not because it has grown logically from their general development as responsible and serious organs of journalism.

The danger is that editorializing will be corrupted from a status to a status symbol. At that point it will have no more meaning than mink in Miami or a February sun-tan in New York.

Editorializing is one function of professional journalism. It will be done as well as the other journalistic functions of a station are done. It will be done superficially at best or irresponsibly at worst if the station has not first built a staff that knows how to cover news in its own community, select news from outside sources and communicate its work with clarity and wisdom.

The stations that have already won respect for their editorializing have, without exception, been stations with high professional standards in all areas of news. No others will win respect for editorializing more cheaply.

## Wedding of the u's and v's

**A**T this stage of development of the video art, there can be only one answer to the television allocations squeeze. It is through intermixture of vhf and uhf assignments and mass introduction of all-channel receivers.

Those who doubt this are unaware of the determination of Congress to block a transition of television to the 70-channel uhf band and eventual abandonment of vhf. In the last three weeks two committees charged with communications regulation have torpedoed the first phase of the all-uhf project fostered by the FCC. They knocked out the proposed deintermixture of eight markets having single vhf outlets and they want no tampering with any existing vhf assignments unless Congress itself gives the go signal.

There remains the drafting of language to implement the congressional view. The FCC must produce a draft that will affirmatively commit it to a moratorium on deintermixture, if it is to get the support it needs for enactment of all-channel set legislation. It was made clear both in the Senate and House committee proceedings that there will be no all-channel bill without a commitment to forgo deintermixture now.

The FCC must go along. It really has no alternative.

The conclusion is inevitable that there must be mixing of vhf and uhf assignments and that none of the existing 82 channels (12 vhf's and 70 uhf's) can be relinquished if there is to be full development of competitive television and adequate provision for educational service. The attack must be on the receiver problem to eliminate incompatibility which admittedly places uhf at a disadvantage.

What has developed during the past several weeks on Capitol Hill is a good example of what can be accomplished

when broadcasters work together. They had logic with them. Congress understood. There were the realities with which both Congress and the FCC must deal. The eight stations fighting for their lives against threats of deintermixture had the all-out support of the Assn. of Maximum Service Telecasters. The NAB joined in the effort for all-channel set legislation.

All-channel legislation is by no means a *fait accompli*. It is controversial legislation because, while unquestionably constitutional, it runs counter to usual democratic free enterprise concepts. There is still much to be done not only in getting this legislation through, but in making dead certain that the moratorium on deintermixture isn't booby-trapped.

## Tv spot barometer

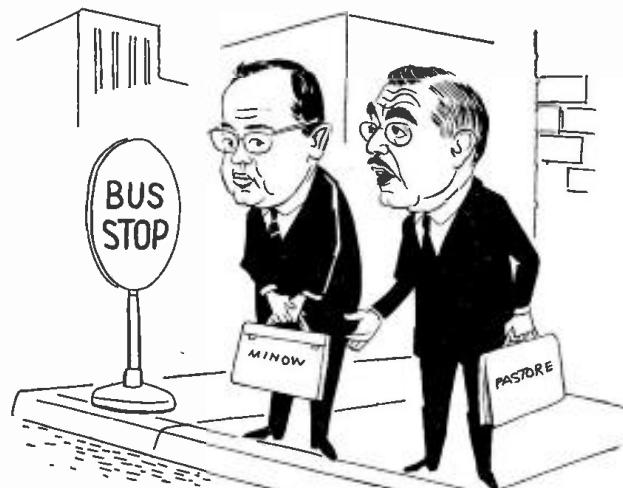
**S**POT television is moving into 1962 with unusually promising momentum, even for a business where a 2% gain against a sliding economy is considered the mark of a pretty dreadful year.

The latest business indicators from TvB show that in the fourth quarter of 1961, spot tv not only shook off the effects of the general recession but emerged with its biggest quarterly increase in almost two years. And a canvass of leading spot sellers and buyers leaves little doubt that this exceptionally strong recovery is continuing unabated in the first quarter of 1962.

The details of the happy comeback are printed elsewhere in this issue, and nobody concerned with the sale of spot tv time can be blamed for exulting over them. They stand not only as an omen of better times ahead but also as a tribute to spot's vigor as an advertising medium.

We would suggest, however, that spot tv's experience in 1961 proved more than the medium's resiliency. Its reaction during the worst of the recession demonstrated that it has reached a point of maturity where it is no longer depression-proof. Recession in previous years slowed its momentum; the recession of 1961 virtually stopped it, at least momentarily. Even with its strong fourth-quarter comeback, with billings approximately 12% above the total for the fourth quarter of 1960, its gain for the year was held to about 2%.

