



# BR

**THE BUS**

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Montgomery Ala

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APR 3 1963

# ING

**AND RADIO**

NEWSPAPER

FEBRUARY 25, 1963

House ratings probe promises 'hot' news;  
Collins to be first witness . . . . . 25

Network-owned stations get license renewals  
as FCC drops payola charges . . . . . 40

Blue-chip advertisers' fall buying presages  
sales record at tv networks . . . . . 28

Radio committee wants 'substantial' decrease  
in music license fees . . . . . 52

COMPLETE INDEX PAGE 7

SOURCE: IAB/BITPOM



**Abie's Irish Rose:**  
2,327 performances



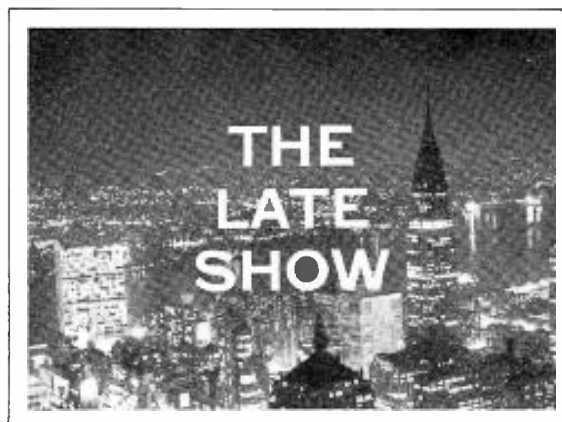
**My Fair Lady:**  
2,717 performances



**Tobacco Road:**  
3,182 performances



**Life with Father:**  
3,224 performances



**4,327 performances!**  
**New York's biggest hit, bigger than ever!**



In all showbusiness there's never been a hit like THE LATE SHOW. When New York's favorite late-evening television show marks its twelfth anniversary on February 26, it will have played 4,327 performances—far outdistancing even the greatest of Broadway's longest-running hits. And with good reason. For twelve years THE LATE SHOW has presented more of what audiences like best—star-packed motion pictures, many of them New York television premieres. What's more, late movies on Channel 2 keep building. This past November, for example, "Mr. Roberts"


soared to the highest rating ever recorded for a feature film on New York television. (More people stayed up far past midnight to see this single performance than saw "Life with Father" during its entire Broadway run!) In all, an average weekly audience six million strong has the Channel 2 habit "after eleven." What's ahead? More and better. "No Time for Sergeants," "Sayonara," "The Lost Weekend," "Member of the Wedding," "A Face in the Crowd" and "The Last Hurrah." And many more blockbusters to guarantee that New York's biggest hit will be... bigger than ever!

# Love that Late Show

(especially when my family shows up)

Congratulations WCBS-TV from Metro-Goldwyn-Mayer Television, producer and distributor of many of the greatest hours of pre-'48 film entertainment presented to New Yorkers on the Late Show.



An aerial night photograph of the Houston skyline. The city is illuminated with various lights, and a prominent white figure is visible on a rooftop in the center. The text is overlaid on a white rectangular box in the lower right quadrant.

## HOUSTON AT NIGHT

City of destiny, already marked with Greatness — Oil and Space Capital of the World, shown here from atop new 45 story Humble Building.

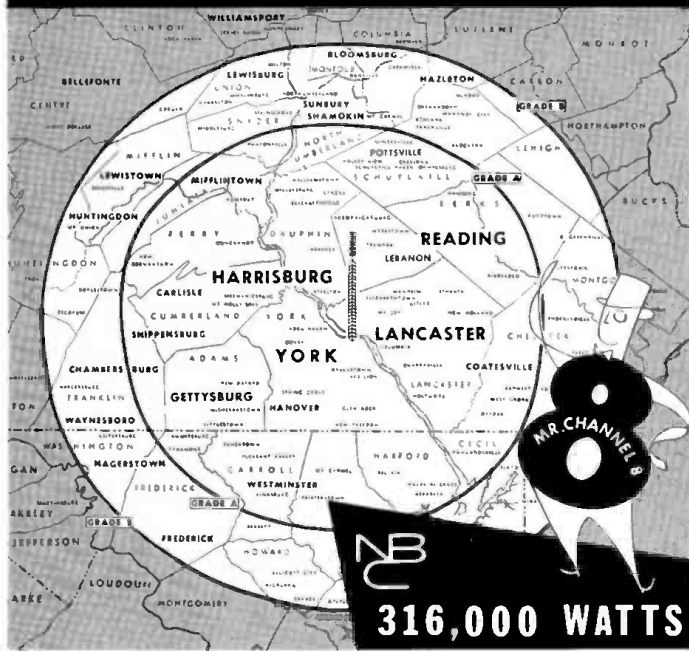
*Houston At Night* Watches **KTRK-TV**



sales  
**FULL POWER**

Atlis-Chalmers

**MULTI-CITY TV MARKET**



WGAL-TV delivers a loyal, responsive audience. This unequalled viewer following results from fourteen years of pioneering, finest facilities, and the most complete and modern equipment in the area. Channel 8 is the only single medium in this entire region that assures full sales power for your advertising dollars.

**WGAL-TV**  
**Channel 8**  
**Lancaster, Pa.**

STEINMAN STATION • Clair McCollough, Pres.

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

## Out of the hat

Who's being talked about to succeed Newton N. Minow as FCC member but not necessarily as chairman? If choice is political, to curry electoral favor in 1964: Former Gov. Mike DiSalle, defeated last November in Ohio, one of pivotal states. If it's Bobby Kennedy favorite: Harold F. Reis, office of legal counsel, Department of Justice, native New Yorker and Jewish (Mr. Minow is FCC's only Jewish member). If it's merit promotion: FCC General Counsel Max Paglin, also from New York and Jewish. If it's to fill need for engineer to replace T. A. M. Craven (who will retire any day now): James Barr, chief, FCC Safety and Special Radio Services, or William H. Watkins, chief, Frequency Allocation & Treaty Division. Added starter: William A. Geoghegan, 38, assistant deputy attorney general, native of Cincinnati and son of former judge active in Democratic party.

*With chairman Minow returning this week after 10 days in Europe (CLOSED CIRCUIT, Feb. 18) clarification should be forthcoming on time of intended departure to join Encyclopaedia Britannica in Chicago as high officer and chief legal counsel. His intention had been to leave June 1 but developments in wake of disclosure in BROADCASTING Feb. 11 of resignation could bring change—perhaps advancement—in timing. No further word on successor as chairman beyond Mr. Minow's recommendation of Commissioner E. William Henry, but if Mike DiSalle gets appointment, it's assumed as matter of practical politics he would snag top job.*

## Lunch breaks (for press)

Silent protests against snubbing of broadcasters at White House luncheons while press has been feted 17 times, took tangible form last week. Jack Williams, executive secretary of Georgia Assn. of Broadcasters, wrote Pierre Salinger (with copies to Georgia congressmen) that stations in his state "were very disturbed" over "favored treatment" being given newspapers by "exclusive invitations on a statewide basis to dine at the White House." And White House announced last week it's planning another series of luncheons for publishers. Some broadcasters have argued that smaller publishers have used White House visits advantageously business-wise.

## NBC's big pictures

NBC-TV sales and programming executives are debating whether to extend network's Monday evening movie series into 1963-64 season. Ex-

# CLOSED CIRCUIT

piration date of present package is next September. Right now sales department tends to favor extension because of client interest. Programmers, however, wonder whether ratings—which have been good for pictures shown so far—will hold up. It's big decision, involving two prime hours—7:30-9:30 p.m.—that are key to network's whole Monday night schedule.

## Omaha backfire

Some legislators are just waiting for chance to question FCC on its local program policy. Democratic member of House Commerce Committee said last week he would like FCC to explain when it adopted program policy described during tv hearings in Omaha by presiding Commissioner E. William Henry. At least one congressman is preparing series of questions for Chairman Newton N. Minow.

*Member of Senate Commerce Committee also has prepared lengthy dossier on same subject, and NAB has been suggesting to members of Congress that Omaha-type hearings ought to be stopped. LeRoy Collins, NAB president, and Paul Comstock, government affairs vice president, met with Sen. J. Howard Edmondson (D-Okla.) last Thursday at senator's request to brief him on reasons association opposes shotgun inquiries into local programming. Sen. Edmondson plans meeting this week with Oklahoma broadcasters (CLOSED CIRCUIT, Feb. 18) after receiving numerous complaints against practice. NAB officials say nearly every member of Congress they've talked to feels FCC overstepped bounds in Omaha tv program hearing.*

## Anti-editorialists

Group of broadcasters, self-identified as Republicans, is ringing doorbells on Capitol Hill trying to collect support for their opposition to FCC's policy urging licensees to editorialize. They say GOP-oriented broadcasters now refrain from editorializing to avoid need to give opposing views equal time under FCC's "fairness" doctrine. Broadcasters, group of three, are striving to retain anonymity for now.

## Man on the move

Watch Paul Comstock. That's word being spread around NAB since Florida attorney became vice president in charge of government relations last September. His embattled presentation to joint NAB board at its meet-

ing in Phoenix last January, assailing FCC for off-limits probing into programming and business affairs, made deep impression. And he's largely credited with influencing NAB President LeRoy Collins' shift to stronger stance in dealing with FCC regulatory issues.

## Buddying up

Closer liaison between Broadcasters Promotion Assn. and National Assn. of Broadcasters is expected to result from conference last week between LeRoy Collins, NAB president, and Dan Bellus, head of BPA and promotion director of Transcontinent Television. Formal proposals outlining areas in which two organizations may work on parallel planes are being drafted for further consideration. Others at initial meeting were Howard Bell and John Couric of NAB and Clark Grant, BPA first vice president and promotion director of WOOD-TV Grand Rapids.

## Softening-up campaign

Extensive mailings by British Broadcasting Corp. to U. S. tv stations in past few months reported to be part of stepped-up effort to dispel image of BBC as government-shackled operation. Ultimate objective is to make U. S. stations more receptive to BBC program offerings. BBC is expected to create new sales position in its New York office to accelerate station-by-station syndication of its programs.

## Transistor therapy

Transistor radio rather than television constitutes only effective means of getting democracy's story into Central and South America and West Indies to counteract "red menace." This is crux of communication to USIA Director Edward R. Murrow from Jose Ramon Quinones, owner of WAPA San Juan, and member of board of Inter-American Assn. of Broadcasters. Tv market, he said, is limited to minority of "well-to-do and educated people" because of high price and low rate of exchange.

*Mr. Quinones suggested that private enterprise might organize through Alliance of Progress corporation that could sell transistors on small-profit margin to reach low and middle classes in Latin America, many of whom are illiterate and are not newspaper readers. "Upper crust" knows communist propaganda, he said, but masses are not being reached.*



**WE'VE GOT  
A WAY  
WITH WOMEN**

*and with Daddies, too!*

*Daddy says when I want to see lions and tigers, he'll take me to the zoo, but when HE wants to see Lions and Tigers, he turns on Channel 2.*

Watching WJBK-TV is a happy habit for dads (and mothers, too) in sports-minded Southeastern Michigan. And Channel 2's Detroit Tiger baseball, Detroit Lions football and Big Ten basketball keep 'em happy all year round. To score with more sales in the big spending 5th market, call your STS man.



MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	IMPORTANT STATIONS IN IMPORTANT MARKETS
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	

**STORER**  
BROADCASTING COMPANY

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

# WEEK IN BRIEF

Oren Harris probe of broadcast rating services begins this week. "Exposes" hinted by House committee members. Collins and network representatives will lead off to tell how research is used. See . . .

## RATINGS BLAST PROMISED . . . 25

Tv network selling drive for 1963-64 season booming along at higher pace than ever before. Spur is early completion of buying schedules by blue-chip advertisers and sell-out by CBS-TV. See . . .

## NET SALES SET RECORD . . . 28

Radio license committee serves notice it is looking for "substantial" reduction in fees paid to ASCAP and BMI. Mason warns negotiations are complex and may prove to be long drawn out. See . . .

## SEEK DROP IN MUSIC FEES . . . 52

FCC renews licenses of 23 network-owned radio and tv stations after payola charges fail to stand up. But licenses of 27 others are still in limbo for a variety of reasons. All pending since 1960. See . . .

## O&Os ARE RENEWED . . . 40

Newsmen to talk over charges of managed news policies with Salinger and other administration information men at meeting April 5-6. Invitations extended to radio-tv, newspaper, magazine groups. See . . .

## NEWS 'DIALOGUE' IS SET . . . 65

Senate committee studies troubles with communications satellites. Syncom feared destroyed by internal explosion. Pastore questions continued government outlays for space communications. See . . .

## SILENT VOICES EXPLAINED . . . 46

President tells Minow government-industry cooperation is imperative to make all-channel law work. Uhf development committee moves another step forward; meeting is set for next month in Washington. See . . .

## JFK BACKS UHF GROUP . . . 50

CBS Radio affiliates hear good news; network is running 20% ahead in first quarter this year and this means stations will benefit. Network cites promotional activities for radio shows. See . . .

## CBS RUNNING STRONG . . . 62

New method of receiving and projecting color tv for large screen theatrical use is reported ready. GE is said to have worked out system which National General will use in its chain of motion picture theatres. See . . .

## COLOR TV FOR THEATRES . . . 66

Survey of Mexican-American groups shows homogeneity of Latin American market. Most listen to Spanish-language radio stations, but reverse is true in tv. Study covers "Latin-American Crescent." See . . .

## MEXICAN-AMERICAN MARKET . . . 32

### DEPARTMENTS

AT DEADLINE .....	9	LEAD STORY .....	25
BROADCAST ADVERTISING .....	28	THE MEDIA .....	62
BUSINESS BRIEFLY .....	38	MONDAY MEMO .....	22
CHANGING HANDS .....	64	OPEN MIKE .....	18
CLOSED CIRCUIT .....	5	OUR RESPECTS .....	87
COMMERCIALS IN PRODUCTION .....	39	PROGRAMMING .....	52
DATEBOOK .....	12	WEEK'S HEADLINERS .....	10
EDITORIAL PAGE .....	88		
EQUIPMENT & ENGINEERING ....	66		
FATES & FORTUNES .....	68		
FILM SALES .....	52		
FINANCIAL REPORTS .....	60		
FOR THE RECORD .....	74		
GOVERNMENT .....	40		



### BROADCASTING

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



## HOW DO YOU MEASURE A BROADCASTING STATION?

Only a shadow serves as the symbol of a person with a strange addiction. The other person is WTIC-TV News reporter Stan Simon who helped uncover the addiction of hundreds of youths of the Hartford area to easily obtained cough preparations. The upshot was the startling WTIC-TV documentary, "Warning: May Be Habit Forming" which, for the first time, revealed that youngsters are becoming addicted to narcotics which can be obtained at local drug stores for as little as \$1.25 a bottle. A videotape of the program has been requested by the Hartford educational station for in-school showing so that thousands of youngsters may be forewarned.

Surveys, such as ARB and A. C. Nielsen, clearly define WTIC-TV's outstanding audience leadership in southern New England . . . but a documentary such as "Warning: May Be Habit Forming" tells of another kind of leadership we prize even more highly.

WTIC  TV3

Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

WTIC-TV is represented by Harrington, Righter & Parsons, Inc.



## House ban, Sec. 315 face NAB state heads

Two long-standing broadcasting legislative problems—political broadcasting law and House ban on radio-tv coverage of hearings—will play prominent roles in discussions at NAB state presidents' conference in Washington tomorrow (Tuesday) and Wednesday.

Featured speaker Sen. Vance Hartke (D-Ind.), who sponsored bill in last Congress calling for repeal of political equal time law, will again call for action on measure in present Congress and plans to reintroduce bill. Sen. Hartke is member of Senate Commerce Committee and its Communications Subcommittee.

Assured that House leadership does not oppose removal of radio-tv ban, NAB will make strong pitch to state associations to rally support from their congressmen. House Speaker John McCormack (D-Mass.) has stated that he will not actively push for action, but Rep. Howard Smith (D-Va.) has promised NAB that his Rules Committee will hold hearings on currently pending resolutions to permit cameras and microphones to enter hearing room.

All but one active state association is represented among 73 broadcasting executives who pre-registered for conference in Shoreham Hotel. Delegates are coming from 47 states and Puerto Rico.

## 'Today' in New Orleans defended by NBC-TV

NBC has defended its role in controversy that developed over use of public funds to help defray costs of *Today* show during its stay in New Orleans.

That city's *Times-Picayune* has been critical of New Orleans public agencies and private businesses for contributing \$30,000 to help support show, which is originating in southern city every day this week.

In letter to newspaper, Carl Lindeman Jr., NBC vice president, said proposal to produce show in New Orleans was initiated by that city's Tourist Commission.

He said funds would be used to pay additional costs involved in producing show in New Orleans rather than New York, and not for salaries, transportation or profit to NBC.

Letter also said programs produced in New Orleans would, in accordance with network standards and Communications Act requirements, indicate that local

groups helped defray expenses. In follow-up telegram, network listed "major contributors" among city's public agencies and private businesses that would be included in program credit.

Both letter and telegram were printed in *Times-Picayune* Friday.

Earlier reply to newspaper's criticism was voiced by officials of WDSU-TV, NBC affiliate in New Orleans. Edgar B. Stern Jr., president, and A. Louis Read, executive vice president, expressed "shock and dismay" at newspaper's opposition to undertaking to promote "city's educational, cultural and industrial advantages."

## Time Inc. editor Luce claims tv cooling off

Television's hot pace is cooling off and magazines and newspapers are entering new expansion era, Henry R. Luce, Time Inc. editor-in-chief, declared at Chicago ceremonies re-naming publishing firm's subscription center there at 540 N. Michigan Ave. as Time & Life Building.

Mr. Luce explained more and more people want to know more and more things and, as scientists use term "critical mass," there is about to be explosive popular demand for knowledge.

Andrew Heiskell, Time Inc. board chairman, claimed balance has been reached between tv's pre-emption of public's leisure time and that available for reading. As for advertising, years 1959 or 1960 marked "first time in many years that the magazine pot grew by a larger percentage than tv did," he said, claiming "it certainly is true that

tv's tremendous spurt has levelled off."

There are "only so many hours in the day," Mr. Heiskell said, contending that "tv audiences are declining now and the cost of buying time continues to go up."

## Canadian agency revenue: gross up, net down

Though gross billings of Canadian advertising agencies were up in 1961 over 1960, net revenue was down, according to preliminary figures released by Dominion Bureau of Statistics, Ottawa. Gross billings were up from \$272,739,802 in 1960 to \$282,430,458 in 1961. Billings for market surveys, research and production work by agency personnel accounted for about \$5 million of total.

Gross revenue from commissionable billings was \$41,232,851 in 1961, up from \$39,993,639 in 1960. Net revenue before income tax dropped from \$2,579,769 for 1960, to \$2,555,971 in 1961.

Television accounted for \$75,663,406 with 21.6% for production. Radio accounted for \$29,125,396 with 10% for production costs. All publications accounted for \$154,602,472 of total, with 18.3% for production costs.

Agencies employed less people in 1961, dropping total from 4,465 in 1960 to 4,311 in 1961, with payroll of \$29,297,901 as against \$28,252,365 in 1960.

## Harris names witnesses for ratings inquiry

Initial list of witnesses being called for House Special Investigations Subcommittee probe of broadcast ratings (see page 25) was released last Friday (Feb. 22) by Chairman Oren Harris (D-Ark.).

Following March 5 appearance of NAB President LeRoy Collins will be (not necessarily in this order) Thomas W. Moore, vice president, ABC-TV; Robert Pauley, president, ABC Radio; James T. Aubrey, president, CBS-TV; Arthur Hull Hayes, president, CBS Radio; Walter D. Scott, executive vice president, NBC-TV; William K. McDaniel, executive vice president, NBC Radio; Robert F. Hurleigh, president, MBS and Paul Rand Dixon, chairman, Federal Trade Commission.

Subcommittee also expects to hear spokesmen for local stations and other persons "connected with import of ratings."

Hearing, expected to run for at least three weeks, is culmination of over 18 months of intensive investigation by

### North American first?

ABC International planned to link U. S., Canada and Mexico yesterday (Sunday) for what was described as first live tv broadcast connecting all of North America. ABC-TV Network, CFTO-TV Toronto and stations affiliated with Telesistema Mexicano, S. A., were to produce originations: New York Gov. Nelson Rockefeller in the Empire State Building, Ontario Premier John Robarts at Toronto's Maple Leaf Gardens and former Mexican President Miguel Aleman in Mexico City. Taped song and dance presentation of "Three Epics in Mexican History" also was to be shown.

## WEEK'S HEADLINERS



Mr. Orr



Mr. Webb

**Jack Webb**, independent producer at Warner Bros., named head of studio's tv production, replacing **William T. Orr**, who moves into production of high-budget theatrical films (see page 54).

**Ken C. Banes**, assistant radio-tv director of D. P. Brother & Co., Detroit, appointed vp in charge of tv commercial production and sales for Jerry Fairbanks & Assoc., new organization formed to work in conjunction with Jerry Fairbanks Productions of California, pioneer Hollywood movie and tv production firm. **Frank J. Westbrook**, vp and tv creative director of North Adv., Chicago, named president of Jerry Fair-

banks of Illinois and will head new Chicago sales office. Also as part of Fairbanks reorganization, **Robert Scrivner** was promoted to vp in charge of industrial films at Hollywood studio.

**Joseph H. McConnell**, president of NBC in early 50's and later president of Colgate-Palmolive, elected president and chief administrative officer of Reynolds Metals Co., succeeding **Richard S. Reynolds Jr.**, who moved up to board chairman and chief executive officer. Mr. McConnell had been executive vp and counsel of Reynolds.

**William E. Conner** named vp and manager of Chicago tv-radio department of North Adv., it is to be announced today (Monday) by North President Don P. Nathanson. Mr. Conner has been vp of BBDO in New York and Minneapolis offices where he was tv-radio executive on General Mills' Betty Crocker account. Mr. Conner, with BBDO 13 years, organized that agency's Minneapolis broadcast department. His other broadcast accounts there included Hormel, Cream of Wheat, Minnesota Mining and Northern Pacific Railroad.

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

subcommittee staffers Bob Richardson and Rex Sparger. After development of how ratings are used by networks and stations in determining programming, inquiry will turn to operations of individual services. This phase of public testimony is expected to consume major portion of hearings.

### FCC urged to ignore anti-renewal petition

TelePrompTer Transmission of Kansas Inc. asked FCC last week to ignore petition urging denial of its application for renewal of licenses for microwave facilities of its Liberal catv system.

Request that applications be denied was made by KTVC (TV) Ensign, Kan.

TelePrompTer said station has not established material evidence that Liberal catv threatens existence of regular tv service in area. This was basis on which FCC denied microwave application in Carter Mountain case (BROADCASTING, Dec. 18, 1961).

TelePrompTer said KTVC's opposition to its operation and improvements in catv facility has deprived residents of Liberal of proper tv service.

KTVC is 52 miles from Liberal, which is situated on perimeter of station's grade B contour, and quality of KTVC's actual service to Liberal is questionable, TelePrompTer said.

### Capital Cities shows 45% net increase in '62

Increase of 45% in net income for 1962 has been reported by Capital Cities Broadcasting Corp. Net income for year was \$1,576,320 (\$1.33 a share), compared to 1961's \$1,088,197 (92 cents a share).

Cash flow jumped \$1 million, from \$1,880,434 in 1961 to \$2,904,812 last year. Gross revenues in 1962 amounted to \$17,825,467, up \$6 million from 1961's \$11,803,781.

Capital Cities stations: WKBW-AM-TV Buffalo, N. Y.; WROW and WTEN (TV) Albany, N. Y.; WCDC (TV) Adams, Mass.; WPRO-AM-FM-TV Providence, R. I.; WTVD (TV) Durham-Raleigh, N. C., and WPAT-AM-FM Paterson, N. J.

### Phoenix not interested in most disliked teacher

Efforts by KRIZ Phoenix disc jockey to find city's most disliked teacher resulted in complaint being filed with FCC by Arizona Education Assn.

Frank Flynn, KRIZ general manager, said Friday he ordered program off air as soon as he heard about it. But, reportedly, disc jockey Bob Randall mentioned names of at least three teachers before program was stopped.

### Newhouse to help select distinguished Americans

Publisher-broadcaster Samuel I. Newhouse was one of five persons named by President Kennedy last Friday (Feb. 22) to comprise "Distinguished Civilian Service Awards Board."

Board will honor Americans who "contribute to national security, world peace or to cultural or other significant public or private endeavors."

Others on board: Henry Cabot Lodge, former U.S. senator from Massachusetts and Republican vice presidential candidate in 1960; Dr. Lee A. DuBridge, President of California Institute of Technology; Mary McGrory, columnist, *Washington Evening Star*, Washington, D. C., and Supreme Court Justice Arthur J. Goldberg.

### BFA to screen entries for Eurovision contest

National Educational Television & Radio Center has announced that its international division, Broadcasting Foundation of America, will screen American entries for Eurovision Grand Prix of Television Films 1963.

Purpose of contest is to promote cooperation between broadcasting and film industries. Only films produced expressly for tv are eligible. Competition is part of International Film Festival in Cannes.

Entries must have been produced not more than 18 months before May festival. They will be accepted for screening until March 15.

### Radio outracing stork into U.S. homes—RAB

Radio set sales are moving at faster pace than birth rate, according to Kevin B. Sweeney, president, Radio Advertising Bureau.

Mr. Sweeney said last week radio set is sold in United States every 1.3 seconds compared with birth rate of a baby born every 7.5 seconds.

Three radio set records were made in 1962, Mr. Sweeney said: Radios exceeded U. S. population figures for first time (200,258,000 radios compared to 187 million Americans, as of Jan. 1); total sales hit record of 24 million, up from 22 million in previous year; and portable sales reached high of more than 11 million.

### Better tv criticism sought

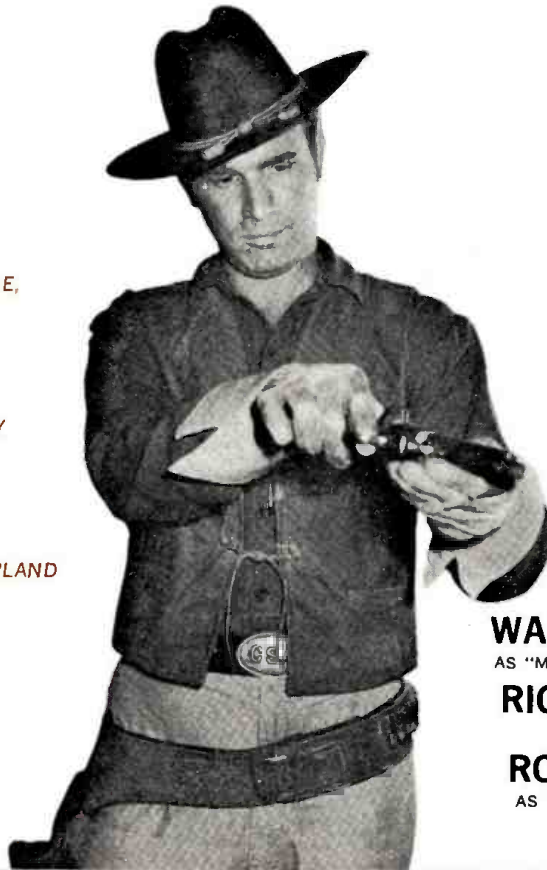
Call for higher standards of tv criticism to equal that given to other popular arts such as new forms of jazz music and motion pictures sounded Friday (Feb. 22) by Roy Danish, director of Television Information Office. Mr. Danish spoke of tv's educational values at annual banquet of Western Television & Radio Conference held in Los Angeles.



TOP STARS LIKE STEVE BRODIE, EDGAR BUCHANAN, LON CHANEY, JAY C. FLIPPEN, JANE GREER, DEAN JONES, LISA KIRK, DARREN MCGAVIN, THOMAS MITCHELL, GERALD MOHR, ARTHUR O'CONNELL, MADLYN RHUE, CESAR ROMERO, HAROLD J. STONE, REGIS TCOMEY, JACK WARDEN AND MANY OTHERS ADD LUSTRE TO PERFORMANCES OF THE FINE CAST OF "REGULARS" IN THIS SERIES.



CAPTURES ALL  
THE ADVENTURE,  
DANGER AND  
RAW, STARK  
DRAMA THAT  
LURK IN EVERY  
TWIST AND  
TURN OF THE  
UNPROTECTED  
WESTERN OVERLAND  
STAGE ROUTE.



STARRING  
**WAYNE ROGERS**  
AS "MASTERWHIP" LUKE PERRY  
**RICHARD EYER**  
AS DAVEY KANE  
**ROBERT BRAY**  
AS "STAGER" SIMON KANE

# STAGECOACH WEST



Now, an exciting TV series about the "Stagers", a daring breed of men who risk their lives along the 2,325 mile stage route between Missouri and 'Frisco, and the men and women who join them as passengers.

No other western drama available today offers the continuing appearance of an appealing 12 year old boy within its format. STAGECOACH WEST delivers this unique element with "Davey", who portrays Simon Kane's son and brings added warmth and human drama to every episode.

Here's a series that truly has everything! Adventure, romance and suspense for ADULTS . . . fun, thrills and authentic Americana for CHILDREN . . . colorful guest stars for ALL. Yes, all the elements for programming success are yours with STAGECOACH WEST.

38 HOUR EPISODES AVAILABLE  
ON AN INDIVIDUAL MARKET BASIS

"PROVEN-PROGRAMMING" FROM



A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH  
AVENUE  
NEW YORK  
20  
NEW YORK  
LT 1-8530



ALSO IN DISTRIBUTION: TARGET: THE CORRUPTORS/THE DETECTIVES/THE LAW AND MR. JONES/DICK POWELL'S ZANE GREY THEATRE

# SUNNY'S REALLY COOKING



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spending more dollars  
on WSUN...  
than at any time in  
our 35 year history

ONE OF THE NATION'S  
GREAT STATIONS

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Broadcasting 24 hours daily!

TAMPA—ST. PETERSBURG

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S. E. Rep: JAMES S. AYERS

## DATEBOOK

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

\*Indicates first or revised listing

### FEBRUARY

Feb. 25—Third annual Mike Award banquet of Broadcast Pioneers. Imperial Ballroom, Americana Hotel, New York City. Cocktails at 6:30 p.m. in the Versailles Ballroom; dinner at 7:30 p.m. in the Imperial Ballroom.

Feb. 25—Hearing on NBC-RKO General station transfers resumes.

Feb. 26—Third annual International Broadcasting Awards formal presentation dinner, Hollywood Palladium.

\*Feb. 26—Conference on emergency broadcasting, Governor's Conference Room, State Capitol Building, Sacramento, Calif. State Industry Advisory Committee, Governor's Public Information Advisory Committee, FCC, Dept. of Defense, California Public Safety Agency and California Disaster Office will be represented.

Feb. 26-27—NAB conference of the state association presidents, Shoreham Hotel, Washington, D. C.

Feb. 27-March 1—Western Assn. of Broadcasters Engineers, division meeting, McDonald Hotel, Edmonton, Alta.

Feb. 28—Academy of Television Arts & Sciences, Hollywood chapter, 8 p.m., "Meet the Creative Team" session with the producers of *The Eleventh Hour*. U. of California, Los Angeles.

\*Feb. 28—Ad Club of Minneapolis meeting, Normandy Hotel. "Creativity: The New Word in Radio," speech/clinic. Featured speaker will be Maurie Webster, vice president and general manager of CBS Radio spot sales.

\*Feb. 28—American Marketing Assn. luncheon. Jade & Basildon Suite, Waldorf-Astoria, New York, 12:15 p.m. Marion Harper, president-board chairman, Interpublic Inc., speaks on "accountability."

### MARCH

\*March 4—Hollywood Ad Club, Hollywood Roosevelt Hotel. Gail Smith, director of advertising and market research, General Motors, will speak on "Advertising in the Total Market Scheme."

March 6—International Radio & Television Society banquet, Waldorf-Astoria Hotel, New York.

March 6—Assn. of National Advertisers workshop on tv advertising to discuss new techniques for testing commercials, allocation of media budgets, participation vs. spot announcements and predicting tv success. Speakers will be David Mahoney, executive vice president of Colgate Palmolive; Herbert Zeltner, vice president and media director of Lennen & Newell; Henry Brenner, president of Home Testing Institute and Eric Marder, president of Eric Marder Assoc. Hotel Plaza, New York.

\*March 7—California Broadcasters Assn., Mark Hopkins Hotel, San Francisco. FCC Commissioner Robert E. Lee to speak on "The Washington Scene-or-How to Keep Your License"; NAB General Counsel Doug Anello to discuss editorializing and CBA Legislative Counsel Judge James Garibaldi will report on the California legislature.

March 8-10—Annual Radio-Tv Conference and Clinic, U. of Oklahoma, Norman. It will be combined with the Seminar on Station Operations, sponsored by the Oklahoma Broadcasters Assn.

March 9-10—Oklahoma Broadcasters Assn. seminar on FCC rules and regulations, Oklahoma Center for Continuing Education, U. of Oklahoma, Norman. Speakers will in-

clude FCC Commissioner-designate Kenneth Cox and NAB Executive Vice President Vincent Wasilewski.

March 9—American Women in Radio & Television, Projection '63 workshop, 10 a.m.-12:30 p.m., tv wing, McCann-Erickson Adv., 485 Lexington Ave., New York.

March 11—Florida Assn. of Broadcasters, U. of Florida broadcasting day, Gainesville.

March 11—Deadline for filing proposed findings in Grand Rapids, Mich., ch. 13 proceedings.

\*March 11—Florida Assn. of Broadcasters, Broadcasting Day, U. of Florida, Gainesville. "Let Me Speak to the Manager" panelists include Melvin A. Goldberg, vice president and director of research at NAB, Dr. Sidney Roslow, president of Pulse Inc. and Sol Tashoff, editor and publisher of BROADCASTING.

March 12—Puerto Rico Assn. of Broadcasters, San Juan. Howard Bell, NAB vice president, will speak.

March 13-15—Audio Engineering Society's West Coast spring convention, Hollywood Roosevelt Hotel, Los Angeles. Fm stereo broadcasting, disc recording and reproduction, microphones and earphones and audio applications in the space age are among topics to be dealt with in technical papers.

March 15—Louisiana Assn. of Broadcasters, Opelousas Inn, Opelousas.

March 15—Deadline for comments on FCC proposed rulemaking to allow daytime stations to go on the air at 6 a.m. or sunrise, whichever is earlier.

March 15-16—Institute of Electrical & Electronic Engineers, Pacific computer conference, California Institute of Technology.

\*March 17-19—National Assn. of Educational Broadcasters, Region III meeting, Kellogg Center, U. of Chicago.

March 18—Extended deadline for comments in FCC inquiry into the objectionable loudness of commercial announcements and commercial continuity over am, fm and tv stations.

March 18—Reply comments to FCC's proposed fm allocations table.

\*March 20-22—National Educational Television and Radio Center, spring meeting of program managers and station managers of affiliated non-commercial educational television stations. Park Sheraton Hotel, New York.

March 20-23—Spring conference of Electronic Industries Assn., Statler-Hilton Hotel, Washington, D. C. To be preceded by a symposium on "The European Electronics Market," featuring talks by authorities on overseas business development, on March 19.

March 21-22—Second annual Collegiate Broadcasters Conference, sponsored by International Radio & Television Society, Hotel Park-Sheraton, New York.

March 21-25—Annual management conference of the National Federation of Advertising Agencies, Scottsdale, Ariz. Conference arrangements are being handled by Robert C. Garland, president of the Garland Agency of Phoenix.

March 22-23—Spring convention of Arkansas Broadcasters Assn., Sam Peck Hotel, Little Rock. Speakers will be Blair Vedder, vice president and media director of Needham, Louis & Brorby and Roy Moore, special agent, FBI's Little Rock office.

March 22-23—Arkansas AP Broadcasters Assn. meeting, Little Rock.

March 23—Annual national convention of Intercollegiate Broadcasting System, New York University.

March 25-26—Institute of Electrical & Electronics Engineers, convention, New York

BROADCASTING, February 25, 1963



## What is the Bell System?

THE Bell System is cables and radio relay and laboratories and manufacturing plants and local operating companies and millions of telephones in every part of the country.

The Bell System is people . . . hundreds of thousands of employees and more than two million men and women who have invested their savings in the business.

It is more than that.

**The Bell System is an idea.**

It is an idea that starts with the policy of providing you with the best possible communications services at

the lowest possible price. But desire is not enough. Bright dreams and high hopes need to be brought to earth and made to work.

You could have all the equipment and still not have the service you know today.

You could have all the separate parts of the Bell System and not have the benefits of all those parts fitted together in a nationwide whole.

It's the time-proved combination of research, manufacturing and operations in one organization — with close teamwork between all three—

that results in good service, low cost, and constant improvements in the scope and usefulness of your telephone.

No matter whether it is one of the many tasks of everyday operation— or the special skills needed to invent the transistor, the solar battery, or, with Telstar, to pioneer space communication—the Bell System has the will and the way to get it done.

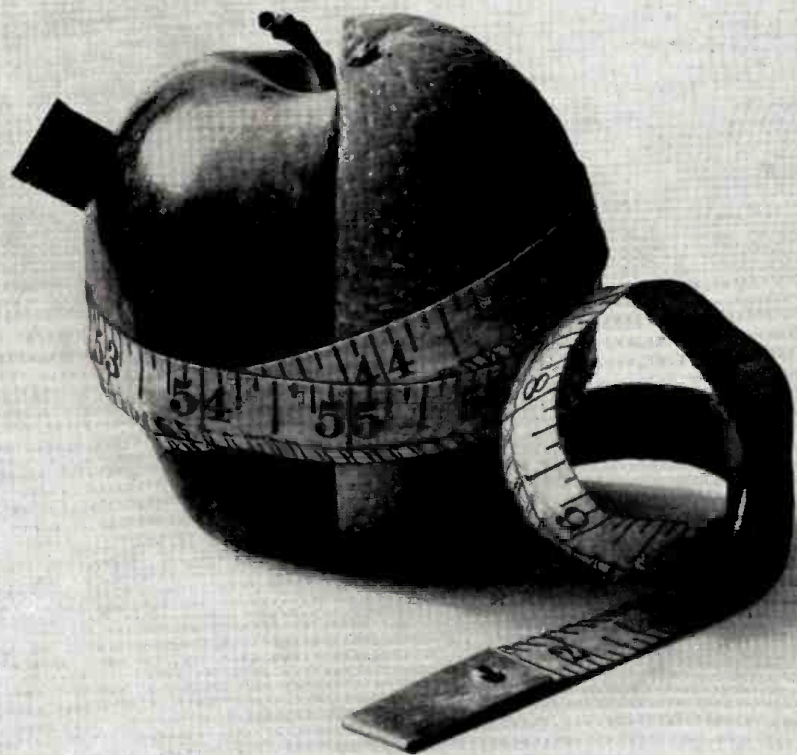
And a spirit of courtesy and service which has come to be a most important part of the Bell System idea.


### BELL TELEPHONE SYSTEM

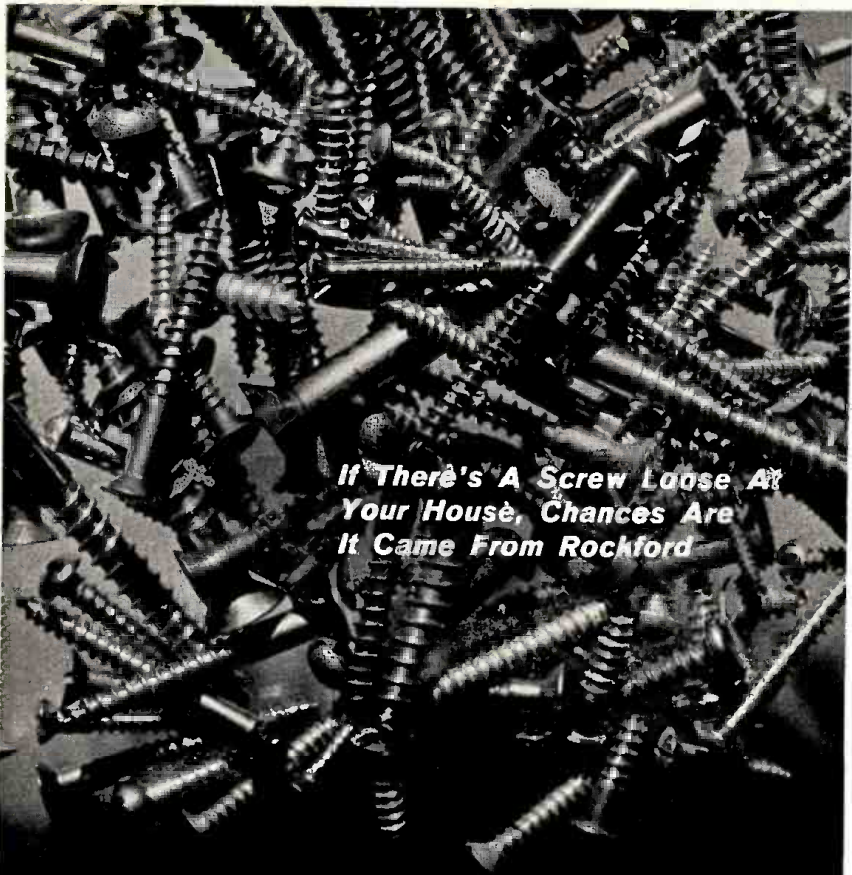


American Telephone & Telegraph Company · Bell Telephone Laboratories · Western Electric Company · New England Telephone & Telegraph Company · The Southern New England Telephone Company · New York Telephone Company · New Jersey Bell Telephone Company · The Bell Telephone Company of Pennsylvania · The Diamond State Telephone Company · The Chesapeake & Potomac Telephone Companies · Southern Bell Telephone & Telegraph Company · The Ohio Bell Telephone Company · The Cincinnati & Suburban Bell Telephone Company · Michigan Bell Telephone Company · Indiana Bell Telephone Company · Wisconsin Telephone Company · Illinois Bell Telephone Company · Northwestern Bell Telephone Company · Southwestern Bell Telephone Company · The Mountain States Telephone & Telegraph Company · The Pacific Telephone & Telegraph Company · Bell Telephone Company of Nevada · Pacific Northwest Bell Telephone Company

**(We did it!)**



Efforts to equate the proverbial apples and oranges of the advertising world have finally borne fruit. For the first time a major research undertaking compares the efficiency of two different advertising media on an even footing—in this case magazines and network television. The CBS Television Network, which developed this precedent-setting research, has revealed its findings in an equally advanced animated film and in a detailed book. To attend a viewing of the film, where you will receive a copy of the book, contact your advertising agency or the CBS Television Network Research Department, 485 Madison Avenue, New York 22, N.Y. **CBS** 



**If There's A Screw Loose At Your House, Chances Are It Came From Rockford**

And, chances are, this is only one of the many products you use each day that bear the "made in Rockford" label. Rockford's 400 factories produce more than 300 different products, ranging from metal fasteners (5,000,000,000 yearly) to chewing gum.

Rockford is the core city of the vast Rock River Valley industrial complex, ranging from Edgerton, Janesville and Beloit, Wisconsin in the north to Oregon, Dixon, Sterling and Rock Falls, Illinois to the South. To effectively cover this prosperous and expanding market, buy WREX-TV.



REMARKABLE ROCKFORD, ILLINOIS

# SUBSCRIPTION APPLICATION

**BROADCASTING** *The Businessweekly of Television and Radio*  
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

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| <input type="checkbox"/> 52 weekly issues \$7.00           | <input type="checkbox"/> 104 weekly issues \$12.00 | <input type="checkbox"/> Payment attached |
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| <input type="checkbox"/> 1963 Yearbook \$5.00              |  |   |

name \_\_\_\_\_ title/position\* \_\_\_\_\_

address  Business  Home \_\_\_\_\_

city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_

company name \_\_\_\_\_

\*Occupation Required

Coliseum and Waldorf-Astoria Hotel.

March 26—Final date for the filing of applications for ch. 5 in Boston. Applications will compete comparatively with present occupant WHDH-TV.

March 26—Board of Broadcast Governors hearing, Ottawa.

March 29-30—National Assn. of Educational Broadcasters Region II conference, Tampa, Fla.; WEDU-ETV host station. Meetings and banquets to be held at WEDU and the International Inn. Work sessions on programming, in-school instruction, public relations and graphic arts.

March 31-April 3—Annual NAB convention, Conrad Hilton Hotel, Chicago.

## APRIL

April 1—Stockholders meeting, Wometco Enterprises Inc., Miami, Fla.

April 1-5—Canadian Assn. of Broadcasters annual convention, Royal York Hotel, Toronto, Ont.

April 3-5—Assn. of National Advertisers West Coast meeting, Santa Barbara Biltmore Hotel, Santa Barbara, Calif.

April 6—American Women in Radio & Television, Projection '63 workshop, 10 a.m.-12:30 p.m., tv wing, McCann-Erickson Ave., 485 Lexington Ave., New York.

April 6—Georgia AP Broadcasters Assn. meeting, Atlanta.

April 8—Oscar awards ceremonies, to be broadcast on ABC's radio and tv networks.

\*April 11—Seminar on radio broadcasting and community leadership under joint auspices of Southern California Broadcasters Assn. and U. of Southern California Dept. of Telecommunications. USC campus.

April 11—Deadline for reply comments to proposed findings in Grand Rapids, Mich., ch. 13 proceedings.

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

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

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

April 19—Michigan AP Broadcasters Assn. meeting, Lansing.

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

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

April 21-25—Ninety-third convention of Society of Motion Picture & Television Engineers, Traymore Hotel, Atlantic City, N. J.

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

April 26—Pennsylvania AP Broadcasters meeting in Pittsburgh.

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

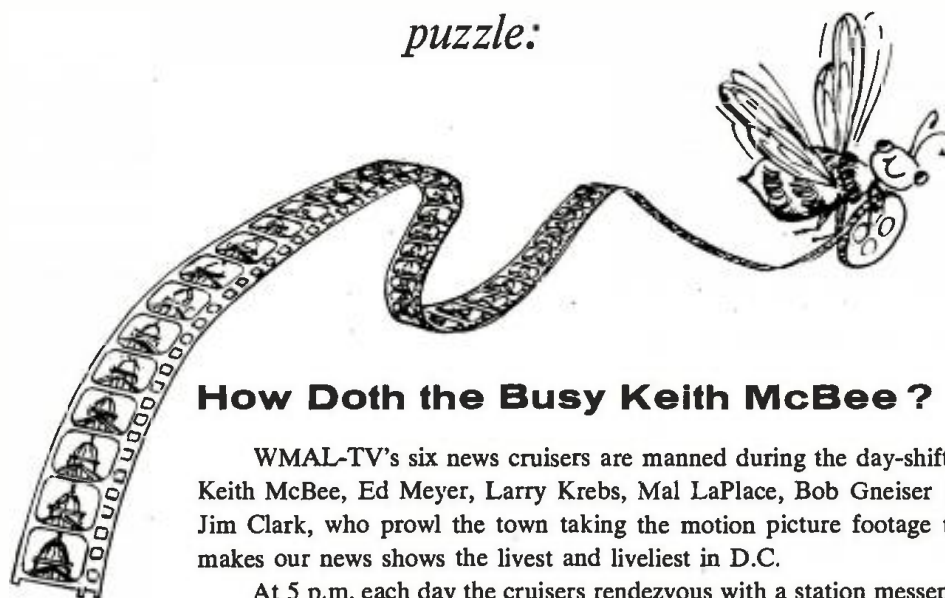
April 26-27—Virginia AP Broadcasters meeting, Executive Motor Hotel, Richmond. Awards in the VAPB newscasting and telecasting contests and for public service will be presented on first night at the banquet.

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

April 29-May 4—"Rose d'Or" Contest; May 20-25, 1963—Television Symposium and Tv Equipment Exhibition. The two events are part of the Third International Television Festival announced by The City of Mon-



puzzle:



## How Doth the Busy Keith McBee ?

WMAL-TV's six news cruisers are manned during the day-shift by Keith McBee, Ed Meyer, Larry Krebs, Mal LaPlace, Bob Gneiser and Jim Clark, who prowl the town taking the motion picture footage that makes our news shows the livest and liveliest in D.C.

At 5 p.m. each day the cruisers rendezvous with a station messenger who drives down to pick up the films for the studio. The messenger averages 30 mph each way.\*

One day this winter, the news cruisers arrived at their trysting place at 3:30 and stalled there in one of the gigantic traffic snarls that regularly follow WMAL meteorologist Louis Allen's announcement of "possible snow flurries with little or no accumulation." With downtown traffic immobilized and no assurance that the messenger would arrive and less that he would be able to get back if he did, the men decided to invoke Snow Emergency Regulation #364-221C.

Intrepid newsman McBee lost the straw draw and promptly at 4 p.m., he tucked the reels under his arm and started hoofing it toward the station. (Our news always gets through.)

When he had walked some distance he encountered the messenger car, which had in fact started out at its regular time. McBee, messenger and movies then headed back to the station and arrived 15 minutes ahead of schedule. Assuming that the messenger car averaged its usual 30 mph each way and that nobody stopped for coffee, how fast did McBee walk? Correct computations earn an award.

*\*Rain or snow, your sales message travels at the standard 186,000 miles/second when you beam it on WMAL-TV's Evening Report, a full hour of news coverage 6:30 to 7:30 p.m., Monday through Friday. Try it for lively sales results. Check Harrington, Righter and Parsons, Inc. for availabilities.*

Puzzle Adaptation courtesy Dover Publications, New York 14, N. Y.

Send answers to: Puzzle #74, WMAL-TV, Washington 8, D. C.

# wmal-tv abc

Evening Star Broadcasting Company

WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

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

# IN MEMPHIS



**Times**  
HAVE CHANGED  
...AND SO HAS  
**WMC**  
**RADIO**



When your grandfather sang "Mer-rily we roll along . . ." he didn't know how merry rolling along could be. Today wherever you go in the great Mid-South there are endless hours of wonderful entertainment provided on your car radio by WMC. For more than 18 months, WMC has programmed only the good music albums of such stars as Doris Day, Mitch Miller and Montavani, the music you'd select yourself if you had a library of thousands from which to choose.

Yes, times have changed and so has WMC, but the leadership you've learned to expect during WMC's nearly 40 years of broadcasting continues without change.

**WMC/MEMPHIS**  
NBC

790 KC  
5,000 WATTS



treux, Switzerland. For further information write to Box 97, Montreux.

## MAY

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

May 2-5—American Women in Radio & Television annual convention, Sheraton Hotel Philadelphia. James T. Quirk, TV Guide publisher, will speak.

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

May 5-7—Television Programming Conference annual meeting (formerly SWAPDT), Royal Orleans Hotel, New Orleans. The meeting is primarily for program executives from Louisiana, Texas, Oklahoma and Arkansas. Those interested in attending should contact: Jerry Romig, 520 Royal St., New Orleans. Program details to be announced.

May 9-11—Seminars in editorial, advertising and circulation, U. of Wisconsin School of Journalism, Madison.

May 11—California AP Radio-TV Assn. meeting, Anaheim, Calif.

May 16-18—Western States Advertising Agencies Assn. annual conference, Riviera Hotel, Palm Springs, Calif.

May 17-19—Louisiana-Mississippi AP Broadcasters meeting, Lafayette, La.

May 18—Florida AP Broadcasters annual meeting, Cape Colony Inn, Cocoa Beach, Fla. News panels in the morning, a luncheon, afternoon tour of Cape Canaveral and an awards dinner at night.

May 19-21—Assn. of National Advertisers, spring meeting, Waldorf-Astoria Hotel, New York.

May 20—Georgia Radio Day, Atlanta Advertising Club, Atlanta.

May 20-22—Electronics Parts Distributors Show, Conrad Hilton Hotel, Chicago.

May 22—Annual spring managers meeting, New Jersey Broadcasters Assn., Rutgers U., New Brunswick, N. J.

\*May 26—Academy of Television Arts & Sciences, "Emmy" awards telecast. NBC-TV, 10-11:30 p.m. EDT.

May 27-29—15th annual conference of International Advertising Assn., Stockholm, Sweden. Theme is "How to Sell in World Markets."

## JUNE

June 1—UPI Broadcasters of Illinois, Hotel Jefferson, Peoria.

June 4—Board of Broadcast Governors hearing, Ottawa.

June 7-14—Annual convention of National Community Tv Assn., Olympic Hotel, Seattle.

June 8-11—Georgia Assn. of Broadcasters annual convention, Callaway Gardens, Ga.

## OPEN MIKE •

### Whether buying or selling

EDITOR: I think you have done a superb job on the 1963 YEARBOOK and at this time see no room for improvement.—George Gribben, chairman, Young & Rubicam, New York.

EDITOR: Every year I make considerable use of this valuable reference work. In my opinion, it is the most comprehensive material within one volume published anywhere in the industry.—Rollo W. Hunter, vice president & director of television & radio, Erwin Wasey, Ruthrauff & Ryan, New York.

EDITOR: It amazes me how you always make the new YEARBOOK even better than the wonderful one of the previous year. The 1963 YEARBOOK issue is the greatest!—H. W. Cassill, Blackburn & Co., Chicago.

EDITOR: I have never seen anything on the broadcasting industry so complete and in so much detail as the YEARBOOK.—Harold V. Lauth, manager, public relations, Washington office, Kaiser Industries Corp.

EDITOR: The 1963 BROADCASTING YEARBOOK is a superb publication.—Raymond F. Blosser, vice president, Union Commerce Bank, Cleveland.

EDITOR: Now that I have become the southeastern representative for the Marcus Assoc. Inc., of Cleveland . . . here is another five bucks for the vital-

ly necessary YEARBOOK. Can't do business without it!—Leonard L. Asch, 127 Huron Ave., Davis Island, Tampa, Fla.

### Agency wants more

EDITOR: Please send me a couple of tearsheets of the Jan. 28 country and western music article.—Sinclair Jacobs, vice president & director in charge of media and tv programming, Daniel & Charles, New York.

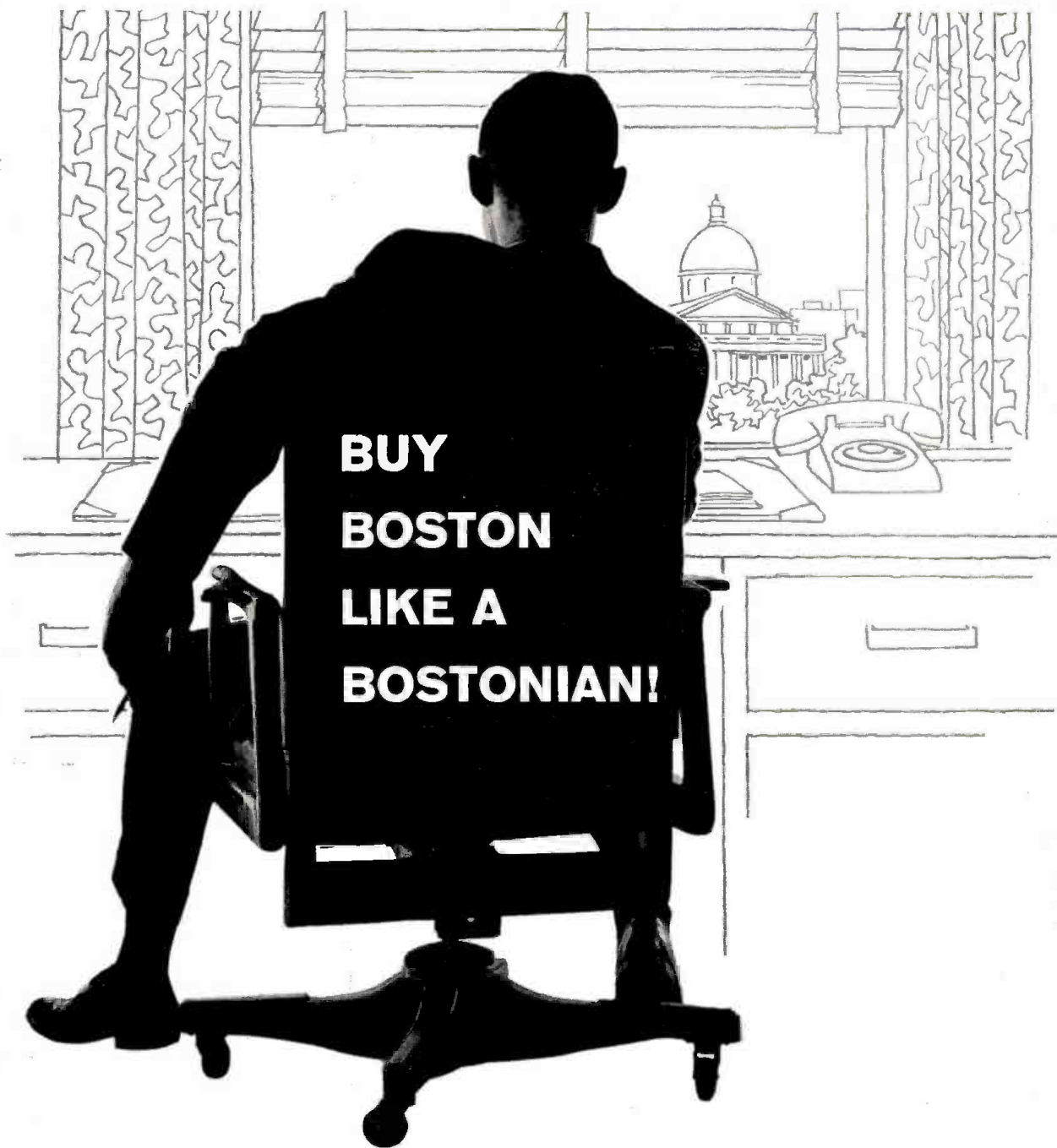
### No connection

EDITOR: I read your CLOSED CIRCUIT, Feb. 18 issue, concerning the study being made for the CBS-TV Affiliates Board. Just to keep the record straight, I have no connection with the U. of Minnesota. I have been associated with the faculties of New York U. and, briefly, the U. of Minnesota, but this was many years ago. And . . . I am not a former CBS economist but rather held various positions in the research department at CBS dating back to 1939, none of which were designated as economist.

These are very trivial points, but I am anxious to avoid any appearance that I am attempting any unwarranted association with the U. of Minnesota.—Charles H. Smith, president, Charles Harriman Smith Assoc. Inc., Minneapolis.

### Spotlight on Sunday show

EDITOR: Ray Scherer and I were delighted with the story on Welles Hangen's Pakistan film episode [MEDIA, Feb. 18]. This Is NBC News has been,



**BUY  
BOSTON  
LIKE A  
BOSTONIAN!**

Boston Advertisers, buying in their home market, place more dollars on WHDH Radio than any other Boston Radio Station.

Like radio time buyers everywhere, Boston time buyers know they must get top results for their clients' money. They know that buying time on a responsible station, with progressive policies, top programming and loyal listeners is the way to get extra sales.

*Buy Boston like a Bostonian and you'll buy...*

**WHDH - BOSTON**  
**50,000 WATTS** ↗

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY ↻

**GOING UP!**  
Daytona Beach  
Orlando

**NOW  
FLORIDA'S  
THIRD  
MARKET**  
AND  
SPACE AGE  
CENTER  
OF THE WORLD



**WESH-TV**

**FLORIDA'S  
CHANNEL**

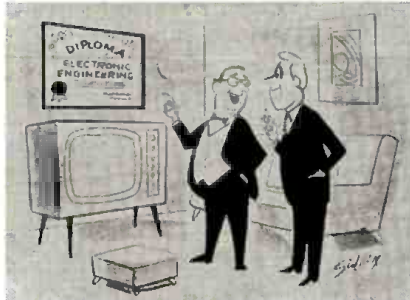
**2**

**for Orlando  
Daytona Beach  
Cape Canaveral**

we feel, a successful program, but because of the awkward Sunday afternoon hour, our audience is not as large as we would like it to be. Therefore, we are even more grateful for such mention.—*Robert Asman, producer, NBC, Washington, D. C.*

**Got kicks out of Hix**

EDITOR: I would like permission to reprint the Feb. 11 Sid Hix cartoon. We would like to use it in Muzak's *Product*



*"I'm in advertising, really . . . that's just to keep tv repair men on their toes!"*

*Pointers*, an engineering newsletter which goes to all engineers in the Muzak franchiser organization.—*David Bain, manager, Production Division, Muzak Corp., New York.*

[Permission has been granted]

**Each in its rightful pew**

EDITOR: I have long admired the accuracy of your news and feature articles, your attention to detail, and your comprehensive documentation of current events as well as longer-range trends. . .

I have disagreed with many of your editorials. I took particular exception to what I felt was an indefensible attempt to exonerate KRLA [Los Angeles] and WDKD [Kingstree, S. C.] in their recent license revocations. This, to me, weakened the stature of your editorial position because the operation of those two stations constituted an insult to the many conscientious broadcasters who deserved to be better represented by you against such regrettable malpractices.

But, in this case, as always, you clearly stated your judgment on the editorial page and had every right to do so. A major article elsewhere in the same issue presented the details of the FCC action without attempting to interpret those facts for your readers.

My similar reaction to some of your editorial comments about Gov. Collins immediately after his cigarettes-and-youth statement was again softened by the objective accuracy of your factual reporting of the incident elsewhere in *BROADCASTING*.—*Rev. James A. Brown, S. J., U. of Southern California, Los Angeles.*

**BROADCASTING PUBLICATIONS INC.**  
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VICE PRESIDENT . . . . . MAURY LONG  
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ASST. SEC.-TREAS. . . . . LAWRENCE B. TAIHOFF

**BROADCASTING**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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EDITOR AND PUBLISHER  
Sol Taishoff

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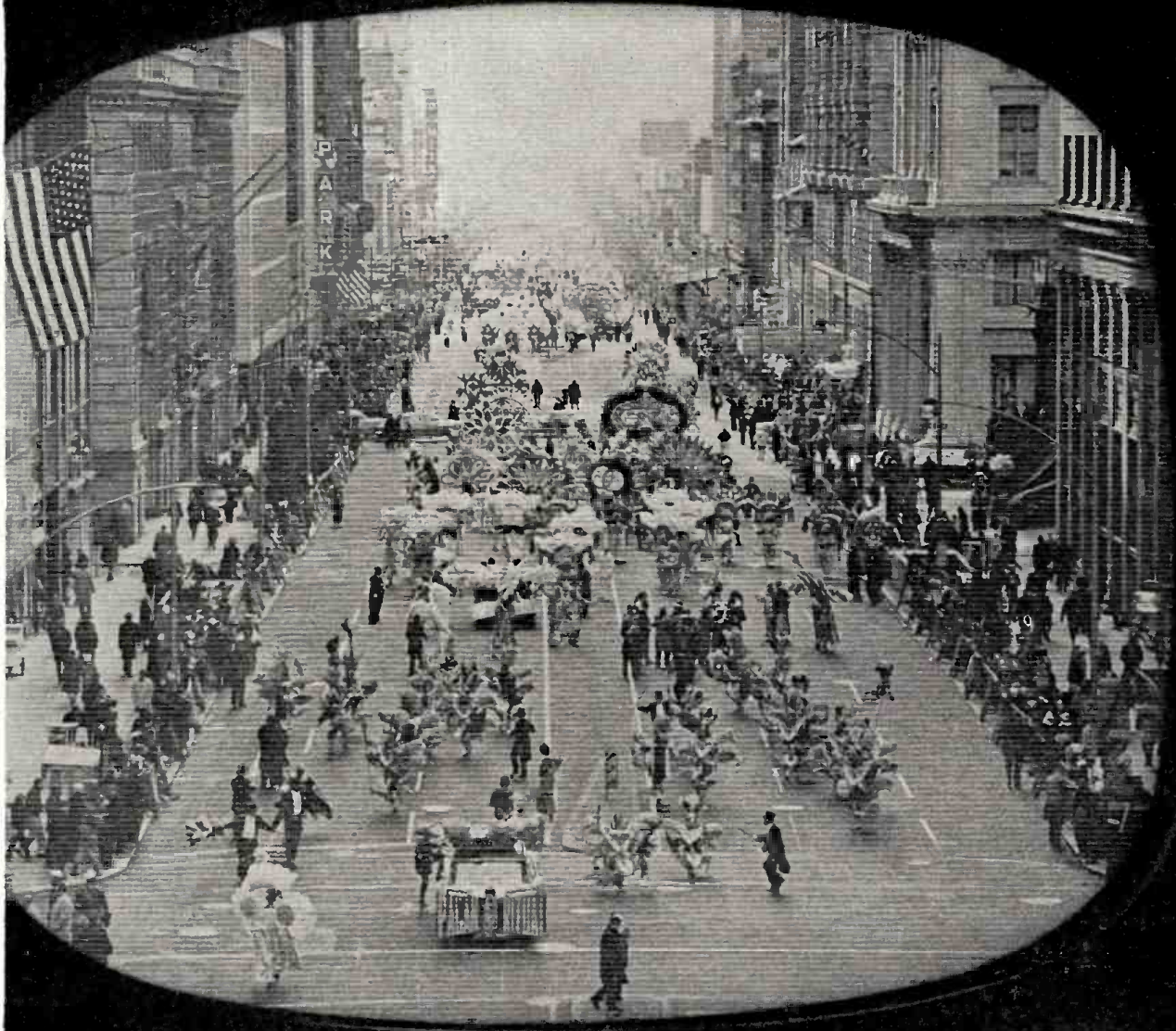
SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt.

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

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

\*Reg. U. S. Patent Office  
Copyright 1963: Broadcasting Publications Inc.

**BROADCASTING, February 25, 1963**



## Two favorite sights in Philadelphia

Philadelphians love a parade! Particularly "The Mummers' Parade," a jubilant, spectacular New Year's Day classic that's high, wide and handsome as Broad Street itself, and just as much part of the local Philadelphia scene. That's why TV 10's annual coverage, capturing all the high-stepping excitement of the parade, is eagerly anticipated, widely viewed: this year, more than 1,000,000 Philadelphians tuned to the 4¼-hour broadcast of the celebration. Bringing Philadelphians what they want to see most is something CBS Owned WCAU-TV does best. And one of the things Philadelphians want to see most is WCAU-TV, the number one television station according to both Nielsen and ARB. **WCAU-TV**

## The three-way stretch to more effective broadcast selling

Those of you at the top level of station management, I am sure, have an understanding of the problems of many of your advertisers that makes them seek your personal service and counsel. Certainly each of you is highly qualified in some areas of selling where you have had unusual contact and have made special study.

Those of us served by your representatives often have to struggle through a morass of poorly related information and face very little preparation by your reps for helping to solve our client's sales problem at hand. Much of the time our contact men and media departments decide to go it alone without becoming involved in a discussion of advertising approach with your people.

This is a weakness of the agency operation. It should be part of our responsibility to help you develop effective sales methods. Methods that would contribute to our own successes. I'm afraid we're lazy in that direction.

**Market Data** ■ Let me be specific I will be so bold as to mention a dirty word — newspapers. Newspapers, because they are dealing with retail stores. They have access to the men who understand selling face-to-face with the consumer. They accumulate a good understanding of their markets to such a degree that in buying radio or tv we often rely on newspaper information to help evaluate a broadcast buy. We are more likely to depend on data supplied by newspapers to evaluate a market than we are on data supplied, if available, by a radio or tv station.

Just before the strike we were attacking a problem in New York City, for example. We challenged one of the evening newspapers there with the statement that there was no combination of New York papers that could do the coverage job of the *New York News* at a comparable cost. This stimulated one press contact into a very thoughtful presentation in which he proposed a most unusual combination. He accurately and carefully put together a coverage plan which involved the use of three of his competitors. This had been common practice earlier in Chicago too before newspaper mergers.

**Empathy** ■ I cannot recall a situation in which a single radio or tv station approached us with a sales plan which, for example, might have said: "We understand your problem, your need for reaching the largest number of housewives between 18 and 40 with the greatest frequency. We think we can demonstrate to you that our station

reaches 60% of that market with greatest efficiency. Here's how you can reach the other 40%."

I believe that the burden of creating this buying atmosphere has remained with the clients and agencies and that for the most part broadcasters have been a reluctant party to divided station schedules even though they might agree privately that this was the better way to manage the client's problem.

**Bugaboo of Bigness** ■ It also seems that the broadcasting industry could provide more assistance at the local level than it has provided as part of its service up to this time. One of the things which has plagued me personally in buying is what I consider unrealistic rate cards. Bigness always has been a virtue in the broadcasting business. It's still true that if I wanted to buy radio spots in Detroit for Mrs. Grass' soups I must pay more for the same number of spots than Lipton soups if Lipton happens to be advertising its tea also.

The big company with multiple products gets advertising advantages because the lump sum of the advertising for its combined products overwhelms the poor fellow who is making a living from one brand or one category. We solved this problem on one major station in a metropolitan market where we discovered we had one food broker handling six lines that could be advertising on the same station. We made a bulk deal on an annual basis through the broker which the station helped to work out.

The deal is in its eighth year of operation and has totalled \$1 million in annual volume. Only a small percentage of this I am sure would have gone to that station normally. Also, all of these six different companies obtained benefits from the common situation.

**Merchandising** ■ Once we have received some help from the station in

planning our strategy in the market and have a realistic approach to rates, we still have the problem of getting some effective help in awakening the trade to the fact that a product is being advertised. I'm sure you've heard this to the point of irritation over and over again—that grocery buyers don't pay any attention to broadcasting schedules in planning merchandising, especially radio. So the advertiser says, "I've got to put my ads where the buyers can see them."

In most cases I consider this shortsighted. I do not believe in buying advertising to get merchandising. I believe advertising should be purchased basically for its ability to deliver messages to the consumer.

But I do believe that once that decision has been achieved, every conceivable effort should be made to dramatize this advertising to make certain that its potential is described fully to the industry in as many interesting ways as it is possible.

One of the best plans that we ever hit on was in New York on WNBC when we employed the Tex and Jinx program for Broadcast corned beef hash. We suggested that the heads of the grocery chains be interviewed and proposed in exchange to have pictures of Tex and Jinx taken in the stores involved. The result was tremendous publicity for Tex and Jinx and giant promotions for the product. It also resulted in development of NBC's Chain Lighting and later CBS's Supermarketing, where unsold time was swapped for feature displays.

In the three areas I've discussed briefly I'm urging stations to cooperate with an advertiser within the limits of propriety. The more willingly stations help agencies, the more likely it is that campaigns will succeed and keep all concerned happy for a longer time.

Ben Green is vice president in charge of the food and grocery product division of Geyer, Morey, Ballard Inc., western division, Chicago. He joined the agency last year after a 15-year tenure with Arthur Meyerhoff & Assoc., Chicago, where he also was vice president. Prior to that he was with H. W. Kastor & Sons there. Mr. Green is a native of New York City. He attended the U. of Illinois and U. of Chicago and began his career as a newspaper reporter and editor.





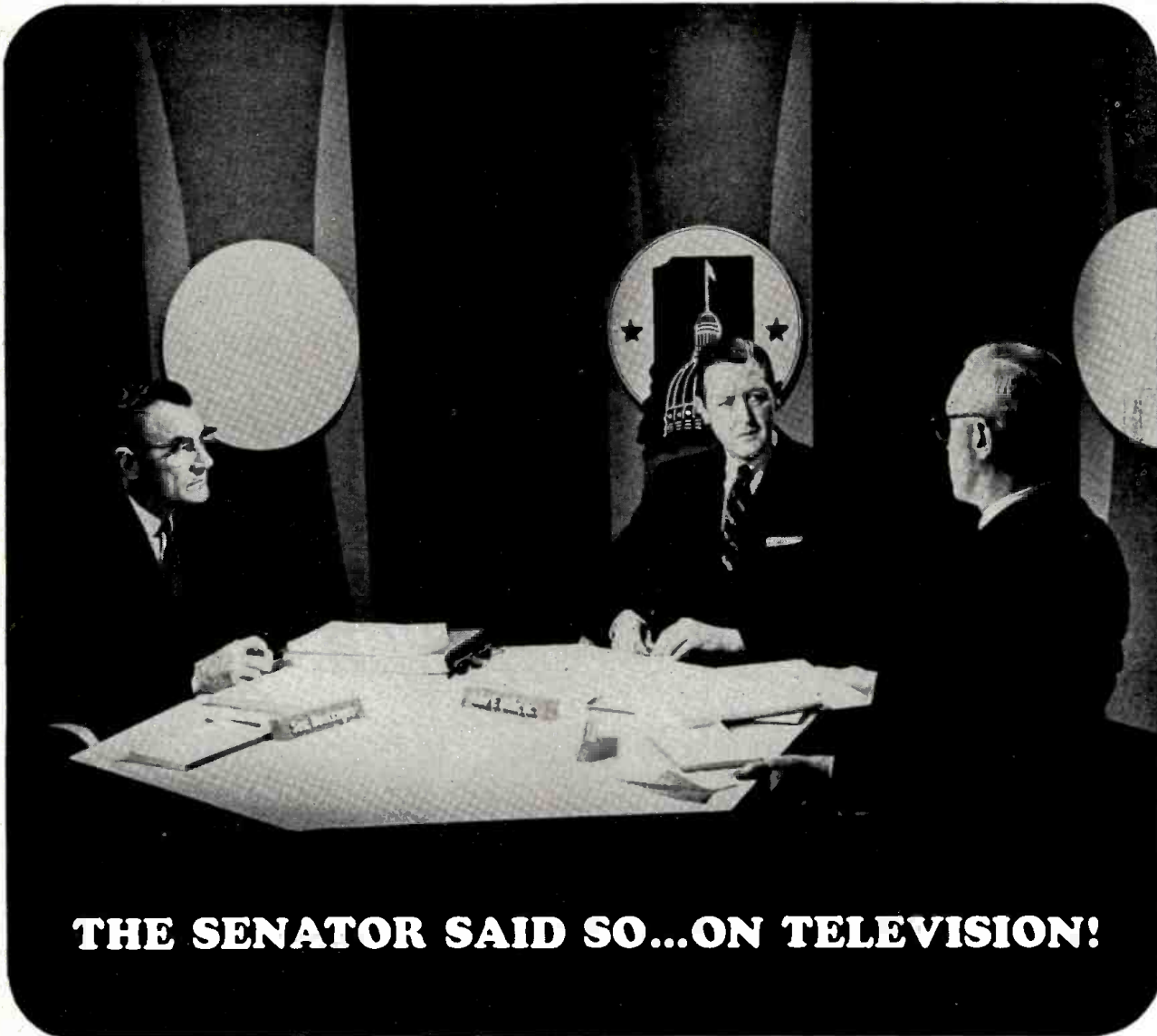
**You sell more with WELI's RPM!**

You get more sales power per minute at WELI! Each second moves your products faster because WELI gives you . . .

highest Ratings  
finest Programming  
powerful Merchandising

Time to investigate! National Sales Representatives: H-R Representatives Inc; Boston: Eckels & Co.

**WELI/960** THE SOUND OF NEW HAVEN / 5000 WATTS / 960 KC



## THE SENATOR SAID SO...ON TELEVISION!

These days, when Hoosiers argue politics, you often hear, "The Senator said so . . . on television!" Reason: The Communicana Group stations in Fort Wayne and South Bend-Elkhart are televising the top two state legislators in vigorous discussions of the issues now before Indiana's 93rd General Assembly. "61 Days of Decision" the public service series is called. It is widely quoted all over the state following every broadcast.

For thirty lively minutes, Senator D. Russell Bontrager, Republican President Pro Tem of the Indiana Senate, meets with Senator Marshall F. Kizer, Democratic

Floor Leader. Moderator is John F. Dille, Jr., a member of the N.A.B. Editorializing Committee, and president of The Communicana Group. All the explosive issues are examined. Taxes! Reapportionment! Education! The Burns Ditch Deep-sea Port! Viewers are prodded into taking sides, taking action.

It is vigilant, vibrant programming like this which has caused Northern Indiana viewers to look so loyally to The Communicana Group stations, WSJV-TV and WKJG-TV . . . and to their advertisers, as well. Ask Advertising Time Sales for the revealing details.

THE COMMUNICANA GROUP  
  
 THE COMMUNICANA GROUP

**IN TV:** WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne  
**RADIO:** WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne  
**NEWSPAPERS:** *The Elkhart Truth* (Eve.); *The Mishawaka Times* (Morn.)

John F. Dille, Jr., *President*

CALL  
  
 TODAY!



# RATINGS PROBE BIG BLAST PROMISED

- Committee member hints disclosures to come will be 'hot' news
- Collins, then network executives scheduled to appear March 5
- After use of ratings is established the services will be called

The fruits of 18 months of intensive investigation into the inner workings of the radio and television rating services will be exposed to public view beginning next Tuesday (March 5) by the Special Subcommittee on Investigations of the House Commerce Committee.

Rep. Oren Harris (D-Ark.), chairman of both committees, announced the hearings last week at the same time he announced the formation of the new subcommittee (BROADCASTING, Feb. 18).

At its organizational meeting last Tuesday (Feb. 19), the special subcommittee heard an oral report on the investigation from three staff members and a warning from Chairman Harris and the ranking minority member present, Rep. William Springer (R-Ill.), to keep the information secret.

One subcommittee member, in predicting that disclosures to be made will be "hot," said that nothing was presented in writing by the staff. It is understood that no direct charges of "fraud" were made by the staff but that, after hearing the presentation, members questioned whether some of the rating

surveys are handled "honestly" and "ethically."

Another congressman who heard the staff presentation predicted the hearings will be "mighty revealing [and] could very well get some attention . . ." in the newspapers.

**Collins Leads Off** ■ The subcommittee announced over the weekend that NAB President LeRoy Collins will be the first witness with most of the testimony next week to be devoted to the "use" made of ratings. Two years ago in a speech to the combined boards of the NAB, Gov. Collins charged that broadcasting, by relying too heavily on ratings, has allowed "an outsider to become master of its own house" (BROADCASTING, Feb. 13, 1961).

Executives of the three tv networks and four radio networks will follow the NAB to the stand to explain the use they make of ratings in deciding program schedules. ABC witnesses are expected to be Thomas W. Moore, vice president in charge of ABC-TV, and Robert Pauley, president of ABC Radio.

At week's end, it was not definitely

established who would represent CBS-TV and NBC-TV. It was understood that originally the subcommittee had requested that both Frank Stanton, president of CBS Inc., and Robert Kintner, president of NBC, appear in Washington. Both, however, are scheduled to make speeches elsewhere on March 5, the day network officials have been called.

NBC and CBS disclosed that they had received letters from the subcommittee late last week requesting that their principal witnesses be prepared, and authorized, to testify concerning previous statements made by both Messrs. Stanton and Kintner and several other executives who spoke for the two networks.

If Dr. Stanton, acknowledged industry expert on ratings, is not able to testify, CBS-TV President James T. Aubrey Jr. is expected to be the principal witness, along with Arthur Hull Hayes, president of CBS Radio. Probable chief spokesman for NBC-TV will be Executive Vice President Walter D. Scott with William K. McDaniel, execu-



Rex Sparger, former chairman of the Oklahoma House of Representatives investigating body, has conducted . . .



with ex-lawmaker from the same state, Bob Richardson, an exhaustive national investigation of rating services . . .



Charles Howze is chief counsel of the House Subcommittee on Investigations, which starts hearings next week.

## A long build-up to the new investigation of the raters

Broadcast rating services—which will be the subject of a full-dress House subcommittee hearing that begins next week—have been under government scrutiny off and on for some five years.

The Senate Commerce Committee undertook a modest investigation of the raters in 1957-58—largely at the urging of Sen. A. S. Mike Monroney (D-Okla.), then and now a committee member.

Executives of the major rating services appeared before the committee June 26, 1958 for a one-day session—the only public hearing on the subject to date (BROADCASTING, June 30, 1958). Sen. Monroney sought further hearings but none materialized. Generally, the ratings people wove an impressive story during the June sitting of how they conduct their businesses, and senatorial interest diminished for a while. (A special counsel to the committee was Kenneth A. Cox, who is presently chief of the FCC's Broadcast Bureau and

is awaiting Senate confirmation to be an FCC commissioner.)

In anticipation that the hearings would continue, the committee sent questionnaires to advertising agencies asking how they use ratings in buying and placing tv shows (BROADCASTING, Feb. 2, 1959).

**Then Quiet** ■ The subject lay dormant on Capitol Hill until mid-1960 when Rep. Oren Harris (D-Ark.), chairman of the House Oversight Subcommittee, appointed a special committee of research experts to study the rating services and bring in a report. The committee, headed by William G. Madow of the Stanford Research Institute, had just wound up its work when the ratings popped up again during a Senate confirmation hearing for Federal Trade Commission Chairman Paul Rand Dixon in March 1961. While questioning Mr. Dixon, Sen. Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, revealed that data collected during the 1958

committee investigation had been turned over to the FTC in 1960 for action. Mr. Dixon was asked to check into the status of the agency's investigation. He promised an early look at the subject (BROADCASTING, March 20, 1961).

Only a week later came the Madow Report. It made 12 specific recommendations for improvement of rating services.

Subcommittee Chairman Harris, who is heading the investigation which opens next week, said two of the Madow Report's findings were especially important: One urged publication by the services of how they get their information; the other said the services should provide their clients with capsule information on the accuracy of their estimates (BROADCASTING, March 27, 1961).

The committee said the seven services studied (A. C. Nielsen Co., American Research Bureau, The Pulse Inc., Trendex Inc., Videodex

### RATINGS BIG BLAST PROMISED continued

tive vice president of NBC Radio.

**FTC, Dixon Next** ■ Federal Trade Commission Chairman Paul Rand Dixon, whose agency last January signed a consent judgment with three rating services, also is scheduled to testify early next week.

One subcommittee member was highly critical last week of the trade commission's efforts in the ratings field. It was pointed out that the FTC's consent decrees do not go beyond recommendations made by the 1961 report on rating services for the subcommittee by the American Statistical Assn. (Madow Report) in all major provisions. The congressman said that the consent decrees could have been prepared simply by reading the Madow recommendations.

The head of one of the major rating firms agreed with the congressman's evaluation of the consent decrees. He said the only other areas covered by the trade commission were "asinine" and of no importance. The FTC consent decrees were signed by The Pulse Inc., A. C. Nielsen Co. and the American Research Bureau.

Subcommittee spokesmen refused to disclose the rating services that would be called to testify but it is known that investigators Robert Richardson and Rex Sparger have visited the following: American Research Bureau, Belts-

ville, Md.; Robert S. Conlan Assoc. Inc., Kansas City; C. E. Hooper Inc., New York; A. C. Nielsen Co., Chicago; The Pulse Inc., New York; Sindlinger & Co., Philadelphia, Videodex, New York, and Trendex Inc., New York.

The individual services said that they have been contacted during the past week by the subcommittee and told to appear in Washington either the week of March 11 or March 18. They were told, as were the networks and NAB, to submit prepared statements in advance if they desired.

One ratings president said he was at a loss as to what to be prepared to testify about because he had no idea what the subcommittee has in mind.

**Other Witnesses** ■ Also expected to be called next week, ahead of the individual services, are several broadcasters, program producers, major advertisers and possibly agency executives. A subcommittee member said that he expected many persons will request an opportunity to testify after the hearing is publicized.

It is understood that many top program men, who have publicly criticized ratings in the past, are reluctant to testify because of fear of economic reprisals. One top supplier of network programs in past years, who admitted that he had been interviewed by the subcommittee staff, named three cur-

rently unemployed program creators in explaining why he did not plan to appear before the Harris subcommittee.

Future witnesses will be announced on a day-to-day basis, it was reported, to keep them from being exposed to "outside pressures." A member of the committee said that an element of surprise is intended in some instances and that it just would not be a good idea to announce the names in advance.

Three different subcommittee members praised Messrs. Sparger and Richardson, both 30-years-old and former members of the Oklahoma House of Representatives, for the thoroughness of their investigation, during which "hundreds" of persons were interviewed.

**Samples Criticized** ■ One congressman, who said the subcommittee is vitally interested in determining just how dependent the broadcasting industry is on ratings, said the two have done an "exhaustive job." The hearings, he predicted, will show among other things that the samples reported in surveys are not as represented.

In promising that the hearings will be objective, Chairman Harris also praised the preparatory work of Messrs. Sparger and Richardson and Charles Howze, chief counsel of the subcommittee. Contrary to a report published here last week, Chairman Harris said the hearings will probably continue through to completion without interruption beginning next week.

Inc., Sindlinger & Co. and C. E. Hooper Inc.) "are doing a reasonably good technical piece of work for the purposes to be served."

A **New Course** ■ Events to date indicate 1963 may be the year the rating services take their lumps.

The Federal Trade Commission concluded six months of negotiations with three of the largest rating firms and announced the companies had signed consent orders with the agency in January (**BROADCASTING**, Jan. 7).

The services agreed their audience estimates were not 100% accurate, and said they would supplement their rating reports with additional statistical data.

Reaction to the orders on Capitol Hill indicated the services may have gotten off easy. Word from the House unit which had been preparing for next week's hearings since the Madow Report was released almost two years ago indicated the FTC orders "just scratched the surface," or else they were as good as far as they went, but did not go far enough. Plainly the Harris Subcommittee intends to take it from there.

"I have no disposition to drag this out," he said. "In my judgment, it would be better to continue straight through the investigation once we have started."

**Young Veterans** ■ Mr. Howze, 34, will probably do most of the questioning of witnesses as chief counsel. A native of Washington, D. C., he was in private practice in Boston before joining the staff of the old Legislative Oversight Subcommittee (grandfather of the new subcommittee) in April 1959. At the start of the 87th Congress, he became chief counsel of the Subcommittee on Regulatory Agencies in April 1961 when that group succeeded the Oversight Subcommittee. The new Special Subcommittee on Investigations is the successor to the Regulatory Agencies Subcommittee.

Mr. Howze was active in the investigations which led to the 1960 disclosures of the rigged tv quiz shows and payola.

Mr. Sparger joined the Oversight staff in February 1960 as a protege of House Majority Leader Carl Albert (D-Okla.). During his tenure in the Oklahoma Legislature, he was chairman of the House Investigative Subcommittee. Mr. Sparger gave the oral report on the ratings investigation last week.

He has resigned from the staff, effective with the completion of the ratings hearings, to return to Oklahoma. Mr. Sparger said that he hoped to keep his hand in state politics. Before his election to the state legislature, he was

sports and regional editor of the *Ardmore* (Oklahoma) *Daily Ardmoreite*.

Mr. Richardson, who served with Mr. Sparger in the Oklahoma Legislature, came to Washington in 1959 on a Prettyman Fellowship to study advanced law at George Washington U. He also during this time worked as a defender of accused persons without funds and received wide publicity when he succeeded in getting release of several prisoners who were jailed in violation of a 100-year-old law.

He has an LL. M. from GWU and an LL. B. from the U. of Oklahoma. He joined the subcommittee staff in 1961 with the start of the ratings investigation.

**The Purpose** ■ In announcing the ratings hearings, the subcommittee said it will explore their use, "their importance in determining what is broadcast to the public and the accuracy of ratings." Rep. Harris said the hearings are the result of the field investigation which began in August 1961, which, itself was an outgrowth of the Madow study. This study was made by a special three-man committee of the ASA under commission of the Legislative Oversight Subcommittee. It was chaired by William G. Madow of the Stanford Research In-

stitute.

Hinting at developments to come, Rep. Harris said the 1961 study left some "grey areas" and that in probing these grey areas, the subcommittee "developed additional information which extended the investigation." He said the Madow report was unable to determine "specific techniques of using the ratings" which, after further investigation by Messrs. Sparger and Richardson, opened new vistas of inquiry.

A second phase of the investigation, Rep. Harris said, has been to determine whether the rating services, "in fact, do what they say they do. . . . The rating services have for many years engaged in a business apparently conducted, insofar as subscribers and users are concerned, largely on faith."

In his first talk to the NAB combined boards after becoming president of the association, Gov. Collins had this to say about ratings in February 1961: "There is another matter I feel should be of grave concern to broadcasters—and that is the development of the various audience-measurement or program-rating businesses.

"Now, I do not here quarrel with the validity of these services, but I am shocked by their far-reaching influence



Rep. Rogers



Rep. Moss



Rep. Hull



Rep. Long



Rep. Younger



Rep. Brotzman



Rep. Bennett



Rep. Springer

The new Subcommittee on Investigations which will begin a new round of hearings on radio-tv rating services March 5 will be under the guidance of old hand Rep. Oren Harris (D-Ark.) whose Legislative Oversight Subcommittee made headlines on the same subject for years. Members of the committee, shown here, include Democrats John Moss (Calif.), Paul Rogers (Fla.), Gillis Long (La.) and W. R. Hull Jr. (Mo.). Republicans are John Bennett (Mich.), William Springer (Ill.), J. Arthur Younger (Calif.), and Donald G. Brotzman (Colo.).



Chmn. Harris

in the whole broadcasting industry. In effect, their reporting is determining in large measure not only what the American broadcasting diet will be but also at what times the meals will be served.

"And yet, NAB has no check-rein or oversee-status whatever over what the raters do, or how they do it. Broadcasting, therefore, is allowing an outsider to become master of its own house and does not even check his health card."

Network executives have repeatedly testified in past appearances before Congress and the FCC that ratings results are just one of many factors that go into the selection and scheduling of programming. Independent producers whose low-rated network shows have been canceled, have just as repeatedly maintained that their programs have gone on the casualty list solely because of ratings.

## Harris tells Kennedy about ratings probe

The man who will lead the congressional investigation of rating services next week (see page 25) made sure his party boss got the word last week.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and the Special Investigations Subcommittee which will conduct the hearings, told President Kennedy about the probe "in passing" during an hour's private conference with the Chief Executive on Thursday (Feb. 21).

Rep. Harris revealed to reporters later that it was the President who had requested he submit legislation to suspend equal time provisions of the Communications Act as they ap-

ply to the presidential and vice presidential races in the 1964 election (see page 42).

The chairman refused to say whether he and the President had discussed candidates for a possible vacancy on the FCC, but, he said—and this after talking with the President—he had no reason not to believe reports Chairman Newton N. Minow is resigning (BROADCASTING, Feb. 11).

President Kennedy has been conferring with key committee chairmen on Capitol Hill in an effort to ensure sufficient support for the many administration measures and proposals that are being sent to the current congress.

## BROADCAST ADVERTISING

# NETWORK SALES SET RECORD PACE

## Many big advertisers already committed for 1963-'64; solid CBS-TV position speeds selling by other networks as well

Major tv advertisers are expected to tie down network commitments for the next season earlier this year than ever before.

Paced by the drive of the blue-chip advertisers, tv network selling for the 1963-64 season is far advanced for February.

The step-up in major advertiser purchases of network tv presages a new record in tv billing this year.

As of last week, such bellwether network advertisers as Procter & Gamble, General Foods, Liggett & Myers, Brown & Williamson, Philip Morris, P. Lorillard, Lever Bros., Kellogg, S & H Green Stamps and Chrysler Corp. had orders placed for 1963-64. Some of these—P & G, General Foods, Philip Morris and Chrysler in particular—established a pattern by having nearly completed their list of purchases for the new season.

The selling spurt among the well-heeled and multi-product advertisers is set against this background:

■ Network tv gross billings are at a higher point than in any previous year. It is expected that the total for 1962—and formal release of figures is being made this week—will come in at a near-\$800 million level, about 12% increase over 1961. Nighttime network tv alone accounted for 68% of the total, or nearly \$550 million. An es-

timate for this year: At least another 5% gain in gross time billings if current buying continues.

The billings rise in 1962 is the largest yearly percentage increase in network tv since 1956.

■ The momentum which has caused a speed-up in advertiser advance buying of new tv shows was provided in large part by CBS-TV's unusual performance this season.

**CBS-TV's Move** ■ The actual lock-up at CBS-TV occurred some 10 days to two weeks ago (BROADCASTING, Feb. 18). That network led the way as a result of program success and good business. The network finished 1962 showing a walloping percentage gain.

The story, both for programming and economics, was so good that CBS-TV president James T. Aubrey Jr., has announced the next season's prime-time schedule to affiliated stations (CLOSED CIRCUIT, Feb. 18).

In his letter, Mr. Aubrey noted that "never before has CBS-TV—or any network—locked up a new season's schedule so early in the year." He also wrote, "with such a schedule it is not surprising advertisers already have placed an unprecedented volume of business next fall."

A fundamental qualification is provided by the nature of the tv business. Big advertiser purchases of new shows

provide but one barometer. The other indicator is the renewal rate of continuing shows.

Traditionally contracts contain renewal options and networks send out notification to advertisers around Feb. 15. Usually these renewals begin coming back to the networks about March 1. This is why many decisions for next season are held in abeyance until after March 1. A few sales trends, however, are already apparent. Some of these:

■ CBS-TV is making an effort to limit the number of shows sold on a minute participation basis. Both ABC-TV and NBC-TV would like to follow this lead.

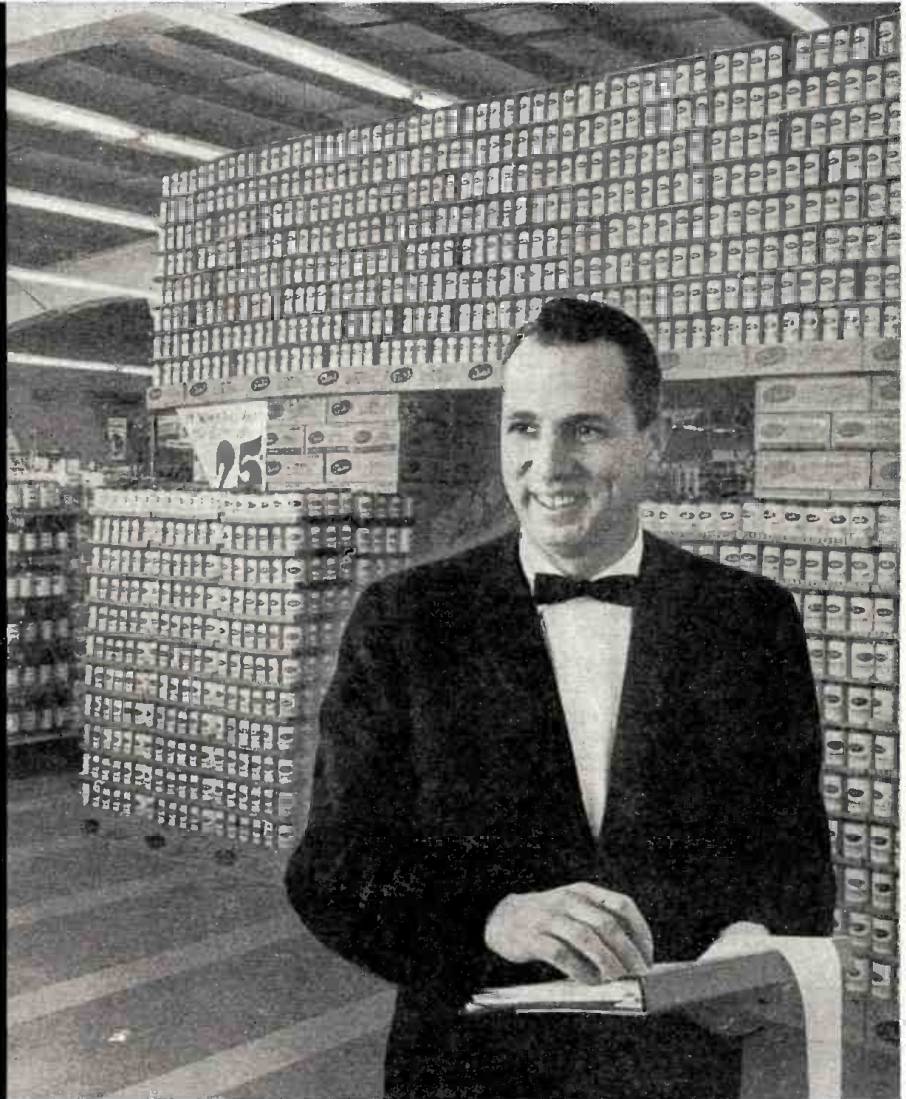
■ As one astute broadcasting executive analyzed the sales period: "It is like a game of poker. CBS-TV is standing pat on its hand of hits, and except for modifications, is waiting for renewals. NBC-TV is playing it safe and playing along with movies and anthologies, locking in programming as it makes 'advertiser sales.' ABC-TV has drawn a new hand with some new programming concepts, and is aiming for young housewives."