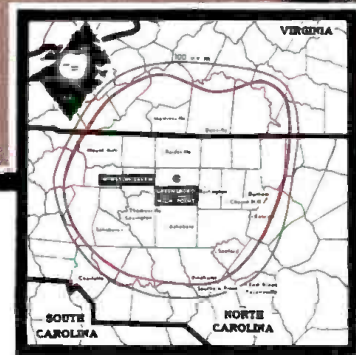
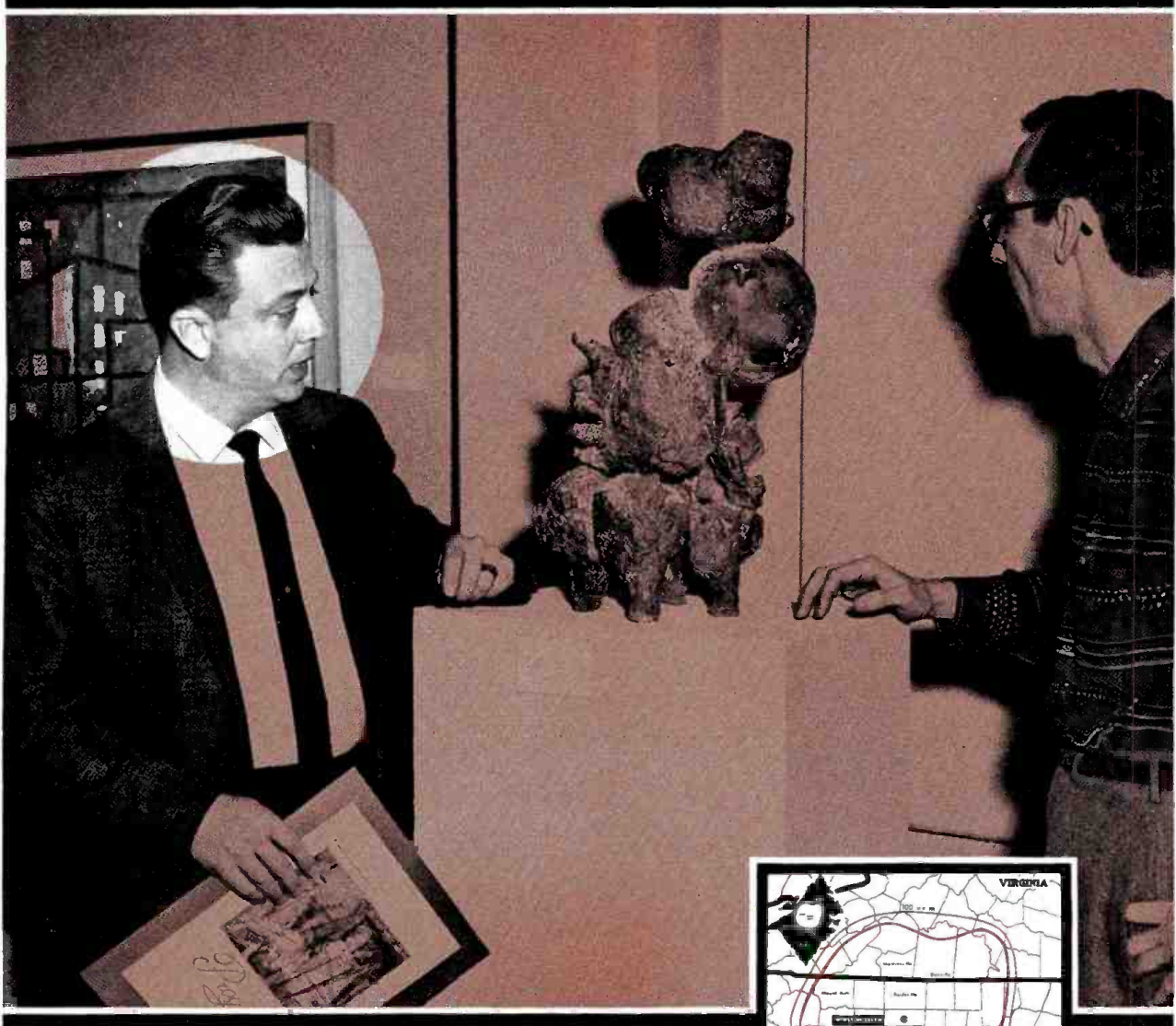
We mention this point not to dampen anyone's current optimism, but as a reminder that tv's days of "automatic" increases are over. Spot—and network, too, for that matter—is moving into 1962 at a high level of sales. High sales levels can be maintained—but only if high levels of sales effort are maintained first.



Drawn for BROADCASTING by Sid Hix from an idea by Robert K. Richards

"If we just wait, another one is sure to come along!"

# PERSONALITY AT WORK!



*The welding torch creates a work of art . . . John McMullen of WFMY-TV and James Tucker, Curator, inspect a modern sculpture at Weatherspoon Gallery in Greensboro. John, a collector of Indian art objects himself, believes in acquainting people with art as it can be used to enrich everyday living. No mere theorizer, John is currently talking art with viewers in some 466,640 TV homes\* as writer-narrator of four specials in WFMY-TV's renowned public affairs series, Channel 2 Reports. It's Art with a capital "A", ranging from a demonstration of finger painting, to a discussion with prominent architects on art in its relation to architecture. Viewers in WFMY-TV's 44-county service area find that aesthetics can be stimulating when presented by the newsman and personality they know so well, John McMullen.*



Represented by Harrington, Righter & Parsons, Inc.