The NBC-TV drive for sales has resulted in the contract with Chrysler involving some \$18 million in a Bob Hope-Revue anthology for next season (Fridays, 8:30-9:30), its DuPont series and General Electric anthology hour on Sundays at 10 p.m., and a newly announced

# "Charlotte's WSOC-TV... draws food customers for us from as far as 70 miles away"—Reid, Park 'N Shop

*"Our use of WSOC-TV over 5 years has drawn a tremendous number of our customers from as far as 70 miles away. This big plus volume is the "extra" that has helped our two stores capture nearly 12% of Charlotte's \$81 million retail grocery business."*

**CHAS. N. REID, Pres.**  
Park 'N Shop,  
Charlotte, N. C.



According to Chas. N. Reid, Park 'N Shop president, this 24,000-pint arch probably is the largest mayonnaise display ever built.

Among metro areas of the Southeast, Charlotte is first in retail sales per family. Its 75-mile radius population is the largest in the Southeast. This density of free-spending consumers within the friendly persuasion of WSOC-TV keeps a lot of our advertisers wonderfully happy. See Mr. Reid. Let the plus volume WSOC-TV will produce for your schedule make you happy, too. One of the great area stations of the nation.

# WSOC-TV

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

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton  
BROADCASTING, February 25, 1963

\$2.5-3 million sale to S&H Green Stamps of 12 specials to star Andy Williams to be placed in the hour filled by Bell Telephone (AT&T will sponsor) and Huntley-Brinkley (Tuesdays, 10-11 p.m.) next season.

Despite the hesitancy of the networks to go much beyond "announced" sales to advertisers on the new season, it's known there are many promised orders.

**Sunday Shine** ■ On Sunday alone, for example, Alberto-Culver has a piece of *The Travels of Jaimie McPheeters*, Liggett & Myers of *Arrest & Trial*, Firestone will sponsor all of its half-hour *Voice*, all on ABC-TV.

Kellogg and Toni appear set for *My Favorite Martian*. Renewals appear assured on *Ed Sullivan*. There are at least three advertisers certain for *Judy Garland Show* (Menley & James, American Tobacco and General Mills). Lever and Bristol-Myers seem set again for *Candid Camera* and renewals look good for *What's My Line?*, all on CBS-TV.

NBC-TV's lineup indicates RCA and Eastman Kodak will renew *Walt Disney*, Procter & Gamble is set with *Grindl*, Chevrolet with *Bonanza*, and DuPont and GE in the 10-11 p.m. period.

**Monday-Saturday** ■ Other nights on the schedule are not that complete but here is the present status at each network:

CBS on Monday already anticipates renewals from 7:30-10, and picking up with 10, *East Side, West Side* is half-sold (Philip Morris and American Home Products). On CBS-TV, too, Tuesday is a "renewal" night except for *Whistle Stop* (formerly called *Ozark Widow*) which has Procter & Gamble as a sponsor.

On CBS-TV Wednesday night,

Travelers Insurance reportedly has picked up two-thirds of *CBS Reports* and the remainder will be participating advertisers; American Tobacco has a half of *Real McCoys*, renewals are expected for *Hillbillies*, *Dick Van Dyke*, and *Danny Kaye Show* at 10-11 is half sold to Armstrong (U. S. Steel has dropped its network tv sponsorship.)

Thursday night sales on CBS-TV hinge mostly on renewals. Friday night has an hour open (*The Free and The Brave*, 7:30-8:30), and renewals anticipated for the other shows (*Rawhide* and *Perry Mason* in the past have had participations). On Saturday, Philip Morris already has signed for *Jackie Gleason* and renewals are expected, the new *Phil Silvers Show* has General Foods, *Defenders* has Lever renewing, and other advertisers are expected to pick up portions. Procter & Gamble is set for *Gunsmoke* along with other renewing advertisers.

On NBC-TV Monday night is still an open question for advertisers (and programming from 7:30-10, with *Mitch Miller* set at 10-11), but a late report indicated that the network may continue to show motion picture features that night.

Little of Tuesday night on NBC-TV is firm, though Bristol-Myers is reported to have bought spots on *Mr. Novak* (7:30-9:30) and the 10-11 p.m. period has the 12 Andy Williams specials, and AT&T (*Bell Telephone Hour*). Wednesday's *The Virginian* has P&G and Liggett & Myers penciled in, Kraft Foods is certain though it may shift its time period, and some or all of *Eleventh Hour* is expected to be renewed.

On NBC-TV Thursday, L & M is in *Dr. Kildare* and other renewals are ex-

## S&H buys NBC specials

Sperry & Hutchinson Co. (S&H Green Stamps), New York, and NBC-TV were reported late last week to be committed next season to a series of 12 specials, each one hour in length, that will feature singer Andy Williams. Sullivan, Stauffer, Colwell & Bayles, New York, is S&H's agency.

The contract, it was estimated, represents some \$2.5-3 million in time and talent. The specials would be placed in the Tuesday, 10-11 p.m. segment, over a period from October through May 1964. Andy Williams this season appears in a regular series. Barnaby Productions is designated as the production company. The series is to be produced in Hollywood.

pected. Ford is reported to be signing for *Hazel* and Lorillard (Kent) and Menley & James seem assured for *Jack Paar*. A. C. Gilbert and renewals are seen for *International Showtime*, on Friday, Chrysler has its hour set, Colgate-Palmolive is sponsor of *Harry's Girls* and Lorillard has an alternate half-hour of the new *Joey Bishop Show*. There is little to report on Saturday though Union Carbide seems assured as one of the advertisers in the movie block.

ABC-TV is cautious in reporting sales, but renewals are expected in *Wagon Train* (now 90 minutes), and Brown & Williamson has an alternate half-hour in *The Breaking Point*, both on Monday; American Gas Assn. and American Dairy Assn. are sponsors of *Ozzie & Harriet* at 7:30-8 on Wednesday, P & G continues with its sponsorship in *Ben Casey* and L & M is an advance advertiser in *The Young & The Bold*. Brown & Williamson and P & G are advertisers in *The Fugitive* on Thursday, Gillette is set for Friday fights, L & M is in the new *Jerry Lewis Show* on Saturday.

ABC-TV at last report is said to be considering *Price is Right* at 8-8:30 on Saturday if it obtains the show that's now on NBC-TV.

Understandably strong optimism for the new season emanates from CBS-TV where one top sales executive characterized the current "selling momentum" as the "greatest since late 1949 or the early 1950's."

## Rep appointments...

■ WPOP Hartford, Conn.: Robert E. Eastman & Co., New York, as national sales representative.

■ WESH-TV Orlando-Daytona Beach, Fla.: Katz Agency, New York, as na-

## COMMERCIAL PREVIEW: Chooz antacid gum

In preparing a commercial to demonstrate "the flow of soothing relief" of Chooz, an antacid chewing gum developed by Pharmaco, Kenilworth, N. J., the N. W. Ayer agency decided to emphasize the product's difference from capsule-type antacids.

Ayer enlisted the services of an x-ray technician to obtain graphic proof of the difference. Actual x-ray films reportedly showed that ordinary tablets "taken with water, simply fell to the pit of the stomach..." while Chooz "bathed the heartburn zone with a constant flow of soothing relief." A radiologist reviewed the film for the agency and attested to its authenticity. For fear of upsetting "sensitive psyches" with the realistic evidence, Ayer turned the x-ray story into an animated sequence.



X-ray motion pictures were taken to compare Chooz antacid chewing gum with capsule-type antacids.

The commercial will be used on NBC-TV's *Merv Griffin Show* and "a variety of ABC-TV and CBS-TV daytime programs," according to Ayer spokesmen.



## We still got a few availabilities!

**T**HIS is just to remind you that even though WDAY-TV is possibly the most *nearly-sold-out* station in the Northwest, this situation changes back and forth almost constantly.

Even in our extremely popular "Party Line"

(late afternoon) — even in our News, Weather and Sports (and at Noontime) — we can often come up with a real BANG for you!

NOW might be the very time to ask PGW. How 'bout it?

# WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



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

tional sales representative, effective March 1.

▪ **KSAN San Francisco:** Pearson National Representatives Inc., New York, as representative in major cities.

▪ **WFOX Milwaukee, Wis.:** Mid-West Time Sales, Kansas City, Mo., as regional sales representative (St. Louis, Kansas City, Memphis, Omaha, Des Moines).

▪ **KWJJ Portland, Ore.:** Venard, Torbet & McConnell as national representative.

▪ **KWBW Hutchinson, Kan.:** Mid-West Time Sales, Kansas City, Mo., as regional sales representative.

▪ **WDEE New Haven, Conn.:** Bill Creed Assoc. Inc., Boston, as exclusive New England sales representative, effective immediately.

## THE 'MEXICAN-AMERICAN' MARKET

### Survey of 500 housewives shows their media preferences

The homogeneity of Mexican-American families in the five-state "Latin Crescent" has been borne out in a research survey just published by Belden Assoc., market research firm of Dallas and Mexico City.

The report was compiled to meet the need for reliable marketing data on the Spanish-language, Mexican-American population of the United States.

"The Mexican-American Market in the United States" was made in 12 community areas of 40,000 or more Mexican-Americans in Texas, Arizona, New Mexico, Colorado and California. These areas represent 1,214,576 or about 33% of all Mexican-Americans (3,666,278) living in the five states, making it the largest homogeneous Latin-American group in the United States.

Housewives, considered best equipped to accurately answer the survey, were contacted personally with all questions asked in Spanish by a bi-lingual interviewer. Of the 500 women surveyed, 43.9% or 219 came from Los Angeles and San Antonio, the most heavily Latin of the 12 areas in the study.

**Migrants?** ■ In its major general find-

ing, the survey does away with the "migratory" tag commonly connected with Mexican-American families. This characteristic may be true among some whose livelihood is farm labor, the survey notes, but it does not necessarily apply to urban residents.

In 11% of the families someone had left the city in the preceding 12 months to work temporarily in another place. Of this number, only 3% took the whole family with them. Thus the survey shows that the overwhelming majority (86%) have home roots and stay with their friends and jobs.

Illustration of this point is shown in the figures on home ownership. Fifty-three per cent reported they owned their own homes and 47% said they rented. Of the home-owners, 31% bought new homes.

The survey included 70% American-born respondents, with 27% Mexican-born. Spanish, was reported as the language most spoken in the homes (40%). English is spoken most in 24% and in 36% of the homes English and Spanish speaking is about equal.

**Spanish Radio** ■ When it came to

### SIN opens new office

The Spanish International Network has announced an expansion of its sales activity in New York. Rene Anselmo, vice president of SIN, is now operating the new sales office at 247 Park Ave. The network consists of seven full-time, all-Spanish language tv stations, five in Mexico and two in the U. S. (KMEX [TV] Los Angeles and KWEX [TV] San Antonio).

radio listening, however, the survey showed that 52% of the respondents listen mostly to stations broadcasting in Spanish, while 31% said they listen to stations mostly in English.

Marked preference was shown for English-language newspapers, 78% saying they read them mostly, and 73% reporting they mostly read English-language magazines. These figures were based on the 69% and 64% who said they read daily newspapers and magazines, respectively.

The Belden study covers 28 different economic and social categories from air conditioning ownership to occupation of the head of the family; the average family being 5.2 members.

**Education** ■ Only 2% of the heads of family graduated college. Another 3% attended college but did not graduate. Twelve per cent graduated high school, while 19% attended but did not graduate.

The majority of family heads were employed as craftsmen, skilled workers, operatives and laborers (58%). Only 4% were listed in the professional and technical fields.

The income varied from 11% who reported earning less than \$1,500 a year to 1%, earning more than \$10,000 per year; 19% were in the \$2,000-2,999 bracket, 20% between \$3,000-3,999, 14% between \$4,000-4,999 and 16% reported \$5,000-6,999.

Appended to the family study, the Belden reports contains an extensive section on population. Between the 1950 and 1960 census, an increase of 51.3% in the incidence of Spanish surnames in the five states was noted.

The study was originated and executed by Belden as an independent research firm. The initial studies were ordered by The Quaker Oats Co., who used a portion of the questionnaire for other market research. Belden expanded the survey on its own and expects to defray the additional costs through sales of the volume at \$5 each. The initial subscriber was the five-station Sombrero Texas Group of KCOR San Antonio, XELO El Paso, KGBT Harlingen, KUNO Corpus Christi and XEK Laredo.

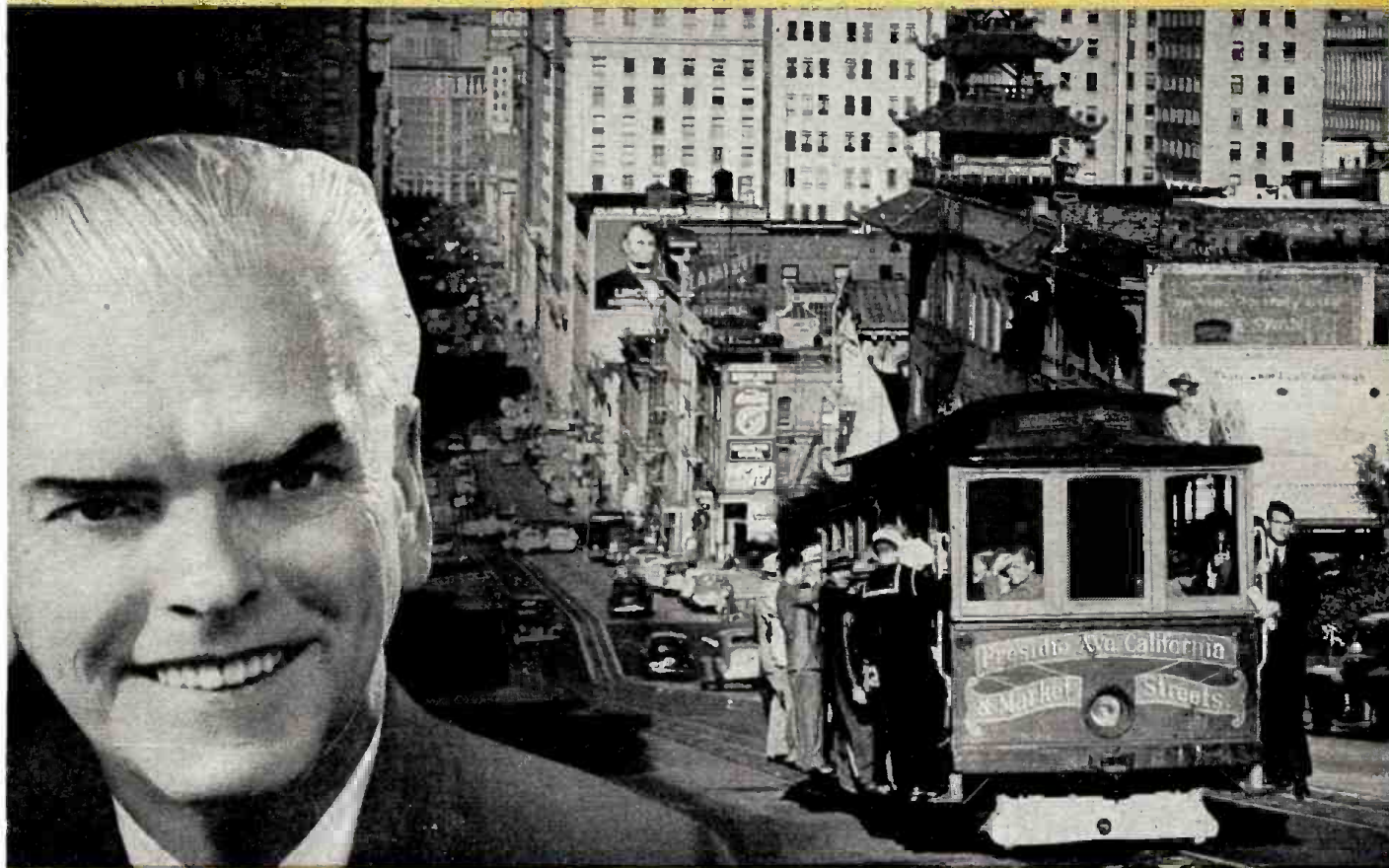


Richard O'Connell (l), executive director and New York representative of the Sombrero Texas Group, and Joe

Belden, president of Belden Assoc., Dallas, discuss the new Mexican-American Survey.



If you lived in San Francisco ...  
 you'd see Seven Arts' Volumes 3, 4, & 5 on KRON-TV



## Says Al Constant:

Station Manager, KRON-TV

"Viewers in San Francisco are sold on KRON-TV,  
 and we are sold on Seven Arts!"

"As the number-one station in the San Francisco Market, we naturally must present the best in TV entertainment. We purchased Volumes 3, 4, and 5 of 'Films of the 50's' from Seven Arts because we felt these features were the very best available for programming in our new weekend movie showcases—'Great Movies' which debuts Saturday, February 23rd, will run from 6:00 to 7:30 P.M. and 'Sunday Night Movie' which will debut Sunday, February 24th will run from 11:10 P.M. to conclusion. In addition to these 2 new feature film time slots, Seven Arts' 'Films of the 50's' will also be telecast on KRON-TV's 'Saturday Night Movie' from 11:10 P.M. to conclusion."



**SEVEN ARTS  
 ASSOCIATED  
 CORP.**



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
 NEW YORK: 270 Park Avenue YUkon 6-1717  
 CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105  
 DALLAS: 5641 Charleston Drive ADams 9-2855  
 LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. Sate 8-8276  
 TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

**SEVEN ARTS and TFE-'63**  
 Buckingham Suite  
 Pick-Congress Hotel  
 Sat. March 30—Wed. April 3

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

## CHRYSLER SEEKS DEAL FOR DEALERS

It wants its own tv discounts applied to local groups

The Chrysler Corp., Detroit, is planning to intensify its dealer groups' participation in television, but the method it hopes to use is viewed with dismay by some television station operators.

Chrysler has asked television stations to incorporate into the Chrysler Corp.'s overall blanket contract any television that might be purchased by any local dealer group. Some station operators view this move as a "dangerous precedent" that might lead other national advertisers to request the combination for any local group to earn maximum discounts.

A Chrysler official confirmed that the request had been made but declined to say whether it was a general mailing to all stations or only to some or whether this would constitute a general policy for the future. His view was that Chrysler was merely making a proposal that a station could accept or reject.

The opposition to the Chrysler plan by some stations is keyed to the conviction that less revenue would accrue to stations if the dealer and Chrysler buys are combined for maximum discounts.

But this attitude is by no means unanimous. One highly placed broadcast-

ing official said that some tv stations find it difficult to compete with newspapers for local automobile dealer group funds, and the Chrysler stratagem is "above-board, straight-forward and reasonable." He said that it is a decision that each individual station should make, depending on its local competitive position. In the long run, he added, many stations stand to benefit from this offer, even with the larger discounts.

It is known that Chrysler, which has improved its sales position substantially in the past two years, hopes to stimulate increases in dealer group advertising and its latest offering is one step in this direction. Chrysler assertedly hopes to bring up dealer tv participation closer to the levels of Ford and General Motors.

The more active spending by Ford and General Motors dealers in national and regional spot tv is pointed up by figures available from the Television Bureau of Advertising. In 1962, according to TvB, Chrysler dealers spent approximately \$2.7 million, as compared with \$4.5 million for General Motors dealers and \$5.1 million for Ford dealers.



### NBC Radio is back in the RAB fold

NBC Radio, after an absence of approximately a year, is rejoining the Radio Advertising Bureau on March 1. With NBC Radio's addition, all the radio networks will be represented in the trade group's membership.

William K. McDaniel, executive vice president of NBC Radio, an-

nounced the move and praised the RAB's plans to boost radio standards of salesmanship and research. In addition to the network, NBC owned and operated radio stations also become RAB members. RAB president-designate Edmund C. Bunker (left in photo) welcomes Mr. McDaniel.

### Tupperware plans test

A musical commercial for Tupperware Home Parties Inc., Orlando, Fla., will be tested in a group of radio markets next month to promote the asserted "sealed airtight" quality of the company's plastic containers. BBDO, New York, is the agency.

An original musical score by jazz artist Eddie Manson attempts to blend the product quality with music (simulating the air whoosh). One chorus goes: "Save work and time. Save money too. Our secret we'll share. (SHH!) Don't throw away leftover food. Keep it in Tupperware."

## Buick, Dodge start major spot campaign

New Detroit auto money—from Buick and Dodge—is being invested in broadcast advertising, including local spot, as the auto industry continues to enjoy another brisk selling year. Buick is buying radio, Dodge is already in a heavy tv drive.

General Motors' Buick, through McCann-Erickson, Detroit, will start a heavy radio spot drive March 25 to run until mid-May on schedules of up to 221 stations plus the ABC, MBS and NBC radio networks as part of a major dealer showroom traffic promotion.

The campaign centers on distribution of hundreds of thousands of copies of a Buick record album, "The Sound of Tomorrow," produced exclusively for the auto maker by RCA Victor. The Buick campaign also will use magazines, newspapers and NBC-TV's Mitch Miller show.

Chrysler Corp.'s Dodge, which also continues to be a heavy radio spot advertiser, last week embarked on a heavy spot tv drive. Placed through BBDO, Detroit, Dodge on Feb. 16 began local minute spots on stations in the top 35 markets for periods running up to six weeks. Participations on ABC-TV and NBC-TV also are being used.

Dodge new-car sales nationally for the current model season have been running 50% or better than the year before, with the Detroit area claimed to be an industry-record increase of 123%. Detroit Dodge dealers also are running a new intensive local tv-radio drive through BBDO.

A. C. (Arnie) Thomson, advertising director for Dodge passenger cars, has stressed that radio is not merely a "reminder medium," but provides reach and frequency that are vital in selling a

MARK CENTURY CORPORATION  
PRESENTS



The most complete, most exciting Radio Programming Service ever offered!

high-priced product such as a car (BROADCASTING, Feb. 18). In Chicago last week for the auto show there Mr. Thomson explained that both tv and radio spot work together to provide the flexible communication link that is necessary in today's highly competitive all-media battle to win "a share of the consumer's mind."

Mr. Thomson explained that while network programs and participations do an effective job in covering the nation as a whole, local spot must be added in the top major markets in order to augment network coverage. It is in these major centers, he said, where the prospective customer is bombarded with messages from a multiplicity of media and hence the extra exposure weight is needed to capture a share of his attention.

Because of Dodge's big sales gains, Mr. Thomson said, budgets for all

media have been increased considerably, including tv and radio. The current Dodge drive "is one of the most concentrated spot tv campaigns in our history," he added.

Dodge's parent, Chrysler Corp., in a new corporate purchase through Young & Rubicam, has signed for an \$18 million weekly hour package built around Bob Hope that will begin next season on NBC-TV (AT DEADLINE, Feb. 18).

## Blair announces 'top 10' radio spots

Blair Radio last week released a "top 10" list of radio commercials which the station rep said are the ones "liked best" by listeners throughout the U. S. To pick the 10 commercials, along with eight runners-up, The Pulse

Inc. conducted a 2,000-home sample during regular interviews.

The winners, listed alphabetically:

Chevrolet (Campbell-Ewald, Detroit), Coca-Cola (McCann-Erickson, New York), Dodge (BBDO, New York), Ford (J. Walter Thompson, New York), Kellogg's Corn Flakes (Leo Burnett, Chicago), Pall Mall (Sullivan, Stauffer, Colwell & Bayles, New York), Park's sausages (Leon Shaffer Golnick, Baltimore), Pepsi-Cola (BBDO, New York), V-8 Juice (Needham, Louis & Brorby, Chicago, and William Esty, New York).

Runners-up included: Ac'cent (NL&B, Chicago); Carling's Black Label beer (Lang, Fisher & Stashower, Cleveland); Chesterfield (JWT, New York); L&M (JWT, New York); Pontiac (MacManus, John & Adams, Detroit); Rambler (Geyer, Morey & Ballard, Detroit); Salada Tea (Hoag &

## Tongue-in-cheek spots selling staid 'Times' on West Coast

The newspaper strike has deprived New Yorkers of their daily newspapers, but the Western edition of the *New York Times* is flourishing, thanks in part to a radio campaign which began mid-January in Los Angeles and San Francisco. The one-minute spots, created by Carson/Roberts, Los Angeles, are currently broadcast by KNX and KFI Los Angeles; KNBR, KCBS and KGO San Francisco in an initial 13-week subscription campaign.

Most of the spots are based on the adventures of Mr. Peebles, the mailman, who delivers the *New York Times* to Western subscribers. Typical is his conversation with Mrs. Dumont, who is so anxious to get her *Times* that she kisses him when he hands it to her with the rest of her mail. When she raves about all the *New York Times*' "world-famous columnists like James Reston and Arthur Krock and Sulzberger and Taubman and, oh, just everybody."

The postman asks which is her favorite.

"Well," she says hesitatingly, "I like Taubman on the theatre. But Rupert's favorite is James Reston."

"Rupert?," asks Mr. Peebles, "I thought your husband's name was Cyril."

"It is," she responds.

"So who's Rupert?"

"My prize mynah bird."

"You mean...?"

"Yes. I line Rupert's cage with the *New York Times*, Reston's column facing up."

"You mean to say you use the most distinguished newspaper in the world to line a mynah bird's cage?"

"That's right. But when that bird talks—you listen!"

In another of the spots, a little girl amazes Postman Peebles by telling him that the *New York Times* he is delivering is not for her mother, but for herself. "What's so strange?," she asks. "After all I'm six years old. ... Can I help it if I dig James Reston and Arthur Krock?"

The embarrassed postman replies: "Certainly not, but I thought little girls just liked to play with dolls," and the little girl says: "We do," and shows him her talking doll. "Does she say 'I love you' and 'Go bye bye?'," he asks.

She snaps back: "Are you kidding? Listen—." There is the sound of a doll ring pull and the doll's voice says "Shall we discuss the Congo situation." "You see," the little girl explains, "she reads the *New York Times* too."



Ken Sullet (l), Carson/Roberts copy chief discusses script approach to "New York Times" Western edition

spots with cast members Arte Johnson, June Foray and Howard McNear during recording session.

MARK CENTURY CORPORATION  
PRESENTS

# Radio à la Carte

## What is Radio à la Carte?

Radio à la Carte is a *complete* radio production service. It is a *continuing* service. It gives the AM or FM broadcaster everything he needs in radio programming. It is the finest service available. Never before have so many *top* talents contributed so much to radio production services. Laugh at the talk and humor prepared by the finest comedy talents. Hear public service announcements so well produced, so compelling, so *sponsorable!* Listen to the sample commercials and imagine *your* station offering these unusual announcements to *your* sponsors. The contests are unusual...and that's *something*, considering the contest field today. And the production music is the most exciting available to radio. It's the sound of the future.

## Who is Radio à la Carte?

Mark Century Corporation, the producers, are radio veterans who are expert at giving broadcasters what they need and want. They believe in *money-making* programming. They produce a ready-mixed service, prepared to your taste. Music Makers, Inc. is the creative arm to Mark Century. This company has won more awards in the communications field than any other of its kind. It created many new ideas for Radio à la Carte.

Milton M. Herson  
President



## Why is Radio à la Carte different?

It was *meant* to be completely different from anything ever offered. Mark Century spent a long time surveying radio needs. They produced something entirely new. The ideas are original. The music is specially written and arranged. Production is the greatest. The sound is unusual, too. *Full stereo throughout.* It's the first available in monaural or stereo...the first that can be adapted for multiplex. The rich, full tone is full of surprises for the listener.

## What will Radio à la Carte do for you?

Plenty. It's designed for radio's taste-makers; the broadcasters who shape the sound of radio. It will build audience. It will increase listener response. Most important...it will *sell your unsold time.* Radio has long needed such a service. It helps production while it brings in dollars.

## What do they say about Radio à la Carte?

"Long overdue...Radio has needed this." George Mooney, WKGK, Knoxville, Tenn.  
"It's a gas...and a Money-Maker, too." Jack Stapp, WKDA, Nashville, Tenn.

"Something refreshingly different... smart programming...sets a Station apart." Irv Lichtenstein, WWDC, Washington, D.C.

Marvin A. Kempner  
Executive Vice-President

Mark Century Corporation, 6 West 57th Street, New York 19, N.Y. Circle 5-3741

## Schaefer adds eighth station to 'Award Theatre' lineup

On Friday (Feb. 22) the *Schaefer Award Theatre* entered Cleveland with a showing of "Born Yesterday" on KYW-TV. This represented one more jump in a steady television success story which began back in 1959. Conceived in that year as a one-market experiment on WCBS-TV New York, *Award Theatre* has since spread to eight stations throughout Schaefer's eastern market area.

**A Measure of Success** ■ To quench the public thirst in 1962, F & M Schaefer Brewing Co., Brooklyn, N. Y., filled 361,000 more beer barrels than the previous year, a sales volume increase of 11.4%. A goodly

portion of this success must be attributed to Schaefer's use of television and more specifically to the *Award Theatre*.

A recent trade survey put Schaefer's television budget at close to \$1.5 million for the first nine months of 1962. Projected to the full year the figure approximates \$2 million. And *Award Theatre*, which now gets about 20% of the Schaefer tv budget, or in the neighborhood of \$400,000, is due for a larger share.

The philosophy behind the program is creation of an "institution" to sell an institution's product and to turn *Award Theatre* into an institu-

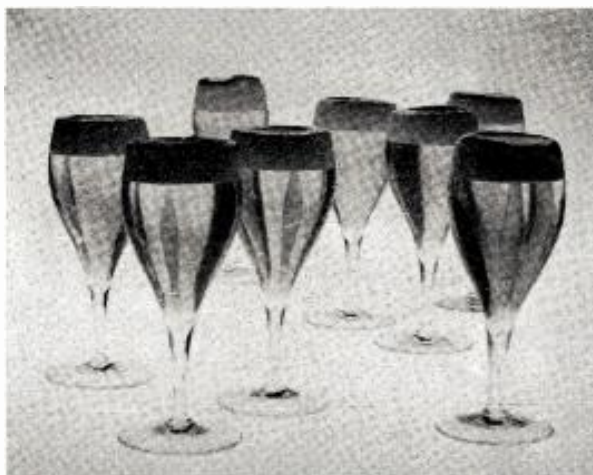
tion of public stature.

Schaefer, with its agency BBDO, adopted this plan: Pick high quality first-run feature films from the station's library, place them, uncut in the late show time slot (11:15 p.m.), interrupt them with a minimum number of commercial breaks (four) and give them heavy advance promotion. Since inception, Schaefer has followed this pattern and indications are it's content to stick with a good thing.

Irregular scheduling of *Award Theatre*, generally about six weeks apart, requires heavy advance public notice for each film. To accomplish



A visually and musically strong commercial, but with no "voice message," goes on the air at the end of this month for Schaefer beer. The unusual commercial was prepared in 20-second and one-minute lengths. Only words heard are in the Schaefer jingle sung near the commercial's end. Visually the commercial centers on



a "cast" that consists only of a Schaefer bottle, a bottle opener and a glass. The "action" is provided by the camera that explores from various angles the pouring of a glass of beer. The commercial will be seen in some 15 key markets. Photographer Ben Somoroff served as consultant; BBDO is the agency.

Provandie, Boston), and Wrigley Chewing Gum (Arthur Meyerhoff & Co., Chicago).

Respondents were asked three questions: What commercials they had heard on the radio that week or at a recent time, which they remembered hearing and which they liked best.

Arthur H. McCoy, president of Blair Radio, said winning advertisers would receive specially-designed plaques, and honorable mention citations will go to the runners-up.

Commenting on spot radio's value as pointed up in the poll, Mr. McCoy notes that Park's sausages used only radio in New York City, spots in Philadelphia on four radio stations as well as on tv, and similar buys in Baltimore and Washington, D. C., and while not national in scope made enough impact to place them in the winner's circle.

### Business briefly ...

**Pepsi-Cola Co.** introduced a new low calorie cola drink—Patio Diet Cola—in Greenville, S. C. last week and advertised the product on radio and in newspapers in that city. Additional market testing will begin in the Philadelphia area in early March and in other cities at a later date. Pepsi-Cola's agency, BBDO, will supply local bottlers with commercials, and the bottlers will make the time purchases.

**Transit Casualty Co.**, St. Louis, in its first use of radio, will begin a spot radio campaign in communities adjoining Chicago, St. Louis and Kansas City, Mo., this spring to spotlight their services in the insurance field available through local agents. The number of markets is not yet determined. The campaign will be placed direct.

**Shulton Inc.**, New York, for its Technique Div. has bought a campaign of prime time minutes on CBS-TV and NBC-TV from March through July. Shows are *Dobie Gillis* and *Fair Exchange* on CBS-TV and *Jack Paar Show*, *Joey Bishop Show* and *Andy Williams Show* on NBC-TV. Agency: Papert, Koenig, Lois, New York.

**Scott Paper Co.**, Philadelphia, through J. Walter Thompson, New York has purchased a participation schedule in NBC-TV's Monday-Friday *The Match Game* (4-4:30 p.m.), making the show sold out. Other advertisers are Procter & Gamble, Sterling Drug, P. Lorillard Co., H. J. Heinz, Grove Labs, Ralston Purina, Thomas Leeming & Co., Armstrong Cork Co., and Campbell Soup.

**Bakers Franchise Corp.**, New York, has begun a new flight of spot radio

this in the New York area Schaefer uses about 80 radio spots spread over six stations, newspaper ads and tune-in notices on the station carrying the show (WCBS-TV) beginning two weeks before actual presentation.

Tom Villante, account supervisor for Schaefer at BBDO, explains that *Award Theatre* features are broken by only four two-minute commercials whereas a normal late show feature might be interrupted with as many as 20 individual announcements. The premise is that the public is more receptive to a few relatively long commercials than a lot of short ones. "We don't beat them over the head" says Mr. Villante.

**Soft Line** ■ In line with its "public esteem" campaign Schaefer uses commercials with a soft approach. On *Award Theatre* it currently employs one which tells the history of the Schaefer Co. and parallels this with the development of baseball.

*Award Theatre* pictures have included "For Whom the Bell Tolls," "The Caine Mutiny," "Mr. Roberts," "Twelve Angry Men" and "Young Man with a Horn." When moving into a new market, the advertiser asks the station for complete list of its first run features from which it picks the "top" films for *Award Theatre*.

Following its success in New York, Schaefer moved in 1960 to WCAU-TV Philadelphia and WBZ-TV Boston and later to WNEP-TV Scranton; WHEN-TV Syracuse; WINR-TV Binghamton and WPTZ (TV) Plattsburgh, N.Y.

With favorable past results as a guide, Mike Carty, media planning manager at Schaefer, hints at still further expansion of the program following its Cleveland debut.

and tv for its Rite Diet bread. Placed through Mogul Williams & Saylor agency, the campaign which began two weeks ago will continue through June 30 on 120 stations, each carrying between 10 and 25 one-minute and 30-second announcements per week. Television exposure of the product will include spots of 20 and 60 seconds presented in 35 markets with an average frequency of three announcements a week per station.

### Agency appointments...

■ Ketchum, MacLeod & Grove Inc., Pittsburgh, has been named to service the advertising account of the U. S. Army Recruiting Service and the Army Reserve and ROTC Affairs.

■ Philip Morris has appointed Benton

& Bowles, New York, to handle advertising for Burma Shave, which the tobacco company acquired last week. The account formerly was handled by R. Jack Scott, Chicago.

## NEW CONSUMER STUDY

### Negro-directed spots show brand preference increases

Advertisers wanting to know how well they are reaching the Negro market have a new Negro consumer report from Rollins Broadcasting Co. to give them the answer.

Rollins, which includes five Negro-oriented radio stations among its holdings, surveyed the brand preferences of 7,691 Negro consumers in New York-Newark, Los Angeles, Chicago, Indianapolis and Norfolk, Va. The report covers 134 consumer categories and lists a total of 4,009 brands used by Negroes. (1,846 brands were listed on the survey, with an additional 2,163 write-ins from 53% of the respondents.)

The study was made by the research department of Continental Broadcasting, the Rollins division representing the five Negro-programmed stations.

A comparison of the survey with a similar one conducted by Rollins in 1958 shows that advertisers who have directed their sales messages to the Negro market have shown sharp brand preference increases. Among them:

Blue Bonnet margarine, 66.6% of users in Norfolk in 1963 vs. 21.8% in 1958; Tide, 58.9% in Norfolk vs. 24.5% in 1958; Pepsi-Cola, 25.5% in New York vs. 17.5% in 1958; Riceland Rice, 43.5% in Chicago vs. 7.4% in 1958. A more detailed comparison of

the two studies is available to advertisers and agencies upon request.

Rollins stations are: WNJR Newark-New York; KDAY Los Angeles; WBEE Chicago, and WRAP Norfolk (all programmed to the Negro audience); WGEE Indianapolis (which directs a portion of its programming to the Negro); WCHS-AM-TV Charleston, W. Va.; WAMS Wilmington, Del.; WEAR-TV Mobile, Ala.-Pensacola, Fla., and WPTZ-TV Plattsburgh, N. Y.

## Tv gains outdistance other media in survey

Tv led all other advertising media in gains made last year over 1961, according to McCann-Erickson Inc.'s media research department. The M-E estimates compiled each year for *Printer's Ink* were reported in the Feb. 15 issue.

The advertising expenditures study placed the total at \$12.258 billion, a gain of 3.5%, for all media (newspapers, magazines, tv, radio, farm publications, direct mail, outdoor, and miscellaneous) and includes national and local business.

Television's total gain was reported at 10%: network up 7%, spot 14%, and local 11%. The dollar figures respectively: \$1.74 billion, \$836.7 million, \$608.1 million, and \$300 million.

Radio's total was estimated at \$709 million, an increase of 3.8%; network at \$41.4 million, a 4% decline; spot at \$228.5 million, a 5% climb, and local at \$439.4 million, a 4% gain.

According to these estimates, magazines were next to tv in total gains (5.4%), followed by farm and newspapers, and then radio.

## Commercials in production . . .

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

Filmways of California, MGM Studios, Culver City, Calif.

Pabst Brewing Co., ten 60's, seven 20's for tv, live on film. Les Guthrie, prod. mgr. Agency: Kenyon & Eckhardt. Al Tennyson, agency producer.

PGL Productions Inc., 6 E. 46th St., New York City.

Edward Dalton (Metrecal), two 60's for tv, live on film. Frank Herman, prod. mgr. Agency: Kenyon & Eckhardt. Barry McDowell, acct. exec. and agency producer.

Melnor Products (lawn sprinklers), one 60 for tv, live on film. Chic Chicolini, prod. mgr. Agency: Smith Greenland. Joel Stein, acct. exec. and agency producer.

Niles Communication Centers Inc., 1058 W. Washington Blvd., Chicago.

Lucky Lager Brewing Co., four 60's, four 20's for tv, live on film. Jack Silver, prod. mgr. Agency: McCann-Erickson. Randy Grochoske, agency producer.

Quaker Oats, one 20 for tv, live on film. Harry Lange, prod. mgr. Agency: Compton. Bob Berg, agency producer.

Burrus Mills (flour) one 60 for tv, live on film. Tom Rook, prod. mgr. Agency: D'Arcy. Don Daigh, agency producer.

Standard Oil of Kentucky (gasoline products), twelve 60's for tv, live on film. Walt Topel, prod. mgr. Agency: Burke, Dowling & Adams. Joe Shi, agency producer.

Purex Co. Ltd. (Beads 'O Bleach), one 60, one 20 for tv, live on film. Tom Rook, prod. mgr. Agency: Edward H. Weiss & Co. Rolf Brandis, agency producer.

National Food Stores, twelve 60's, 20's and 10's for tv, live on film. Harry Lange, prod. mgr. Agency: Lillienfeld & Co. Jim Cronin & Ann Coyle, agency producers.

Formica Co. (Formica cabinets), one 60 for tv, live on film. Walt Topel, prod. mgr. Agency: Perry Brown Inc. Sprague Millikin, agency producer.

Turtle Wax (Pace Floor Wax), two 60's for tv, live on film. Walt Topel, prod. mgr. Agency: W. B. Doner. Skip Kostman, agency producer.

# Network o&o's get license renewals

## FCC NO LONGER CONSIDERS PAYOLA DETERMINING FACTOR

The FCC last week renewed the licenses of 23 network-owned-and-operated stations and, in the process, washed out charges of payola that had been hanging over them since 1960.

The licenses of all o&o stations had been held up since that year, in part because of charges made before the House Legislative Oversight Subcommittee during its payola investigation.

The commission's action last week was the result of an investigation which indicated that the charges no longer provided sufficient basis for deferring renewal.

Sixteen of the stations renewed are owned by CBS, four by NBC and three by ABC. But the renewals of 27 other o&o stations—13 owned by ABC, 12 by NBC and two by CBS—are still being held up for a variety of other reasons.

The renewal action was taken by the Broadcast Bureau, on authority delegated by the commission. But it was understood the bureau had submitted its investigative reports to the commission members and informed them in advance of the action it planned to take.

**Networks' Record Companies.** ■ Kenneth A. Cox, chief of the bureau, said renewal of the network stations had been held up because each of the chains have record company affiliates that had been accused of making payola payments prior to 1960, when Congress enacted legislation banning such payments. CBS's record company affiliate is Columbia Records, NBC's is RCA

Victor and ABC's is ABC-Paramount.

Since then, he said, staff investigators have found nothing further to link the record affiliates with payola and have not received any additional complaints against them. As a result, he said, it was decided there "was no point in holding up renewals on the basis of ancient history."

Another commission official said that it could also be inferred from the bureau's action that the commission members found the questions concerning pre-1960 payola charges involving the networks had been "satisfactorily resolved."

Mr. Cox said he believes the commission will act on renewal of the remaining o&o stations "in the next 60 days."

The CBS stations renewed are KMOX St. Louis, KNX-AM-FM Los Angeles, WEEL-AM-FM Boston, WCBS-AM-FM-TV New York, WCAU-AM-FM-TV Philadelphia, WBBM-AM-FM-TV Chicago, KCBS-AM-FM San Francisco.

The NBC stations renewed are WNBC-AM-FM New York, WJAS-AM-FM Pittsburgh; and the ABC stations, WBKB (TV) and WENR-FM Chicago and KQV Pittsburgh.

**Conditions Attached** ■ As it has in the past, the commission attached conditions to the renewals. It said the renewals were "without prejudice" to action the commission might take as a result of the conclusions and recommendations in the report of the Network Study Staff and any related studies being conducted by the commission.

In addition, the CBS and NBC renewals were conditioned on the outcome of pending antitrust matters involving the networks. The Justice Dept. has filed an antitrust suit against CBS-TV as a result of its affiliate compensation plan. NBC is required by a Justice Dept. consent decree to divest itself of its Philadelphia stations.

CBS' affiliate compensation plan was the basis of yet another condition attached to the renewal of its stations. The commission said its renewal of the stations was "without prejudice" to any action it might take as a result of the plan. The commission has directed CBS to abandon it, on the ground it discourages affiliates from taking programming from other sources. CBS has appealed this order to the courts, but it has not put the plan into effect.

## Ignorance, no excuse; KVOB, KVOC fined

KVOB Bastrop, La., and KVOC Casper, Wyo., were cited for \$1,000 and \$1,500 respectively, by the FCC last week for violations of the Communications Act and commission rules.

KVOB was notified of its \$1,000 fine for making "teaser" announcements without identifying either the sponsor or the product. The commission said that the following announcement was made for Newcomer Motor Co., that city: "Legal stealing days are coming at Bastrop, Sh-h-h-h, be ready for legal stealing days." The one sentence announcements were made "20 times a day for eight days by . . . KVOB before the product or sponsor was identified." the commission said.

During an FCC inquiry KVOB said that the violations were unintentional and occurred because of ignorance of rules. "The commission does not consider ignorance of the law as a valid excuse . . ." the agency told the station.

KVOC was charged with making equipment and program tests without telling the commission or gaining its approval, and for operating station at 1 kw which is over the 5% margin allowed by commission rules. Duane Simons, one of KVOC's owners, admitted to the FCC that the charges were true. Mr. Simons told the commission that KVOC began daytime operation at 1 kw on August 11, 1961, and continued to do so until March 12, 1962.

## Court sticks with FCC on engineering

When it comes to engineering, it's the FCC all the way—or almost all the way.

This is the import of a U. S. Court of Appeals ruling last week upholding the FCC's decision in the WLOU Louisville, Ky., case.

Daytimer WLOU, on 1350 kc with 5 kw, had asked the FCC to permit nighttime operation with the same facilities and a directional antenna. The FCC denied this request last June, claiming the nighttime service rendered by WEZY Cocoa, Fla. (also on 1350 kc with 500 w daytime and 1 kw nighttime) would be affected. In its appeal WLOU claimed that the FCC's method of calculating the interference to

WEZY listeners was erroneous (BROADCASTING, Feb. 11).

In the unanimous three-judge decision issued last Thursday, Circuit Judge Wilbur K. Miller said that "Deciding where the public interest lies in such a situation is a primary duty of the commission. . . ." He also quoted from a 1959 appeals court decision which stated that ". . . In this highly technical field the commission's construction and application of its own rules and standards of engineering practice should be entitled to great weight."

Judge Miller was joined in his decision last week by Circuit Judges George T. Washington and John A. Danaher.





# Triangle 'discretion' approved by commission

## DELETION OF HISS MENTIONS NOT NEWS DISTORTION

The FCC, which two months ago defended ABC's right to use convicted perjurer Alger Hiss on a network program, has now defended the right of stations which refused to carry the show.

The commission in December notified some 2,000 complaining viewers that ABC was "well within its discretion" in permitting Mr. Hiss to appear on "The Political Obituary of Richard Nixon," narrated by Howard K. Smith, on Nov. 12 (BROADCASTING, Dec. 17, 1962).

Last week, the commission said it had informed 35 complainants that, in its view, Triangle Publications Inc. was within its discretion in directing two of its stations, WFIL-TV Philadelphia and WNHC-TV New Haven, not to broadcast the program.

The commission also said it doesn't believe the deletion by the stations of subsequent news program references to the Smith program was a deliberate attempt to distort the news, as claimed by some Triangle critics.

In its letter, the commission quoted Triangle as stating it had ordered the pre-emption of the Smith program because:

"It was our opinion that the use on television of a man convicted of perjury in a trial involving treason against the United States was in bad taste . . . especially when that man was to comment on the career of a distinguished American who had served this country in high office. We believe we have acted in accordance with our obligations under the regulations of the commission and the code of the National Assn. of Broadcasters. . ."

**Triangle Within Rights** ■ The commission said "it is clear" that Triangle's action "involved a decision well within its discretion. Nor has any information been brought to the commission which indicates anything other than an attempt by the licensee to exercise its programming judgment in a manner deemed by it to be in the public interest."

Regarding the alleged news blackout, the commission said Triangle held that it didn't want its stations to show indirectly what they had been ordered not to show directly. Accordingly, Triangle ordered them not to carry any film clips or tapes of the Smith program on local or network news programs.

However, the commission said, because of a misunderstanding on the part of an employee, network newscasts merely referring to the Smith program were deleted on Nov. 12 and 13. But on Nov. 16, the commission added, the

stations carried a complete news wrap-up on the show, including a portion of the Nov. 12 newscast that had been omitted.

It doesn't appear, the commission said, that "the deletion by the licensee of certain references . . . was a deliberate attempt to distort the news and, accordingly, no further action by the commission in this matter is warranted."

## Court refuses to reopen WSPA-TV antenna case

A federal court in Washington has dismissed a petition to reopen the WSPA-TV Spartanburg, S. C., case.

The court, in an unsigned decision, said that Wilton E. Hall (WAIM-TV Anderson, S. C.), could make his charges of off-the-record contacts by principals of WSPA-TV in additional proceedings now before the FCC. WSPA-TV has an application pending to move its antenna site to Caesar's Head. WAIM-TV has filed a protest against this move.

In its petition filed last December, WAIM-TV alleged that the FCC refused to permit it to introduce evidence on the *ex parte* charges (BROADCASTING, Dec. 24, 1962).

Just a month before this, the FCC issued its final decision in the eight-year-old antenna change case. The commission exonerated Walter J. Brown, principal owner of WSPA-TV, of charges he misrepresented the facts in the proceedings, but revoked permission for WSPA-TV to put its antenna on Paris Mt. (BROADCASTING, Dec. 3, 1962).

## FCC report challenged in ch. 9 court case

An opposition to the FCC's report on the Orlando, Fla., ch. 9 case, which involved allegations of off-the-record dealings with former FCC Commissioner Richard A. Mack, was filed last week by WORZ Inc. (the unsuccessful applicant for the tv channel) with the U.S. Court of Appeals in Washington.

WORZ challenged the FCC report which found Mid-Florida Television Corp. (WFTV [TV] Orlando) not guilty of engaging in *ex parte* contacts with the former Florida commissioner (BROADCASTING, Jan. 14). The commission also said that it would reconsider the 1957 grant to Mid-Florida because Mr. Mack should have disqualified himself. Chairman Newton N. Minow dissented from the commission's majority report, and Commis-

sioners T. A. M. Craven and E. William Henry did not participate.

In last week's objection, WORZ claimed that the FCC cannot reverse the findings of its chief hearing examiner, James D. Cunningham, particularly as they relate to the credibility of witnesses. Mr. Cunningham held that WFTV principals knew of the approaches to Mr. Mack and should, therefore, be disqualified.

The Orlando ch. 9 case was sent back to the FCC by the appeals court after charges of improper pressures on commission members were made several years ago to the House Legislative Oversight Subcommittee. It had been returned to the appeals court by the U.S. Supreme Court on the same basis.

WORZ Inc. principals own WKIS-AM-FM in Orlando (formerly WORZ). WFTV was formerly WLOF-TV.

## Equal time hearings to start March 4

Rep. Walter E. Rogers (D-Tex.) was appointed chairman of the House Communications and Power Subcommittee last week and immediately announced hearings would begin March 4 on legislation to partially suspend equal time provisions of the Communications Act in the 1964 elections.

The new chairman gave up a seat on the old Regulatory Agencies Subcommittee to serve in his new post. That group has been reconstituted as the Special Investigations Subcommittee, and will be steered by Rep. Oren Harris (D-Ark.), chairman of the parent House Commerce Committee.

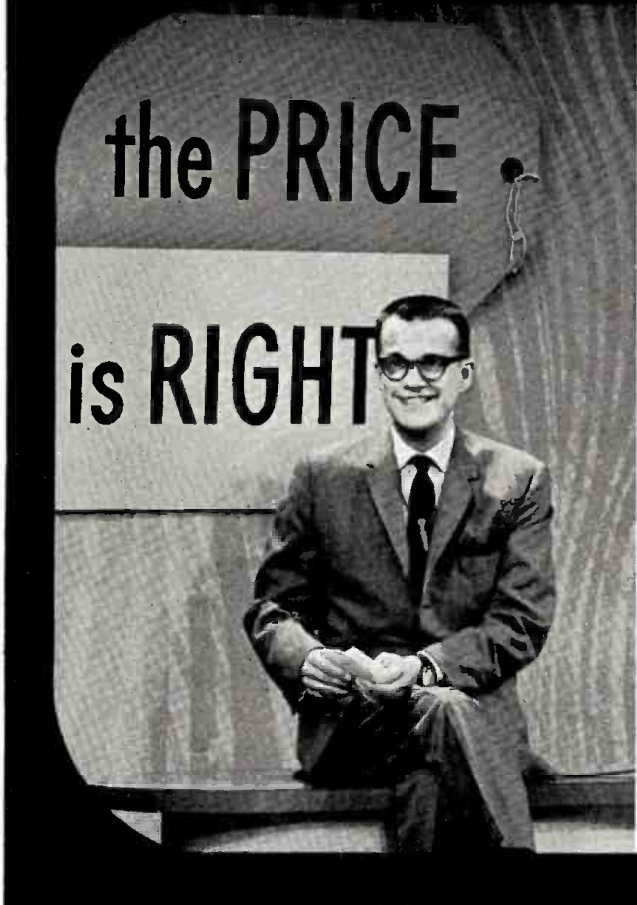
Other members of Rep. Rogers' unit are Democrats: Reps. John E. Moss (Calif.), Dan Rostenkowski (Ill.), Horace R. Kornegay (N.C.), and W. R. Hull Jr. (Mo.); Republicans: Reps. J. Arthur Younger (Calif.), Glenn Cunningham (Neb.), and James T. Broyhill (N.C.).

Rep. Rogers succeeds former Rep. Morgan M. Moulder (D-Mo.), now retired. He is serving his 13th year in the House and represents Texas' 18th Congressional District, which includes Amarillo.

Rep. Hull is new to the Commerce Committee, but is serving his seventh year in Congress. Reps. Cunningham and Broyhill also are new to the committee, but the former is a veteran congressman; Rep. Broyhill is a freshman.

**The President's Bill** ■ Author of the proposal to suspend equal time provisions during the 1964 presidential and vice presidential campaigns is Rep. Harris, who revealed last week the President asked him to offer the bill (see page 28). It would provide the same ground rules for equal time in 1964 which prevailed during a similar suspension in 1960 (BROADCASTING, Feb. 18).

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# Tv support for FCC's proposed catv rule

## COMMENTS SAY IT HAS LEGAL RIGHT TO REGULATE

Strong support for the FCC's proposed rulemaking to restrict the use of business radio services (microwave) by catv systems (BROADCASTING, Dec. 17, 1962) was expressed in comments filed with the commission last week.

Outstanding among more than 20 comments were the views of NAB, ABC, NBC, and the Assn. for Competitive Tv supporting the commission's legal right to regulate catv. The National Community Tv Assn. had recently told the FCC that the agency had no authority or legal right to make catv regulations (AT DEADLINE, Feb. 11). There were only two dissenting comments last week.

The NAB not only backed the commission's power to regulate catv but suggested that the agency consider a further rule which would require catv operators to gain the written permission of tv stations before they could rebroadcast tv station signals. NAB also upheld the FCC's proposal that catv be barred from duplicating the programs of a local tv station and that catv operators be required to carry the local tv signal on its system if it is requested to do so by the local service.

"We recognize that the issue of censorship will be introduced in connection with this proposal. In accordance with our traditional position, we are opposed to censorship in any form. We do not, however, believe that this proposal involves such questions," NAB said.

ABC and NBC concurred with the NAB argument against duplication of programming without permission. ABC said that the Carter Mountain case is enough to give the FCC grounds denying duplication and demanding that local tv outlets be placed on catv systems.

The Carter Mountain decision made by FCC (BROADCASTING, Dec. 18, 1961) was first time commission denied a microwave grant to a catv on grounds that it would be harmful to local tv stations.

**Courts or FCC?** NAB told the commission that it should not shy away from following through on its proposed rule on the grounds that the question of broadcasters' rights to their signals is for the courts to decide. "There is a substantial difference between the existence of a right concerning which an administrative agency may take cognizance in the exercise of its licensing powers, and the liability that might be incurred through the appropriation of that right, illegally or otherwise," the NAB advised.

"That the broadcaster has an inherent right in the signal he puts on the

air is, we believe, beyond question. It is his signal," the NAB concluded.

NBC told the commission that at times catv systems bring tv to areas which would otherwise not have any service, but, on the other hand catv can be adverse to local tv service. The network said that conflicts of interest arise between catv and regular tv because of the unauthorized nature of the former. The FCC should regulate catv in the same manner that it regulates tv translator service, NBC said.

ABC said that the attachments put on a catv subscriber's tv set interfere with direct reception of local stations. ABC also said that local tv stations are particularly dependent on network programming because of a lack of local talent for local shows. If catv systems block out network programs, the local station's advertising revenues are going to be adversely affected.

ABC also charged catv with interfering with "the implementation of the commission's television station assignment and program policies—of providing off-the-air local tv service to rural as well as urban viewers."

The Assn. for Competitive Tv said that the proposed rule's condition for the operation of a catv system should be broadened to the exclusion of the grade B contour as well as the grade A contour. ACT said that grade B viewers are as economically important to a tv station as are those viewers in the grade A contour. Operation of a catv "subtracts from the public purpose which the licensee seeks to serve" ACT

### Automatic logging okayed

Automatic logging devices for operating logs were given final approval last week by the FCC, which substantially adopted the proposals advanced by the National Assn. of Broadcasters June 6, 1962, (BROADCASTING, June 11, 1962). Previously broadcasters were permitted to keep automatic records only of programming logs.

In amending its rule to allow automatic logging, the FCC also consolidated all logging requirements under a single section of its rules. The commission denied a petition by the National Assn. of Broadcast Employees for a hearing since the new rules involve no changes in present operator requirements.

said. The association also told the FCC that to make it necessary for a tv station to give a catv operator notice 30 days in advance of the airing of a program would be a burden to stations. ABC argued the same and questioned what was to be done in the case of special programs and news events.

**Catv View** ■ Entron Inc., a manufacturer of catv equipment and owner of microwave systems for catv use, told the commission that the proposed rule would impede development of catv in communities where it is needed and where it does not interfere with regular tv service. Entron backed NCTA's opinion that the FCC lacks the authority to regulate catv.

Entron told the commission that the agency could assign and grant tv stations, but it could not protect them from competition. Such regulation is not stated in the Communications Act, the company said. This is also true of transmission by tv competitors on cable and by off-the-air pick-up, according to Entron.

Catv operator Midwest Video Corp., whose catv system in Clovis, N. M., has been termed detrimental to the continuance of KICA-TV in that city (BROADCASTING, Feb. 18), said the proposed regulation is unlawful and would interfere with the contractual relation of community antenna tv operators to their customers.

## Capitol Hill concerned over new line rates

The new FCC-approved rates for users of private, leased telegraphic services of AT&T and Western Union, raising the cost of the line services by about 20%, caused some concern on Capitol Hill last week.

Sen. A. S. Mike Monroney (D-Okla.), in a Senate Communications Subcommittee hearing at which FCC Acting Chairman Rosel H. Hyde and Commissioner T. A. M. Craven were present, expressed concern that the rate hike would seriously injure small newspapers, radio and tv stations.

The 20% raise will be passed across the board as about a 7-8% increase for subscribers to the AP and UPI news services, according to an FCC source. The same source said that the commission has no control over the charges which the news services levy on their subscribers. However, he said that he did not feel small broadcast stations would be seriously affected unless they are already in financial difficulties.

The American Newspaper Publishers Assn. and UPI have announced that they will request the FCC to reconsider the line rate increase and AP will file data as part of ANPA petition.

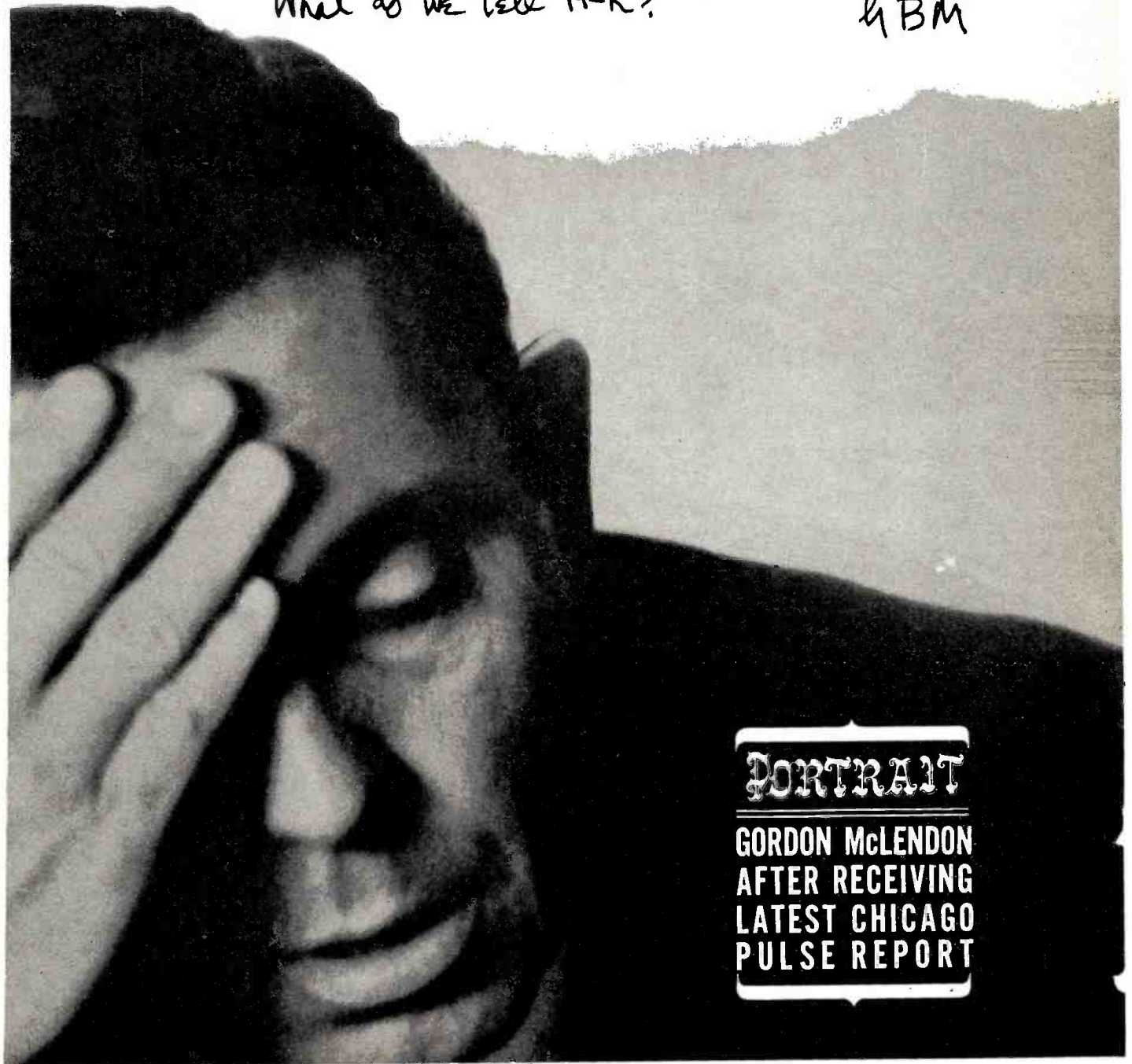
# THE McLENDON STATIONS

To: Jack Schatz

What happened? You told me WYN-R would be in first place all day long in the newest December Chicago City Pulse.

We are only second overall. The top station has 18 percent share, WYN-R has 17 and the third station 14. It's true that we are only one point out of first, and that we are first in the afternoons but that's not an overall first. What do we tell H-R?

HBM



**PORTRAIT**

**GORDON McLENDON  
AFTER RECEIVING  
LATEST CHICAGO  
PULSE REPORT**

# SILENT VOICES EXPLAINED

## Details of Telstar, Relay, Syncom failures presented to Senate Communications Subcommittee

Radiation and an overheated transistor were blamed in a Senate hearing last week as the main reasons Telstar and Relay—both experimental communications satellites—lost their voices in space. Syncom, a high altitude experimental satellite, was believed last week to have been destroyed by a rocket motor explosion.

During a wide-ranging hearing Feb. 18-19 concerned with why these experiments have had troubles, the Senate Communications Subcommittee questioned the FCC, the National Aeronautics & Space Administration and two giant electronics firms about space, undersea telephone cables, phone rates and when international television may become operational.

Chairman John O. Pastore (D-R.I.) said he was concerned that public funds are being spent on research and development programs from which private industry alone, particularly the Communications Satellite Corp., would reap the profits.

The FCC was asked to return Wednesday (Feb. 27) to present progress reports on the effects of all-channel set legislation and educational television.

Last week's hearings produced these answers:

1. Telstar, built by Bell Telephone Laboratories (AT&T) and launched into a low-level orbit by NASA July 10, 1962, lost its voice because radia-

tion inside the satellite was "as much as 100 times greater than anticipated."

2. Relay, built by Radio Corp. of America and launched into a medium-level orbit by the space agency Dec. 13, 1962, lost its power almost immediately due to an over-heated voltage regulator switch transistor.

(Both Telstar and Relay became operable Jan. 3 [BROADCASTING, Jan. 7].)

3. Syncom, a synchronous satellite built for NASA by Hughes Aircraft Co., was placed in a high-level orbit Feb. 14 but was lost to all monitoring installations about five hours after launch (BROADCASTING, Feb. 18). It is thought a stabilizing rocket built into the satellite exploded.

4. The chief executive of AT&T said international television could be transmitted by undersea cable by about 1966.

5. The FCC was asked to justify new long distance telephone and news wire leasing rates.

**Space Detectives** ■ Government and industry scientists detailed for the committee how they determined the satellites' faults. Scientists examined telemetry and manipulations of their satellites' command systems, previously untried in laboratory tests, witnesses said.

Eugene F. O'Neill, director of AT&T's Satellite Communications Laboratory, said efforts would be made to develop materials better resistant to the effects of radiation. He pointed out that while radiation has decreased the efficiency of Telstar's solar cells, they will be adequate to power "experimental operations for at least two years"

Lt. Col. Robert E. Warren, Deputy Director of NASA communications systems, explained he would recommend design changes in Relay's voltage regulation system which would separate switching and regulating functions. Relay's radiation monitoring equipment has worked well, the colonel reported.

Col. Warren said that NASA ground stations would continue to search for Syncom, which ceased transmission 1.1 seconds before its stabilizing rocket motor was scheduled to cut off. Dr. Hugh L. Dryden, deputy administrator of NASA, explaining that he was not "bound to facts" as Col. Warren was, said that space agency scientists speculated the motor exploded.

**Tv Undersea** ■ James Dingman, executive vice president of AT&T, re-

sponding to a question from Sen. Norris Cotton (R-N.H.), said a new transistor version of an undersea cable would carry 720 voice circuits or one broad-band tv channel when available in 1966. Sen. Cotton said he was interested in the cable as an alternative for the transmission of international tv if a space system should fail.

Sen. Ralph W. Yarborough (D-Tex.) questioned Acting FCC Chairman Rosel H. Hyde whether the agency was acting in the public interest in approving new long distance telephone rate hikes of five and ten cents on calls placed under distances of 800 miles. Commissioner Hyde said the increases were small and were made at the request of telephone companies when the FCC asked the firms to reduce station-to-station rates to \$1 after 9 p.m. The new rates are to go into effect April 1.

Sen. A. S. Mike Monroney (D-Okla.) challenged new rates approved by the FCC for private or leased teleprinter circuits and said they would probably put small newspapers out of business and hurt small radio and television stations, too (see page 44).

## Examiner satisfied—seven years after filing

Seven years after he filed for renewal of his am and fm licenses, a Texas broadcaster had the satisfaction last week of knowing that an FCC hearing examiner believes the renewals should be granted.

Howard W. Davis filed for renewal of KMAC and KISS (FM), both San Antonio, in 1956. Three years later, the commission designated the applications for hearing to determine, among other things, whether Mr. Davis was financially qualified and if he had the character qualifications to be a licensee.

In his initial decision, Hearing Examiner Walther W. Guenther held Mr. Davis has the "requisite character qualifications" and is financially qualified to operate his stations.

Mr. Davis's difficulties with the commission date back to a 1954 comparative hearing in which he sought a television grant in San Antonio. In rejecting his tv bid, the commission held that Mr. Davis failed to establish his financial qualifications and said he had misrepresented his financial position during the hearing. These assertions became the basis of the issues on which the renewal hearing was ordered.

**Faulty Memory** ■ In his initial decision, Mr. Guenther concluded that any misrepresentations made by Mr. Davis in the 1954 hearing were the result of his willingness to testify about complicated accounting matters from memory, rather than relying on documents. The examiner concluded that Mr. Davis,

## Beer and cowboys

Television viewers who "don't want to be educated, but who want to sit down with a bottle of beer and be entertained" were endorsed last week by FCC Commissioner Robert E. Lee in an appearance at Boston College. "I like a cowboy picture myself," the commissioner added.

Mr. Lee, in a seminar on broadcasting, said that most criticism of tv programming comes from an "articulate minority" of viewers. "The guy who is happy you don't hear from," he said.

"The television industry is doing an extremely good job and is serving the public interest way up in the 90's, and I am glad to say it's doing a good job in informing the public, particularly in the category of news," he said.

## Is U.S. spending too much on communications satellites?

The senator who was floor manager in the fight for legislation which produced the Communications Satellite Corp. is worried that too much public money may be going into research and development of the privately-owned firm.

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, said Congress ought to take a "very hard look" at plans for more federal spending on space communications experiments which are providing vital data for the private space corporation.

The senator has proposed a government-industry conference to establish clear lines along which both may help develop a world-wide com-

Pastore will preside.

**Progress Report** ■ Sen. Pastore broached the subject during a subcommittee hearing Feb. 19 intended to bring that group up to date on progress with experimental satellites (see page 46).

No matter who develops the system, Sen. Pastore said, it is quite evident "we have a long way to go before we develop an operable commercial system." Some witnesses said three or four years, others up to five or six, he said.

"We were led to believe all this work would be done by the private corporation," Sen. Pastore said. Now it appears the government is very much involved.

mittee that NASA would be very interested in whatever guidelines the senators might establish.

Sen. Pastore's suggestion for a conference, which would bring together NASA, the FCC, the satellite corporation and possibly the budget bureau, was heard by the space firm's new chairman, Sam Harris, who was present for the hearings.

**Subcommittee Support** ■ Other subcommittee members expressed their concern about the government's involvement in developing a private communications system.

Sen. A. S. Mike Monroney (D-Okla.) said he had supported the space legislation during its bitter course through a Senate battle last



Mr. Dryden

Sen. Pastore

Sen. Monroney

Sen. Yarborough

The witness and the senators

munications system, which would include international television. But Sen. Pastore emphasized he thinks private industry ought to be financing a greater share of the research and development.

"This is not a dispute," the senator said in an interview Thursday (Feb. 21). It is an area that needs more attention, he said, and very likely it will come up again when the 12 men nominated by President Kennedy to be incorporators of the satellite firm are brought before the full Commerce Committee for confirmation hearings March 11 (BROADCASTING, Feb. 18). Sen.

The U. S. is interested in byproducts of these experiments for other space aims, explained Dr. Hugh L. Dryden, deputy administrator of the National Aeronautics & Space Administration.

"The government is probably going to have to spend money for many, many years" in space communications, Dr. Dryden said. He pointed out that the government's involvement in this development might be compared to its broad assistance in developing safety measures in aviation, also in the public interest.

But Dr. Dryden told the subcom-

year because he thought U. S. private enterprise would take the initiative in development of a world-wide system. He said other senators who lent their support to the legislation were under a similar impression, and he hoped industry would take a greater responsibility in the system development.

Sen. Ralph W. Yarborough (D-Tex.), one of a hard-core of senators who fought the legislation, said he "wasn't fooled for a minute" last year and that he knew the private corporation proposal (rather than a government-owned firm) was "a giveaway."

whom he described as "a harried witness" in 1954, didn't intend to mislead the commission.

The examiner, who was favorably impressed by Mr. Davis's broadcast record, said that the Texan's record and the evidence regarding his candor as a licensee "sufficiently mitigate against any transgressions" he may have committed during the 1954 hearing.

"Since this occurred eight years ago," the examiner continued, "... it would indeed be harsh ... even if all doubts were not resolved against Davis, to deprive him of his licenses where he had been a licensee for so many years and his record ... has been commendable for over a decade."

In resolving the financial issue in Mr. Davis's favor, the examiner held that

the applicant's problems were completely different in 1954 from those he currently faces. In 1954, the examiner said, Mr. Davis needed additional funds to build a new television station. At the present time, the only question is whether Mr. Davis has the funds to continue operating KMAC and KISS (FM)—and, the examiner said, the record indicates that he does.

## District court to rule on Bayer commercial FTC SEEKS INJUNCTION TO STOP 'MISREPRESENTATION'

A decision is expected this week by the U. S. District Court for the Southern District of New York on a motion by the Federal Trade Commission for a preliminary injunction against Sterling Drug Co.'s Bayer Aspirin tv commercials and print advertisements which refer to a research study commissioned and supported by the FTC.

Argument was heard last week before U. S. District Judge Archie O. Dawson, who reserved decision. The FTC earlier had sought and been denied a temporary restraining order on Feb. 7.

Named as defendants in the current proceeding along with Sterling, were Thompson-Koch Co., a subsidiary of Sterling that handles placement of newspaper ads for the parent company, and Dancer-Fitzgerald-Sample agency.

The FTC complaints stem from the use by Sterling of findings of a research study, which compared the effects of five analgesic compounds. With FTC permission, results of the study were published in the Dec. 29, 1962 issue of the *Journal of the American Medical Assn.*

The FTC position, presented by attorney Harold D. Rhyndance, was based on claims made by Sterling in a page advertisement which appeared in *Life* magazine (Jan. 25) and which referred to the AMA journal's article.

**Net Impression** ■ Copies of the ad subsequently appeared as part of a Bayer tv commercial according to Mr. Rhyndance. The ad, he testified, gave a "net impression" that the government and the AMA "endorsed the findings" of the study. He claimed further that the ad misrepresented the findings of the study. Specifically he took exception to the statement that Bayer was "as gentle to the stomach as a plain sugar pill." The FTC attorney further claimed that failure to mention Bufferin

in one of the ad's comparative claims was a distortion by omission and that speed and strength claims put stress on a test score which had been explained in the study as not statistically significant.

A brief submitted to the court by defendant Sterling Drug, pointed to the fact that prior to publication of the report in the AMA journal, the "AMA itself, had distributed to several thousand newspapers and other communications media a press release which summarized the report."

Answering specific FTC charges, counsel for Sterling stated that in the face of years of "speed and strength" claims by Bayer's competitors it is interesting that the study's figures in this category favor Bayer, even if they have no statistical significance.

## FCC proposal to give Pennsylvania 5 etvs

The FCC last week announced a proposed rulemaking that would assign one vhf and four uhf channels for non-commercial educational use in Pennsylvania, and took several other actions regarding channel assignments.

Comments are invited by April 1 on a petition by the Pennsylvania Educational Network Study which would reserve ch. 39, presently commercial, in Allentown, assign ch. 36 to Altoona, ch. 3 to Clearfield, ch. 65 to Harrisburg, and ch. 68 to Scranton. Ch. 71 would be substituted for ch. 65 which is presently assigned in Shamokin. Because these channel assignments are less than 250 miles from the United States-Canadian border, no final decision can be made until concurrence from Canadian authorities is obtained, the commission said.

The commission denied petition by Upper Valley Broadcasters to reconsider the deletion of ch. 26 from Hanover, N. H., and its reassignment to Windsor, Vt. Reassignment is important to development of a Vermont etv network, the commission said.

In a separate action, the commission proposed addition of uhf channel in Hanover area by (1) making educational ch. 20 in that city commercial, (2) assigning ch. 39 in Lebanon (about 7 miles from Hanover by deleting it from Glen Falls N. Y., and ch. 24 from Littleton, or (3) by assigning ch. 74 to Hanover. Concurrence from Canadian authorities is needed.

Comments are due April 1 on proposal to add ch. 18 to Gaithersburg, Md. as requested by Dixon Industries

Inc., an electronics manufacturing company. Dixon will apply for a new station on the channel.

The commission denied opposing petition by State of Kansas Committee on Education to a petition by KTUL-TV (ch. 8) Tulsa, Okla., for reconsideration of assignment of ch. 8 as an educational channel in Hutchinson, Kan. The commission also set March 22 for filing oppositions to KTUL-TV counterproposal which suggests channel shifts or short-spacing for ch. 8 in Hutchinson as a means of removing objections to KTUL-TV's application to change its transmitter site.

## AMST bases opposition on FCC's lack of data

The Assn. of Maximum Service Broadcasters Inc. has filed a "partial opposition" to a midwest group's request for an FCC rulemaking involving the use of uhf channels in an airborne educational television project (BROADCASTING, Jan. 21). AMST said the commission should have additional engineering data before acting on the request.

The rulemaking requested by Midwest Program on Airborne Television Instruction would regularize the use of uhf channels for airborne etv in six Midwest states, modify commission rules governing airborne etv, and allocate six uhf channels for MPATI. The group is now operating an experimental etv project on two channels.

AMST takes no position on the question of airborne etv. But it said it opposes institution of rulemaking proceedings at this time because of "a lack of adequate technical data."

AMST said the MPATI proposal involves the question of mileage separations required between ground-based and airborne stations, as well as between two airborne stations, and the overall question of channel allocation for ground and airborne use.

## FCC dismisses Beachview plea

The FCC last week granted a petition by Tidewater Teleradio Inc., licensee of WAVY-TV (ch. 10) Portsmouth, Va., and dismissed a Beachview Broadcasting Corp. request that the commission either revoke WAVY-TV's license or reopen comparative hearing between Beachview and Tidewater for the channel (BROADCASTING, Jan. 7).

Beachview's petition, its latest move in a 10-year battle with Tidewater, questioned WAVY-TV's promise vs. performance record. Commissioner Robert E. Lee didn't participate in the decision to dismiss Beachview's petition. Commissioner William Henry concurred and issued a statement in which Commissioner T. A. M. Craven joined.

### NAB requests extension

The NAB has requested that the FCC give it an extension from March 7 to March 29 to file its written views on the commission's Omaha tv hearing (BROADCASTING, Feb. 4, 11).

The NAB was denied permission to participate in the hearing last December, but was told it could file comments within 30 days after the hearing. The hearing ended Feb. 5 but NAB said it has not received the complete transcript of the testimony.





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**THE MOST TRUSTED NAME IN ELECTRONICS**

## JFK lends support to uhf development committee

The government-industry committee to foster development of uhf television proposed by the FCC earlier this month (BROADCASTING, Feb. 11) moved a step closer to formation last week, propelled in part by words of encouragement from President Kennedy.

The FCC announced last week that a meeting would be held in Washington March 12 to organize the committee, whose complete name is the Committee for the Full Development of Uhf Broadcasting. As previously indicated, Commissioner Robert E. Lee will chair the first meeting and Commissioner E. William Henry will be vice-chairman. A long list of organizations with interest in the development of uhf, government and industry alike, have been invited to the meeting, but the FCC emphasized that any and all are welcome.

Shortly after the commission proposed the committee, President Kennedy praised the idea in a letter to FCC Chairman Newton N. Minow. The President noted that government and industry must cooperate in order to implement the all-channel receiver law passed by Congress last year and said the "committee you have established is an

excellent forum for industry-government cooperative efforts."

The commission proposed that the first meeting of the committee be devoted to forming sub-committees. Three suggested by the FCC were (1) Subcommittee on Technical Development, (2) Subcommittee on Uhf Broadcast Station Operation and (3) Subcommittee on Consumer Information. Proposals for other sub-committees, the commission said, should be submitted by letter to Commissioner Lee at least one week prior to the meeting.

The meeting will be held at 10 a.m. March 12 in the Departmental Auditorium, Constitution Ave. between 12th and 14th Sts. N.W.

Invited to attend were: U.S. Dept. of Commerce; U.S. Dept. of Health, Education, and Welfare; Assn. for Competitive Television; Assn. of Federal Communications Consulting Engineers; Assn. of Maximum Service Telecasters; Chamber of Commerce of U.S.A.; Electronic Industries Assn.; National Alliance of Television-Electronic Service Organizations; National Appliance & Radio-TV Dealers Assn.; National Assn. of Broadcasters; National Assn. of Educational Broadcasters; National Educational Television &

Radio Center; National Community Television Assn.; National Retail Merchants Assn.

The Advertising Council; American Assn. of Advertising Agencies; Television Bureau of Advertising; Federal Communications Bar Assn.; Consumers Union; American Telephone & Telegraph Company; Western Electric Co.; American Broadcasting—Paramount Theatres Inc.; Columbia Broadcasting System; National Broadcasting Co.; Station Representatives Association.

Admiral Corp.; Andrea Radio Corp.; Curtis Mathes Manufacturing Co.; Emerson Radio & Phonograph Corp.; General Electric Co.; The Magnavox Co.; Motorola Inc.; Muntz TV Inc.; Olympic Radio & Television; Pacific Mercury Electronics; Packard Bell Electronics Corp.; Philco Corp.; Radio Corp. of America; Satchell-Carlson Inc.; Sylvania Electric Products; Symphonic Radio & Electronic Corp.; Trav-Ler Industries Inc.; Warwick Manufacturing Corp.; Wells-Gardner Electronics Corp.; Westinghouse Electric Corp.; Zenith Radio Corp.

General Instrument Corp.; P. R. Mallory & Co. Inc.; Oak Manufacturing Co.; Sarkes Tarzian Inc.; Standard Kollsman Industries Inc.;

## WFTL charges that WLOD uses false ID

WFTL Ft. Lauderdale, Fla., charged last week that WLOD in nearby Pompano Beach, has identified itself over the last two years with Ft. Lauderdale rather than with its proper assignment in Pompano Beach. WFTL requested that the FCC order WLOD to cease these identifications.

In making its complaint, WFTL said that the following typical identifications were gathered while monitoring WLOD:

▪ "WLOD Ft. Lauderdale temperature . . . 72"

▪ "WLOD in Ft. Lauderdale, where there are 3,000 hours of sunshine a year."

▪ "This is sunny Ft. Lauderdale, the city the Los Angeles Chamber of Commerce never talks about. WLOD time 2:07 p. m."

WFTL said that in August 1961, the commission acting on an informal complaint warned WLOD not to attempt identification with Ft. Lauderdale. However, WFTL charged, WLOD soon resumed its old habit with such announcements as: "980 on your Ft. Lauderdale

dial" and "WLOD, Box 108, Ft. Lauderdale."

Very recently the FCC reaffirmed a \$2,000 fine for KISN Vancouver, Wash. The station had similarly attempted to identify itself in a city (Portland) other than its assignment while giving weather forecasts (BROADCASTING, Jan. 28).

WFTL said "WLOD has established a deliberate and supplementary pattern of hiding its assignment to Pompano Beach and stressing its alleged assignment to Ft. Lauderdale."

WFTL noted that WLOD is not listed in the Pompano Beach telephone directory, but is in Ft. Lauderdale's listing. WLOD has hired attractive young girls to walk about Ft. Lauderdale streets carrying signs reading "WLOD unfair to other Ft. Lauderdale stations." It was further claimed by WFTL that WLOD maintains its business and executive offices in Ft. Lauderdale.

WLOD's attempts to identify itself with Ft. Lauderdale and its programming towards that city violates the station's original program proposals, WFTL said. According to WFTL, the Pompano Beach station was granted on a proposal to fulfill the local needs of Pompano Beach.

## KTLA (TV) sued for libel

KTLA (TV) Los Angeles and Cleve Roberts, news reporter on that station have been named as defendants in a \$500,000 libel suit filed in Los Angeles Superior Court by Dr. Abraham R. Abarbanel. The chief of police and two members of the police force of Beverly Hills, Calif., are also named in the complaint, which charges false imprisonment, assault and trespass and invasion of privacy.

Dr. Abarbanel alleges that after his arrest last September he was interviewed by Mr. Roberts about "abortion and other criminal acts" and that Mr. Roberts subsequently broadcast a report on KTLA which the defendants knew would embarrass the doctor and injure his professional reputation.

## Delay sought in daytime case

The Assn. for Broadcast Standards Inc. asked the FCC last week for an extension of the deadline for comments on commission's proposal to allow daytime am stations to go on the air at sunrise or 6 a.m., whichever is earliest, in areas where there are no fulltime sta-

# Voices grow louder in vhf drop-in plan

## FCC DECISION ON 8 MARKETS SCHEDULED THIS WEEK

Adler Electronics Inc.; Amphenol-Borg Electronics Corp.; Andrew Corp.; The Antenna Specialists Co.; Hy-Gain Antenna Products Corp.; International Business Machines Corp.; International Telephone & Telegraph Corp.; Litton Industries Inc.; McMartin Industries Inc.; Sperry Rand Corp.; Conrac Div., Giannini Controls Corp.; General Radio Co.; Lear Siegler Inc.; Measurements Div., McGraw-Edison Co.; Raytheon Co.

Blonder-Tongue Labs. Inc.; Bendix Corp.; Corning Glass Works; Allen B. Dumont Lab. Inc.; General Atronics Corp.; Kentucky Electronics Inc.; Kimble Glass Co.; Texas Instruments Inc.; Tung-Sol Electric Inc.; Waterman Products Co.; ITA Electronics Corp.; Jerrold Corp.; Kaar Engineering Corp.; Apparatus Development Co.; Channel Master Corp.; Finney Co.; JFD Electronics Inc.; Technical Appliance Corp.; Winegard Co.; Electron Corp.; Electronic Missiles & Communications Inc.; Micromega Corp.; Visual Electronics Corp.

Assn. of National Advertisers; American Federation of Advertisers; International Brotherhood of Electrical Workers; American Federation of Television & Radio Artists; National Assn. of Broadcast Employees & Technicians.

tions (BROADCASTING, Dec. 3, 1963).

The association, which represents 50 regional stations, said it is preparing a comment in the matter but wishes to hold a meeting of its members at the NAB convention March 31-April 3, and discuss its view. It will take 60 days after that before the resulting comment can be submitted, ABS said.

### Phone companies get ok to invest in Comsat

Seven common carrier telephone companies received FCC permission last week to invest in the Communications Satellite Corp.

Although applicants do not have to indicate the amount they intend to invest, several did so with the amounts ranging from \$1,000 to \$10,000.

The seven: Northern Ohio Telephone Co. (Ohio); Mutual Telephone Co. (Georgia), Gorham Telephone Co. (Kansas), Clear Lake Independent Telephone Co. (Iowa), Cameron Telephone Co. (Louisiana), Rochester Telephone Corp. (New York), and Ruidoso Telephone Co. (New Mexico).

Future authorizations will be made by the chief of the Common Carrier Bureau, the FCC announced last week.

Skirmishing over the FCC proposal to drop vhf channels at substandard separations in eight two-station markets increased in intensity last week in anticipation of commission action on the matter this week.

The Assn. for Maximum Service Telecasters urged the commission to deny the drop-in proposals. The association said the drop-ins would be contrary to "the national television allocations policy of fostering uhf development side by side with vhf as directed by the Congress" in its enactment of the all-channel receiver bill.

Taft Broadcasting Co. requested a rulemaking to reassign ch. 44 from Piqua, Ohio, to Dayton, one of the cities marked for a drop-in. Taft previously told the FCC it would file for a uhf channel in Dayton if a vhf were not added there.

Springfield Television Corp. has also asked for an additional uhf channel (38) for Dayton (BROADCASTING, Feb. 18), and the commission has received a letter from an individual who said he will apply for a uhf channel in Jacksonville if a vhf is not dropped-in there, as currently proposed.

But against these pro-uhf moves were six petitions from potential applicants for some of the proposed drop-ins, urging the commission to proceed with the plan to add a third vhf network outlet in the eight markets.

Miami Valley Telecasting Corp., Gem City Television Co. and WONE Inc. (licensee of WONE-AM-FM Dayton), all of whom have supported the proposed addition of ch. 11 to Dayton, opposed Taft's pro-uhf comments.

WONE and Miami (formed a year and a half ago to apply for ch. 11) charged Taft with seeking a uhf channel in Dayton solely to protect its vhf station in Cincinnati, WKRC-TV (ch. 12). WONE, asked that the allocation of ch. 11 be conditioned so as to require all applicants to propose a simultaneous uhf operation.

**Four Opposed** ■ South Central Broadcasting Corp. (WTVX [TV] Knoxville, Tenn.), Rivoli Realty Co. (WARD-TV Johnstown, Pa.) and, in a joint filing, Century Advertising Co. and Miami Valley Telecasting, opposed the petition of the Assn. for Competitive Television asking additional time in which to file comments (BROADCASTING, Feb. 18). ACT is a uhf group.

South Central, which now operates on ch. 26, said that unless the commission allocates ch. 8 to Knoxville, as proposed, that city will not have fully competitive tv "for years to come." South Central said it must operate on a vhf channel if it is to be competitive

with the two vhf's in Knoxville.

Similarly, Rivoli, which operates on ch. 56, said it can't survive as a uhf station "in this vhf market." The FCC has proposed adding ch. 8 in Johnstown.

Century and Miami noted that the deadline for comments in the matter had passed almost a year ago, and deadline for reply comments, more than six months ago.

The commission, which discussed the proposal at its meeting two weeks ago, and was divided on the matter, with Commissioners Frederick W. Ford, Rosel H. Hyde and T. A. M. Craven supporting it and Chairman Newton N. Minow, along with Commissioners Robert E. Lee and Robert T. Bartley opposing it. Commissioner-designate Kenneth A. Cox, now chief of the Broadcast Bureau, who is due to replace Commissioner Craven, is also believed to favor the proposal.

Commissioner E. William Henry, who was undecided on the matter at the commission meeting two weeks ago, last week expressed the dilemma facing him, and the other commissioners, this way:

"Congress stated a policy in passing the all-channel receiver act. I think we should do everything we can to foster that policy, which to me means encouragement of the purchase of all-channel sets and construction of uhf tv stations. . . . Therefore . . . I've got to weigh my responsibility for fostering uhf against the desirability of bringing in a third vhf service in the eight communities."

The commission is scheduled to attempt to resolve this dilemma at its meeting this week.

### The FCC last week . . .

■ Was requested by the National Educational Tv & Radio Center to reserve ch. 20 in Santa Barbara, Calif., for noncommercial educational use. NET said that steps are being taken to create a community organization to operate a tv station on the channel.

■ Received request from Tampa Bay Tv Co. for reallocation of uhf ch. 32 to Tampa-St. Petersburg and deletion of the channel from Clearwater, both Florida. Tampa Bay said that all channels presently assigned to Tampa-St. Petersburg are occupied and the company wishes to apply for ch. 32 in the area. There are two channels now assigned to Clearwater, chs. 32 and 50, so if ch. 32 is reassigned Clearwater will still have a vacant facility, Tampa Bay said.

# DROP IN MUSIC FEES SOUGHT

## Radio licensing committee readies for next round of negotiations with ASCAP, BMI, SESAC

The committee to negotiate new radio station music licenses served notice last week that it feels "a substantial reduction" in current license fees is in order.

This objective was announced by Robert T. Mason of WMRN Marion, Ohio, chairman of the All-Industry Radio Music License Committee, after a meeting of the committee Tuesday.

The meeting focused particularly on licenses granted by the American Society of Composers, Authors & Publishers and by Broadcast Music Inc., Mr. Mason said, because these licenses come up for renewal next year. He said the committee also "re-examined the situation relating to SESAC licenses," which come up for renewal at different times for different stations.

Current ASCAP radio licenses expire Dec. 31 of this year; BMI licenses expire March 11, 1964. In the last negotiations, Mr. Mason's committee won reductions averaging about 9% in both ASCAP and BMI contract terms.

The radio committee's meeting came at a time when its television counterpart, a committee headed by Hamilton Shea of WSVA-TV Harrisonburg, Va., is locked with ASCAP in a court battle over new tv music license terms—a battle that seems apt to continue for several months (BROADCASTING, Jan. 21).

**Complicated Deals** ■ The complexity of these negotiations is indicated by the time they require. The current tv dis-

pute with ASCAP has been in progress for approximately 16 months; the last radio negotiations took two years to complete.

If usual procedure is followed, Mr. Mason's committee probably will begin preliminary talks with ASCAP next summer and then, as prescribed by the consent decree under which ASCAP operates, will formally ask ASCAP to state its terms for new licenses. If these are not acceptable to radio broadcasters, negotiations will follow and, if necessary, legal action seeking court determination of fair fees.

Emanuel Dannett of McGoldrick, Dannett, Horowitz and Golub, New York counsel to the committee, and Bernard Buchholz, his associate, participated in last Tuesday's meeting.

Committee members in addition to Chairman Mason are George W. Armstrong, Storz Stations, vice chairman; Elliott M. Sanger, WQXR New York, treasurer; Robert D. Enoch, WXLW Indianapolis, secretary, and Thomas E. Carroll, Time-Life stations; Herbert E. Evans, Peoples Broadcasting Co. stations; John J. Heywood, WLW Cincinnati; J. Allen Jensen, KID Idaho Falls, Idaho; William S. Morgan Jr., McLendon stations, and Calvin J. Smith, KFAC Los Angeles.

## Film sales . . .

*Cavalcade of the 60's, Group 1* (Allied Artists Tv): Sold to KHJ-TV Los Angeles; CKLW-TV Windsor-Detroit;

WANE-TV Ft. Wayne; WISH-TV Indianapolis; KNBC (TV) Los Angeles and WDAU-TV Scranton. Now in 65 markets.

*Maverick* (Warner Bros. Tv): Sold to WCHS-TV Charleston, W. Va.; WLVA-TV Lynchburg; WVEC-TV Norfolk; WBRZ (TV) Baton Rouge; WTVR (TV) Richmond; WJHL-TV Johnson City-Bristol, Tenn. and to Rinks Bargain City for WCPO-TV Cincinnati; WIMA-TV Lima and WHIZ-TV Zanesville, all Ohio. Now in 47 markets.

*Michael Shayne* (NBC Films): Sold to KRON-TV San Francisco; WBAP-TV Ft. Worth-Dallas; WNEW-TV New York; KMBC-TV Kansas City; KOVR (TV) Stockton-Sacramento and WTTG (TV) Washington, D. C. Now syndicated in 6 markets.

*The Roaring 20's* (Warner Bros. Tv): Sold to KTNT-TV Tacoma-Seattle; KOVR (TV) Stockton-Sacramento and WJHL-TV Johnson City-Bristol, Tenn. Now in 24 markets.

*Bourbon Street Beat* (Warner Bros. Tv): Sold to KTNT-TV Tacoma-Seattle and WJHL-TV Johnson City-Bristol, Tenn. Now in 14 markets.

*Sugarfoot* (Warner Bros. Tv): Sold to WCHS-TV Charleston, W. Va.; WLVA-TV Lynchburg; WTVR (TV) Richmond; WRGP-TV Chattanooga and WJHL-TV Johnson City-Bristol, Tenn. Now in 35 markets.

*Surfside 6* (Warner Bros. Tv): Sold to WLVA-TV Lynchburg and WJHL-TV Johnson City-Bristol, Tenn. Now in 39 markets.

*Lawman* (Warner Bros. Tv): Sold to WCHS-TV Charleston, W. Va. Now in 14 markets.

*Bronco* (Warner Bros. Tv): Sold to WLVA-TV Lynchburg; WRGP-TV Chattanooga and WJHL-TV Johnson City-Bristol, Tenn. Now in 21 markets.

*Out of Burning* (ITC): Sold to National Educational Television & Radio Center.

## AP opens new photo circuit

The Associated Press, which has formally opened the link between its North American and European wire-photo networks on a 24-hour-a-day basis, becomes the first wire service to lease a transatlantic photo circuit for full time operation, making simultaneous two-way transmission possible. AP's 'round-the-clock photo facsimile facilities now extend from San Francisco to Rome.