\* Source: A. C. Nielsen



## wfmy - tv

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**LOCAL TIME ORDER**

CONTRACT NO. \_\_\_\_\_

ACCOUNT **WKRC Cincinnati, Ohio**  
*Shillito's Dept. Store*

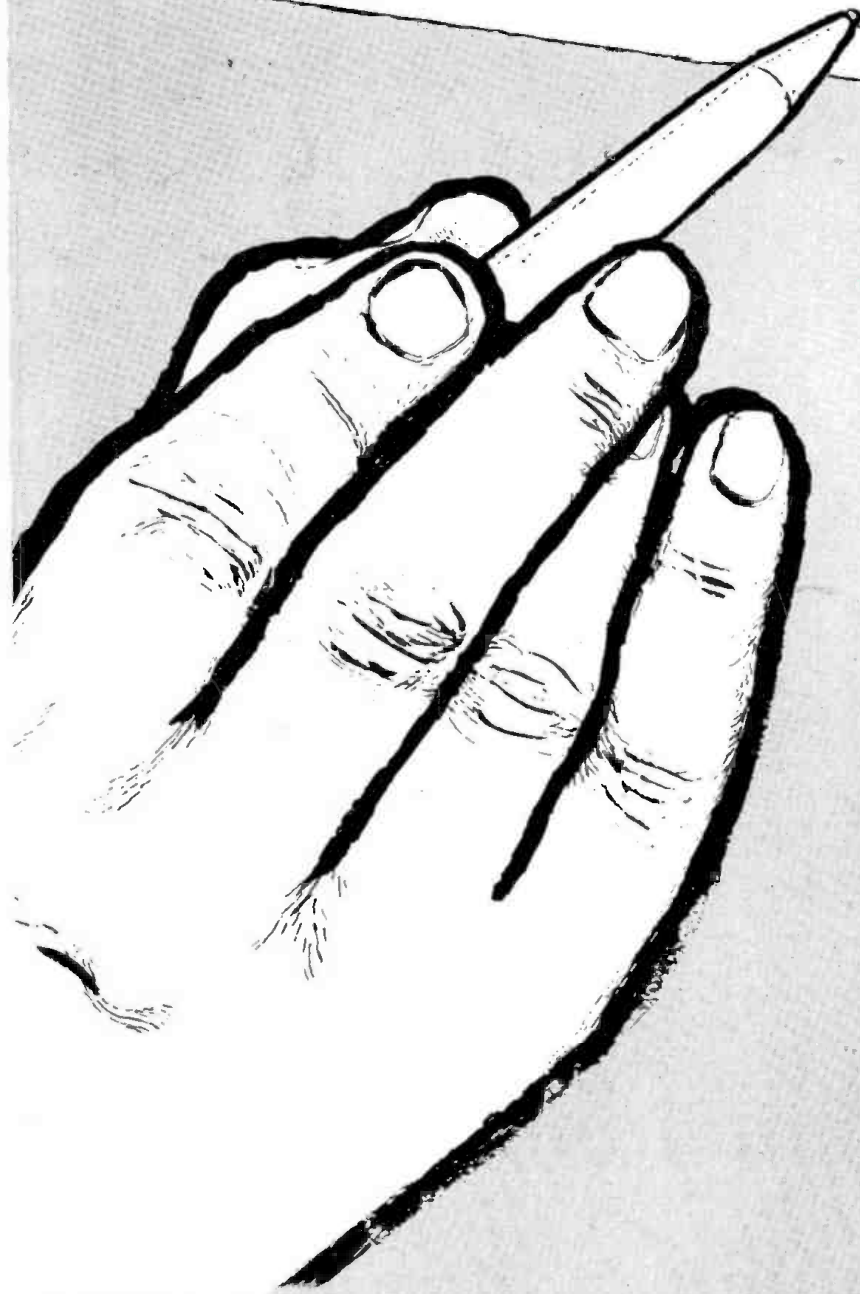
NO. OF <sup>Announce</sup> Programs \_\_\_\_\_

AT A COST FOR STATION TIME OF \$ \_\_\_\_\_

Accepted by Radio Station WKRC \_\_\_\_\_

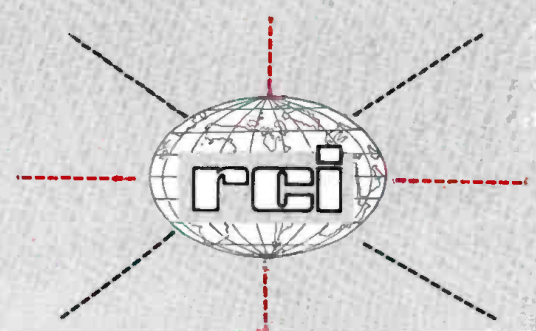
GENERAL MANAGER \_\_\_\_\_

AGENCY OR ADVERTISER \_\_\_\_\_



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- ▶ Creative selling and creative production opened up \$302,000.00 in new local business for three Taft radio stations, WKRC Cincinnati, WBRC Birmingham, and WTVN Columbus and is currently piling up new business for WKYT-TV, Lexington, Ky.
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