## Name personality, comedy trends growing

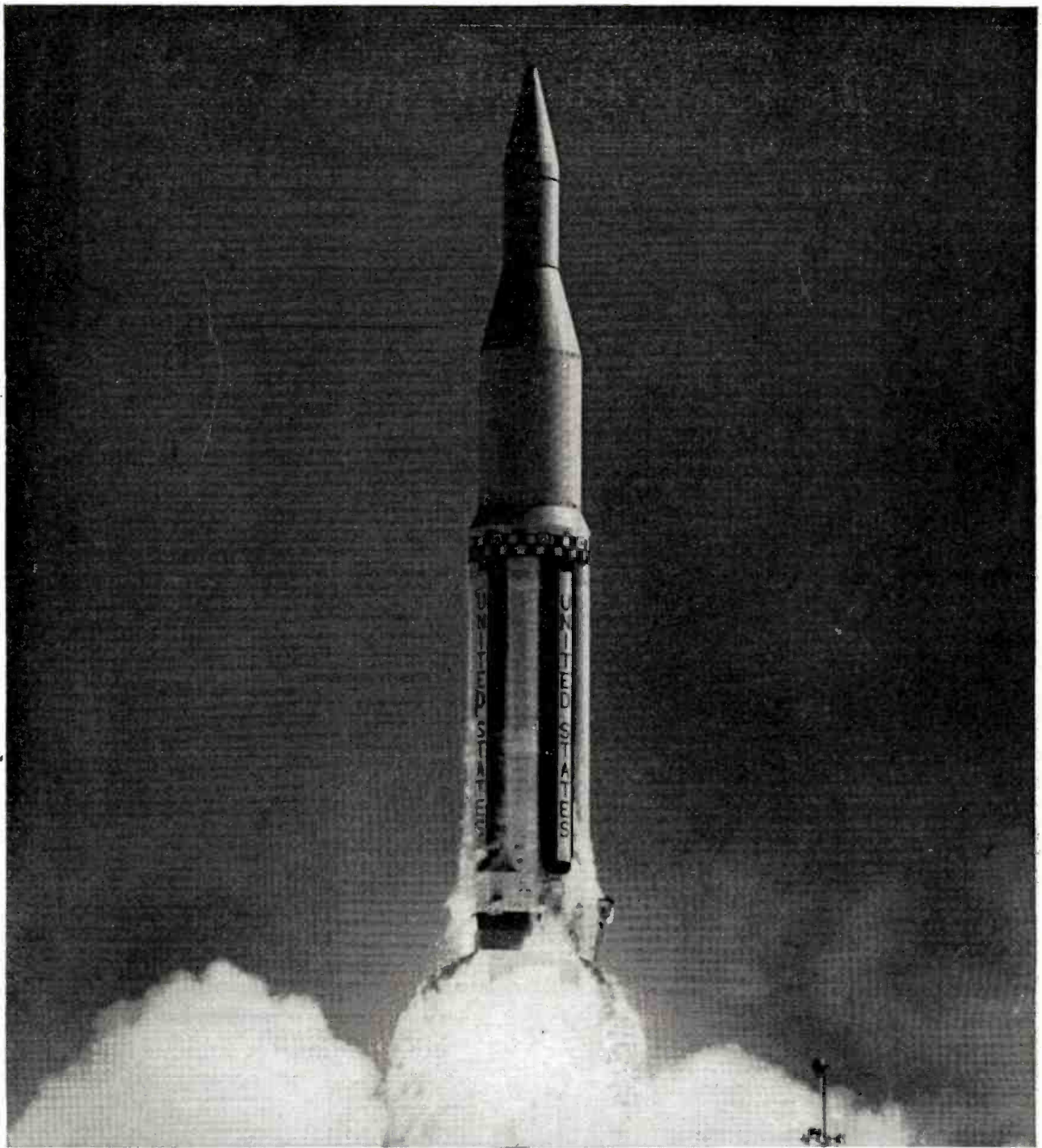
The success of the name personality and "broad comedy" formats for this season and the continuation of such program types for 1963-64 were key factors in the scheduling of *The Art Linkletter* show as a mid-season replacement on NBC-TV, according to executive producer Wilbur Stark.

Mr. Stark reported in an interview last week that the popularity of such "far-out" comedies as *Beverly Hillbillies* and *McHale's Navy* and the move toward "name" personalities this season and next (Lucille Ball, Phil Silvers, Danny Kaye, Judy Garland, Jack Paar) prompted a format for the *Linkletter* program

of "zany humor" and "big names."

The program, which began last Monday (Feb. 18) on NBC-TV (9:30-10 p.m.), presents the well-known Mr. Linkletter as host for various segments devoted to skits on human behavior ("the last word," "what are the odds?" "what did she do?" and "you be the judge"). Each skit is halted at a crucial point and a panel of guest personalities and studio visitors is asked to supply a logical answer or explanation.

Mr. Stark's critique: "People want escape from mundane realities—they fear the future. And who doesn't like to think that he is an excellent judge of human behavior?"



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# Jack Webb to head tv production at Warners

## SUCCEEDS WILLIAM ORR WHO SWITCHES TO MOVIES

In a move to establish Warner Bros. as Hollywood's leading producer of filmed programs for television, Jack Webb was named last week to head the studio's tv production (Also see WEEK'S HEADLINERS, page 10).

Mr. Webb, whose *Dragnet* series was one of the early success stories on television after a long run on radio, succeeds William T. Orr who had charge of tv production at the studio for seven years. Mr. Orr now moves into the production of high-budget theatrical films for Warner Bros.

Michael Meshekoﬀ will become executive associate to Mr. Webb, with all appointments effective March 4.

In announcing the new appointments, Jack L. Warner, president of the studio, described the move as the beginning of a retooling of the company's tv operations, with the goal of establishing Warner Bros. as Hollywood's top

tv film producer.

After *Dragnet* — After Mark VII Productions, the Webb-owned tv program production firm, suspended operations, Mr. Webb moved to the Warner lot in Burbank last year as an independent producer. There he developed his *True* series, which General Electric Co., through BBDO, New York, has sponsored this season on CBS-TV. Mr. Webb, Warner Bros. and Red Skelton's production company have also jointly developed a high school series, *The Giant Step*, with a pilot for CBS-TV.

Mr. Webb will start immediately on the development of new programs, in addition to carrying on those already in production. Warner Bros.' current line-up includes *The Dakotas*, *77 Sunset Strip*, *Hawaiian Eye* and *The Gallant Men*, all on ABC-TV plus *True* on CBS-TV.

At this time only *The Dakotas* is

penciled in on next fall's nighttime schedule. Hugh Benson, executive assistant to Mr. Orr in the tv department since its inception, has resigned to enter independent production of tv programs. His first project is a comedy series, *A Lot of Living*, from an original story by Jerry Davis.

## IATSE, studios settle; SDIG picketing Niles

Settlement of strikes of cameramen, film editors and film technicians at various midwestern studios was announced Thursday by the International Alliance of Theatrical Stage Employees. The union said two of its locals won greater pay increases than those sought in negotiations prior to the walkouts, which began Feb. 7.

Settlement pattern was established Feb. 16 at Jam Handy Organization, Detroit, which signed without a strike, it was explained last week by Bernard M. Mamet, Chicago attorney representing the unions. Workers have returned in Chicago at Wilding Inc., Fred Niles Communications Centers, George W. Colburn Labs., Atlas Film Corp. and Filmack Studios and in Minneapolis at Reid-Ray Studios.

Film technicians won weekly increase of \$11.50, editors \$13.50, assistant cameramen \$20 and cameramen \$32. Under new contract, for example, if a cameraman works 30 consecutive weeks he will receive \$285 weekly maximum; if less than 30 weeks, he will receive \$338 weekly maximum. Former weekly pay was \$253.

Meanwhile, the Screen Directors International Guild began picketing of Niles Studios in Chicago last Monday charging firm has refused to negotiate a contract. A Niles spokesman said the guild is not a recognized union there either by NLRB or AFL-CIO. SDIG said it already represents directors at other Chicago studios.

## Freedom series planned as CBS-TV specials

CBS News has announced plans for a series of light hour-long tv specials to be known as *The Roots of Freedom*, which will examine the development of Western history with emphasis on institutions that have led to present American legal and ethical codes. The programs will be filmed at sites of historical interest in the various countries where American institutions have their origins.

Most of the specials will be walking interviews similar to CBS-TV's White House tour with Mrs. Kennedy, although some will consist of film essays using professional actors.



## KTVT buys \$1 million in Screen Gems films

The largest single contract for programming by KTVT (TV) Dallas-Fort Worth was signed by James Terrell, general manager of the station, calling for payment of \$1 million for feature films and cartoons. Grouped around him (l to r) are Norman Bagwell, vice president of WKY Television Inc., owner of

KTVT; Robert Seideman, vice president in charge of syndication, Screen Gems, which sold the films; and Frank Parton, Southwestern sales manager for Screen Gems. KTVT has announced it will spend \$6,000 to promote "From Here to Eternity," a Columbia feature film in its first tv exhibition on KTVT.

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# 'British Calendar' now seen in 105 markets

## ROYAL FAMILY TOUR DEPICTED IN CURRENT SERIES

A tv series on life in Britain and the Commonwealth today called *British Calendar* is used in 105 U. S. markets, Alan J. Waple, director of the news division of the British Information Services in New York, reports.

The series began as a once-a-month, quarter-hour presentation four years ago and was expanded to a twice-a-month quarter-hour program two years ago, according to Mr. Waple. In its first two years, approximately 30 stations were carrying *British Calendar* but it has steadily acquired additional distribution coincident with the expanded programming, he added.

"What we attempt to do with the series," Mr. Waple explained, "is to give the viewer, over a period of time, a rounded picture of various facets of life in Britain. We touch on politics, sports, current events, science and history. In a 15-minute segment we may cover several subjects or devote it to one topic, as we are doing with the current tour of the Royal Family in Australia, New Zealand and the Fiji Islands. We try to keep the programs topical and in the months ahead we will

cover such events as the Grand National Steeplechase and the Conservative and Labor Party conferences."

The series, Mr. Waple said, must be "tailored" for American audiences and accordingly is a co-production project involving BIS New York, the Central Office of Information in London and Film Authors Inc., a New York production company which provides the script. BIS also produces Latin American, Commonwealth and Japanese versions of *British Calendar*.

The programs are available to stations free of charge (except for mailing costs) but BIS stipulates that the films, if ordered, be scheduled, Mr. Waple said. Bookings may be made through the BIS office in New York at 45 Rockefeller Plaza.

## E. F. MacDonald and Wilding Inc. to merge

An agreement for the merger of E. F. MacDonald Co., Dayton, Ohio, and Wilding Inc., Chicago, has been announced by the principals of both firms. Wilding, a pioneer in the audio-

visual field and tv commercial producer, would retain its name, autonomy and present management under the plan which is subject to stockholder approval.

The MacDonald firm is a major operator in the merchandise incentive and travel fields. The company produces and distributes Plaid trading stamps and operates the Happiness tours. E. F. MacDonald is board chairman of the company. H. William Hammer is president of Wilding. Terms of the merger were not disclosed but Wilding's annual gross is about \$11 million and MacDonald's about \$115 million.

## FREEDOM FOUNDATION

### Annual radio-tv awards given at Valley Forge

Top radio-tv award of the Freedom Foundation, Valley Forge, Pa., the "encased" George Washington honor medal, was presented last week to the Lutheran Church, Missouri Synod, St. Louis, for *Destination Unknown* from the *This is the Life* television series and to NBC and New York U. for its *Democracy in America* series.

Winners of George Washington honor medals for tv were:

Aluminum Co. of America, Pittsburgh, "The Man With the Shine on His Shoes" from *Aicoa Premiere* (ABC-TV); American Motors, *Let Freedom Ring*; American Savings & Loan Assn., Washington, D.C., *For Which We Stand*; Chevrolet, "Look to the Stars" from *Bonanza* (NBC-TV); Crown Stations, Seattle, *Killer in Court*; Kimberly-Clark Corp., "The Iron Man" from *The Defenders* (CBS-TV); Pittsburgh Plate Glass, "Honor Guard" from *David Brinkley's Journal* (NBC-TV); Radio & Tv Commission and Southern Baptist Convention, Ft. Worth, Tex., "Survival Shelter" from *The American* series; Purex Corp., *The World of Jimmy Doolittle* (NBC-TV); Union Central Life Insurance, Cinn., Ohio, *The Ordeal of Woodrow Wilson*; WBZ-TV Boston, "The Freedom Trail" from *Complex Community* series; WHYY-TV Philadelphia and National Education Television & Radio Center, "The Price of Liberty" from *Independence Adventure* series; WNBC-TV New York, "Bunker Hill" from *American Treasure Chest*; WPRO-TV Providence, R.I., "A Hero Next Door" from *Close-Up* series; WRCV-TV Philadelphia, *Old Independence*; and WSB-TV Atlanta, *Salute to America*.

Radio-only winners of the medal are:

Falk Corp., Milwaukee, Wis., *Sunday Edition of Bob Stegrist*; KFMN (FM) Abilene, Tex., *Festival of Freedom*; Knight Quality Station, Boston, *Judicial Compensation*; KYW Cleveland, *Harvey Morgan's Gettysburg—An American Tradition*; KXL Portland, Ore., *Message For Americans*; Ray Starr, Talahasee, Fla., *Florida As I See It*; Washington Federal Savings & Loan, Miami Beach, Fla., *July 4, 1776*; WBAC Cleveland, Tenn., untitled spot announcements of editorial comment urging Americans to exercise their right to vote and accept an active role in government affairs; WBNS Columbus, Ohio, *Irwin Johnson's Tuesday Talks*; WEIM Fitchburg, Mass., *Sounds of Freedom*; WFIL Philadelphia (Temple U. and Philadelphia public schools), *Americana*; WGBS Miami, Fla., *I Am an American*; WLOA Braddock, Pa., *The House You Live In*; WMAL Washington, D.C., *A Man Called Abe*; WONE Dayton, Ohio, *America*; WRCV Philadelphia, *You Have a Place in Politics*; WRUL Scituate, Mass., *Great Moments in History*; WSB Atlanta, *Elmer Ellis' Fourth of July Letter to My Children*; and WWJ Detroit, *Great Voices of Freedom*.

Distinguished service awards went to Standard Oil Co. of Calif. for two radio shows, *Music and Passport to World Series* and to NBC and New York U. for its *Democracy in America* series.

sales message for

# 1

Call Western Union!

sales message for

# 767,000

## IN SIOUXLAND'S \$939,273,000 MARKET?\*

\*Sales Management, "Survey of Buying Power," June 1962

\*\*First in 9 Straight ARB reports, all days, 9 a.m. to midnight

CALL

# KTIV

NBC • ABC

# CHANNEL 4\*\*

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George P. Hollingsbery  
REGIONAL REPRESENTATIVES  
Harry S. Hyett Co., Minneapolis  
The Soderlund Co., Omaha  
Eugene Grav, Kansas City, Mo.



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**WWJ NEWS is all**

**GO!**



**WWJ Newsman Dick Westerkamp** interviews U. S. Immigration officer.



**Ven Marshall** covers salvage of British motorship "Montrose".



**Don Perrie**, hot after a story, climbs into WWJ Newsmobile.



**Fran Harris** chats with popular circus performer visiting Detroit.



**Britton Temby** interviews one of the city's leading businessmen.



**Dwayne Riley** investigates recent medical advances.



**William Fyffe** reports status of U. S. Air Defense team.



**Kirk Knight** is at scene of a major Detroit fire.

No schedule-shackles. No clock-straitjackets. Whatever it takes to get the story and get it across, WWJ News does. Result — spontaneous, accurate news coverage from the word GO!

**WWJ** ◀ **THE NEWS STATION** ▶ **AM and FM RADIO**

Owned and Operated by The Detroit News • National Representatives: Peters, Griffin, Woodward, Inc.

## Nutrition broadcaster Fredericks in 'comeback'

Nutrition broadcaster Carlton Fredericks is making a "comeback" after a year of reduced activity. His programs now are carried on 15 radio stations; ABC Radio presents a 90-second featurette three times a week, and Epic Records is issuing a long-playing album titled "Calories Do Count."

Mr. Fredericks, in New York recently on a business trip, reported his *Living Should Be Fun* radio program was carried on more than 50 stations a year ago. At that time the FCC sent letters to the stations notifying them that some medical and nutrition authorities considered the Fredericks program "controversial" and suggested stations consider carrying another nutrition program offering opinions different from Mr. Fredericks' (BROADCASTING, Dec. 18, 1961).

His station list dwindled to nine over the next few months, Mr. Fredericks said, although he retained a few large stations such as WOR New York and KABC Los Angeles. He says: "I was never served with papers of any kind nor was I the subject of any accusation. But stations were fearful; I was deemed 'controversial,' and therefore I was dropped."

Mr. Fredericks said he has added



six stations to his list over the past few weeks without solicitation. Last June he started his 90-minute, thrice-weekly show on 290 stations of ABC Radio.

These encouraging signs, he said, have prompted him to begin an advertising campaign for new station subscribers for his nutrition programs, which he currently is offering in 15-, 30- and 45-minute versions. His headquarters: 350 Lincoln Road, Miami, Fla.

## CBS STILL COLOR SHY

### Sponsors must cover color tab for network to schedule show

There's no indication that CBS-TV will compete with NBC-TV or ABC-TV next season with regular color series.

For CBS-TV the policy, as updated by a spokesman last week, is to continue to program in color only when advertisers order it and pay the extra freight.

Some extra costs for color were approved by advertisers this season but for occasional exposure. In February, for example, the Princess Grace tour of Monaco special was in color and earlier this winter a girl scout jamboree special also was shown in the medium. Each was a one-shot on the network, the Monaco program on the full network, and the jamboree in only 5-7 markets (filmed in color). Ford and Chemstrand were advertisers on the Feb. 17 Grace Kelly program.

Also picking up a color tab on CBS-TV this season is Campbell Soup Co., which through BBDO is the sponsor of a four-part *Lassie* (Sunday, 7-7:30

p.m. EST) colorcast on four successive weeks. The series started Feb. 17. The drama was filmed in color and technically is the first regular series to be colorcast on the network in three years since occasional colorcasting of the *Red Skelton Show* was stopped.

An enunciation of the CBS-TV color policy was presented in detail at the regular fall meeting of the CBS-TV Network Affiliates Assn. Advisory Board at Palm Springs, Calif., earlier in the winter (BROADCASTING, Dec. 10, 1962).

At that meeting, William B. Lodge, CBS-TV's vice president for affiliate relations and engineering, noted a decided disinterest on the part of advertisers to pay nominal surcharges for the cost of colorcasting even though the network offered several advertisers the opportunity to originate color.

## B&J Productions to make tv travel spectaculars

B&J Productions, specializing in the production of 90-minute travel and travel-adventure spectaculars, has been formed by Bill Burrud and Victor Jory.

In addition to producing the color

films, Messrs. Burrud and Jory will appear as hosts-narrators and are seeking top personalities to co-produce similar specials with B&J. First star signed is Lloyd Nolan, who will film and star in *British Adventure* for the company.

Gene McCabe, general manager of Bill Burrud Enterprises, is serving in a similar post for the new company.

## 'Marilyn' special to be on ABC-TV

The sale by Official Films of its half-hour actuality special, "Marilyn Monroe," to ABC-TV was announced last week by Seymour Reed, president, coincident with the appointment of Johnny Johnston as director of national sales of Official.

Mr. Reed noted that in his first week on the job Mr. Johnston, a former Metro-Goldwyn-Mayer and Paramount Pictures performer, sold the special program to the network. The special, ABC-TV said, has been bought by the Whitehall Div., American Home Products Corp., through the Wm. Esty Co., New York, and will be scheduled on March 24, 9:30-10 p.m.

Mr. Johnston's post, a newly-created one, involves the development and sales of entertainment and sports programs for networks and stations. An immediate project is the creation of a tv format for a series on pocket billiards. Mr. Johnston will continue as host for the current ABC-TV bowling program, *Make That Spare*.

## Program notes...

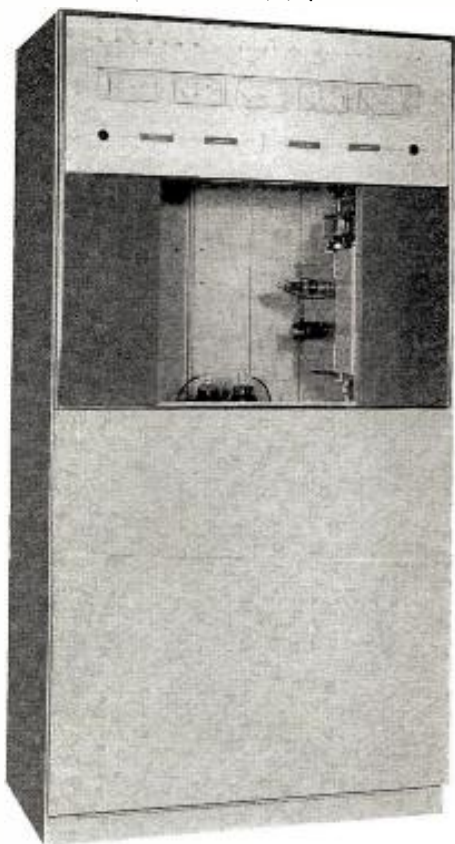
**UA buys Mirisch** ■ United Artists Corp. reports it will acquire Mirisch Co., an independent film company, on March 1 in exchange for 62,069 shares of UA Class B common stock, valued in the neighborhood of \$1.8 million. The transaction will give UA proprietary rights to 20 feature films, including "The Apartment," "Some Like It Hot," "Children's Hour," "Toys In the Attic" and "Kid Galahad," which will become available for tv distribution following their theatrical runs.

**Tv show on mental health** ■ A special one hour program on the experiences of a mentally disturbed child, "The Rebirth of Jonny," will be carried on WTTG (TV) Washington on March 11, 8-9 p.m., and will be telecast subsequently by other Metropolitan Broadcasting tv stations, including WNEW-TV New York, KMBC-TV Kansas City, KOVR (TV) Sacramento-Stockton, WTVH (TV) Peoria, Ill., and WTVP (TV) Decatur, Ill. The program is part of Metropolitan Broadcasting's *A Question of Life* documentary series which explores various

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**COLLINS RADIO COMPANY**  
Cedar Rapids • Dallas • Los Angeles  
• New York • International, Dallas



Here are the simple rules:

1. Your transmitter must be 1 KW or less and be in primary service—not a standby.
2. It must be property of the original owner OR be the original installation with no major modifications.
3. Collins will replace the transmitter with a new 20V-3, paying all shipping charges, but the winner must install the new transmitter at his own expense.
4. The old transmitter becomes the property of Collins Radio Company. The winner, upon accepting the new transmitter, agrees to use of the owner's name and/or station name in subsequent promotional activities of Collins Radio Company.
5. Letters must be postmarked prior to midnight, March 1, 1963.
6. In case of tie, the first transmitter reported will be considered.
7. Offer is limited to the continental United States.

phases of health. The programs are offered for syndication to other stations.

**Desilu gets Hutton** ■ Desilu Sales has acquired world distribution rights to 30 episodes of the *Betty Hutton Show* from Betty Hutton Productions. Negotiations for sale of the series are currently being closed in Australia, the Philippines and Japan.

**Feller to do sports show** ■ Bob Feller, the former Cleveland Indians pitcher, has signed a three-year contract with Andre Productions Ltd., Chicago, to do

a 5-a-week, 52-week sports show for radio syndication. The show is scheduled to start on the opening day of the baseball season, April 8th.

**Free lunar series** ■ A continuing series of radio programs on America's race for the moon is being offered free of charge by KXYZ Houston, Tex. The 15-minute programs have been recorded by KXYZ since August last year and combine latest information on current developments in the space program plus interviews with astronauts, scientists, and administrative managers of the

Mercury, Gemini and Apollo projects now housed at the Houston Space Center. Series' host is Jeff Thompson, KXYZ public affairs director.

**'Red ink' railways** ■ A documentary produced by WKY-TV Oklahoma City on the deterioration of the great American railway empires has been accepted for inclusion in the Television Affiliates Corp. (TAC) library for distribution to member stations. Titled *The Ride to Red Ink*, the program traces the causes of railway obsolescence and discusses what lies ahead in the future.

## FINANCIAL REPORTS

### ASCAP's '62 gross over \$35 million

American Society of Composers, Authors and Publishers had gross revenues of \$35,279,033 in 1962, according to a treasurer's report made to a West Coast membership meeting on Wednesday (Feb. 20.). Virtually all of the amount—\$34,841,911—came from license fees paid by the users of music controlled by ASCAP members, and nearly all of the license fees were paid by radio and tv stations and networks. With a 20% deduction for expenses of the society's home office in New York and 23 branches throughout the country, \$28,221,023 was left for distribution to members. The ASCAP membership now totals 5,858 active writers, 2,074 active publishers and 880 non-participating writer members. Stanley Adams ASCAP president, reported that the society is "healthy, vibrant and very much aware of the world" in which it functions and for which it licenses "billions of performances" on ASCAP music each year.

The dispute over tv licenses, now pending in the courts; the resistance of educational broadcasters toward ASCAP's attempts to license them as well as the commercial broadcasters; the anti-ASCAP legislation introduced in Idaho, and other examples of conflict between ASCAP and its broadcast clients were touched on lightly in the report.

### Ampex sales, earnings, orders at new high

Record net earnings, sales and incoming orders were announced by Ampex Corp. (video and sound tape recorders and accessories as well as computers and other electronics items) in reporting for the first nine months of fiscal 1963.

Net earnings after taxes for the nine months of the fiscal year ended Jan. 31 were \$3,163,000 (40 cents a share), up

141% over the previous year's period of \$1,311,000 (17 cents a share).

Total sales for the three quarters totaled \$66,789,000, up 13% from the 1962 nine months figures of \$58,808,000.

Incoming orders total \$74,809,000, 31% ahead of orders on hand at the same time last year which totaled \$57,132,000.

William E. Roberts, Ampex president, said last week that for the full year "we will top \$100 million in incoming orders for the first time in our history, and will exceed our earlier estimate of a 10% sales increase and substantially improved earnings."

### Wrather Corp.'s 6-month net income shows gain

Consolidated net earnings of the Wrather Corp. and subsidiaries for the six months ended Dec. 31, 1962, totaled \$405,279 (23 cents a share).

Net for the corresponding period of 1961 was \$310,504 (18 cents a share). The figures do not include earnings of the A. C. Gilbert Co., of which Wrather Corp. acquired approximately 50% in January 1962.

Gross income for the six-month period was \$6,167,293 compared to \$6,142,145 for the same period of the year before.

### General Precision has drop in net income

General Precision Equipment Corp., Tarrytown, N. Y. (electronics manufacturer which also makes tv cameras and associated equipment), reported consolidated net sales for the year ended Dec. 31 of \$222,862,126 and net income after federal taxes of \$4,373,504 (\$2.40 a share).

This compares with 1961's sales of \$234,620,431 and net income of \$5,321,108 (\$3.10 a share).

During the year, GP acquired full ownership of Royal Precision Inc. It

had owned this computer firm jointly with Royal McBee Corp. A charge of \$4.8 million has been made against consolidated earned surplus for this acquisition, but the 1962 operations have not been consolidated in the year-end statement. The firm is now the Commercial Computer Div. of General Precision Inc.

### Screen Gems has best half-year in its history

Representing the best six months earning figures in the history of the company, Screen Gems Inc., reported a net profit after taxes for the first half of its fiscal year ended Dec. 29, 1962 of \$1,655,508 (65 cents a share). This compares to net earnings for the same period in 1961 of \$1,372,727 (54 cents a share). Both figures are based on 2,538,400 shares outstanding.

Profit before taxes for the six month period was \$3,262,826. This compares to \$2,744,741 for the previous year's half-year mark.

### Eitel-McCullough profit up 54%, sales up 9%

Eitel-McCullough Inc., San Carlos, Calif. (electronic tubes, etc.), reported a 54% increase in profits on a 9% increase in sales for calendar 1962.

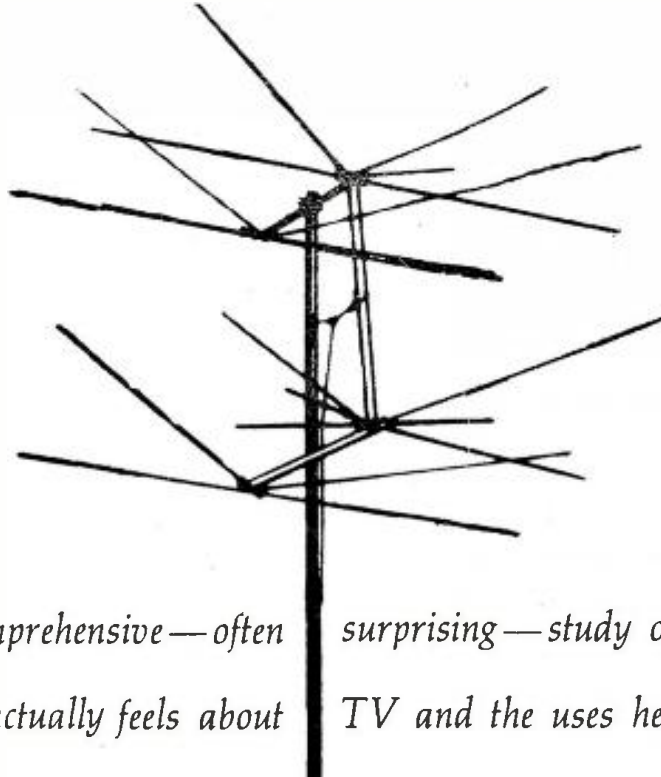
Profits were \$750,000 (40 cents a share), compared to 1961's \$486,671 (26 cents a share). Outstanding at the end of 1962 were 1,842,913 shares.

Net sales last year amounted to \$29.6 million, compared to the previous year's \$27,109,945.

Unfilled orders rose from \$6.7 million at the end of 1961 to \$7.7 million at the end of 1962.

### AB-PT declares dividend

American Broadcasting-Paramount Theatres board of directors declared a first quarter dividend of 25 cents per share on the company's outstanding common stock. The dividend is payable to stock holders of record Feb. 25, 1963 on March 15.



*The first comprehensive—often surprising—study of how the American viewer actually feels about TV and the uses he makes of it*

# **THE PEOPLE LOOK AT TELEVISION**

**A Study of Audience Attitudes**

by **GARY A. STEINER**

**H**ow has television affected the American home? What do viewers think about this extraordinary medium of communication? And—perhaps most important of all—how do their opinions about television relate to their viewing habits?

The present study is the first comprehensive and definitive effort to provide some factual and objective information on these and other issues, by examining and reporting how Americans use the medium and what they think about it. It is based on one of the most thorough national surveys ever undertaken. Conducted at the Bureau of Applied Social Research of Columbia University, the survey employs the most advanced techniques of modern social research.

Are Americans generally satisfied or dissatisfied with the programs they see on television? What about the present ratio of entertainment to informa-


tion? Do they watch selectively and, if so, what do they select? How do they feel about the amount of time they spend in front of the set? What are their concerns about their children's viewing?

These are some of the provocative and fascinating areas of opinion and behavior that are illuminated by Dr. Gary A. Steiner in this study. It provides a factual platform from which the great debate about television must subsequently go forward . . . and it is important, and absorbing, reading not only for social scientists and the broadcasting community but for the general public.

*With a Foreword by BERNARD BERELSON, former director, and an Afterword by PAUL F. LAZARSFELD, founder and currently associate director, Bureau of Applied Social Research, Columbia University*

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## CBS RUNNING STRONG

First quarter business 20% ahead of last year exceeds network's own projection for period

An optimistic statement was issued last week following a meeting in New York of the CBS Radio Affiliates Assn.'s board of directors and network executives.

E. K. Hartenbower, KCMO Kansas City, chairman of the affiliates board keyed the statement to financial strong points this year, noting that at the meeting "there was no jockeying for economic position as between affiliates and the network."

CBS Radio's first-quarter business, he said, has been running 20% ahead of last year's similar period "which is even better than the network's own projection.

"As a result, station payments to affiliates will be at an unexpectedly gratifying level for the current quarter" and the affiliates board is "confident that our prospect for the coming months is bright."

**Audience Levels** ■ The statement also pointed to an increased average audience for sponsored programs and CBS news coverage on the network, along with expansion of *Dimension*—additions of *Dear Abby*, *Marvin Kalb Reports* and an expected new format featuring Walter Cronkite.

The board also noted that CBS Radio is the only network with a con-

sistent, large-scale advertising campaign in national consumer and broadcasting trade publications, and lauded new promotional support efforts (new "stationized" technique in which messages from CBS Radio personalities are prepared for each affiliate with call letters integrated on ready-to-broadcast tapes).

Attending the Feb. 18 and 19 sessions for the board: Joe Close, WKNE Keene, N. H.; Michael Hanna, WHCU Ithaca; Joe L. Smith, WJLS Beckley, W. Va.; Frank Jarman, WDNC Durham, N. C.; F. C. Sowell, WLAC Nashville; Ernest Lackey Jr., WHOP Hopkinsville, Ky.; Lee Fondren, KLZ Denver; William Roberts, KRLD Dallas; Westerman Whillock, KBOI Boise; William Dean, WWL New Orleans; Wendell Adams, KINS Eureka, Calif., and Mr. Hartenbower.

CBS Radio officials present at the New York meeting:

Arthur Hull Hayes, president; James M. Seward, executive vice president; Richard S. Salant, CBS News' president; news correspondent Marvin Kalb; George Akedis, vice president, network sales; W. Thomas Dawson, vice president, information services; George Perkins, vice president, network programs; William A. Schudt Jr., vice president, affiliate relations; Fred Ruegg, vice

president, station administration; Davidson M. Vorhes, vice president, operations; Andrew Subbiondo, director, administrative operations; Harper Carrairie, director, research; Geraldine Zorbaugh, general attorney, CBS Inc.; William Green, assistant general attorney, CBS Inc.; Alfred Greenberg, field manager, affiliate relations; Robert Skedgell, assistant general manager, CBS News (radio).

## WBT beams news show to Russians in Cuba

A daily, 15-minute program in Russian will be broadcast over WBT Charlotte, N. C., to Russian citizens residing and working in Cuba, starting today (Feb. 25).

The program to be beamed by the 50-kw station to Cuba will be prepared by Radio Liberty, a privately sponsored organization that has been broadcasting for 10 years to the Soviet Union from transmitters in West Germany, Spain and Formosa. The nightly program will be fed by landlines from Radio Liberty's New York bureau to WBT and will consist of news and background on international events and on developments within the Soviet Union. It will be scheduled from 10:10-10:25 p.m.

Howland H. Sargeant, president of the American Committee for Liberation, which operates Radio Liberty, said the broadcasts will continue as long as "significant numbers of Soviet nationals remain in Cuba."

Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co., which owns and operates WBT, commented that the programs may well supply the Russians in Cuba "with a current, undistorted view of international affairs . . . perhaps for the first time." During the Cuban crisis last fall WBT was one of a group of stations used by the U. S. Information Agency to broadcast news to the Cuban people.

## Baron offers to air N.Y. strike sessions

A proposal that the issues in the newspaper strike in New York be carried on radio or television was made last week by Sydney S. Baron, head of his own public relations organization in New York.

Mr. Baron said that he could obtain financing from businessmen for the buying of radio-tv time, if that is necessary, for a broadcast and/or telecast of negotiating sessions. He indicated that if the issues are brought out openly, consider-



Members of the board of directors of the CBS Radio Affiliates Assn. at last week's New York meeting with network officials (l to r) Joe L. Smith, WJLS Beckley, W. Va., secretary-treasurer; Michael R. Hanna, WHCU Ithaca,

N. Y., vice chairman; Arthur Hull Hayes, CBS Radio president; E. K. Hartenbower, KCMO Kansas City, Mo., chairman and William Schudt, CBS Radio vice president in charge of affiliate relations.

able headway will be made toward settling the strike.

A telegram embodying Mr. Baron's proposal was sent to Bertram Powers, president of the striking New York local of the International Typographical Union; Walter Thayer of the *New York Herald Tribune*, spokesman for the publishers, and to officials of the networks and New York radio-tv stations. A spokesman for Mr. Baron said that by last Thursday (Feb. 21) there had been no reaction to the proposal.

### Altoona city council sessions aired by WFBG

WFBG Altoona, Pa., has begun live broadcasts of the Altoona City Council. The station plans to broadcast all the public council sessions and tape them for rebroadcast the same evening at 7:30.

WFBG, owned by Triangle Publications, made its initial council broadcast Feb. 5; a session that lasted 42 minutes. The station made its request for broadcast rights to Mayor Roy Thompson, himself a former broadcaster.

Mayor Thompson had been general manager of WFBG until 1948, when he left to start his own station, WRTA. He retained ownership of WRTA until 1956, when he sold it to Altoona Trans-Audio Corp.

## AUSTIN SLAPS 21 MUSTS ON CATV

### Antenna leaders concerned over 'restrictive' regulations

Community antenna leaders have expressed a "new wave of concern" over "highly restrictive, FCC-inspired" regulations being placed over catv systems by local communities as the price for a franchise.

Latest case cited is in Austin, Tex., where the city council placed 21 conditions on two companies granted permits to operate systems. National Community Tv Assn. reserved comment on the Austin restrictions "pending a complete study."

In its 21-point policy statement, the council announced that non-exclusive franchises will be granted for a city-wide cable service only for which no charge may be made except for "authorized service fees." This service fee was set by the city council at \$4.95 per month, with a connection charge prohibited, and no additional charge for special programs such as a heavyweight championship fight.

The system must be able to distribute signals on at least eight channels simultaneously and repeat all tv signals originating in Travis County (in which Austin is located). The council specified that any Austin catv must repeat the sig-

nals of educational KLRN (TV) (ch. 9) San Antonio (Bexar County).

Under the policy statement, Austin systems also must "continuously distribute" a satisfactory weather service and be prepared to make announcements requested by civil defense and disaster authorities. To meet this last requirement, a system operating in Austin must have the capability to immediately interrupt its signals on all channels simultaneously or any one channel individually. This, the council noted, would also guard against the rebroadcast of defamatory and obscene programs.

The two Austin contracts—to Tv Cable of Austin Inc. (BROADCASTING, Feb. 18) and Capital Cable Co. (BROADCASTING, Feb. 4)—are for 20 years but may be cancelled by the city council "unless diligence is exercised in expanding the system" after the start of operations.

The Austin systems are required to extend their lines up to 100 feet beyond already established cables to anyone who requests service. The systems are required to pay the city a rental of \$3.00 per pole annually and a tax of

<i>Watts New?</i>	<b>NEW POWER</b>	<b>NEW HOURS</b>	<b>NEW REP</b>
	5000 WATTS	FULL-TIME 24 HOURS A DAY	THE McGAVREN-GUILD COMPANY
	<i>Mg</i>		
	<b>KUDL</b> KANSAS CITY, MO.	<b>KUDL</b> KANSAS CITY, MO.	<b>KUDL</b> KANSAS CITY, MO.

2% of their gross revenue.

**Reaction Favorable** — Meanwhile National Community Television Assn. officials have been meeting with representative catv groups during the last week to get a sounding on reaction to the NCTA board's decision earlier this month to seek "simple" legislation from Congress giving the FCC authority to regulate cable companies (BROADCASTING, Feb. 18). This is a 180-degree reversal of the previous NCTA stand opposing any and all regulation.

In three or four meetings last week, NCTA officials found that the group's new position on legislation is being accepted favorably. These meetings will be completed by the end of March. All talks thus far are "exploratory," it was explained.

### Tv right at hearings defended by NAB

The NAB has filed a "friend of the court" brief in the dispute between three Los Angeles tv stations and two state administrative agencies—the government bodies having banned tv cameras from public proceedings last month (BROADCASTING Feb.4).

Pointing out the sessions involved are administrative rather than judicial in nature, the NAB replied in the Superior Court of California to an injunc-

tion sought by John C. Sobieski, California commissioner of corporations, which would ban tv cameras and microphones from hearings of the Public Utilities Commission. KABC-TV, KTTV (TV) and KTLA (TV) all attempted to cover a hearing last month which halted because of the presence of the tv cameras.

NAB said the utilities commission proceedings are primarily concerned with the general welfare of the public at large rather than with particular individuals. "Since the public itself is the party with the greatest interest, all available methods of communications should be utilized to ensure that the public is informed . . ." NAB said.

The court has scheduled a hearing on the requested injunction against radio-tv for today (Monday). The commission plans an announcement on the ban two days later (Wednesday).

### Galveston papers sold

The Houston Post Co. last week bought the *Galveston Daily News* and *Tribune* and the *Texas City Sun*. The price was not disclosed. The Houston Post Co. is the publisher of the *Houston Post* and the licensee of KPRC-AM-TV that city. W. P. Hobby, publisher of the Houston newspaper, also owns 27.5% of KFDM-TV Beaumont.

### 'CALL FOR ACTION'

### WMCA, volunteers working on N.Y. housing questions

Two dozen civic-minded, women volunteers started taking calls Feb. 19 from New York citizens who need help on a housing problem. The sponsoring organization: WMCA-Call for Action, a new pilot project initiated by R. Peter Straus, WMCA Inc. president.

Five phone stations were "manned" on a rotation schedule by the 24 women on a Mon.-Fri. basis, two hours on the phones and a couple of additional hours for keeping records. Most of the women were recruited from an orientation leadership class given by a New York citizens committee.

More than 300 calls were received in the project's first two-hour period.

Planning of the new WMCA phone project started last November, but even earlier—more than a year ago—the station had determined housing to be New York's No. 1 community problem. As a result of that decision, the station began a series of 25-minute weekly documentaries called *The Housing that Haunts New York*. The series started Feb. 11 and will be heard each Monday at 11:05-11:30 p.m. through March 25. First of the seven programs was a composite, introductory show, the Feb. 18 "Call for Action" episode heralded the launching of the phone information service.

The documentaries are prepared by WMCA's news and public affairs department in association with Woody Kline, an award-winning reporter (*New York World Telegram & Sun*) who has written various series on New York's housing problems. The series will include interviews with Gov. Rockefeller and the city's Mayor Wagner, building commissioners and inspectors among others. Barry Gray will narrate.

### Changing hands . . .

**ANNOUNCED** — The following sale of station interests was reported last week subject to FCC approval:

■ WHRV Ann Arbor, Mich.: Sold by Zanesville Publishing Co. to Radio Ann Arbor Inc. for \$295,000. Radio Ann Arbor is principally owned by Frank H. Babcock. Zanesville Publishing (*Zanesville [Ohio] Times-Recorder* and *Signal*) controls WHIZ-AM-TV Zanesville and WTAP-AM-TV Parkersburg, W. Va. WHRV is a fulltime station on 1600 kc with 1 kw. Broker was Hamilton-Landis & Assoc.

**APPROVED** — The following transfers of station interests were among those approved by the FCC last week (for

## Outstanding Values in Radio-TV Properties

Successful station in 3-station market. Top rated. Good physical assets and real estate. Fine long-term record.

Fulltime facility in top market. Midwest. Consistent annual increases in billing. Growing city. Fine image.

This VHF operation has fine potential. Construction permit for move and tall tower; serve 70,000 homes; network affiliate.

MIDWEST

**\$250,000**

MAJOR MARKET

**\$400,000**

UPPER MIDWEST TV

**\$600,000**

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**RADIO • TV • CATV • NEWSPAPER BROKERS  
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Financial 6-6460

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Stanley Whitaker  
John G. Williams  
Gerard F. Hurley  
1102 Healey Bldg.  
Jackson 5-1576

### BEVERLY HILLS

Colin M. Selph  
C. Bennett Larson  
Bank of Amer. Bldg.  
9465 Wilshire Blvd.  
Beverly Hills, Calif.  
CR2review 4-8151



other commission activities see FOR THE RECORD, page 74).

■ KOL-AM-FM Seattle, Wash.: Sold by Archie Taft Jr., Mrs. Marie S. Taft and William L. Simpson to F-V Productions Inc. for \$850,000 and agreement not to compete. F-V Productions Inc. is principally owned by Mark Goodson and William S. Todman, owners of the Goodson-Todman tv packaging firm. Commissioner Robert T. Bartley concurred in the decision, but would have granted a waiver of the three-year rule on grounds other than those accepted by the FCC majority. KOL is a fulltime independent operating on 1300 kc with 5 kw. KOL-FM operates on 94.1 mc with 5.8 kw.

■ KRE-AM-FM Berkeley, Calif.: Sold by Central California Broadcasters Inc. to KPAT Inc. for \$500,000 and agreement not to compete. KPAT Inc. is principally owned by Dickens J. Wright and Paul Bauman. Mr. Wright was a principal owner of WPAT Paterson, N. J., sold in 1961 to Capital Cities Broadcasting Corp. for \$5,350,000. KRE founded in 1922, operates on 1400 kc with 1 kw daytime and 250 w nighttime.

■ KITE Terrell Hills (San Antonio), Tex.: Sold by trustee in bankruptcy for Townsend Growth Fund Inc. to Southwest States Inc. for \$450,000. Southwest States is principally owned by Cecil L. Trigg and Jack C. Vaughn who also own KOSA-AM-TV Odessa, KROD-AM-TV El Paso and KVII (TV) Amarillo, all Texas, and just recently bought the 10,000 subscriber Tyler, Tex., community antenna system (BROADCASTING, Feb. 4). KITE is a fulltime station, operating on 930 kc with 5 kw days and 1 kw nights.

## KTBS-TV to build new tallest tower

KTBS-TV Shreveport, La., has announced that the station will soon have the world's tallest tower for its antenna. KTBS-TV said that it has signed a contract with RCA, Camden, N. J., and the Kline Iron & Steel Co., Columbia, S. C., for construction of a proposed 1,800 ft. tower.

In its announcement the station said that permission to build such a tall tower was the result of three years of engineering work and application to the Federal Aviation Agency and the FCC. At the present time the FCC reports that the tallest tower is the joint tower of WRBL-TV and WTVM (TV) Columbus, Ga., which is 1,749 ft., and the tallest existing man-made structure.

KTBS-TV said that the cost of the tower will be approximately \$500,000 and it will take 22 weeks to build.

BROADCASTING, February 25, 1963

## 'NEWS MANAGEMENT' TO BE DISCUSSED

### Government, media meet in April for mutual benefit

Top government information men and representatives of radio-tv, newspapers and magazines are going to sit down for a weekend of discussion and the hope is that each will learn more about the others' problems.

The meeting, announced last week by



Presidential News Secretary Pierre Salinger (left) as he conferred with Frank Fogarty, chairman of the NAB Freedom of Information Committee, last December.

Pierre Salinger, news secretary to the President, will take place April 5-6 at Airlie House in Warrenton, Va. Airlie House is owned by Airlie Foundation and has been used on occasion for private "think" meetings.

The plan was first broached to Mr. Salinger last December by the NAB Freedom of Information Committee (BROADCASTING, Dec. 17, 1962).

Invited to send two representatives each were:

NAB, Radio-Television News Directors Assn., Radio-Tv Correspondents Assn., White House Correspondents Assn., State Department Correspondents Assn., American Society of Newspaper Editors, American Newspaper Publishers Assn., National Editorial Assn. (weekly newspapers), Magazine Publishers Assn. and Sigma Delta Chi.

The invitation requests the White House and State Department groups and SDX to name at least one of their two representatives from the broadcast medium.

Government public information men who will attend the meeting, in addition to Mr. Salinger, are:

Robert J. Manning, Assistant Secre-

## ATTRACTIVE STATION BUYS!

**MIDWEST—** Daytimer serving area of 50,000-plus population. Excellently equipped. Land and building included in sale. Priced at \$90,000.00 with \$25,000.00 down and balance over seven years.

**SOUTHWEST—** Daytime-only radio station grossing approximately \$65,000.00 annually and capable of doing better under owner-operator. Good, stable market. Priced at \$85,000.00 on ten years terms.

# Hamilton-Landis

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#### SAN FRANCISCO

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*America's Most Experienced Media Brokers*

## WGN-TV camera follows Chicago cop decoys



The long night vigils and extremely difficult back-alley natural light photographic problems of the news staff of WGN-TV Chicago make up a story almost as unique as that of the news documentary produced by WGN-TV about the Chicago Police Dept.'s TUF Unit (tactical under-



cover function) in its operations of decoying and capturing jack-rollers and street muggers. WGN-TV's full-hour film was aired Feb. 4, 9-10 p.m.

Audience reaction was so good, according to the station, that sponsor Sears, Roebuck & Co. bought a Sunday afternoon repeat (Feb. 10).

Titled *TUF Guys—The Profile of a Secret War*, the program shows how the policemen train and disguise themselves, pose as a decoy to attract an attack and permit the attack so that fellow officers can come to the rescue and make arrests. By riding with the unit night after night 8 p.m.-4 a.m. for nearly two months, using fast lenses and high-speed film which was specially processed, WGN-TV's Dick Hance was able to get enough footage that could be edited ("a lot of street walker conversation and profanity had to be cut out") into the final show. Actual attacks are shown, but Mr. Hance had to film 17 such "hits" before several usable sequences were obtained.

Mr. Hance used an old fish truck (l) converted into a mobile recording unit to tape all conversations among the police who wore secret personal "Dick Tracy" style two-way radios (r).

tary of State for Public Affairs; Arthur Sylvester, Assistant Secretary of Defense for Public Affairs; George Reedy of Vice President Johnson's staff; Edwin O. Guthman, director of public information, Department of Justice, and Dixon Donnelley, Assistant Secretary of the Treasury for Public Affairs.

**Sparked by NAB** ■ The whole idea of a conference between administration information officials and representatives of the news media was initiated by the NAB's Freedom of Information Committee last year.

At its meeting in Washington last December, shortly after the Cuban crisis, the committee delivered a statement to Mr. Salinger voicing concern

over indications of "news management" by the Kennedy administration. It suggested that a meeting be held with newsmen for a full discussion of government information policies.

The statement was delivered to Mr. Salinger by Frank Fogarty, chairman of the NAB group. Howard H. Bell, NAB vice president, carried on the negotiations with Mr. Salinger and the other groups. Mr. Salinger accepted the idea immediately.

### Intermountain forms farm group division

The Inter-Valley Farm Group has been formed by 15 Intermountain Network affiliated stations. This division

is comprised of KMON Great Falls, KOJM Havre, KGEZ Kalispell, KYSS Missoula, KGHL Billings (all Montana); KGEM Boise, KLIX Twin Falls, KIFI Idaho Falls (all Idaho); KGNU Logan, KLO Ogden, KOVO Provo, KSVC Richfield (all Utah); KPOW Powell, Wyo.; KNEB Scottsbluff, Neb. and KYOU Greeley, Colo.

All farm group members employ full-time farm directors with each station originating its own specialized farm programming. Intermountain provides a number of daily network programs including livestock reports, weather reports and special service programming.

Edward Petry Co., representatives of Intermountain, will also act as representatives of Inter-Valley.

## EQUIPMENT & ENGINEERING

# Color tv system for theatres revealed

### NATIONAL GENERAL CORP. EXPECTED TO ANNOUNCE NEW GE EQUIPMENT

A new television receiving system which permits the projection of tv pictures onto theatre-size screens in color as well as black and white, in much the same way as movies on film are projected, has been perfected by General Electric Co. and is ready for practical use in theatres, **BROADCASTING** learned last week. It was also learned that GE has contracted to install this new equipment in about 100 of the motion picture theatres owned and operated by National General Corp.

The exact cost of the multi-theatre installations could not be learned last week, but it is expected to run into

several million dollars.

Reports that something of this nature was in the works have been persistent in Hollywood since Feb. 4, when Lucille Ball, president of Desilu Productions as well as its brightest star, told the Hollywood Ad Club that Eugene Klein, NGC president, had come to her with a plan to put "Wildcat," the show she had starred in on Broadway last year, into his theatres through closed circuit tv.

No confirmation has been forthcoming, either from NGC or GE, which was reported to be making the equipment to be used by NGC. At the NGC

annual stockholders' meeting in Hollywood Tuesday (Feb. 19), several questions about these stories were directed to Mr. Klein, who parried them all with the reply that the company expected to make a major announcement before the end of February and would not reveal its nature in advance.

Late last week, newsmen of the general and trade press received invitations to a news conference to be held this morning (Monday, Feb. 25) at 9:45 a.m. at the Waldorf Astoria, New York, under the joint auspices of General Electric and NGC. This would appear to bear out the reports of the tv pro-

jectors and their impending use by National General in many of the approximately 220 theatres it owns and operates in 16 western states.

**High-Power Light** ■ The GE projector is said to be similar to a standard motion picture projector in that it also uses a high-power light source and a system of lenses to direct the light beam which, in the case of motion pictures, passes through the film to produce an image on the screen. The GE tv projection system does not use conventional movie film, however, but a very thin transparent layer of a viscous control fluid. This control layer acts in much the same way as the phosphor face of a conventional tv receiving tube. An electron gun continuously scans the surface of the control layer. But instead of producing a picture directly on the layer, as it would on the face of the tv tube, the electron beam in the GE system causes the layer to control the light so as to project the picture onto the theatre screen.

The key to the new projection system was the development of this special control fluid, which is believed to be the result of research into thermoplastic recording in which GE scientists have been engaged for a number of years. A progress report was given in New York a little more than three years ago (BROADCASTING, Jan. 18, 1959), at which Dr. William E. Glenn of GE's research laboratory, inventor of the TPR system, demonstrated a laboratory model which recorded a tv sequence picked up off the air and played back via an 8 mm projector onto a screen. An observer described the quality of the projected image at that time as about on a par with "an early-history kinescope."

GE officials at the demonstration stressed the fact that the system was still in the experimental stage and called for further developmental work in the laboratory before it would be ready for commercial use. This developmental stage has been completed and a practical, workable system will be announced and perhaps demonstrated today, if BROADCASTING's information is correct.

At the time of the 1960 demonstration, the GE system of thermoplastic recording and playback was described as combining the processing speed of video-tape recording, permitting immediate playback, plus the storage capacity of photographic film. Like film and tape, the GE TPR system was said to be able to reproduce pictures in either monochrome or full color, but without requiring the processing of film. Like video-tape, the thermoplastic recording can be erased and re-used as desired.

Another key factor in the GE projection system for theatre television is the

### RCA ups prices 5%

Radio Corp. of America's Broadcast & Communications Products Div. has announced a price increase of approximately 5% in its line of major tv and radio equipment.

An RCA official reported that the increase was not across-the-board but did include items in each major product category, including amplifiers, am, fm and tv transmitters, studio cameras, audio and visual tape recorders and switching equipment.

Causes of the higher prices were said to be higher manufacturing costs and improvements in current-model equipment.

light valve projector. This new unit is understood to employ a novel light-gathering system which focuses the extremely high light output of an arc lamp into a dual-beam scanning system that transmits the picture virtually instantaneously upon reception of the tv signal through the viscous fluid and onto the theatre screen.

**No Comment** ■ Mr. Klein and other officials of National General Corp. last week would not even admit that they were considering the idea of tv projection installations in the NGC theatres,

let alone discuss the use they plan to make of this equipment. From Miss Ball's remark, however, it seems certain that the presentation of Broadway dramas and musical productions, done live and transmitted instantaneously to the screens of NGC theatres (hopefully packed with paying customers), is one type of closed circuit entertainment that has been contemplated by the theatre organization.

Prize fights and other major sports events will undoubtedly be among the closed circuit tv attractions by which NGC will attempt to augment its standard motion picture fare to attract attendance at its theatres. It is understood that a search has already begun for a top echelon executive in the tv programming field to head this phase of the NGC operation.

At last Tuesday's stockholders' meeting, President Klein's report covered the company's previously announced diversification program which has taken the theatre-based organization into such allied fields as vending machines for theatre lobbies and "nut 'n' cone shoppe" refreshment centers in quarters adjoining the theatres but available to passers-by as well as to theatre patrons, real estate and, most recently, the trailer field through acquisition of Mobile Rentals Corp.

Mobile Rentals Corp.'s president and board chairman, M. E. Hersch, and



**WAVE-TV**  
gives you  
**28.8% more SHOPPERS**

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

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

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

**LOUISVILLE, Channel 3**  
WFIE-TV, Evansville • WFRV (TV), Green Bay • WAVE Radio, Louisville  
All NBC, All Represented By THE KATZ AGENCY

Seymour F. Simon, attorney and president of the board of commissioners of Cook County, Ill., were added to the NGC board by vote of the stockholders, who also re-elected Mr. Klein; Irving H. Levin, executive vice president; Alan May, vice president and treasurer, and Robert W. Selig, vice president, to the NGC board, along with Lloyd Drexler, partner in Northern Illinois Steel Co.; Jack M. Ostrow, attorney and CPA, and Edward Patterson, associate of Allen & Co., New York investment bankers.

## RCA develops new high frequency tube

A new electron tube whose amplification potential is 30 times that of a regular tv transmitter tube has been developed for use near frequencies of infrared light.

The beam-plasma tube was developed by RCA under the sponsorship of the U. S. Air Force. It uses the interaction of a pulsating electron beam and ionized cesium gas or plasma to amplify radio signals that oscillate up to 23 billion times per second. The top tv channel, ch. 83, occupies a band between 884 mc and 890 mc.

Although amplifier tubes for the millimeter-wave region of the spectrum are not new, the use of plasma for amplification permits the tube to be larger, more rugged, capable of handling larger powers and of operating continuously over longer periods without damage, according to Dr. James Hillier, RCA Labs. vice president. He added that when perfected such tubes could become the basis for new communications, radar and control systems which would operate at frequencies well above the present microwave ceiling.

## 50% of radio-tv sets receive fm stereo

Almost half of all radio-tv and radio-phonograph combinations produced in 1962 were capable of receiving fm stereo broadcasting, the Electronic Industries Assn. reported last week.

In the radio-tv combination field, 162,208 of the 296,816 total manufactured last year, or 54.65%, had an fm stereo capability. Among the 1,380,569 radio-phonograph combinations made last year, 43.85% or 605,331, were capable of receiving fm stereo.

The figures are based on a special report issued by EIA's marketing services department.

No figures are available for radio-only receivers, it was said at the manufacturers trade association.

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Bantle

**Louis F. Bantle**, who joined U. S. Tobacco Co., New York, in November 1962 to direct 1963 newspaper and tv advertising program, appointed to newly formed advertising position of advertising manager of company's two food divisions, Circus Foods and Lummis & Co. Circus manufactures canned and packaged nut products in San Francisco, and Lummis also processes its own nut product line in Philadelphia. Mr. Bantle was formerly account executive at Donahue & Coe, New York.

**Robert J. Murphy** elected vp of Dennis, Parsons & Cook, Jacksonville, Fla., advertising agency. Mr. Murphy will continue in his capacity as director of agency's pr division.

**William J. Kennedy**, formerly a media director and manager of media department of Ted Bates & Co., New York, named executive director of Bates' new "planning committee" that will direct operations of newly organized media and program department (WEEK'S HEADLINERS, Feb. 18). Richard A. R. Pinkham, senior vp in charge of media and programs, heads planning committee as chairman.

**Peter Finney**, founder and former president of Southern Adv., Miami,

Fla., and more recently head of Peter Finney & Co., that city, joins Dennis, Parsons & Cook, Jacksonville, Fla., advertising agency, as vp.

**William P. Reilly** named manager of San Francisco office of Young & Rubicam, replacing **George B. Richardson**, who has resigned effective April 1. Mr. Reilly joined Y&R in 1953 after 16 years of advertising and selling with Standard Brands Inc. He was placed in charge of merchandising in San Francisco in 1957 and following year elected vp. In 1959, Mr. Reilly joined agency's contact department as account supervisor.

**John P. Street**, executive vp of Hart-Conway Co., Rochester, N. Y., advertising agency, elected president, succeeding **H. Lyman Hart**, president of company since it was founded in 1924, who becomes board chairman. **John M. Nixon** and **E. Ward Phillips** were re-elected vps; **James V. Mannhardt**, secretary; and **Ann Louise Kearns**, comptroller.



Mr. Street

**Genevieve Hazzard**, in charge of women's program on Chevrolet Motor Div. advertising account at Campbell-Ewald Co., Detroit, elected vp. Miss Hazzard, who joined C-E in 1950, is first woman vp in 50-year history of agency. Other new C-E vps: **Stoffer J. Rozema**, who has been secretary, will assume new duties as vp-administration; **James O. Beavers**, of radio-tv Chevrolet programming; **Jeremiah M. Moynihan**, assistant media director; and **Walter S. McLean**, supervisor on agency's

Rockwell-Standard Corp. account. At same time, **Edward M. Talbert** was named secretary-treasurer, and **David R. Platt** made assistant treasurer and comptroller.

**Charles J. Leibold**, copy group head at Geyer, Morey, Ballard, New York, elected vp. Mr. Leibold joined Geyer in service, production and traffic, and left to join Sherman & Marquette in 1945 as assistant production manager. He went to Morse International in 1948 as copywriter and returned to Geyer in 1953.



Mr. Leibold

**George Finnegan**, former general manager of WTVH-TV Peoria, Ill., and vp of parent Metromedia Inc., and more recently with KFDA-TV Amarillo, Tex., appointed account executive and assistant general manager of Advertising Inc., Amarillo.



Mr. Hancock

**John T. Hancock**, former marketing services manager for North American division of Air France, joins Foote, Cone & Belding, New York, as senior account executive on Trans World Airlines domestic account. Mr. Hancock served with Young & Rubicam and United Air Lines prior to joining Air France.

**John Earle Loog**, independent tv and motion picture producer, appointed na-

tional advertising manager of Proctor-Silex Corp. (electrical appliances and glassware), Philadelphia. Prior to becoming producer, Mr. Loog was head of broadcast advertising for RCA Sales Corp. and national advertising manager of RCA Victor Television Div.

**Frank J. Gale**, former advertising and promotion manager of Kroger Co., Peoria, Ill., joins N. W. Ayer & Son, Philadelphia, as account executive. **Jack D. Bozarth**, formerly with Sports Network Inc., New York, joins Ayer's Philadelphia office as account representative.

**Edward D. Glass**, former new products director for Personal Products Corp., Milltown, N. J., joins Fuller & Smith & Ross, New York, as account executive. **Phillip Filhaber**, manager of creative services for F&S&R, Pittsburgh, joins firm's New York office as business manager of creative services.

**Peter A. Berla**, media supervisor at Ogilvy, Benson & Mather since 1959, joins Carl Ally Inc., advertising agency, that city, in same capacity. At OB&M, Mr. Berla was supervisor on such accounts as General Foods, Bristol-Myers, Sears Roebuck, among others. He also was formerly media buyer at Benton & Bowles, New York.



Mr. Berla

**Robert F. Finnegan**, media and research director of The Bresnick Co., Boston advertising agency, elected vp. Mr. Finnegan joined Bresnick in 1959 from General Electric Co.

**Joe Woods**, former supervisor on Caterpillar account at N. W. Ayer & Son, Chicago, joins Foote, Cone & Beld-

ing, that city, as executive on new International Harvester account. **Larry Harris**, formerly with Meldrum & Fewsmith, Detroit, joins FC&B as copy group supervisor on IH account. FC&B also adds to IH account copywriters **R. D. Atkins**, formerly with FC&B in San Francisco; **Scott Smith**, previously with Meldrum & Fewsmith, Detroit, and **John Ward**, formerly with Leo Burnett Co., Chicago. **Catherine Thiel**, formerly with Daniel J. Edelman & Assoc., joins FC&B as copywriter on Kimberly-Clark educational activities.

**Wallace Lepkin**, former director of research and marketing supervisor of MacManus, John & Adams, New York, joins Foote, Cone & Belding, that city, as research department manager. Mr. Lepkin has also served as director of research and member for plans board of Erwin Wasey, Ruthrauff & Ryan, New York.

**Charles Fryer**, **Edward Gellert** and **Donald Marshman** named account supervisors at Young & Rubicam, New York. Mr. Fryer joined Y&R in research department in 1953, and was named account executive in 1961. Mr. Gellert came to agency as account executive in 1959, from Compton. Mr. Marshman was vp for advertising and promotion at Warner Bros. Co. of Bridgeport, Conn., before he joined Y&R in 1961.

**Don Lawrence** joins creative staff of Hill, Rogers, Mason & Scott, Chicago, as tv director and producer.

**William H. Lyman**, copywriter with Leo Burnett Co., Chicago, since 1957, promoted to copy supervisor. Before joining agency, Mr. Lyman was with advertising department of Kraft Foods.

**J. Fred Hedding Jr.**, formerly with Foote, Cone & Belding, New York, Vic Maitland & Assoc. and Lando Adv. Agency, named copywriter in Pittsburgh office of Fuller & Smith & Ross.

**Robert R. Schroeder**, director of pr services, promoted to pr director of Griswold-Eshleman Co., Cleveland-based advertising, pr and publicity firm.

**Harold B. Rorke**, director of broadcast programming for J. Walter Thompson Co., Chicago, resigns to become editor of *Good Taste* magazine, Los Angeles.

**Edward J. Mitchell**, creative consultant, joins Geyer, Morey, Ballard, Los Angeles, as art director.

**Ronald H. Beights** joins creative art staff of Frank Block Assoc., St. Louis advertising agency.

**Bill A. Dunagan**, member of sales staff of KLIF-FM Dallas, joins Wright, Allen & Ryan Adv., that city.

# TRENDEX ASKED:\*

Which station comes closest to playing the music you like?

# WASHINGTON ANSWERED:

WWDC.....	18.4%
Station A.....	12.6%
Station B.....	12.5%
Station C.....	9.5%
Station D.....	8.4%
Station E.....	7.6%

\*Based on completed interviews in 2,598 homes, Sept. 9 to 20, 1962. Additional demographic material available. Contact WWDC or your John Blair man.

# WWDC RADIO

WASHINGTON, D. C.  
represented nationally by John Blair Co.

**"INSURED AGAINST EVERYTHING."**  
YES? Check on the chance that somebody "out there" will accuse you of

**LIBEL  
SLANDER  
INVASION OF PRIVACY  
PIRACY, VIOLATION OF  
COPYRIGHT.**

For these and related hazards you need our **EXCESS POLICY** to hold your loss upon any claim to whatever figure you choose to carry yourself — **INSURANCE** to cover the excess.

**WE ORIGINATED THIS  
SPECIAL COVER  
AND IT IS USED NATION-WIDE  
and is SATISFACTORY  
AND INEXPENSIVE.**  
Write for details and rates.

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**\$1.11** an hour **STAFFS YOUR STATION** with **IGM SIMPLIMATION**

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder. "The Sound of Money." **IGM SIMPLIMATION**. P. O. Box 943, Bellingham, Washington.

## THE MEDIA



Mr. Bercovici



Mr. Newi

**George H. Newi**, director of daytime programming for McCann-Erickson, New York, joins ABC-TV, that city, as assistant daytime sales manager, effective today (Feb. 25). **Julian Bercovici**, executive producer at ABC-TV, appointed director of daytime tv programming. Mr. Newi joined M-E in 1959 as director of new program development. He has also served as media timebuyer for Compton Adv. Mr. Bercovici, prior to joining ABC, was manager of nighttime programs for NBC-TV. Earlier, he was studio manager with CBS, New York.



Mr. Scribner

**Dave G. Scribner** named president of KITE Broadcasting Co. (KITE San Antonio, Tex.), upon approval of transfer by FCC Feb. 20 of KITE's license from Townsend Growth Fund Inc. to Trigg-Vaughn organization. Mr. Scribner will also retain his position as vp in charge of four Trigg-Vaughn radio stations. **Hal Davis**, former general manager of KORL Honolulu, Hawaii, named general manager of KROD El Paso, Tex. **Paul Allen**, KROD program director, appointed national program director for Trigg-Vaughn radio chain, with headquarters in San Antonio. Trigg-Vaughn Stations are KVII-TV Amarillo, KOSA-AM-TV Odessa, KROD-AM-TV El Paso, KITE San Antonio, all Texas, and KRNO San Bernardino, Calif.

### Oklahomans elect officers

**William S. Morgan**, general manager of KNOR Norman, elected president of Oklahoma Broadcasters Assn., succeeding **Ran Van Hooser**, president-general manager of KNED McAlester. Other newly elected OBA officers: **C. Hewel Jones**, KJEM Oklahoma City, vp; **Lee Allan Smith**, WKY Oklahoma City, secretary-treasurer. Elected to board for three-year terms were **Jack Sampson** of KOMA Oklahoma City and **Tom Reddell** of KSWO Lawton.

**Richard Kersting**, assistant manager of KEST Boise, Idaho, promoted to manager, succeeding **Lee Norton**, who assumes position of operations manager of KAPT Salem, Ore. **Phil Holman** and **Frank Pennock** appointed sales manager and program director, respectively, of KSHA Medford, Ore. **Dolph Janes**, for 22 years with KORE Eugene, Ore., joins KATR, that city, as news director. Pacific Adult Radio Stations are KAPT Salem, KATR Eugene, and KSHA Medford, all Oregon, and KEST Boise, Idaho.



Mr. Jacobson

**Richard N. Jacobson**, assistant general sales manager of WOR-TV New York, named sales manager for ch. 9 outlet, reporting to **Burt Lambert**, vp and director of sales. **William McNicol Jr.**, assistant sales manager of WOR-AM-FM, named sales manager of radio outlets. Mr. Jacobson, prior to joining WOR-TV, served as national sales manager of KHJ-TV Los Angeles. Both stations are owned by RKO General Inc.

**Earl Morgenroth**, sales manager of KGVO Missoula, Mont., promoted to

assistant manager-operating director.

**Benjamin F. Mayo**, station manager of WGAC Augusta, Ga., elected vp of Twin States Broadcasting Co., owner and operator of station.

**Saul Haas**, president of Queen City Broadcasting Co. (KIRO-AM-FM-TV Seattle, Wash.), and **Frank G. Wange-man**, executive vp of international Hilton hotel chain and general manager of Waldorf-Astoria Hotel, New York, elected to board of directors of International Educational Broadcasting Corp., operators of WRUL Scituate, Mass. **Robert W. Barker**, partner of Washington, D. C., law firm of Wilkinson, Cragun & Barker, was elected vp and assistant secretary-treasurer.



Mr. Pfeiffer

**John Pfeiffer**, formerly with Moloney, Regan & Schmitt, newspaper representatives, as account executive in firm's New York, San Francisco and Chicago offices for eight years, appointed marketing manager for central division of Edward Petry & Co., Chicago. Working for both radio and tv departments, Mr. Pfeiffer will help provide direct line of communication between Petry-represented stations and their clients.

**Robert Bennett** and **Charles Young** elected vps of Times Mirror Broadcasting Co., licensee of KTTV (TV) Los Angeles. Mr. Bennett, local sales manager for past four years, is now vp in charge of local sales, and Mr. Young, national sales manager also for four years, becomes vp in charge of national sales. Metromedia Inc. recently purchased KTTV from Times Mirror Co. (BROADCASTING, Jan. 14, 21), subject to FCC approval.

**Donald L. Phinney**, formerly with WSEE-TV Erie, Pa., joins sales department of WGR-TV Buffalo, N. Y.



Mr. Samuels

**Perry S. Samuels**, general manager of WPTR Albany, N. Y., elected vp and member of board of directors of Patroon Broadcasting Co., owner and operator of station.

**Robert E. Hagan**, member of sales staff of KYW-TV Cleveland, promoted to sales position with Westinghouse Broadcasting Co. national representatives office, Television Advertising Representatives, in Chicago.

**Jack Bray**, formerly with Metro Broadcast Sales, joins radio sales staff of The Katz Agency, New York.

**Alan Barrows**, former timebuyer with J. Walter Thompson Co., New York,

*More than a decade of Constructive Service  
to Broadcasters and the Broadcasting Industry*

**HOWARD E. STARK**

*Brokers—Consultants*

50 EAST 58TH STREET

NEW YORK, N. Y.

ELDORADO 5-0405

named to new position of sales development representative for WFAA-TV Dallas-Fort Worth, Tex. Mr. Barrows will be responsible for directing station's marketing and research activities.

**Ralph M. Hansen**, assistant general manager of KTVI (TV) St. Louis, elected to board of directors of Signal Hill Telecasting Corp., owner and operator of ch. 2 outlet. Mr. Hansen, who has served in his present capacity since March 1962, was formerly with KSD St. Louis, WHAS-TV Louisville, KYW-AM-TV Cleveland, and WJBK-TV Detroit.



Mr. Hansen

**Paul Wischmeyer**, formerly in sales post at KMOX-TV St. Louis, joins Peters, Griffin, Woodward, that city, as tv account executive.

**Herb Davis**, air personality and host of *The Herb Davis Show* on WAVA-AM-FM Arlington, Va., assumes added duties as vp in charge of programming.

**Scott Bishop** appointed program director of WCKR, WIOD-FM Miami.

**Richard M. Brescia**, former station manager of WDEW Westfield, Mass., joins Mutual Broadcasting System as station relations representative.



Mr. Kaelin

**Raymond R. Kaelin**, former account executive at Peters, Griffin, Woodward, New York, joins new radio-tv representative firm of Vic Piano Assoc., that city, as vp. Mr. Kaelin previously served as account executive with Advertising Time Sales and held sales and marketing posts with Scott Paper Co., Chilton Co. and Container Corp. of America.

**Bonnie Ann Gardner**, formerly with KGMI Bellingham, Wash., joins KPUG, that city, as operations director.

**Robert M. Williams**, former account executive with CBS Television Sales, joins Television Advertising Representatives, New York, in sales department. Prior to serving with CBS Television Sales, Mr. Williams was on staff of CBS-TV Spot Sales.

**G. Jackson Burney Jr.**, research manager for Jefferson Standard Broadcasting Corp. [WBT-AM-FM and WBT (TV) Charlotte, N. C., and WBT (TV) Florence, S. C.], resigns to become manager of newly established research department of Charlotte Chamber of Commerce. **J. Robert Covington**, vp of research-promotion for Jefferson Standard Broadcasting, elected to

board of directors of Charlotte Chamber of Commerce. **Frank Bateman**, technical operations manager of WBTV, elected president of Charlotte Engineers Club. **Chris Smith**, formerly with WAYS Charlotte, joins WBTV's sales department as sales assistant.

**Ken Gaughran** resigns as dj-program director of WWCO-AM-FM Waterbury, Conn., to join announcing staff of WVOX-AM-FM New Rochelle, N. Y., effective March 4. Ken Gaughran Productions, an independent firm which originated and produces *Miss America Pageant Reports* and *Today's the Day*, will announce shortly new address in New Rochelle, but also maintains its current Waterbury address until end of year.

**James H. Topmiller** appointed sales director of WHAS Louisville, Ky., replacing **John M. Fouts**, who resigned to become Detroit manager of Henry I. Christal Co., national radio sales representatives, effective end of March. Mr. Topmiller has been with WHAS sales since 1953, and prior to that was commercial manager of WKCT Bowling Green, Ky. Mr. Fouts succeeds **Joseph R. Spadea**, who resigned fortnight ago to join Detroit office of Meredith Publishing Co. as manager.



Mr. Topmiller

**Gary Waller**, promotion manager of KCOP (TV) Los Angeles, promoted to program director, succeeding **Bob Guy**, who resigned to join Storer Broadcasting Co. as program development manager for five Storer tv stations: WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, WJW-TV Cleveland, and WITI-TV Milwaukee.

**Murphy Martin**, formerly of WFAA-TV Dallas, joins ABC-TV as anchorman of *ABC News Final*. **Bill Shadel**, news editor and editor of program since 1961, has been assigned to ABC's

Washington news bureau as senior correspondent.

**Ben Tipton 3rd** joins staff of KBYE Oklahoma City as host of gospel and spiritual music programs twice daily, and rhythm and blues show.

**Bob Patt**, manager of promotion and advertising for WNBC-AM-FM-TV New York, joins Blair Television, that city, as sales promotion and marketing director. **Dick Gideon**, former assistant director of research in charge of broadcast media at Young & Rubicam, joins Blair Tv as manager of research.



Mr. Patt

**John P. Twaddle** named program director of WHYI-TV (educational ch. 35) Philadelphia.

**Dick Lawrence** named operations-program manager of WFLA-AM-FM Tampa, Fla.

**Sylvie Saint Clair** joins personality staff of WCAU-AM-FM Philadelphia as hostess of *Sylvie by Night* program, 9 p.m.-1 a.m., EST, Mon.-Fri.



Mr. Winther

**Donn E. Winther**, advertising and sales promotion manager of WBZ-TV Boston, promoted to assistant sales manager of Westinghouse Broadcasting outlet, replacing **Ted Wrobel**, who resigned. Mr. Winther is succeeded by **Robert Hudson**, WBZ-TV's assistant advertising and sales promotion manager. **George Gaglini**, general services supervisor, transfers to advertising and sales promotion department as assistant. **Thomas Larson**, with Technical Operations, Burlington, Mass., research firm, succeeds Mr. Gaglini as general services supervisor.

**Dan Blume** joins staff of WBMI

United Press International  
 Facsimile Newspictures and  
 United Press Movietone Newsfilm  
 Build Ratings

(FM) Meriden, Conn., as host of *Jazz on the Mountain* program.

**Walter Kingston**, head of tv-radio division of UCLA's Department of Theatre Arts, resumes duties as host of *Musical Milestones and Crossroads* of evening music broadcasts on KFAC Los Angeles, following eight-month leave of absence to serve United Nations in Israel.



Mr. McKinsey

**W. Robert McKinsey**, general manager of WHAM Rochester, N. Y., resigns to become station manager of KBAT San Antonio, Tex. Prior to joining WHAM, Mr. McKinsey served as operations manager of WBAL-AM-FM-TV Baltimore.

**Jim Ameche**, veteran radio personality, signs with WHN New York to conduct Monday through Friday program, 9 a.m.-2 p.m., starting March 4. Mr. Ameche moves from KGBS Los Angeles, which like WHN, is Storer Broadcasting-owned radio station.

**Mike Bradley** named news director of KMEQ and KQAL-FM Omaha. Both stations are owned by National Weekly Inc.

**Jon Poston**, formerly with news staff of KFEQ St. Joseph, Mo., named news director of KTIV (TV) Sioux City, Iowa, succeeding **David Schoumacher**, who resigned.

**King Elliott**, WSB-AM-FM Atlanta newsman, promoted to news director, replacing **Aubrey Morris**, who resigns effective March 1 to become public information director of Fulton County Commission.

**Fernando Traversari**, noted matador, joins KMEX-TV Los Angeles as live commentator for station's Sunday night bull fights.

**Harold Woolley**, sales director of KCPX-TV Salt Lake City for past eight years and associated with station for 13 years, promoted to assistant general manager. Mr. Woolley will continue to serve as director of sales for KCPX-TV along with his new assignment of duties.



Mr. Woolley

**Bob Victor** named news director of WZOO Spartanburg, S. C. **John Cashion**, **Jerry Martin**, **Perry Woods** and **D. Van Hardin** join WZOO as air personalities.

**Robert Kleiman**, Paris bureau chief for CBS News, resigns to join editorial

## Broadcast editorializing

**Dick Mendenhall**, editorial director of WSB-AM-FM-TV Atlanta, named chairman of first national Broadcast Editorial Workshop, co-sponsored by U. of Georgia and Georgia Assn. of Broadcasters and scheduled for July 25-27 in Athens.

According to Mr. Mendenhall, purpose of institute is to bring those persons involved in broadcast editorializing on local level together to discuss editorial techniques.

Tentative plans call for sessions in investigation and research, editorial presentation and production, handling public reaction, allowing airing of opposing views and legal ramifications.

**Ralph Renick**, vp in charge of news for WTVJ (TV) Miami, was appointed chairman of BEW planning committee. Other committee members are **Dick Cheverton**, news director of WOOD-AM-FM-TV Grand Rapids, Mich.; **Byron Cowan**, general manager of WSAC Fort Knox, Ky., and **Dale Clark**, news and public affairs director of WAGA-TV Atlanta.

board of *New York Times*. Mr. Kleiman will terminate CBS News projects in Paris, and return to New York.

**Sigmund Smith**, one-time sports director of WGR Buffalo, KOGO-TV and XETV (TV) San Diego, joins staff of San Diego Congressman Lionel Van Deerlin as administrative assistant in Washington.

**Robert C. Miller**, director of news and sports for WOHI-AM-FM East Liverpool, Ohio, joins staff of WMRN-AM-FM Marion, Ohio.

**Charles Price**, former news reporter with WMAZ-AM-TV Macon, Ga., joins WFGA-TV Jacksonville, Fla., as news editor.

**Gene Baker** joins announcing staff of KCPX-AM-FM Salt Lake City.

**Bill Fannin** and **Ted Lawrence** join KXOL-FM Fort Worth as music hosts.

**Lee Peer** joins KGW Portland, Ore., as air personality.

**Ben Grauer**, commentator with NBC, appointed chairman of broadcasting committee for Salvation Army's 1963 appeal.

**Al Jarvis**, veteran disc jockey at KFWB Los Angeles, joins KEZY Anaheim, Calif., both as air personality,

conducting his *Make Believe Ballroom* from 10 a.m. to 1 p.m. daily, and as member of KEZY management team.

**Daniel L. Taylor**, manager of on-air production, Hollywood, CBS-TV, appointed manager of station promotion. **Gerald Taylor**, who joined CBS-TV promotion staff in 1956 and is manager of on-air production in New York, succeeds Daniel Taylor.

**Keith Davidson**, former writer-producer for Canadian Broadcasting Corp.'s tv network in Toronto, joins news staff of WTVJ (TV) Miami, Fla., as reporter and cameraman.

**Thomas Martin**, newsman who from 1956 to 1960 served as Southwest bureau chief for *Time*, *Life* and *Fortune*, joins KFDA-TV Amarillo, Tex., as editorial director.

**Bob Gallagher**, newsman, named full-time state house reporter for WEEI-AM-FM Boston.

**Sterling W. Wright**, program director of WSOC-TV Charlotte, N. C., named client relations director.

**Pat Williams**, food publicist formerly with J. Walter Thompson Co., Chicago, appointed promotion and public relations director of WCKY Cincinnati, replacing **Vicki Pigeon**, who resigned. Mrs. Williams will also have five-minute women's program on station every Mon.-Fri. called *News for Women*.

## PROGRAMMING



Mr. Davis

**Martin Davis**, director of advertising and publicity for Paramount Pictures, New York, elected vp of Paramount Film Distributing Corp. His jurisdiction includes all Paramount television activities and International Telemeter Co. Prior to joining Paramount in 1958, Mr. Davis was eastern director of advertising and publicity for Allied Artists Corp.

**Marvin A. Kempner**, 15-year veteran of broadcast programming, elected executive vp in charge of sales and station relations of Mark Century Inc., New York, new radio programming service. **Ev Wren**, producer of tv and radio commercials in far west and former radio-tv programming consultant, appointed production head of firm. Mr. Kempner formerly had executive position with Richard A. Ullman Inc., New York.

**David I. Kelmenson**, producer and director of tv commercials at Robert H. Klaeger Assoc., New York, where he was associate and senior vp, resigns to form his own production company. New firm, Kelmenson Productions Inc.,



## VOA's Loomis cited

Henry Loomis, director of Voice of America of U. S. Information Agency, was given agency's highest award.

The Distinguished Service Award was presented to Mr. Loomis by Edward R. Murrow, agency director, during ceremonies dedicating 4.8 megawatt Voice of America transmitter installation at Greenville, N. C. (BROADCASTING, Feb. 18).

Citation reads: "For distinguished service, inspiring dedication to duty, and especially for his demonstration of remarkable foresight, knowledge and outstanding leadership in making the Voice of America a more effective instrument of national policy."

is expected to concern itself solely with production of tv commercials. It's located at 75 W. 45th St., New York. Robert Drucker, vp in charge of Klæger's west coast company, resigns also to join Don Fedderson Commercial Productions, Hollywood, as vp. Mr. Drucker, veteran tv commercial production executive, was formerly executive producer of MGM's tv commercial and industrial-film department. Robert P. Chenault, who joined DFCP last year, elected vp and studio production manager. Peck Prior, DFCP vice president, resigns.

Thomas N. Ryan, former food merchandising manager of *Better Homes and Gardens*, joins sales force of ABC Films, New York.



Mr. Pfister

Edward J. Pfister, writer in public information department of National Educational Television & Radio Center, New York, named to newly created post of information services chief.

Dick Wasson has resigned from new products division of Revue Studios to join Filmways Tv Productions as writer-producer-director. His first assignment is to assist Paul Henning in writing scripts for *The Beverly Hillbillies*. Mr. Wasson had previously received co-writer credit with Mr. Henning when latter was producing *Bob Cummings Show*.

Merrill F. Sproul Jr., formerly senior director at Alexander Film Co., Colorado Springs, Colo., joins Producing Artists Inc., New York, as director.

Charles Adams, tv director and pro-

ducer, joins ATU Productions, New York, as producer of tv commercials and feature films.

## EQUIPMENT & ENGINEERING

Robert B. Sampson, administrator for distributor finances at RCA, New York, appointed to newly created position of head of market development activity for distributor products of electron tube division in Harrison, N. J. Herbert Taber, administrator for marketing development at RCA, named manager of marketing research for electron tube division.

Bernard Wise, founder and former president of ITA Electronics Corp., Philadelphia, has formed new electronics firm, CCA Electronics Corp., Yeadon, Pa., which will specialize in "advanced-design broadcast and communications transmitters for world-wide distribution." Mr. Wise stated that arrangements for marketing his equipment internationally had been concluded with Telesco International, New York. Sales to U. S. broadcasters and to government are expected to be handled by staff engineers



Mr. Wise

and manufacturers representatives.

Warren B. Hayes, president of TRW Electronics Inc., El Segundo, Calif., resigns to become president and chief executive officer of Fansteel Metallurgical Corp., North Chicago, Ill.

John S. Kane, assistant director of operations for International Resistance Co., Philadelphia, elected vp of Reeves Soundcraft Corp., New York, and general manager of firm's magnetic tape division in Danbury, Conn. He succeeds Frank B. Rogers Jr., executive vp, who resigns effective March 9, but will continue as consultant to company. Mr. Kane is former vp and general manager of PCA Electronics, Sepulveda, Calif.



Mr. Kane

Paul W. Wheaton elected vp of Noble-Oak Ltd., Japan-based tv tuner producer which is jointly owned by Oak Manufacturing Co., Crystal Lake, Ill., and Teikoku Tsushin Ltd., Tokyo. Mr. Wheaton who has been with Oak for 22 years, will continue as product manager of tv tuners for Oak Manufacturing in Crystal Lake.

Richard C. Wells, former engineer at

*Return to Elegance*  
WITH HERNANDO COURTRIGHT

The discriminating traveler will find at the newly cosmopolitan Beverly Wilshire Hotel all the concepts of gracious hospitality for which Hernando Courtright is famous: impeccable, personalized service, splendid surroundings, and above all, cuisine par excellence. Classic elegance is the heart of the Beverly Wilshire—amplified by subtle luxury and unparalleled attention to your comfort and privacy. Make your next visit to Los Angeles verily a return to elegance at the Beverly Wilshire—in the heart of fashionable Beverly Hills, where every conceivable convenience is at hand or in strolling distance.

HERNANDO COURTRIGHT'S  
*Beverly Wilshire Hotel*  
BEVERLY HILLS, CALIFORNIA

BS, New York, joins engineering staff of Bell Television, that city.

**Robert B. Franklin**, industrial relations manager for Sylvania Electric Products' lighting products division in Salem, Mass., appointed director of procurement and facilities services for company, with headquarters in New York. He succeeds **David K. Elwell**, who recently was named director of new product planning. Mr. Franklin joined Sylvania in 1942.



Mr. Franklin

**Harold C. Hopkins**, executive copy editor of BROADCASTING Magazine, named manager of Electronic Industries Assn.'s office of information, succeeding **William S. Hepner Jr.**, who was promoted to managerial position in association's marketing services department. Mr. Hopkins had been with BROADCASTING since April 1952.

### ALLIED FIELDS

**Richard DuMont**, former producer-director with ABC in Chicago, named director of American Medical Assn.'s department of radio, tv and motion pictures.

**Byron E. Harrison**, assistant chief for domestic radio facilities of FCC's Common Carrier Bureau, becomes associate in Washington communications law firm of John E. Mildren, Munsey Bldg.

**Mary Ann Safely**, former research project director at Compton Adv., Chicago, joins Research Guild, that city, as study director.

### INTERNATIONAL

**Leonard J. Starmer**, supervisor of variety programming for Canadian Broadcasting Corp., appointed manager of CBLT (TV) Toronto, succeeding **John Lant**, who becomes CBC-TV news director. Mr. Lant replaces **Larry Duffy**, who has moved to London, England, as CBC news supervisor there.



Mr. Starmer

**William E. Knox**, president of Westinghouse Electric International Co., New York, elected chairman. **Jose de Cubas**, executive vp, succeeds Mr. Knox as president. Mr. Knox joined Westinghouse in 1922. He was elected vp in 1944 and president in 1946. Mr. de Cubas, who joined Westinghouse

International in 1940, served as executive vp for past seven years.

### DEATHS

**Charles T. DeVois**, 44, vp and general manager of WMPS-AM-FM Memphis, Tenn., died Feb. 3 at Thayer Veterans Hospital near Nashville. Mr. DeVois, former general manager of WROL (now WATE) Knoxville and part-owner of WCBR (now WLOK) Memphis, joined WMPS in 1950.

**Morton Wishengrad**, 49, radio and tv writer and playwright, died Feb. 13 of heart attack at his home in New York City. Mr. Wishengrad contributed over 150 radio and tv scripts to NBC's *Eternal Light* series during past 18 years. In 1948, he won Peabody Award for radio script "Communism, U. S. Brand." One of his radio plays, "Lizzie and the Whiskers," was basis for his Broadway play, "The Rope Dancers," produced in 1957.

**Leon Schinkten**, 55, engineer with WGN Chicago since 1943, died at his home Feb. 16 following heart attack.

**Mrs. Grace V. Sullivan**, 35, corporate secretary of Official Films Inc., New York, died Feb. 18 in that city after long illness. Mrs. Sullivan served Official Films for 11 years in various executive capacities.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Feb. 14 through Feb. 20 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—

local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*—educational. Ann.—Announced.

#### New tv stations

##### ACTION BY FCC

Santa Fe, N. M.—New Mexico Bestg. Inc. Granted cp for new tv on vhf ch. 2 (54-60 mc); ERP 3.68 kw vis., 1.84 kw aur. Ant. height above average terrain 3,317 ft., above ground 139 ft. P. O. address Box 1,294, Albuquerque, N. M. Estimated construction cost \$251,500; first year operating cost \$21,000; revenue \$22,000. Studio location Santa Fe, ant. location Lake Peak (rural area).

Geographic coordinates 35° 47' 46" N. Lat., 105° 46' 15" W. Long. Type trans. RCA TT-2BL, type ant. RCA TF-2BL. Legal counsel Dempsey & Koplovitz, Washington, D. C.; engineering consultant A. Earl Cullum Jr., Dallas, Tex. Principals: A. R. Hebenstreit (61%), S. P. Vidal (11%) and others. Applicant also owns KGGM-AM-TV Albuquerque and KVSF Santa Fe. Initial decision looking toward grant became effective Feb. 18. Ann. Feb. 20.

##### APPLICATIONS

Anderson, Ind.—Bill J. Wheat. Uhf ch. 26 (542-548 mc); ERP 17.5 kw vis., 9.44 kw aur. Ant. height above average terrain 500 ft., above ground 534 ft. P. O. address Box 2026, Anderson. Estimated construction cost \$25,000; first year operating cost \$85,000; revenue \$70,000. Studio and trans. locations both Anderson. Geographic coordinates 40° 03' 42" N. Lat., 85° 42' 33" W. Long. Type trans. RCA TTU-1B, type ant. RCA TFU-24DL. Mr. Wheat, sole owner, is mgr. of bowling alley. Ann. Feb. 19.

\*Duluth, Minn.—Duluth-Superior Area Educational Tv Corp. Vhf ch. 8 (180-186 mc); ERP 316 kw vis., 159 kw aur. Ant. height above average terrain 922 ft., above ground 805 ft. P. O. address c/o George A. Beck, president, Central High School, Duluth 2. Estimated construction cost \$340,000; first year operating cost \$50,000; revenue \$50,000. Studio location Superior, Wis.; trans. location Duluth. Geographic coordinates 46° 47' 21" N. Lat., 92° 06' 51" W. Long. Type trans. Standard Electronic AH-634; type ant. Alford 1046P. Legal counsel Fly, Shuebruk, Blume & Gaguine, New York, N. Y.; consulting engineer George Carlson, Duluth. Principals: board of trustees. Ann. Feb. 14.

Vernal, Utah—Western Slope Bestg. Inc. Vhf ch. 3 (60-66 mc); ERP 1.5 kw vis., .75 kw aur. Ant. height above average terrain 2,282 ft., above ground 155 ft. P. O. address Box 270, Grand Junction, Colo. Estimated construction cost \$58,850; first year operating cost \$20,137; no estimated revenues.

## EDWIN TORNBERG

### & COMPANY, INC.

**Negotiators For The Purchase And Sale Of  
Radio And TV Stations  
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Geographic coordinates 40° 21' 14.92" N. Lat., 109° 09' 37.19" W. Long. Studio and trans. locations both 2 miles ESE of Vernal. Type trans. Gates BT-500CL, RCA TF-3EL. Principals: Rex G. Howell (73.9%), Laura Howell (12.3%), Ruth G. Hendrick (7.2%) and Marlene J. Hoskin (6.6%). Western Slope owns KREX-AM-FM-TV Grand Junction, Colo., and 51% of KREY-TV Montrose, Colo. Mr. Howell is half-owner of KGLN Glenwood Springs, Colo. Ann. Feb. 20.

## Existing tv stations

### CALL LETTERS ASSIGNED

**WAAY-TV** Huntsville, Ala.—Smith Bcstg. Inc.  
**WHNT-TV** Huntsville, Ala.—North Alabama Bcstrs. Inc.  
**KIIX (TV)** Los Angeles, Calif.—Central Bcstg. Corp. of California changed from KBIC-TV.  
**KFOG-TV** San Francisco, Calif.—Kaiser Industries Corp. Changed from KFOG (TV).  
**KCTO (TV)** Denver, Colo.—Gotham Bcstg. Corp. Changed from KTVR (TV).  
**WFTV (TV)** Orlando, Fla.—Mid-Florida TV Corp. Changed from WLOF-TV.  
\***WMEB-TV** Orono, Me.—U. of Maine.

### APPLICATION

**WIBF-TV** Jenkintown, Pa.—Mod. of cp (which authorized new tv) to change station location from Jenkintown to Philadelphia, Pa.; ERP from 21.9 kw vis, 11.8 kw aur. to 1200 kw vis., 615 kw aur.; change type trans. to RCA TTU-25B; type ant. to GE TY-25-25C; make change in ant. system and ant. height above average terrain to 328 ft. Ann. Feb. 14.

## New am stations

### ACTIONS BY FCC

**Bel Air, Md.**—Bel Air Bcstg. Co. Granted cp for new am on 1520 kc, 250 w. P. O. address Box 37A, Bel Air. Estimated construction cost \$15,996, first year operating cost \$60,000, revenue \$80,000. Principals: Samuel Miller, Arthur A. Snowberger, John D. Worthington, George W. Truelove, LeRoy Stokes, Lee L. Case (16% each). Messrs. Miller and Case are partners in specialized recording and equipment-leasing firm; Mr. Worthington owns publishing company; Mr. Truelove has been proprietor of candy-manufacturing plant; Mr. Snowberger is partner in radio engineering firm. Initial decision looking toward grant became effective Feb. 15. Ann. Feb. 20.

**Chestertown, Md.**—Russell H. Morgan. Granted cp for new am on 1230 kc, 250 w. P. O. address Box 28, Westminster, Md. Estimated construction cost \$11,733; first year operating cost \$25,000; revenue \$30,000. Mr. Morgan, sole owner, with wife owns minority interests in WTRR Westminster & WBMD Baltimore, both Maryland, and WPDK Clarksburg, W. Va. Initial decision looking toward grant became effective Feb. 15. Ann. Feb. 20.

**Maplewood, Minn.**—Ramsey Bcstg. Co., Granted cp for new am on 1010 kc, 250 w-D. P. O. address 7112 Rosewood Ave. S., St. Paul, Minn. Estimated construction cost \$22,995, first year operating cost \$28,000, revenue \$40,000. Gerald H. Bell, sole owner, is automobile dealer. Action Feb. 13.

**Bismarck-Mandan, N. D.**—Capital Bcstg. Inc. Granted cp for new am on 1270 kc, 250 w-N, 1 kw-LS; conditioned to pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Station uses facilities of KBOM, whose license has been revoked. Principals: Carrol J. Culver & F. E. Fitzsimonds (each 49.05%) and Neil A. Fitzsimonds & Marjorie Culver (each .95%). Mr. Fitzsimonds is vp and gen. mgr. of KBOM and part owner of KABR Aberdeen, S. D.; Mr. Culver is KBOM station mgr.; Mesdames Fitzsimonds and Culver are housewives. Action Feb. 13.

**Loretto, Pa.**—St. Francis College of Loretto. Granted cp for new am on 1400 kc, 250 w. P. O. address Loretto. Estimated construction cost \$3,100, first year operating cost \$4,000, revenue \$5,000. Station will be owned and operated by St. Francis College. Comrs. Hyde and Lee dissented. Action Feb. 13.

## Existing am stations

### ACTIONS BY FCC

**KMAR** Winnsboro, La.—Granted renewal of license. Chmn. Minow and Comrs.

## BROADCASTING, February 25, 1963

Bartley and Henry dissented. Action Feb. 13.

**WJEF Grand Rapids, Mich.**—Granted increased daytime power on 1230 kc, from 500 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action Feb. 20.

**WNAT Natchez, Miss.**—Granted increased daytime power on 1450 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action Feb. 20.

**WCJU Columbia, Miss.**—Granted increased daytime power on 1450 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action Feb. 20.

**WHHT Lucedale, Miss.**—Granted increased power on 1440 kc, D, from 1 kw to 5 kw; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Feb. 20.

**WTKI Durham, N. C.**—Granted change on 1310 kc from 500 w-N, 1 kw-LS, DA-N, to 1 kw-N, 5 kw-LS, DA-2; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Feb. 13.

**WEMP Milwaukee, Wis.**—Granted (1) cp to make changes in DA and ground system; conditions, and (2) renewal of license; both conditioned that pre-sunrise operation with daytime facilities is precluded (as petitioned for by WRYT Pittsburgh, Pa.) and without prejudice to any action commission may deem warranted as result of final determination in matter of revocation of license of KWK Radio Inc., (KWK), St. Louis, Mo., in Doc. 13827. Action Feb. 13.

### CALL LETTERS ASSIGNED

**KOAD** Lemoore, Calif.—Elbert H. Dean and B. L. Golden.

**KABI** Alibene, Kan.—Wyman N. & Willa M. Schnepf.

**KDRG** Deer Lodge, Mont.—Powell County Bcstg. Co.

**WEEP** Pittsburgh, Pa.—Golden Triangle Bcstg. Inc. Changed from WYRE.

**KCAN** Canyon, Tex.—W. J. Harpole. Changed from KVPH.

**WVMT** Burlington, Vt.—WCAX Radio Inc. Changed from WCAX.

**WITL** Superior, Wis.—Twin Ports Christian Bcstg. Corp.

### APPLICATIONS

**KMUZ** Santa Barbara, Calif.—Mod. of license to change studio location and remote control point. Ann. Feb. 14.

**WLLH** Lowell, Mass.—Cp to increase daytime power from 500 w to 1 kw at Lowell (main trans.; also see application below). Ann. Feb. 14.

**WLLH** Lowell, Mass.—Cp to increase daytime power from 500 w to 1 kw at Lawrence, Mass. (synchronous amplifier; also see application above). Ann. Feb. 14.

**WCBQ** Whitehall, Mich.—Cp to change ant.-trans. and studio location, install DA system (DA-N) and change station locations (North Muskegon, Mich.). Ann. Feb. 14.

**KPRM** Park Rapids, Minn.—Cp to increase power from 100 w to 250 w. Ann. Feb. 20.

**KBEY** Kansas City, Mo.—Mod. of license to change studio location and remote control point. Ann. Feb. 14.

## Existing fm stations

### ACTIONS BY FCC

**WINF-FM** Manchester, Conn. — Waived Sec. 1.323(b) of rules and granted application to replace expired permit to change trans. site and increase ant. height and ERP. Action Feb. 20.

**KUGN-FM** Eugene, Ore.—Waived Sec. 1.323(b) of rules and granted application to replace expired permit to change studio and trans. locations and increase ant. height. Action Feb. 20.

**WDVR (FM)** Philadelphia, Pa.—Waived Secs. 1.356(f) and 3.209(a)(1) of rules and granted application to decrease ERP to 4.3 kw, increase ant. height to 240 ft., and move trans. and studio sites to location slightly less than one mile from present location. Action Feb. 13.

**KTAL-FM** Texarkana, Tex.—Granted mod. of license to change location to dual-city designation of Texarkana, Tex.-Shreveport, La. Action Feb. 20.

### CALL LETTERS ASSIGNED

**KFRE-FM** Fresno, Calif.—Triangle Publications Inc. Changed from KRFM (FM).

**KFOG (FM)** San Francisco, Calif.—Kaiser Industries Corp. Changed from KBAY-FM.

**WIOD-FM** Miami, Fla.—Miami Valley Bcstg. Corp. Changed from WCKR-FM.

\***WECI (FM)** Richmond, Ind.—Earlham College.

\***WSAE (FM)** Ann Arbor, Mich.—Ann Arbor College. Changed from \*WQZK (FM).

**WSOC-FM** Charlotte, N. C.—Carolina Bcstg. Co. Changed from WIOD (FM).

**WITT (FM)** Pittsburgh, Pa.—Golden Triangle Bcstg. Inc. Changed from WYRE-FM.

**KFMG (FM)** Wichita Falls, Tex.—Nortex Bcstg. Co.

## Ownership changes

### ACTIONS BY FCC

**KRE-AM-FM** Berkeley, Calif.—Granted assignment of license from Central California Bcstrs. Inc. (more than 15 stockholders) to Dickens J. Wright Assoc. (78%, 8% as nominee), Alvin Schonfeld (5%, 5% as nominee) and Robert P. Baruch (2%, 2% as nominee), d/b as KPAT Inc. Dickens J. Wright Assoc., broadcast management consultant firm, is owned by Dickens J. Wright and Paul Bauman (each 50%), consideration \$500,000. Action Feb. 20.

**WIPC** Lake Wales, Fla.—Granted transfer of control of licensee corporation, Central California Bcstrs. Inc., from Kenneth H. Berkley (825 shares) and Thecla G. Berkley (400 shares), to Charles D. and Elizabeth B. Bishop (jointly 51%), James A. Sebesta (29%), and George W. Friend Jr. (20%). Consideration \$60,000. Mr. Bishop is presently vp and general manager of WIPC and Mrs. Bishop is instructor of radio-tv pr at Webber College. Mr. Friend Jr. is 40% owner WPLA Plant City, Fla. Action Feb. 20.

**WSYL** Sylvania, Ga.—Granted assignment of license from Edwin H. Bass (100%), d/b as Sylvania Bcstg. System, to Mr. Bass (49%) and W. Herbert Brannen Sr. (51%), tr/as Sylvania Bcstg. System Inc. Consideration \$5,100. Mr. Brannen has interest in WGSR Millen, Ga. Action Feb. 20.

**KLOH** Pipestone, Minn.—Granted assignment of license from C. B. Thomas (23.20%), H. L. Dibble (18.10%), Ordner T. Bundie Sr. (14.79%) and others, d/b as Pipestone Radio Corp., to Robert E. Ingstad (56% plus), Mary Jean Ingstad (43%) and Alfred G. Berry (1% plus), tr/as KLOH Inc. Consideration \$100,000. Mr. Ingstad is majority owner of KOVC Valley City. KBMW Breckenridge-Wahpeton & KEYD Oakes and part owner of KEYJ Jamestown, all North Dakota, and majority owner of KWAD Wadena, Minn.; Mrs. Ingstad is minority owner of KOVC, KBMW and KWAD; Mr. Berry is part owner of KOVC, KBMW, KWAD and KEYJ. Action Feb. 20.

**KNED** McAlester, Okla.—Granted assignment of license from Ray Van Hooser (99% plus), d/b as Pittsburg County Bcstg. Co., to Gene Stipe (99% plus), tr/as Little Dixie Radio Inc. Consideration \$50,000. Mr. Stipe is attorney. Action Feb. 15.

**KITE** Terrell Hills, Tex.—Granted transfer of control of licensee corporation, KITE Bcstg. Co., from Leslie Kirsch (100% in trusteeship) to Jack C. Vaughn (24.40%), Cecil L. Trigg (27.72%), Grady H. Vaughn Jr. (24.39%) and others, tr/as Southwest States Inc. Consideration \$450,000. Applicant owns KR0D-AM-TV El Paso, KOSA-TV Odessa & KVIT-TV Amarillo, all Texas, and KRNO San Bernardino, Calif. Action Feb. 20.

**KOL-AM-FM** Seattle, Wash. — Granted transfer of control of licensee corporation, Seattle Bcstg. Co., from Archie Taft Jr. (55%), Marie Storm Taft (20%) and W. L. Simpson (25%) to Mark Goodson and William S. Todman (each 50%), tr/as F-V Productions Inc. Consideration \$850,000. Messrs. Goodson & Todman have wide interests in broadcast field, including Goodson & Todman Productions, producer of network tv shows. Action Feb. 20.

### APPLICATIONS

**KXLR** North Little Rock, Ark.—Seeks transfer of control of licensee corporation, Arkansas Bcstg. Inc. (15000 shares issued), from Devane Clarke (7750 shares), Charles R. Rutherford (5000), James K. Dodson (1500) and Leonard E. Hoffman Jr. (750) to F. F. Mike Lynch (28%) and Berniece L. Lynch (72%). Consideration is assumption of debt. Lynches also own KBYE Oklahoma

City, Okla., KFDI Wichita, Kan., and advertising agency. Ann. Feb. 15.

**WSUZ Palatka, Fla.**—Seeks assignment of license from George J. Duck (100%), receiver, to Wayne E. Bullock and Herbert E. Strickland (each 50%), d/b as Bullock & Strickland, tr/as Radio Station WSUZ. Consideration \$65,000 assumed debt. Both principals are currently employed by WMOP Ocala, Fla. Ann. Feb. 19.

**KFH-AM-FM Wichita, Kan.**—Seeks transfer of negative control of licensee corporation, Radio Station KFH Inc., through dissolution of Wichita Eagle Inc. (50%) and distributing KFH stock to each stockholder in same proportion as stock in Wichita Eagle. No financial consideration involved. Ann. Feb. 20.

**WBRR-AM-FM East St. Louis, Ill.**—Seeks assignment of license from Lawrence R. Picus, Simpson R. Walker Jr. (each 25.14%) and others, d/b as Stanlin Inc., to Paul G. Adams (100%). Consideration \$305,000. Mr. Adams is chief eng. of WCPO-AM-FM-TV Cincinnati, Ohio. Ann. Feb. 15.

**WNMP Evanston, Ill.**—Seeks acquisition of positive control of licensee corporation, Semrow Bcstg. Co., from Harry H. Semrow (50%) to Otto J. Semrow (100% after transfer, 50% before). Consideration \$25,000. Ann. Feb. 19.

**WBET-AM-FM Brockton, Mass.**—Seeks transfer of negative control of licensee corporation, Enterprise Publishing Co. (458 shares voting stock issued), from estate of Charles L. Fuller (80 shares) to Albert W. and Charles A. Fuller (each 40 shares), who now own stock and together will control majority interest after transaction; other ownership remains stable. No financial consideration involved. Ann. Feb. 20.

**KTWN St. Paul, Minn.**—Seeks assignment of license from Alvin Koenig (26.68%), William F. Johns Jr. (24.81%) and others, d/b as Franklin Bcstg. Corp., to Cream City Bcstg. Inc. (100%), tr/as K-TWN Inc. Gene Posner (99.7%) and Ruth Posner (.3%) own Cream City. Consideration \$115,000. Cream City owns WMIL-AM-FM Milwaukee, Wis., and Mr. Posner, attorney, also has wide real estate holdings. Ann. Feb. 14.

**WKRK Murphy, N. C.**—Seeks transfer of control of licensee corporation, Childress Bcstg. Corp. of Murphy, from James B. Childress (79% before transfer, 4% after) to Paul V. Ridenhour (51% after, 20% before), Loren Davis (22%) and W. T. Brown Jr. (22%). Mr. Childress' wife retains 1%. Consideration \$45,000. Ann. Feb. 15.

**KRRN Roseburg, Ore.**—Seeks acquisition of negative control of licensee corporation, Douglas County Tricasters Inc., from James M. & Robert F. Johnson and Joseph G. Malerhauser (each 33 1/3%) by J. M. Johnson and Mr. Malerhauser (each 50%). Consideration \$5,250. Ann. Feb. 15.

**KEES Gladewater, Tex.**—Seeks assignment of license from Ellis E. & Rayford G. Tidmore (66 2/3% jointly) and Delwin W. Morton (33 1/3%), d/b as Golden Triangle Enterprises, to Mr. Morton and Orman L. Kimbrough (each 50%), tr/as Gemini Enterprises. Consideration \$130,000. Mr. Kimbrough is cattle raiser. Ann. Feb. 20.

**KFDR Grand Coulee, Wash.**—Seeks assignment of license from Ralph A. Nachtmann (100%) to Eugene Pournelle (100%). Consideration \$33,000. Mr. Pournelle is part-time employe of KFDR. Ann. Feb. 19.

## Hearing cases

### INITIAL DECISION

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting applications for new daytime am stations of Progressive Bcstg. Corp. to operate on 1510 kc, 250 w, DA, in Highland, Ill., and Peter-Mark Bcstg. Co., to operate on 1500 kc, 250 w, in Vandalla, Ill., both with condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Feb. 20.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting applications for new daytime am stations of Tuscarawas Bcstg. Co. to operate on 1540 kc, 250 w, in Uhrichsville, and Niles Bcstg. Co. to operate on 1540 kc, 500 w, DA, in Niles, both Ohio, and Punxsutawney Bcstg. Co. to increase power of WPME Punxsutawney, Pa., on 1540 kc, from 1 kw to 5 kw, with 1 kw-CH, all conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, and with additional condition to

Tuscarawas and Niles. Action Feb. 20.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward (1) granting applications of Howard W. Davis, tr/as Walmac Co., for renewal of licenses of KMAC and KISS (FM), both San Antonio, Tex., and (2) denying petition by Broadcast Bureau for acceptance of late filing of its proposed findings and Davis' motion to physically return bureau's findings. Action Feb. 18.

### DESIGNATED FOR HEARING

**Southwestern Bcstg. Co. of Mississippi, Port Gibson, Miss.**—Designated for hearing application for new daytime am on 1320 kc, 500 w; issues include Sec. 3.35 multiple ownership determination; made WRBC Jackson and WRWV Picayune parties to proceeding. Action Feb. 20.

**Calhio Bcstrs., Seven Hills, Ohio, Salem Bcstg. Co., Salem, Ohio, Tele-Sonics, Inc., Parma, Ohio**—Designated for consolidated hearing applications for new daytime am stations on 600 kc, 500 w, DA; made WFRM Coudersport, WMBS Unlontown, both Pennsylvania, WTAC Flint, Mich., WTVN Columbus, Ohio, and Federal Aviation Agency parties to proceeding (latter with respect to Tele-Sonics application). Action Feb. 20.

■ By memorandum opinion & order, commission designated for hearing application of Rhinelander TV Cable Corp. for new daytime am on 1300 kc, 5 kw, in Rhinelander, Wis.; issues include financial qualifications and efforts made by applicant to ascertain programming needs; made WOBT Rhinelander, which filed opposing petition, party to proceeding, and granted its motion to strike opposition of Rhinelander. Action Feb. 20.

**WWWV, Abacoa Radio Corp., Rio Piedras (San Juan), P. R., Mid-Ocean Bcstg. Corp., San Juan, P. R.**—Designated for consolidated hearing am applications of Abacoa Radio for change of facilities of WWWV from 1520 kc, 250 w, unil., to 1190 kc, 500 w, DA-2, unil., and Mid-Ocean for new station on 1190 kc, 10 kw, DA-2, unil. Action Feb. 20.

■ By memorandum opinion & order, commission designated for hearing application of WKYR Inc. for (1) change of operation of WKYR Keyser, W. Va., on 1270 kc, from 5 kw-D, to 1 kw-N, 5 kw-LS, DA-2 and (2) change station location to Cumberland, Md.; issues include its efforts made to ascertain programming needs and interests of area, and Sec. 307 (b) of Communications Act determination (equitable distribution of radio service); made WCUM-AM-FM and WTBO-AM-FM Cumberland, which opposed grant, parties to proceeding. Comr. Bartley dissented and voted for grant. Action Feb. 13.

■ By memorandum opinion & order, commission designated for hearing application of Beamon Advertising Inc. for new daytime am on 1560 kc, 1 kw, DA, in Daingerfield, Tex.; made KIMP Mt. Pleasant, which filed opposing petition, party to proceeding. Action Feb. 13.

■ By order, commission designated for hearing application of Albert S. Tedesco, d/b as Broward County Bcstg., for license covering cp for WIXX (1520 kc, 1 kw-D) Oakland Park, Fla., on issues concerning formulation of original and changed format of programming from general market to Negro appeal; requires WIXX to give local notice of hearing; made City of Oakland Park, which filed opposing resolution, party to proceeding. By telegram, commission denied program test authority to WIXX pending outcome of hearing on license application. Comr. Hyde not participating. Action Feb. 13.

### OTHER ACTIONS

■ By memorandum opinion & order, commission granted motion by Tidewater Tele-radio Inc. (WAVY-AM-TV, ch. 10), Portsmouth, Va., and dismissed petition by Beachview Bcstg. Corp. seeking reconsideration of Nov. 28, 1962, memorandum opinion & order in Doc. 14868 and requesting commission to rescind or revoke WAVY-TV license or to require it to file application for renewal of license, designate that application for hearing, reinstate Beachview's application for original cp which was denied in comparative hearing resulting in grant of permit to Tidewater, and to consider comparatively such reinstated application with Tidewater's renewal application. Comr. Lee not participating; Comr. Henry concurring and issuing statement in which Comr. Craven joined. Action Feb. 20.

■ By letter, commission denied request by LBJ Co. for early consideration of its application to change trans. site and ant.

system of KTBC Austin, Tex. Action Feb. 20.

■ Granted applications of Max M. Leon Inc. for renewal of licenses of WDAS (aux. & alt. main) and WDAS-FM, both Philadelphia, Pennsylvania. Action Feb. 20.

■ Commission gives notice that Dec. 12, 1962, initial decision which looked toward granting application of WGLI Inc. to increase daytime power of WGLI Babylon, N. Y., on 1290 kc from 1 kw to 5 kw, and change from DA-1 to DA-2, continued nighttime operation with 1 kw; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, became effective Jan. 31 pursuant to Sec. 1.153 of rules. Action Feb. 15.

■ Commission gives notice that Dec. 21, 1962, initial decision which looked toward granting application of Asbury Park Press Inc. (WJLK), Asbury Park, N. J., and City of Camden (WCAM), Camden, N. J., to increase daytime power of stations from 250 w to 1 kw, continued operation on 1310 kc, 250 w-N, with WJLK using DA-D; conditions and pre-sunrise operations with daytime facilities precluded pending final decision in Doc. 14419, became effective Feb. 11 pursuant to Sec. 1.153 of rules. Action Feb. 14.

■ By order, commission granted petition by Broadcast Bureau, and extended to Feb. 28 time to file exceptions to initial decision in consolidated proceeding on application of WEXC Inc. for new am in Depew, N. Y., et al., in Docs. 14031 et al. Action Feb. 19.

■ By memorandum opinion & order, commission granted petition for reconsideration by Kate F. Fite (WERH), Hamilton, Ala., and (1) set aside Oct. 24, 1962, grant of application of John Self for new daytime am on 1300 kc, 500 w, in Winfield, Ala., and (2) designated Self application for hearing on issues to determine whether there are adequate revenues to support more than one am in area without loss or degradation of service; made WERH party to proceeding; denied Self request for certain relief in his opposition to petition for reconsideration. Comr. Lee dissented. Action Feb. 20.

■ By letters, commission denied petitions for reconsideration of May 10 am partial freeze order and returned as unacceptable for filing following retendered applications: Radio Monticello (1090 kc, 1 kw-D), Monticello, Fla., and Radio Oshkosh Inc. (690 kc, 1 kw-D), Oshkosh, Wis. Action Feb. 20.

■ By memorandum opinion & order, commission denied petition by Abacoa Radio Corp. for reconsideration of Dec. 5, 1962, action which returned as unacceptable for filing under May 10, 1962, am partial freeze order amendment to increase power of WWWV from 500 w to 10 kw and change city to be served from Rio Piedras to San Juan, P. R. (WWWV has pending application to change facilities from 1520 kc, 250 w, unil., to 1190 kc, 500 w, DA-2, unil.). Action Feb. 20.

■ By memorandum opinion & order, commission (1) waived Sec. 1.354 (j) (2) of rules and granted motion by Mrs. Marion U. Moore to be substituted for Col. Edmund B. Moore (deceased) as applicant for new am on 1420 kc, 1 kw-D in Joshua Tree, Calif., and (2) denied motion by Hi-Desert Bcstg. Corp. (KDHI), Twenty-nine Palms, to dismiss Moore application. Action Feb. 20.

■ By letter, commission dismissed application of Beacon Bcstg. Concern for new am on 1400 kc, 250 w-N, 1 kw-LS, in Clover Creek, Pa., since it does not meet application processing requirements of Sec. 1.354 or rules. Comr. Hyde and Lee dissented. Action Feb. 13.

■ By letters, commission denied requests for waiver of Sec. 1.354 of rules and returned as unacceptable for filing under May 10 am partial freeze order following applications: Murfreesboro Bcstg. Corp. (1080 kc, 500 w-D), Murfreesboro, N. C.; South Norfolk Bcstg. Corp. (1600 kc, 1 kw-D), South Norfolk, Va., and Charles W. Dowdy for change of facilities of WROA Gulfport, Miss., from 1390 kc, 1 kw-D, to 1400 kc, 1 kw-LS, 250 w-N. Comr. Hyde dissented. Action Feb. 13.

■ By memorandum opinion & order, commission granted waiver of May 10 am partial freeze order and accepted for filing application of J. W. Dunaivent for new daytime am on 1600 kc, 500 w, in Eminence, Ky. At same time, commission gave notice Dunaivent's application will be available for processing on March 26. Action Feb. 13.

■ By memorandum opinion & order, commission granted petition for declaratory ruling filed by Genkar Inc. (which failed to publish required notice of hearing on its application for new am in Gouverneur,

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\*ARB Continuing Readership Study

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 20

	Lic.	ON AIR Cps.	CPS Not on air	TOTAL APPLICATIONS for new stations
AM	3,758	61	121	467
FM	1,063	22	131	287
TV	516	64	80	111

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 20

	VHF	UHF	TOTAL TV
Commercial	486	94	580
Non-commercial	47	21	68

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31

	AM	FM	TV
Licensed (all on air)	3,748	1,055	515
Cps on air (new stations)	71	30	65
Cps not on air (new stations)	113	130	77
Total authorized stations	3,932	1,215	664
Applications for new stations (not in hearing)	277	173	54
Applications for new stations (in hearing)	196	13	51
Total applications for new stations	473	286	105
Applications for major changes (not in hearing)	315	109	43
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	369	112	51
Licenses deleted	0	2	0
Cps deleted	1	1	1

\*Includes 3 stations operating on unreserved channels.

N. Y., which is in consolidated proceeding in Docs. 14617-14621), to extent of (1) holding that hearing thus far held is nullity insofar as Genkar application is concerned; (2) authorizing petitioner to seek from chief hearing examiner new "time and place of hearing" and to thereafter effect required publication setting forth original issues and those added since designation hearing order; and (3) authorizing hearing examiner to admit by proper motion any previously submitted testimony subject to condition that rights of any interested persons be not prejudiced thereby. Action Feb. 13.

By order, commission granted petition by Ulster County Bcstg. Co. and extended to March 8 time to file replies to exceptions to initial decision in proceeding on its application and those of Catskills Bcstg. Co. and Ellenville Bcstg. Co. for new am stations in Ellenville, N. Y. Action Feb. 13.

By order, commission stayed until March 3 effective date of its Dec. 17, 1962, order which revoked license of Mandan Radio Assn. Inc. and which ordered it to, on Feb. 17, cease operation of KBOM (1270 kc, 1 kw-LS, 250 w-N) Bismarck-Mandan, N. D. This was done at request of KBOM to avoid disruption of service. (Application by Capital Bcstg. Inc. for cp for present facilities of KBOM was granted by commission by separate action and waiver of May 10 am freeze order.) Action Feb. 13.

By order, commission granted motion by Salina Radio Inc. and extended time to Feb. 20 to file reply to opposition of Kansas Bcstrs. Inc. to Salina's petition for reconsideration, affirmation of decision, removal of stay, and expedited action in proceeding on applications of new am stations in Salina, Kans. Action Feb. 13.

By memorandum opinion & order, commission, on petition by Capital Cities Bcstg. Corp., waived mileage-separation requirement of Sec. 3.610 of rules and granted its application to move trans. of WTEN (ch. 10) Vail Mills, N. Y., from 0.7 miles northeast of city to about 31 miles southeast to Beaver Dam Road, Helderberg Mountain, New Scotland (near Albany), increase vis. ERP from 144 kw to 200 kw, reduce ant. height from 1,270 ft. to 1,000 ft., and make equipment changes. By separate memorandum opinion & order, commission took similar action on application of Van Curler

Bcstg. Corp. to move trans. of WAST (ch. 13) Albany, N. Y., about 33 miles south southeast of present location on Spruce Mountain to site about 12 miles north northeast of center of Albany (towards Troy), reduce ant. height from 1,250 to 1,210 ft., and add DA. Petitions against both applications filed by Assn. of Maximum Service Telecasters Inc. were denied. On above actions, Comr. Bartley concurred and issued statement; Comr. Lee dissented and issued statement. Action Feb. 13.

## Routine roundup

### ACTIONS BY REVIEW BOARD

By memorandum opinion & order, denied petition by Carol Music Inc. for review of Examiner's Jan. 7 action scheduling further hearing for Jan. 21 (later postponed to April 2), in proceeding on revocation of license and SCA of WCLM (FM) Chicago, Ill. Board Member Pincock not participating. Action Feb. 19.

Granted petitions by Warsaw-Mount Olive Bcstg. Co. and Broadcast Bureau and extended to Feb. 20 time to respond to petitions to intervene and enlarge issues filed by Wendell-Zebulon Radio Co. (WETC), Wendell-Zebulon, N. C., in proceeding on application of Warsaw-Mount Olive for new am in Warsaw, N. C. Action Feb. 19.

By memorandum opinion & order, granted petition by Ralph & Earlene Epperson to intervene, if necessary, in proceeding on application of Stuart W. Epperson for new am in Winston-Salem, N. C., in Doc. 14391, and made them parties to proceeding. Action Feb. 18.

Terminated hearing in proceeding on revocation of license of Mountain View Bcstg. Co. for WBMT Black Mountain, N. C., certified case to commission for disposition and ordered that Mountain View may submit written statement in mitigation or justification by March 8. (Mountain View waived hearing rights.) Action Feb. 18.

By memorandum opinion & order in consolidated proceeding on applications of Cabrillo Bcstg. Co. and Helix Bcstg. Co. for new am stations on 1520 kc, 500 w-N, 1 kw-LS, DA-2, in San Diego and La Mesa, respectively, both California, in Docs. 14700-1. (1) granted petition by Cabrillo and accepted its late filed petition for further

enlargement of issues but denied its request for addition of financial qualification issue as to Helix; (2) denied Cabrillo's petition to assign new file number to Helix application; and (3) dismissed request by Helix for oral argument. By separate memorandum opinion & order, granted joint petition for approval of agreement whereby Helix would reimburse Cabrillo for portion of its expenses incurred in connection with latter's application in return for its withdrawal; dismissed Cabrillo application with prejudice. Action Feb. 15.

By memorandum opinion & order, denied late filed petition by Broadcast Bureau to enlarge issues in consolidated proceeding on am applications of Tipton County Bcstrs. (WKBL), Covington, Shelby County Bcstrs. Inc. (WHEY), Millington, and Huntingdon Bcstg. Co., Huntingdon, all Tennessee, in Doc. 14818 et al.; on own motion, enlarged hearing issues to determine (1) whether during period July 1, 1959, to Oct. 17, 1962, Robert C. Whiteley Jr. and/or John M. Latham filed or submitted or caused to be filed or submitted any document containing false statements or misrepresentations and/or omission of facts; and (2) circumstances under which documents filed with commission after Aug. 1, 1959, and containing purported signature of Robert C. Watson were prepared, executed and submitted. Action Feb. 15.

By memorandum opinion & order, denied untimely filed petition by Veterans Bcstg. Inc. to clarify financial issues or designate financial issue pertaining to all parties in Syracuse, N. Y., tv ch. 9 comparative proceeding. Action Feb. 14.

Granted petition by Denver Area Bcstrs. (KDAB), Arvada, Colo., and extended to Feb. 20 time to file opposition to motion to enlarge issues filed by Lakewood Bcstg. Service Inc. (KLAK), Lakewood, Colo., in proceeding on Denver's am application, et al. Action Feb. 14.

## ACTIONS ON MOTIONS

By Chief Hearing Examiner  
James D. Cunningham

Scheduled prehearing conferences and hearings in following am proceedings on dates shown: March 7 and April 10: WKYR Inc. (WKYR), Keyser, W. Va.; March 11 and April 29: Broward County Bcstg. (WIXX), Oakland Park, Fla.; March 8 and April 15: Beamon Advertising Inc., Daingerfield, Tex. Action Feb. 19.

In consolidated am proceeding on applications of Don L. Huber, Madison, and Bartell Bcstrs. Inc. (WOKY), Milwaukee, both Wisconsin, in Docs. 14413-4, ordered that Hearing Examiner Chester F. Naumowicz Jr. will associate with hearing examiner Isadore A. Honig, who presided in proceeding in preparation of initial decision and both will participate in said decision. Action Feb. 14.

By Hearing Examiner Thomas H. Donahue

Granted motion by KATV Inc. (KATV), Little Rock, Ark., and extended from Feb. 12 to Feb. 26 time to file reply findings in proceeding on its application for mod. of cp to change trans. location and increase ant. height. Action Feb. 12.

By Hearing Examiner Charles J. Frederick

Granted petition by People's Bcstg. Co. (WPBC), Minneapolis, Minn., and continued Feb. 18 hearing to March 19 in proceeding on its am application and that of Gabriel Bcstg. Co., Chisholm, Minn. Action Feb. 13.

Granted petition by Broadcast Bureau and extended from Feb. 19 to March 18 time to file proposed findings in consolidated am proceeding on applications of Kent-Ravenna Bcstg. Co., Joseph P. Wardlaw Jr. and Portage County Bcstg. Corp. for new am stations in Kent, Canton, and Kent-Ravenna, all Ohio. Action Feb. 14.

By Hearing Examiner Millard F. French

Reopened record in proceeding on application of Wright and Maltz Inc. (WBRB), Mt. Clemens, Mich., accepted applicant's exhibit to clarify engineering problem that arose subsequent to close of record, and closed record. Action Feb. 15.

By Hearing Examiner Walther W. Guenther

By memorandum opinion & order in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., denied request by respondents Connecticut Tv Inc. (WHNB-TV), New Britain, Conn., and Springfield Tv Bcstg. Corp. (WWLP), Springfield, Mass., for issuance of subpoena duces tecum to Walter N. Annen-

berg, president and controlling stockholder of Triangle. Action Feb. 15.

■ In proceeding on application of Hudson Valley Bcstg. Corp. (WEOK), Poughkeepsie, N. Y. (1) received in evidence applicant's Exhibit 6 and respondent Dutchess County Bcstg. Corp. (WKIP), Poughkeepsie, N. Y. Exhibit 4 and closed record, and (2) ordered that, as agreed upon by counsel for parties present at Jan. 24 further hearing and as approved by hearing examiner, that proposed findings of fact shall be filed by April 15, and reply findings by April 29. Action Feb. 18.

■ Pursuant to rulings made and agreement of parties at Feb. 12 further prehearing conference in proceeding on application of Bay Shore Bcstg. Co. and new am in Hayward, Calif., ordered that applicant will submit, by Feb. 25, exhibits (1) as to additional engineering data and (2) as to its most recent financial data, and petition for leave to amend its application (reflecting its most recent financial condition); that, by Feb. 28, counsel for respondents Finley Bcstg. Co. (KSRO) and James E. Walley and for Broadcast Bureau will notify applicant of any witnesses desired for cross-examination as result of applicant's exchange of exhibits bearing on financial qualifications; further ordered that Ralph J. Bitzer and Theodore A. Giles will be produced as engineering witnesses by applicant and that Edward Edison and Hilmer Cann will be produced as engineering witnesses by Finley Bcstg. Co., and continued Feb. 18 hearing to March 18. Action Feb. 12.

By Hearing Examiner Isadore A. Honig

■ Issued order formalizing agreements and rulings made at Feb. 12 prehearing conference in proceeding on applications of Warsaw-Mount Olive Bcstg. Co. for new am at Warsaw, N. C., and scheduled certain procedural dates and continued March 5 hearing to April 30. Action Feb. 12.

By Hearing Examiner Annie Neal Hunting

■ In consolidated am proceeding on applications of Newton Bcstg. Co., Newton, and Transcript Press Inc., Dedham, both Massachusetts, in Docs. 13067-8 (1) dismissed Newton's Nov. 23, 1962, petition for leave to amend and (2) granted its Jan. 11, 1963, petition for leave to amend to furnish current information regarding its financial resources contingent upon grant of Newton's petition for leave to amend, filed on Jan. 26, 1962, which is subject to current hearings. Action Feb. 19.

By Hearing Examiner David I. Kraushaar

■ Denied petition by Kenton County Bcstrs. for one-month extension of time for filing proposed findings and, on own motion, extended to March 8 deadline for filing proposed findings (no further extensions to any party will be granted for any reason) in consolidated am proceeding on applications of Kenton County, Covington Bcstg. Co. and Massillon Bcstg. Inc. for new stations in Covington, Ky., and Norwood, Ohio. Action Feb. 14.

By Hearing Examiner Forest L. McClenning

■ Granted in part request by Dr. Charles H. Haggard and Kenneth R. Rogers for continuance of procedural dates in proceeding on application for new am in Crystal City, Tex., and extended from Feb. 15 to Feb. 26 date for exchange of preliminary drafts of applicant's technical engineering exhibits, and from March 1 to March 15 date for exchange of all exhibits to be offered in evidence in presentation of direct affirmative cases; denied request for extension of time for giving of notification of witnesses to be called for cross-examination. Action Feb. 15.

■ Granted motion by Broadcast Bureau and continued Feb. 18 hearing to March 18 in proceeding on application of Mitchell Bcstg. Co. for new am in Estherville, Iowa. Action Feb. 15.

■ Scheduled hearing conference for Feb. 20 in proceeding on applications of Eastern Bcstg. System Inc., Brookfield, Conn., et al, to determine intent of parties with reference to presentation of additional evidence under issues 11-14 and for scheduling of appropriate dates for such presentation, if any, and for filing of proposed findings relative to issues. Action Feb. 14.

■ Granted request by Rockdale Bcstrs. and continued procedural dates, and re-scheduled March 20 hearing for April 8 in proceeding on its application for new am in Rockdale, Tex. Action Feb. 14.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted petition by William S. Cook for leave to amend his application for new

am in Colorado Springs, Colo., to supply more current information as to financial aspects of his application which is in consolidated proceeding in Docs. 14815-7. Action Feb. 13.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Mid-Cities Bcstg. Corp. and further extended from Feb. 18 to Feb. 28 time to file initial proposed findings, and from March 4 to March 25 for replies in proceeding on its application and that of La Fiesta Bcstg. Co. for new am stations in Lubbock, Tex. Action Feb. 15.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to joint oral request of counsel for applicant and for Broadcast Bureau, scheduled further session of prehearing conference for Feb. 18, and upon motion by applicant at further prehearing conference and with agreement of Broadcast Bureau, continued Feb. 25 hearing to March 4, in Vero Beach, Fla., in proceeding on application of R. M. Chamberlin for renewal of license of WAKE Vero Beach. Action Feb. 18.

■ Granted petition by Porter County Bcstg. Corp. for leave to amend its application for new am in Valparaiso, Ind., which is in consolidated proceeding in Docs. 14806 et al., to show correction of inadvertent error in description and coordinates of trans. site for proposed station. Action Feb. 12.

#### BROADCAST ACTIONS by Broadcast Bureau Actions of Feb. 19

■ Granted renewal of licenses for following CBS stations: KMOX and aux., St. Louis, Mo.; KNX, KNX-FM Los Angeles, Calif.; WEI and aux., WEI-FM Boston, Mass.; WCBS and aux., WCBS-FM and aux., WCBS-TV (main trans. and ant. and aux. trans.) New York, N. Y.; WCAU and aux., WCAU-FM and aux. and SCA, WCAU-TV (main trans. and ant. and aux. trans.) Philadelphia, Pa.; WBBM and aux., WBBM-FM, WBBM-TV (main trans. and ant. and aux. trans. and ant.) Chicago, Ill.; KCBS and aux., KCBS-FM San Francisco, Calif.; without prejudice to such action as commission may deem warranted as result of its final determinations: (1) with respect to conclusions and recommendations set forth in Report of Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; (3) with respect to pending anti-trust matters relating to CBS; and (4) with respect to application to Secs. 2.658 (a) and (e) of commission's rules to certain amendments to affiliation contracts proposed by CBS.

■ Granted renewal of licenses for following NBC stations: WNBC and aux., WNBC-FM and SCA, New York, N. Y.; WJAS-FM and SCA, Pittsburgh, Pa.; without prejudice to such action as commission may deem warranted as result of its final determinations: (1) with respect to conclusions and recommendations set forth in report of Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; and (3) with respect to pending anti-trust matters relating to NBC and RCA.

■ Granted renewal of licenses for following American Bcstg.-Paramount Theatres Inc. stations: WBKB (TV) (main trans. and ant. and aux. trans. and ant.), WENR-FM Chicago, Ill.; and of KQV and aux., Allegheny Bcstg. Corp., Pittsburgh, Pa.; without prejudice to such action as commission may deem warranted as result of its final determinations: (1) with respect to conclusions and recommendations set forth in report of Network Study Staff; and (2) with respect to related studies and inquiries now being considered or conducted by commission.

WOBS Jacksonville, Fla.—Granted renewal of license.

KNEV (FM) Reno, Nev.—Granted cp to increase ant. height to 460 ft., change trans. location, install new ant. and make changes in ant. system; remote control permitted.

KSL-FM Salt Lake City, Utah—Granted mod. of SCA to change transmitting equipment and add sub-carrier frequency of 67 kc.

#### Actions of Feb. 18

K03BX Overton & Moapa, both Nevada—Granted mod. of cp to change frequency to ch. 3 and make changes in ant. system for vhf tv translator stations.

■ Granted licenses for following uhf tv translator stations: K74BM, Carroll Area Tv Inc., Carroll, Iowa; W78AC, Metromedia

Inc., Peru, LaSalle, Ottawa and Streater, all Illinois, and change type trans.

■ Granted cps to replace expired permits for following new vhf tv translator stations: K02BH, K05AU, K10CC, Ute Mountain Ute Tribe of Indians, Aneth, Utah & To-waoc, all Colorado; K12CR, Alva T. V. Club, Alva, Wyo.; K02AD, Grand Valley Tv Assn., Grand Valley, Colo.; K03AN, K06BH, K07CJ, Flaming Gorge Community T. V., Dutch John & Manila, both Utah, and specify name as Daggett County T. V. Dept. and make changes in ant. system.

#### Actions of Feb. 15

KNIX (FM) Phoenix, Ariz.—Granted license and specify type trans.; ERP 3.14 kw.

KNT0 (FM) Wichita Falls, Tex.—Granted license covering installation of new trans.

KWOA-FM Worthington, Minn.—Granted license covering changes in frequency, ERP, ant. height and type trans.; specify studio location at trans. site.

KSET-FM El Paso, Tex.—Granted license covering changes in ERP, ant. height, ant. trans. and studio locations, type ant. and ant. system, with remote control operation.

KYW-FM Cleveland, Ohio—Granted license covering changes in trans. equipment.

KBIS Bakersfield, Calif.—Granted mod. of license to change studio location and remote control point.

Potter Valley Tv Assn., Potter Valley, Calif.—Granted cps for vhf tv translator stations, on chs. 8, 10 and 12, to translate programs of KCRA-TV (ch. 3) Sacramento, KPIX (TV) (ch. 5) San Francisco and KGO-TV (ch. 7) San Francisco, all California, respectively.

WJBC-FM Bloomington, Ill.—Granted mod. of cp to change type trans. and type ant.; ant. height 460 ft.; remote control permitted.

KNJO (FM) Thousand Oaks, Calif.—Granted mod. of cp to change type trans. and type ant.

WWDS Everett, Pa.—Granted mod. of cp to increase radiation.

■ Following stations were granted extensions of completion dates as shown: WAVI-FM Dayton, Ohio, to Aug. 15; WWOL-FM Buffalo, N. Y., to May 24.

#### Actions of Feb. 14

WKTQ South Paris, Me.—Granted increased daytime power on 1450 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WRKD Rockland, Me.—Granted increased daytime power on 1450 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KPGM (FM) Los Altos, Calif.—Granted cp to change ant. system, power, ERP to 3 kw, and ant. height to 160 ft.; remote control permitted.

WLUV Loves Park, Ill.—Granted license. WSEI (FM) Effingham, Ill.—Granted license covering change in ERP and installation of new trans.

KGHS International Falls, Minn.—Granted license covering increase in power.

KDTH Dubuque, Iowa—Granted license covering increase in daytime power and installation of new trans. (retain present trans. as nighttime trans.—two main trans.).

WSTU Stuart, Fla.—Granted license covering change in ant. system (remove resistor).

KLZ Denver, Colo.—Granted license covering changes in ant.-trans. location, in ant. and ground system, and installation of new trans.

WBT-FM Charlotte, N. C.—Granted license covering changes in ERP and type trans.

KTQM-FM Clovis, N. M.—Granted mod. of cp to increase ERP to 7.4 kw and ant. height to 130 ft., change type trans. and type ant., and make changes in ant. system.

WERI-FM Westerly, R. I.—Granted extension of authority to remain silent for period beginning Feb. 23 and ending May 23.

■ Granted licenses for following stations: KRAB (FM) Seattle, Wash.; KRAV Tulsa, Okla., and specify type trans.

Grafton Chamber of Commerce, Grafton, N. D.—Granted cps for new vhf tv translator stations, on chs. 2 and 8, to translate programs of WDAY-TV (ch. 6) Fargo, and KXJB-TV (ch. 4) Valley City, both North Dakota, respectively.

#### Actions of Feb. 13

WPVL Painesville, Ohio—Granted increased power on 1460 kc, D, from 500 w

Continued on page 85

# 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 and WANTED TO BUY STATIONS advertising require display space.
- All other classifications, including Employment Agencies, etc., 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 sales minded manager for western N.Y.S. Top salary and benefits. Send photo and full particulars. Box 92B, BROADCASTING.

Baltimore . . . Sales manager. Proven sales background. Unusual opportunity for the right man. Write fully please. Box 176B, BROADCASTING.

Sales manager. Major market east coast radio station seeks hard hitting sales manager. Proven producer has a solid five figure income waiting. Rush full details and photo. Box 178B, BROADCASTING.

Local sales manager for upper midwest full time medium market in group operation. Excellent account list, substantial draw and good opportunity for professional growth. Box 205B, BROADCASTING.

Sales manager, medium size Illinois market, number one station, excellent staff. Send photo, brochure, references. Box 265B, BROADCASTING.

Manager for well established small station, western Washington. Prefer man with experience in small station market. Write full details. Box 301B, BROADCASTING.

Regional sales manager plus selling some local accounts. Excellent salary plus commission. Well established reputable mid-western station. Growth opportunity for right individual. Position available now. Box 318B, BROADCASTING.

Experienced sales manager for fulltime station in progressive city of over 15,000. Salary plus commission and expense allowance. Earnings governed only by ability. Excellent opportunity. Must be reliable, aggressive, and willing to accept responsibility. Send full information to KSCB, Box K. Liberal, Kansas.

### Sales

Small independent group in Minnesota is expanding sales department. Needed experienced radio time salesman for single station market. The right man will receive substantial active account list plus generous salary. Personal interview required. Box 171B, BROADCASTING.

Salesman hard worker creative idea man to sell top clients, in aggressive top 15 market. Experienced small medium market. Draw against commission. Top worker can earn \$13,000 plus. Send resume, samples of creative sales pitches, late picture to Box 304B, BROADCASTING. All replies confidential.

Looking for fulltime salesman. Opportunity to earn \$7-8,000 per year in top northwest market. Well established station. A-number one accounts. Box 305B, BROADCASTING.

Wanted immediately; a sales-producer manager for small New Jersey am station. A single station growing market. Must be stable, responsible, and willing to work hard and grow with us. Box 307B, BROADCASTING.

Experienced radio time salesman. Must be willing to invest up to \$5,000. Station has stockholder-manager and salesman. Need one more to fill team. Good future. Good guarantee. Box 320B, BROADCASTING.

## Help Wanted—(Cont'd)

### Sales

TOP SALESMAN—Billings, Montana is a modern, progressive and competitive western city of over 80,000 metro population. KOOK Radio, affiliated with KOOK Tv, is this markets number one station with an adult and young adult popular music, news and community service class approach, not a rocker, not a sleeper. We will add a professional Radio salesman who wants to live in such a city, and sell such a sound. Excellent guarantee and commissions. We don't want you to hunt and fish; we want you to sell and grow with our growing organization. Applicants must be 27-40 years of age. Complete background, references and photo must be sent to: Ralph Pettit, General Manager.

Salesmanager, and salesmen . . . new service organization that is producing phenomenal results for clients, needs representatives to contact newspaper publishers and radio station owners. Prefer man forty or over with advertising, sales, public relations background, accustomed to earning \$25,000. No partial resumes please. Associated Researchers, 2821 Gunckel, Toledo, Ohio.

### Announcers

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sound daytimer, \$115 weekly. Box 319B, BROADCASTING.

Morning man? Personality? Handle humor? If you have all three qualifications and can work a pleasant pop format, this major midwest market station is looking for you. Send us aircheck, photo and background. Box 173B, BROADCASTING.

All around announcer idea man, production, sales support good voice and habits. 150,000 western New York. Box 181B, BROADCASTING.

Experienced first phone announcer needed for new eastern station going on air soon. Box 102B, BROADCASTING.

Announcer with varied experience and first phone ticket Texas network station. Box 224B, BROADCASTING.

Announcer: mature voice, major midwest market. Adult music station, good working conditions. Send tape, resume, photo, salary expectations, first letter. Box 246B, BROADCASTING.

Experienced, live wire announcer. Interested in learning some sales. Must be able to do play by play basketball and football on eastern Pennsylvania daytimer. Box 274B, BROADCASTING.

Young man on the way up. Northwest station interested in two or three years of your time. If you have a first class license know news and music and would be available June, let us know. \$500 per month to start with guaranteed increases. Box 299B, BROADCASTING.

Pennsylvania 1000 watt station seeking a mature hardworking announcer with experience for a good music station. Must be able to take instruction and have imagination. 5 day work week. Send tape, resume and salary requirements to Box 273B, BROADCASTING.

\$575 per month; first phones only; plenty of extras. Room to go up; good music; medium market, Central Illinois. Box 257B, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

Texas kilowatt seeking experienced, mature announcer. Salary \$90.00. Tape, resume, to Box 317B, BROADCASTING.

Personality dj; No kooks. If you can keep a lively pace, deliver a selling spot, like pop music (not junk), run a tight board, and will let us run the station, let's talk. Top rated station, eastern market. Send tape, photo and background. Box 111B, BROADCASTING.

Announcer-engineer for regional station southern California. Must be talented in both. Salary \$150 per week, increases periodically. Box 322B, BROADCASTING.

Ready for major eastern market with a group owner? Needs stable, articulate, warm, personality, not rock type. 30-40 years old with family. Send resume, tape, photo, and salary requirements to Box 325B, BROADCASTING.

Announcer needed for opening at 1 kw in Oklahoma's third market. Middle of the road format with tight fast pading on top area station. Afternoon shift. Box 327B, BROADCASTING.

Country western announcer, dj with first class ticket. California station in major market wants experienced man, knowledge about country western music and artists. Must be willing to work and cooperate. Send off-air tapes, background and references with reply. Box 328B, BROADCASTING.

Announcer-salesman wanted. Must be fast paced, swinging sound, know pop music and production spots. Eastern Carolina daytimer. Send resume and tape to Box 332B, BROADCASTING.

April opening for young announcer. Low starting salary but excellent opportunity with small community oriented station. Write Ron Persha, Program Director, KBRR, Leadville, Colorado.

First phone only, no maintenance, good music format. Three years experience minimum; top salary for right man. Contact Jim Jae, Jr. MANAGER, AC-1-3451, KHMO, Hannibal, Mo.

Humorous morning announcer-salesman. Hard worker can earn \$7500.00 Personal interview required. KGRL, Bend, Oregon.

Arkansas regional seeking top announcer, PD. Photo full background to William Fogg, Manager, KXJK, Forrest City, Arkansas.

Opening new station April first, Abilene, Kansas. Need experienced dj's one combo man. Prefer married. Send tape, resume to KNDY, Box 390, Marysville, Kansas.

Announcer for music-news operation. Better than average salary, permanent position. Ray Doss, WAIN, Columbia, Kentucky.



## Help Wanted—(Cont'd)

### Announcers

Wanted: staff announcer for fast-paced good music. CBS affiliate. Send tape, picture and resume to WANE, Radio, Fort Wayne, Indiana. No phone calls please!

Immediate opening for experienced mature, announcer with top men, top station in market. Write phone WASA, Harve de Grace, Maryland. 301-939-0800.

Leading suburban New York am fm station needs experienced announcer. Step up to a good operation. Send tape, resume, WLNA, Peekskill.

Top flight morning personality for new Indianapolis clear channel WIGO airing in April. Send tape (airtake), resume, and salary requirements to Luke Walton, 425 Board of Trade Building, Indianapolis 4, Indiana.

Conversational announcer. Daytimer shift at western Illinois' leading fulltime station. Experience and ability to run tight board. WGIL, Galesburg, Illinois.

Announcer with some experience for all-around work in small station. Some office experience helpful. WNJH, Hammonton, New Jersey.

You will soon receive a letter from Lynn Publications in San Francisco. Read it!

### Technical

Engineer-announcer strong on maintenance, wanted immediately. Chance for advancement in Florida multiple station chain. Salary open. Tape references requested. Don't wait—this could be your break. Box 35B, BROADCASTING.

Engineer capable full maintenance. 1 kw non directional transmitter, RCA cartridge equipment etc. Must be able to edit tape and handle production. Announcing voice preferable not essential. Contact Manager, WOKS Radio, Columbus, Georgia.

5 kw daytimer has immediate opening for qualified chief engineer. Position includes modest announcing shift. Top salary in region, with advances and fringe benefits. Send photo, tape and resume to Al Clark, KWYR, Winner, South Dakota.

Have immediate opening for chief engineer for 1 kw am non-directional daytimer, and 3 kw fm. Write or phone WASA, Havre de Grace, Maryland. 301-939-0800.

### Production—Programming, Others

Newsman wanted, beginner preferred. Previous announcing experience or announcing school, good voice, good references, typing are essential. Salary's low, but as you and station progress, so does money. Small town midwest. Box 217B, BROADCASTING.

Program director, with ideas and energy for bright sound, community conscious. New England network affiliate. Not top 40, write fully. Box 172B, BROADCASTING.

Experienced radio newsman for midwest market. Opportunity to step up. Send resume, tape check, photo and salary to Box 276B, BROADCASTING.

Copy and production—male or female. Springfield, Massachusetts. Box 278B, BROADCASTING.

Program director or qualified announcer who wants to step up for New York city area. Classical music experience preferred, but not essential. Pay commensurate with qualifications. Box 287B, BROADCASTING.

Producer-writer to work with established top personality in major eastern market. Must be extremely capable in humorous and human interest writing plus top production work. Good education and several voices helpful. Send resume, photo, references, and salary requirements to Box 324B, BROADCASTING.

## Help Wanted—(Cont'd)

### Production—Programming, Others

Experienced copy writer for new Indianapolis station WIGO, airing in April. Only forceful, convincing copy considered. Send resume and samples to Luke Walton, 425 Board of Trade Building, Indianapolis 4, Indiana.

### RADIO

#### Situations Wanted—Management

Attention New York state . . . small market, manager, sales manager, strong on sales and promotion. Available immediately. Best references. Contact Box 107B, BROADCASTING.

Want station to manage, small market, presently employed, Louisiana daytimer. Age 36, consider working percentage basis, experienced. Box 256B BROADCASTING.

Top radio sales pro ready to move into G. M. post or salesmanager. Currently top biller on top station in top (million-plus) market, but have reached the top of the ladder in my present situation. Wish to use my personal proven selling methods to earn for you (and me). I'm young, energetic and completely dedicated to radio. University grad. Will go anywhere, preferably west or California. Resume and references furnished. Box 266B, BROADCASTING.

General manager, strong in local and national sales. History of successful station operations. Prefer west. Box 297B, BROADCASTING.

General manager. 14 years management experience includes large and small market radio, small market tv, group operation. Thoroughly familiar every aspect of operation including FCC regulations and policies. 37, college, stable, excellent references. Presently located southeast. Want challenging situation with future potential and stability. Will forward resume on request. Write direct to Manager, P.O. Box 7161, Orlando, Florida.

### Announcers

Sports play by play, reporting, writing, commentary. Radio and/or tv. 26, employed, excellent references. Box 185B, BROADCASTING.

Top man with good music, commercials, authoritative news; 1st ticket. Larger market, \$600 min. worth it. Box 141B, BROADCASTING.

News, dj announcer. Experienced, hard worker, will travel to any area. Have tape and resume. Box 317A, BROADCASTING.

Sportscaster seeks return to baseball, announcing. Has big time football-basketball experience. "Name" references furnished. Box 190B, BROADCASTING.

Announcer-newsman, 28 college grad. One year commercial experience, first phone. All locations considered. Available immediately. Box 214B, BROADCASTING.

Will relocate. Young, happy sound. Modern tight board. Prefer southwest. Box 225B, BROADCASTING.

Arkansan in exile! Wanna' return home. Little Rock or Memphis areas. College, vet, young. Air-personality, copywriter, production, traffic, news. Employed metro market. Available two months. Box 245B, BROADCASTING.

First phone, two years experience in television transmitter. Desire advanced schooling or training on job. Car, single; no attachments. Box 248B, BROADCASTING.

Personality d.j., now employed, desires change. Experience, first phone, young, witty, can swing sweet or solid but prefer modified top 40 slot. Tape, resume, on request. Box 249B, BROADCASTING.

First phone deejay. Offers a lot of talent, will work. Box 253B, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

Top-Rated sportscaster in competitive market. Strong play by play. Five years experience. Ready to move up. College graduate. Also staff announcing. Tapes, on request. Box 250B, BROADCASTING.

Top 40 and between Dayton and Miami? Vacationing in March! Major market background. Box 252B, BROADCASTING.

Experienced format d/j wants larger salary, better format, and larger market. Box 262B, BROADCASTING.

1962 graduate of announcing school looking for position as disc jockey. Box 284B, BROADCASTING.

Air personality, dj, very authoritative newscaster, quality sound for any type commercials. Versatile, dynamic live wire. Every market anywhere given careful consideration. Mature, married, will relocate. Show tape on request. Box 268B, BROADCASTING.

Personality dj. Desires swinging operation with remotes, hops; 3 years experience. Box 269B, BROADCASTING.

Canadian fast paced, strong top rated personality. Over draft age, desires stateside location, preferably southwest. For results rather than big voice contact. Box 270B, BROADCASTING.

South or far west: Radio-television personality. 20 years experience. Highly rated adult morning man in top 20 market. Child's health requires warm climate. Sales and pd experience. Excellent recommendations. Box 271B, BROADCASTING.

Morning man-dj-5 years experience. Family man. Northeast only. Box 272B, BROADCASTING.

Part-time announcer-news seeks fulltime. Versed all phases (except sales.) Willing to learn. Immediate. 21, single, military obligation fulfilled. Run own board. Strong news. Prefer midwest but will consider all. Box 277B, BROADCASTING.

DJ-flexible, swinging, young cheerful. Offers production with impact. Attention modern promotion minded station. Let's talk. Box 279B, BROADCASTING.

DJ/personality. Now employed. Adult programming. Gimmicks. Seeks growth opportunity. Box 280B, BROADCASTING.

So you're looking too! Little experience over shadowed by ambition. Have tight production will learn the rest. Mature family man, prefers money not hunting, fishing. Box 283B, BROADCASTING.

Negro showman personality. \$85. Will travel. Deacon K. YU 2-9640. San Francisco. Box 295B, BROADCASTING.

Adult, 37, some radio/T.V. experience. Need more. Prefer news, sports. Reasonable, dependable, cooperative. Box 296B, BROADCASTING.

College student desires summer work. Experienced in r & r, c & w, pop. Presently in easy sun. pop. Prefer midwest or southeast. Complete information. Box 298B, BROADCASTING.

Country disc jockey, desires fulltime air work. Experienced. Employed. Box 303B, BROADCASTING.

DJ newscaster, tight production fast board. Middle of the road. Box 306B, BROADCASTING.

Staff announcer, young, experienced, college graduate. Wants sound good music organization offering advancement. Box 309B, BROADCASTING.

Warm, relaxed, good music announcer. Experience desires matching operation now. Box 310B, BROADCASTING.

I am the most promising deejay in these United States. Short on experience, but make up for it in talent. Born to be an air personality. Now No. 1 in small market and want to move up. If you are a progressive top 40 organization, let's get together. College. Family. Box 311B, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

Sparkling tasteful morning humor, believable personality, something a little different. 7 years doing mature, clever music show. Ultra-successful, fast moving sales vehicle. Box 312B, BROADCASTING.

Live format wanted. First phone, experience, good talker. State minimum. Box 313B, BROADCASTING.

Versatile top 40 dj. Desires another medium or top market station. Strong news and production. Box 323B, BROADCASTING.

Program director, announcer, newsmen, idea man. First phone, eighteen years experience. Now at east coast major. Available two weeks. Box 330B, BROADCASTING.

Top jock, top newsmen/director; wants top market, solid organization. Box 331B, BROADCASTING.

Announcer-1st phone 36, single relocating in Florida within next two weeks. Desires staff announcing position. Joe O'Donnell, 125 Company Avenue, Philadelphia, Pennsylvania. Phone Mohawk 4-8244.

Top notch country and top 40 d-j announcer. Prefer southwest or midwest location. Tight production, happy sound. 3 years experience. Excellent references. Available now. Write: Gene Norell, 18 East 6th St., Duluth, Minnesota.

College grad., 27, single, 3 years AFRS, announcing school grad, available April 1st, for adult format. Personable dj, tight board, good news, sports knowledge. Prefer west but can relocate anywhere. Tape, resume upon request. Larry Wyrick, 5650 Sheridan Road, Chicago 26.

Nine years radio, one year tv. Strong on news, and commercials. Good knowledge of music. First phone. Available two weeks. Middle Atlantic, New England preferred. Jack Simmons, 431 South College, Carlisle, Pennsylvania.

### Technical

Engineer, construction and maintenance in radio and tv. Experience as chief. Good references. Northeastern area, but can relocate. Box 194B, BROADCASTING.

Experienced chief engineer-announcer. Good references. \$100. Box 282B, BROADCASTING.

Transmitter-studio engineer two years experience 5 kw directional. Strong on construction, installation, maintenance. No announcing. Desires permanent position east. Honest, dependable. Box 289B, BROADCASTING.

Chief engineer-announcer, fifteen years experience. Seeking position as equipment representative or in radio manufacturing. Box 300B, BROADCASTING.

### Production—Programming, Others

Top flight music director with wide knowledge of classical and best pop music and first class air personality, presently employed, desires position as music director with KABL format. 10 years experience in all phases of radio. Finest references. Box 211B, BROADCASTING.

Program secretary, music programmer and librarian. Over thirteen years radio and television. Interested in midwest and Los Angeles area. Box 251B, BROADCASTING.

Highly oriented sports and newsmen. 10 years in business. Now employed as p.d. Seeking relocation with good news-sports operation. \$7500 per year will secure highly productive employee for you. Box 261B, BROADCASTING.

Newsmen, one year experience local news gathering, writing and airing, plus regular board shift and announcing. First class ticket. College. Full details gladly furnished upon request. Box 215B, BROADCASTING.

Farm director, radio and/or tv. For resume write John Merrifield, 10495 Nadine, Huntington Woods, Michigan.

## Situations Wanted—(Cont'd)

### Production—Programming, Others

Major market newsmen, flagship station 6 state network ready for top 25 metropolitan, thoroughly experienced, authoritative, concise, colorful. Harvard graduate, 32, family. Box 285B, BROADCASTING.

Young, aggressive announcer-production. Adult, friendly appeal. Good copy and voice. Currently employed, New England, metro market. Desires position with p.d. possibilities in small market. Box 291B, BROADCASTING.

News director. Presently with top-rated am in 300,000 market. Overseas experience. AP and London Times. Offer authoritative news; believable delivery. No screamer. First phone, CREI Graduate. Box 293B, BROADCASTING.

Attention Michigan, Ohio, midwest. Entertaining radio-tv personality seeks future in above locals. Tight radio board, good production, pleasant, humorous air salesman. TV experience includes news, weather, sports. Currently employed. Prefer personal interview. Box 302B, BROADCASTING.

Sportscaster. Expert baseball, basketball and football play by play and has earned present medium market top rating. Nine years experience in college and professional sports. Major markets only. Box 315B, BROADCASTING.

Assistant program director with four years experience wants permanent position with security and future. Box 308B, BROADCASTING.

When two or more stations in same market are playing same music, one that comes out tops invariably has the best production. It does make the difference. The addition of a top flight production man to your staff could prove a wise investment. Let my tape prove I'm your man. Now operations manager, Florida west coast. Like production in major programming in medium. First phone, college degree. Any format. 41 Wallace Ave., Sarasota, Florida.

United Nations coverage by veteran correspondent. Clayton Willis, Press Room, United Nations, New York. Eldorado 5-1956.

## TELEVISION

### Help Wanted—Technical

Engineer, best technical qualifications, reliable character, for VHF Texas resort city. Box 198B, BROADCASTING.

Qualified engineer trainee with first phone for Texas VHF. Box 201B, BROADCASTING.

Radio telephone first with TV experience. Video audio switching, transmitter operation. Maintenance experience helpful. Box 170B, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable station operation. Supervisory experience and background in all phases of maintenance necessary. Box 235B, BROADCASTING.

Major power UHF tv station in south central Pennsylvania requires 1st class radio studio operation. Starting salary commensurate with background and ability. Liberal company benefits, splendid city. Resume to Box 157B, BROADCASTING. Strictly confidential.

Wanted working chief engineer for maximum power vhf now building new studios and changing to separate transmitter studio operation after nine years combo. Construction maintenance experience prime requirements coupled with administrative ability. Adequate references necessary. Good pay. Forget rigors of winter in year round warm climate, where air conditioning makes working conditions pleasant in hottest summer. Leavenworth Wheeler, General Manager, KIVA, Yuma, Arizona. Phone 714-572-0211.

## Help Wanted—(Cont'd)

### Technical

Chief engineer for full power, vhf and 5 kw am, ABC network affiliates. Full responsibility for 16 man staff. Excellent working conditions and starting salary. Present chief available to help you get started. Give full details in first letter to Redd Gardner, General Manager, KCRG Stations, Cedar Rapids, Iowa.

### Production—Programming, Others

Dominant CBS VHF station in midwest needs news reporter-photographer able to shoot and process 16 mm film as well as dig for news. Send resume photo, films to Box 259B, BROADCASTING.

Number one station in ¾ million home midwest market has opening for top newsmen to do both radio and tv. There's plenty of news and plenty of work. If you're used to a 40 hour week we are not for you. If you love news send resume photo and film or tape to Box 260B, BROADCASTING.

Male or female with tv experience to manage traffic department in south Florida NBC-TV affiliate. Send resume to Box 55A, BROADCASTING.

Continuity writer with speed and creativity for VHF in southwestern resort city. Box 195B, BROADCASTING.

Need creative producer-director to handle important evening television news and recording schedule. Must have good ideas and be able to handle crew with skill. Excellent potential in 12 year VHF dominant CBS station in 750,000 home midwest market. Send resume, photo, and samples of your work to Box 258B, BROADCASTING.

## TELEVISION

### Situations Wanted—Management

Experienced assistant manager. Family ownership prevents future promotions. Salary requirements \$22,000 per year. Box 292B, BROADCASTING.

### Sales

Tv salesman billing ¼ million local sales—medium large market seeks sales management or larger market. Box 58A, BROADCASTING.

### Announcers

Mature, personable tv staffer, university graduate. 39, now major southeast market. Must relocate immediately. Box 505R, BROADCASTING.

Radio announcer 33, pd strong on news. Want to break into t.v. Now in midwest. Find out why I can do above average job for you. Box 263B, BROADCASTING.

33 year old announcer, 8 years experience (3 tv in large markets) seeks man-sized job. Good at interviews and controversy, as well as regular duties. Will go anywhere for good wage. Personal interview my expense. Box 316B, BROADCASTING.

### Technical

General supervisor wishes to relocate. Strong on maintenance, especially v.t.r. Nine years experience tv. Box 281B, BROADCASTING.

Director of engineering, many years broad experience include planning, construction and operation of max power vhf, also am and fm. Established record of efficient operation. Will interview at NAB. Box 284B, BROADCASTING.

## Situations Wanted—(Cont'd)

### Technical

Studio operations engineer, for permanent position. 1st class with maintenance. Tel. 212-SL 6-2640. Box 247B, BROADCASTING.

### Production—Programming, Others

Newsman—10 years reporter, writer, newscaster—radio, newspaper background. Seeks television operation where can gather, write, film and broadcast news. Box 162B, BROADCASTING.

Top producer-director, major market, now interested in program manager—assistant program manager, smaller market. Box 180B, BROADCASTING.

Program manager. Fourteen years experience in television broadcasting. Available immediately. Box 234B, BROADCASTING.

Assn't news director, nine years radio-tv news desires position with progressive news operation. Prefer southeast but will consider other. Experienced reporter, editor, photo and documentary producer. Documentary submitted for emmy 1963. Box 275B, BROADCASTING.

Diversification. Experience in production, direction, announcing, writing, traffic, photography and news. Desires permanent position. Family. Box 288B, BROADCASTING.

## WANTED TO BUY

### Equipment

Wanted: Good used Houston fearless metal tripods and collapsible dollies. Write Box 588, Abilene, Texas.

### For Sale

### Equipment

RCA BTF-10B. 10 kilowatt fm transmitter. \$6500. Box 32B, BROADCASTING.

Fidelipac tape cartridges. Best prices, same day shipment. Old cartridges reconditioned. Write for complete Sparta equipment brochure. Sparta Electronic Corporation. 6450 Freepoint Blvd., Sacramento 22, California.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Tempebar 2-3527.

Continental 1 kw UHF transmitter, Filterplexer, 400 foot tower, UHF Andrew 3½", 50 ohm Coaxial line, 1 channel 34 antenna. M. N. Bostick, KWTX-TV, Waco, Texas.

Automation. Used Schafer 1200 System (current model). Take over payments with approved credit. Box 295A, BROADCASTING.

2-RCA Ball bearing VTR headwheel panels. Newly reconditioned, warranty transferable, \$1,200 each. Contact Chief Engineer, WTVD, Durham, North Carolina.

Several slightly used type 8D21 tubes for RCA TT 5A transmitter. Serial numbers and hours on each furnished on request. Director of Engineering, WCCO-TV, Minneapolis.

One GE Unilevel amplifier—excellent condition \$100.00. WMLP, Milton. Pa. PI. 2-8705.

Collins 300G Transmitter 250 w—excellent condition. Some extra tubes—\$600. WMBH, Joplin, Missouri.

## For Sale—(Cont'd)

### Equipment

TV slide projector, slectro slide jr., 32 slide cap. In use, available April 1. Harmonic filter, RCA for channel 40 audio console, Collins, mod. 12H-10/Turn table, Fairchild mod. 631A. Auto dry air dehydrator. Trans line outer conductor. 10-20 ft. sec. 3½ inch dia. All available immediately. Take offer. WJMY-TV, Chanel 20, P.O. Box 40, Allen Park, Michigan. 313-386-6077.

10,000 watt fm transmitter. FCC type accepted. Designed by Bell Telephone, Western Electric 506B-2. Operates 88-108 mc. Very good condition, clean, complete. Location midwest. \$3500.00. Box 290B, BROADCASTING.

## MISCELLANEOUS

Gospel-Religion available. American Advertising Co., 270 North Crest Road, Chattanooga, Tennessee.

Religious programs available. American Advertising Co., 270 N. Crest Road, Chattanooga, Tennessee.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N.Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. \$5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Humorous material for radio and television wanted. Please send samples and prices to Chistes, Apartado Postal 2516, Mexico, D.F.

Gospel Broadcasting available. American Advertising Co., 270 North Crest Road, Chattanooga, Tennessee.

Resumes by Ph.D. currently in television industry. Fast service. Details airmailed. Thayer, 808 Eighth, Laurel, Maryland.

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave. Hollywood 27, California.

Elkins training now in New Orleans for FCC First Class License in 8 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

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.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

## INSTRUCTIONS—(Cont'd)

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 6kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd. N. Y. OX 5-9245.

"Are you cold?" Do you need a first phone? Sunny Florida—Gulf Beaches—and a FCC First Class Radio-Telephone License in five (5) weeks "Guaranteed." Latest teaching methods. Connected with modern commercial station. Next class March 5. Radio Engineering Institute of Florida, Inc., Commercial Court Building, Box 1058, Sarasota, Florida.

## RADIO

### Help Wanted—Sales

### SALES REPRESENTATIVES

for nationally known manufacturer of Tape Cartridges systems and related radio & TV studio equipment. Can be worked in conjunction with present employment. Radio engineering programming or sales background necessary. High straight commission. Direct leads furnished. Send background resume. All replies confidential.

Box 209B, BROADCASTING.

### DEEJAYS

Bright-happy formula man needed in Sunny Florida. NO SCREAMERS! Good voice, cheerful delivery, thorough experience musts! Rush tape, resume, salary requirements to:

Dick Lawrence  
Operations Manager  
WFLA RADIO  
Tampa, Florida

**Help Wanted—(Cont'd)**

**Announcers**

EXPERIENCED, BRIGHT PERSONALITY WANTED BY 5,000 WATT CENTRAL VIRGINIA AREA STATION

Chance for TV work. Middle of the road music format. Good opportunity to settle down in a progressive operation. Rush tape, photo and full resume.

Box 210B, BROADCASTING.

**Production—Programming, Others**

**FLORIDA**

Newsmen-to dig-write-rewrite-help build number one news operation. Top station Tampa-St. Petersburg. TV possibilities. Rush tape, resume, salary requirements to:

Dick Lawrence  
Operations Manager,  
WFLA RADIO  
Tampa, Florida

**OUTSTANDING OHIO GOOD MUSIC STATION**

wants assistant program director who is good with ideas, production and can run a tight afternoon show. A good opportunity! If interested please send tape, picture and other information.

Box 326B, BROADCASTING.

**Situations Wanted—Management**

**TO WHOM IT MAY CONCERN!**

The PEP management team is ready to go to work for your sick stations. We do it all. Management, personnel, programming, bookkeeping, sales, the works! Want to make a profit AFTER you pay us. Put 50 years of radio know-how to work for you. OWNERS ONLY!

Write:  
Art Ross or  
Bill Montgomery  
Professional Enterprise  
Productions, Inc.  
Box 1745,  
Ocala, Florida

**Situations Wanted—(Cont'd)**

**Announcers**

EXPERIENCED RADIO TEAM Male-27 and 25. Seeks morning show or other appropriate time spot where sharp humor is basis of format. We will move forward with vigor in making our show, your station the best.  
Box 320B, BROADCASTING.

**Production—Programming, Others**

MODERN RADIO PROGRAMMER SEEKS LONG-TIME RELATIONSHIP WITH LONG-TIME OWNERSHIP STATION

If you're in the radio business and dedicated to it for not only monetary reasons . . . if you realize that audience needs must be answered intelligently and vibrantly in this modern society. If you believe in ratings . . . if you're not prejudiced about music . . . if you believe in Leadership and wholesome competition . . . I would like to hear from you.  
BOX 321B, BROADCASTING

**TELEVISION**

**Help Wanted—Management**

**CATV EXECUTIVE**

Experienced Broadcasting Group expanding in CATV field—Southeast. Seeking young executive with minimum 5 years experience CATV, familiar franchises, contracts, purchasing, general engineering, administration. Broadcasting background preferred but not imperative. Excellent salary, working conditions stock. Send details of experience, photo, etc., to Box 209A, BROADCASTING.

**TELEVISION**

**Situations Wanted—Management**

**HIGHLY SUCCESSFUL-HIGHLY EXPERIENCED BROADCAST EXECUTIVE**

seeks top position in station, rep., or agency field. 34, announcing, engineering and sales in radio, TV, film. TREMENDOUS RECORD IN SALES MANAGEMENT.

Box 254B, BROADCASTING.

**EMPLOYMENT SERVICE**

**"YOU ARE NEEDED!"**

ALL BROADCAST PERSONNEL PLACED ALL MAJOR U. S. MARKETS MIDWEST SATURATION Write for application NOW

**BROADCAST EMPLOYMENT SERVICE**

4825 10th Ave. So.  
Minneapolis 17, Minn.

**INSTRUCTIONS**

**RADIO-TV ANNOUNCING COURSES ENGINEER & 1st FONE COURSES**

Active Placement Service. Attention Managers: A few Outstanding Announcers now available for radio-tv.

KEEGAN TECHNICAL INSTITUTE "Since 1947"

207 Madison, Memphis, Tenn.

**WANTED TO BUY**

**Equipment**

WANTED: 300 to 500

foot tower capable of supporting 3-bay Channel 6 TV antenna and associated equipment.

Box 314B, BROADCASTING

**For Sale**

**Equipment**

**TRANSMITTERS FOR SALE**

At a new low price for quick sale with good terms for the right buyer. BC 5 A Gates 5 kw transmitter, BC 250 GY, 250 Watt transmitter. Both in use now. Good operating condition . . . including 1 set of tubes.

Write:  
Stanley W. Ray, Jr.  
505 Baronne St.  
New Orleans 12, Louisiana

**KINE-SCOPE RECORDERS—**

Two (2) GPL 16mm kine recorders, model PA303, must be disposed of as quickly as possible. Both are in excellent operating and physical condition—recorder with serial #75 has a Mauer Sound Recording Head. Recorder serial #92 is without sound. We will listen to any offer and discuss any deal. We are interested in moving this equipment FAST.  
Box 71B, BROADCASTING

**MISCELLANEOUS**

**NEED BILLING?**

Have proven California PI program with prestige product and high \$\$\$, per lead. (An offer guarantee of results.

Manager,  
4670 33rd St.  
San Diego 16, California  
Phone Area 714-281-2369.

**MISCELLANEOUS**

**FREE "GOOD LIVING" FREE**

Radio Series for Homemakers  
**CAN HELP INCREASE TIME SALES**

- \* Weekday 2-minute features
- \* Tailor-made for local commercial adjacencies
- \* No brand names
- \* High quality ET's on monthly schedule
- \* 3rd year free to over 400 stations (250 to 50,000 watts)
- \* Exclusive to a city

For auditions and references write:

John D. Orr  
Independent Transcribed Service  
178 East 70th Street  
New York 21, N. Y.

**AD LIBS!**

A new monthly publication of Clean Lines for DJ'S Comics & Speakers. Sample sheet on request. Two to four pages monthly.

Write:  
2510 Queens Chapel Road,  
Apt. 304, Hyattsville, Maryland  
or Phone: 301-864-9151

**DOCUMENTARY-PUBLIC AFFAIRS PRODUCER**

Available for free lance work for stations, agencies, or networks. Film, tape, live, network experience. Major national award winner.

**TELEVISION INFORMATION PRODUCTS**

333 Griggs-Midway  
St. Paul 4, Minnesota,  
Phone: 645-9955  
Or Chicago, 866 North Wabash  
Chicago 11, Illinois, Phone: 644-5898

**WEST COAST AIRCHECK SERVICE**

Programming problems? Receive airchecks on two top coast stations of your choice every two weeks. For demo tape & details write:  
**STAN MAJOR ENTERPRISES**  
1122 South Cardiff Ave.  
Los Angeles 35, Calif.  
CR 6-8376

**For Sale**

**Stations**

**LARGE EASTERN**

Metropolitan market-daytimer. Excellent potential, can go full-time. Absentee owner. \$175,000, very small down payment,  
Box 223B, BROADCASTING.

**For Sale—(Cont'd)**

**Stations**

**EASTERN MAJOR SUBURBAN MARKET**

Daytimer with superb coverage is now in black and has tremendous profit potential. Asking \$300,000 with one-half down; balance over five to six years.

Box 237B, BROADCASTING

**MISSISSIPPI DAYTIMER**

Single market, population 6,500, good retail sales. Grossing around \$30,000 needs management & local ownership. Good equipment in new building and transmitter. Priced \$40,000 with terms.  
box 255B, BROADCASTING.

**MIDWEST DAYTIMER**

Grossing \$65,000 and growing. Excellent facilities. Terms available. Full information sent to qualified buyers only.

Box 267B, BROADCASTING.

**THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946**

Negotiations Management  
Appraisals Financing  
**HOWARD S. FRAZIER, INC.**  
1736 Wisconsin Ave., N.W.  
Washington 7, D. C.

**GUNZENDORFER**

**CALIFORNIA EXCLUSIVE DAYTIMER**  
\$116,000. Requires \$30,000 cash easy payout.

**TELEVISION PACIFIC STATES** \$225,000 down payment \$60,000.

**ARIZONA FULLTIMER** \$50,000 with \$10,000 down FM's \$75,000 and \$100,000.

**WILT GUNZENDORFER AND ASSOCIATES**

Licensed Brokers Phone OL 2-8800  
864 So. Robertson, Los Angeles 35, Calif.

Fla.	medium	power	150M	terms
N. Y.	medium	fulltime	230M	50M
Pa.	metro	daytime	200M	50M
East	major	daytime	400M	29%
East	metro	UHF-TV	2,000M	29%

And others.  
**CHAPMAN COMPANY**  
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

**STATIONS FOR SALE**

**ROCKY MOUNTAIN.** Daytime. Billing \$100,000. Priced at \$150,000. 29% down.  
**ROCKY MOUNTAIN.** Daytime. Exclusive market. Profitable. Priced at \$50,000. 29% down.

**JACK L. STOLL & ASSOCS.**  
Suite 600-601 6381 Hollyw'd Blvd.  
Los Angeles 28, Calif. HO 4-7279

To buy or sell Radio and/or TV properties contact:

**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN 17, TEXAS

*Continued from page 79*

to 1 kw. and installation of new trans. and DA (DA-D); conditions.

**WFTG London, Ky.**—Granted increased daytime power on 1400 kc, S. H., from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

**WALE Fall River, Mass.**—Granted increased daytime power on 1400 kc. from 500 w to 1 kw, continued nighttime operation with 250 w; conditions.

**KLWT Lebanon, Mo.**—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

**K07EB Silver City, N. M.**—Granted license for vhf tv translator station.

**WGEM Quincy, Ill.**—Granted mod. of cp to make changes in nighttime DA pattern.

**K03BW, K12DS, K12DT Rainier Mesa, Area 12 and Mercury, Nev.**—Granted mod. of cps to change frequency to ch. 3 and ch. 12 for vhf tv translator stations.

**K11FR Hiawatha, Colo.**—Granted mod. of cp to change frequency to ch. 11 and primary station to KOA-TV (ch. 4) Denver, Colo. for vhf tv translator station.

**K12DU Saratoga-Los Gatos, Calif.**—Granted mod. of cp to change frequency to ch. 12 and type trans. for vhf tv translator station.

**K13AO Roaring Fork River Valley, Colo.**—Granted mod. of cp to include Glenwood Springs rural area, Colo., and make changes in ant. system for vhf tv translator station; condition.

**K02BX Round Valley, Ariz.**—Granted mod. of cp to change primary tv station to KOLD (TV) (ch. 13) Tucson, Ariz.

**W07AE Lookout Mountain, Tenn. and Fairyland, Ga.**—Granted mod. of cp to change frequency to ch. 7, type trans. and make changes in ant. system for vhf tv translator station.

**KXAB-TV Aberdeen, S. D.**—Granted extension of completion date to May 30.

Granted licenses for following uhf tv translator stations: **W79AF, W83AC** Purdue U., Chicago, Ill.; **K72BP, K76BI, K80BF, Hurschel C. McKenzie, Camp Desert Rock, Nev.; W77AA, Richard E. Abraham, Iron Mountain, Mich.; K70CR, Pagosa Springs Tv Assn., Pagosa Springs, Colo.; K74BU, North Tillamook T. V. Translator Inc., Rockaway and vicinity, Ore.; K73AY, Palo Verde Valley T-V Club Inc., Blythe and Palo Verde Valley, Calif.**

**Action of Feb. 6**

**K06DF Pampa, Tex.**—Granted mod. of cp to change type trans. and make changes in ant. system for vhf tv translator station.

**Rulemakings**

**PETITIONS FOR RULEMAKING FILED**

**WWLP (TV) Springfield, Mass.**—Petition to amend table of allocations by deleting ch. 38 assigned to Connerville, Ind., and reassigning same to Dayton, Ohio. Received Feb. 12.

**Processing line**

Following application is mutually exclusive with application for renewal of license of **WSTL** Eminence, Ky. Thus, to expedite action on application, commission, on motion of J. W. Dunavent, waived Sec. 1.354(c) of rules and interim criteria to govern acceptance of standard broadcast applications adopted May 10, 1962, in order that application hereinafter described may be placed at top of processing line. Accordingly, notice is hereby given that on March 26, 1963, following application: **New, Eminence, Ky., J. W. Dunavent, 1600 kc, 500 w-D** will be considered as ready and available for processing, and pursuant to Sec. 1.106(b)(1) and Sec. 1.361(c) of commission's rules, application, to be considered with application, or with any other application on file by close of business on March 25, 1963, which involves conflict necessitating hearing with this application, 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 March 25, 1963; or (b) earlier effective cut-off date which this application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Action Feb. 13.

# SAM JONES, APPRECIATOR\*



1. Meet Sam Jones, appreciator.



2. An appreciator is a person who's grateful for the things most of us take for granted.



3. Sam didn't become an appreciator until he had a stroke. Now, after his recovery...



4. ...he rejoices in such simple accomplishments as tying his shoelace.



5. He finds renewed excitement in smelling the sweetness of early morning.



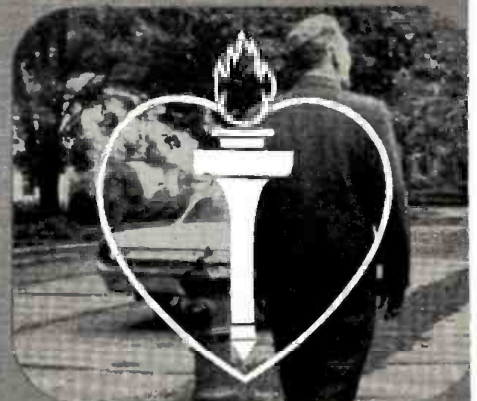
6. As for a medical check-up, Sam calls on the doctor now (instead of the other way around).



7. Yes, Sam Jones is an appreciator. He's also a Heart Fund Volunteer now...



8. ...ready to help his doctor and his Heart Association put other people back on their feet.



9. You belong to that partnership, too. When you give to the Heart Fund you help save hearts and lives.



*more will live the more <sup>time</sup> you give*

**HEART FUND — FEBRUARY 1-28**

**Advertising Council Acceptance**—The 1963 Heart Fund Campaign has been accepted by the Advertising Council and is included in its January-February Bulletin as a project recommended to the broadcasting industry for support.

\* Storyboard of 1-minute spot, one of 12 films in the 1963 Heart Fund TV Kit. All Campaign radio & television materials available from:  
Heart Committee of the Broadcasting Industry

**AMERICAN HEART ASSOCIATION, 44 EAST 23rd STREET, NEW YORK 10, N.Y.**

## OUR RESPECTS to Robert William Dillon

### You build listener loyalty by being loyal to people

The sequence of paintings of the Old West will catch your eye quickly as you enter the spacious office of Robert Dillon, vice president and general manager of KRNT-AM-TV Des Moines and the KRNT Theatre for Cowles Magazines & Broadcasting Inc.

But Mr. Dillon will hasten to inform you they are only prints as he arms you with a hot cup of coffee before you are scarcely seated. He broke horses when he was young, the conversation discloses, and he's still a western buff.

Warm hospitality and frankness. These are midwestern qualities that Mr. Dillon generously applies to his own affairs and instills in his staff too. "This is the greatest organization you ever saw," he proudly states, explaining how all executives "double in brass" in each of the three media—radio, tv and theatre—and have learned their varied roles so well that "they could just about run anything."

**Leadership** ■ There is no secret to the system in Mr. Dillon's mind. You build listener loyalty through strong personalities and service features, good music, lots of news and community involvement. But this intimate people-to-people link of responsiveness, responsibility and respect must start right at the top internally. Management must set the example, he says.

There is no separation of functions between the KRNT-AM-TV staffs. Newsmen report for both radio and tv. Salesmen sell for both media. Radio personalities appear regularly on their own tv shows. "The inter-media motivation factor" is the term Mr. Dillon uses. It pays off handsomely with the audience, he explains, making KRNT folks "neighbors" all over the area.

**Box Office Doesn't Lie** ■ The KRNT Theatre, boasting 4,300 seats and claim to the world's largest legitimate house today, regularly presents everything "from grand opera to the Grand Ole Opry," Mr. Dillon says. "And they kid you not at that box office," he notes, citing lessons of audience loyalty helpful in radio-tv too.

Robert William Dillon was born July 6, 1905, at Adel, Iowa, a small farming community about 20 miles west of Des Moines. Growing up on the family farm is no snap for most boys because of the many chores to be done, but it sure has its compensations, Mr. Dillon recalls. Like fishing in Racoon River or the many other streams near home. Or hunting ducks, pheasants and rabbits.

"A gun was an everyday thing around the farm," Mr. Dillon says. He learned to shoot well, too, winning a

trap shoot when only 12. There were other sports interests during grade school and high school at Adel, including football, but as a student he also showed proclivity to writing.

All young writers must explore the outside world. So during the summer young Bob Dillon and his buddy took their car and followed the harvests—"we got clear up into Canada." The experiences were expanding but the money earned took more immediate importance. It helped him to study journalism for several years at Iowa State U. at Ames. He also helped pay the way by coaching boxing and wrestling at night at high school in Ames.

**Media Salesman** ■ When the hard economics of the day prevented him from finishing college, Mr. Dillon went to work for the *Des Moines Register* and *Tribune* selling classified advertising. Later he switched to the advertising staff of a Des Moines-based farm magazine, *Wallace's Farmer*, which ultimately went out of business during the depression. In 1935 he joined WOC Davenport, Iowa, as a salesman.

It was at WOC that Mr. Dillon's latent talents for showmanship came to life. The new medium of radio quickly taught him some basic principles of operation that have remained with him ever since. He soon discovered that "people are loyal to people" and that strong listener loyalty can be built by promoting the right personalities.



Mr. Dillon  
Hospitality and frankness

After several years at WOC, Mr. Dillon joined KSTP St. Paul-Minneapolis but this association proved to be brief. He was lured back to Des Moines by the *Register* and *Tribune* which wanted him to sell for KSO and KRNT there, both of which then were owned by the Cowles interests. His salesmanship apparently was as good as his showmanship because by 1940 he was promoted to sales manager of the KSO-KRNT combination.

**WAC Recruiter** ■ Mr. Dillon was drafted shortly after Pearl Harbor and was enrolled in the officer candidate school for the Army Air Corps at Miami Beach. "I was probably the oldest second lieutenant in the business," Mr. Dillon recalls. After graduation he was assigned initially to public relations for the Eighth Service Command in Texas but later he was assigned to a variety of jobs. One such hitch was recruiting for the Women's Army Corps and he travelled the country armed with movies and sales presentations which he developed.

Upon release from the service Mr. Dillon returned to KRNT as general sales manager (KSO was sold by Cowles pursuant to the FCC's duopoly policy) and in 1948 he was promoted to his present position as vice president and general manager of both the broadcasting and the theatre operations there. Later he assumed the same executive responsibilities for KRNT-TV which took the air in mid-1955.

Mr. Dillon is not a joiner for the mere sake of association. When he does affiliate with a group he is an active worker, however, an attitude that he is always encouraging among the employees at KRNT. About a decade ago Mr. Dillon organized the Iowa Broadcasters Assn. through a mail campaign directed to his fellow broadcasters. He has served on the IBA board. Presently he is vice president of Des Moines' Junior Achievement.

**Still Fishin'** ■ Mr. Dillon married Mary Hayne of Des Moines in 1936. The couple had met while both worked for *Wallace's Farmer* earlier. They have no children. Mrs. Dillon joins her husband for the deep sea fishing trips he likes to take in the Caribbean or off the coasts of Panama or Mexico. They both share an interest in gardening.

With home located only 10 minutes from the office, Mr. Dillon starts early and often works late, going back after supper to check the theatre. Who wouldn't want to, Mr. Dillon asks. "This is the friendliest place you ever walked into."

## Don't underestimate Harris

**W**E have a hunch (and enough evidence to encourage it) that Oren Harris' investigation of broadcast rating services will be lively, to say the least. As reported here last week, Rep. Harris, chairman of the House Commerce Committee and its new Subcommittee on Investigations, expects to begin hearings next month.

So far Mr. Harris has kept quiet about his intentions, although in private conversations he has hinted that he has interesting disclosures in mind. If memory serves, he said very little about television quiz programs before his committee put Charles Van Doren on the stand and not very much about payola until witnesses began explaining how it worked. These historical references are not intended to suggest that Mr. Harris will find fraud among the rating services. He does have a knack, however, for turning up information that will catch the public eye.

Ratings are a subject that Mr. Harris has dealt with before. Indeed a thorough analysis of seven major rating services was produced two years ago by a committee of research specialists appointed by Mr. Harris. The Madow Report (named for Dr. William G. Madow of Stanford Research Institute, the chairman of the special committee) found numerous imperfections in existing services but none serious enough to warrant sweeping changes.

The Madow Report was issued by Mr. Harris' own Commerce Committee in March 1961. We may only wonder what has come to Mr. Harris' attention since then to revive his interest in the subject.

Several months ago the major rating services signed consent judgments with the Federal Trade Commission to conclude an investigation by that agency. Under the judgments the services agreed to be more specific in describing the nature and probable accuracy of their reports, but there were no admissions or accusations of more serious nature. Does Mr. Harris, or his staff, know something the FTC didn't find out?

For the moment we may only speculate.

## Control by committee

**B**ROADCASTERS would be well advised to approach with caution the proposal of the FCC to create a government-industry committee to stimulate growth of uhf.

If the past is prologue, one has only to look into the recent events in fm to discern the pitfalls of government intercession in an area in which it does not belong. Fifteen years ago another FCC went all out for fm, to alleviate the "scarcity" in aural broadcasting. It practically rammed fm down the throats of broadcasters. Many licensees felt if they didn't apply they might be subjected to sanctions. The upshot was that hundreds of am stations filed for fm.

In the succeeding 10 years many of these construction permits were turned back. There was little "market" for fm. The medium suffered because of government overstimulation. It was not allowed to develop in the give-and-take of free enterprise. Only now is fm coming into its own. The interplay of competition was the answer, although the FCC recently has hobbled further development through imposition of a freeze.

The fear is that the fm experience might be repeated if government intervenes in the uhf development beyond the purely technical phases. The problems of uhf will predominantly relate to economics and programming and these can be no proper concern of government. It doesn't matter how many members the projected "Committee for the Full Development of Uhf Broadcasting" may have. The two gov-

ernment members—Commissioners Robert E. Lee and E. William Henry, who would be chairman and vice chairman—would prevail. They would bear the badges of authority. Lamentably, neither has shied away from control over programming.

The idea for the committee originated with the Electronic Industries Assn., which first vigorously opposed and then reluctantly accepted the all-channel receiver legislation to foster uhf's development. EIA cannot be blamed for wanting government and broadcasters to share responsibility if the public should complain about increased cost of all-channel receivers and if other troubles develop.

FCC Commissioner Frederick W. Ford, in dissenting, felt that by sponsoring such a committee, the commission departed from its proper role as a regulatory body to assume the function of a trade association in promoting a business.

We agree.

The organization meeting of the proposed committee will be held in Washington March 12. Suggestions in advance have been solicited by the FCC. The best suggestion would be to keep this committee confined to purely technical matters.

## 20-20 hindsight

**I**T is fascinating to compare the facts of television viewing with the assumptions eggheads make about the medium and its audience. An especially fascinating comparison in that line is now available with the publication of *The People Look at Television*, the massive study commissioned by CBS, conducted by the Bureau of Applied Social Research of Columbia U. and described in this publication last week.

This study charted the public's attitudes toward television in the spring of 1960. It found, not surprisingly, that the great mass of viewers at that time were at worst uncritical and at best extremely pleased and that those with better education and higher income, although somewhat more critical, tended to enjoy the same programs that the mass enjoyed. It failed to find any evidence of revolt against television.

These, as we say, are the facts—as uncovered in the deepest survey ever made of the television audience. It is interesting to contrast them with the appraisals of television that were being made at the time by critics, both professional and amateur. It was in 1960 that anti-television criticism was beginning the swell that reached flood tide in Newton Minow's maiden speech to the NAB in May 1961.

Now we know how few really thought that television was a wasteland.



Drawn for BROADCASTING by Sid Hix  
"It's full of nickels. He's been telling his playmates we have pay tv!"



**The stars  
shine (in  
color) every  
day on  
KSTP-TV's  
"TREASURE  
CHEST" SHOW**



"TREASURE CHEST" Host Jim Hutton talks with NBC Star Mitch Miller during recent color show.

**JOHN RAITT, PATRICE MUNSEL, TOM EWELL, JUNE CHRISTY, MITCH MILLER, VIVECA LINDFORS, JOHNNY MATHIS, GORDON MACRAE, CARLA ALBERGHETTI . . .**

. . . these are a few of the famous guests who have appeared on "TREASURE CHEST" within the last month.

Now in its seventh successful year, TREASURE CHEST is produced in living color every weekday (12:20-1:00 pm) before an enthusiastic, live audience of 100 to 150 studio guests. Talented Jim Hutton who has emceed the show since its beginning dispenses prizes for audience games and contests and, of course, interviews the visiting guest stars.

The finest color facilities in the nation add prestige to this proven-successful variety show . . . the only one of its kind in this major market.

For information on availabilities, contact a KSTP-TV representative or your nearest Petry office.

*Represented by*



*The Original Station Representative*



In the 40's we saw radio explode out of living rooms into cars, pockets, shops, ships, offices and factories. We saw that radio would never be fully valued until "plug-out" audience could be measured. In 1950 we found a way so suitable it won us the American Marketing Association (N. Y. Chapter) award that year. And out-of-home has never been out-of-our sight since.

1962. Suddenly press, air and mail are filled with gurgles of discovery. Radio is undervalued. Why doesn't somebody measure the out-of-home audience?" "Let's try to attach a device to transistor radios." It's enough to evoke an immodest ad like this one.

But we're not concerned about pride of discovery. What we do want you to know is that Pulse regularly measures out-of-home in 266 markets, and reports the

data to more than 1,000 agencies, advertisers and stations. Results are incorporated in each station's rating—not given simply as a total for the whole market. We can do this because we ask people at home, face-to-face, in personal interviews. They don't carry meters, diaries or phones around. But they do come home, where they can readily tell Pulse interviewers what they heard (and where) in the preceding few hours. So don't ask "Why isn't somebody measuring out-of-home." Instead, ask a Pulse a/e to tell you more about Pulse's 13-year-old out-of-home coverage, in radio and tv—or about other aspects of our expanding research service to marketers and broadcasters.

**THE PULSE, INC.**

AT HOME: 730 FIFTH AVENUE, NEW YORK 19. PHONE: JUDSON 6-3316

***Suddenly  
everybody's finding  
the "Out-of-Home" Audience  
we never lost***

